The Hungry Lion

The Hungry Lion will be a traditional English pub/restaurant be set up Machesney Park, Illinois. The restaurant will serve authentic English cuisine in an old world style and suitable ambience. The location, menu, and ambience will position the traditional English restaurant as a destination for the ambiance of a traditional homely English pub. The Hungry Lion will become the number one place to go to socialize over some drinks, watch English football and enjoy great quality food.

Mission

To provide good unique, quality food in a pleasant family atmosphere while ensuring all our customers receive excellent service in a clean environment. The décor will depict the British theme, incorporating traditional English drinks, food and atmosphere.

Ownership and legal structure

The Hungry Lion will be created as a sole proprietorship and as such be privately owned and operated by Teresa Fitzsimmons.

Skills and experience brought into the business

Teresa Fitzsimmons received her undergraduate degree from Upper Iowa University and is currently finishing her MBA. Teresa was born and raised in Peterborough, England before moving to the USA at the age of 35. Teresa has worked throughout her working life in the customer service industry, specifically bars and restaurants, providing her with valuable knowledge and experience.

Your competitive advantage

The Hungry Lion’s competitive advantage is that there are no authentic British Restaurants/pubs currently in the local or surrounding area. It will unique and embrace British qualities. The Hungry Lion will be the market leader and continue to look for new ways to add value to the business to stay as the market leader.

**MARKETING**

Products and services offered

The Hungry Lion will offer a variety of quality beers, including domestic but specifically imports and a traditional British menu of lunches and dinners. All products will be produced in our own kitchens and emphasis will be on a final quality product and service.

Customer demand

Customer demand will come from the Influx of Brits seeking traditional home cooking and customer’s desire for new restaurant/bar concepts.

Market size and location

The location for the pub/restaurant is in a newly emerging area of Machesney Park, specifically it will be located on the junction of Forest Hills and 173. The initial prime market for the location will be focused on the area and a 15 mile radius. The area is expanding with new businesses communities and has access to the I90 helping to create further growth and trade for the Hungry Lion.

Advertising and marketing plan

The Hungry Lion marketing strategy will emphasis on the unique environment and services it offers. This will be achieved through advertising, promotions, building community relationships through their quality service and conveying a first class service and experience. The Hungry Lion will advertise with local radio stations, newspapers and flyers.

Pricing strategy

Pricing will be competitive with other restaurants in the area. Promotions and specials will be offered. The menu will be priced between $4 & $15 Bar and alcohol sales will feature drink specials and happy hours. 

Financial Management

Amount and source of start-up funds

Total start-up requirements (including legal costs, logo design, stationery and related expenses) comes to (will enter once all information is gathered)

|  |
| --- |
| **Start-up** |
|  |   |
| **Requirements** |   |
|  |   |
| **Start-up Expenses** |   |
| **Legal** | $2,000 |
| **Stationery etc.** | $2,000 |
| **Insurance** | $2,000 |
| **Rent** | $6,000 |
| **Computer** | $1,500 |
| **signs** | $1,500 |
| **Other** | $2,000 |
| **Total Start-up Expenses** | $17,000 |
|  |   |
| **Start-up Assets** |   |
| **Cash Required** | $10,000 |
| **Start-up Inventory** | $5,000 |
| **Other Current Assets** | $15,000 |
| **Long-term Assets** | $60,000 |
| **Total Assets** | $90,000 |
|  |   |
| Total Requirements | $107,000 |

Start-up

 Expected cash-flow for the first year

Projected income statements and balance sheets for the first two years

Your break-even point

An approximately $60,000 loan will be obtained from a conventional or SBA lender. At least $47,000 capital will be provided by the owners - the Fitzsimmons.

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| **Start-up Funding** |
| **Start-up Expenses to Fund** | $17,000 |
| **Start-up Assets to Fund** | $90,000 |
| **Total Funding Required** | $107,000 |
|  |   |
| **Assets**  |   |
| **Non-cash Assets from Start-up** | $80,000 |
| **Cash Requirements from Start-up** | $10,000 |
| **Additional Cash Raised** | $0 |
| **Cash Balance on Starting Date** | $10,000 |
| **Total Assets** | $90,000 |
|  |   |
|  |   |
| **Liabilities and Capital** |   |
|  |   |
| **Liabilities** |   |
| **Long-term Liabilities** | $60,000 |
| **Accounts Payable (Outstanding Bills)** | $0 |
| **Other Current Liabilities (interest-free)** | $0 |
| **Total Liabilities** | $60,000 |
|  |   |
| **Capital** |   |
|  |   |
| **Planned Investment** |   |
| **Owner** | $47,000 |
|  | $0 |
| **Additional Investment Requirement** | $0 |
| **Total Planned Investment** | $47,000 |
|  |   |
| **Loss at Start-up (Start-up Expenses)** | ($17,000) |
| **Total Capital** | $30,000 |
|  |   |
|  |   |
| **Total Capital and Liabilities** | $90,000 |
|  |   |
| Total Funding  | $107,000 |

Break-even Analysis

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| **Break-even Analysis** |
|  |   |
| **Monthly Units Break-even** | 10,215 |
| **Monthly Revenue Break-even** | $61,851 |
|  |   |
| **Assumptions:** |   |
| **Average Per-Unit Revenue** | $6.06 |
| **Average Per-Unit Variable Cost** | $2.45 |
| Estimated Monthly Fixed Cost | $36,873 |

Break-even Analysis



Personal methods of compensation

* How you will maintain accounting records and procedures

**OPERATIONS**

* Daily management
* Hiring and personnel policies
* Insurance coverage and leasing agreements
* Delivery of products and services