



Restaurant

BUSINESS PLAN

THE WHISTLE STOP

520 N. Central Drive
Cleveland, OH 44123

The Whistle Stop's business plan gives a simple description of the owner's plans for the business. The plan contains helpful financial information for those interested in learning more about the costs associated with opening a restaurant establishment.

- BUSINESS GOALS
- MARKETING GOALS
- START UP COSTS
- OWNERSHIP
- PROJECTIONS
- SALES & PROFIT

BUSINESS GOALS

The Whistle Stop Restaurant, which will be located in the Cleveland Railroad Depot, will be a family-oriented, clean restaurant offering ice cream desserts, subs, sandwiches, pizza and a wide variety of Italian food.

Currently, the property holds the Cleveland Ice Cream Parlour. I plan to keep many of the same menu items and add a line of Italian food. The building, which is a unique, eighty year-old depot, is structurally in good condition, although it is in need of some minor repairs.

I will be the owner/operator of the restaurant, and my main goals will be to provide excellent quality, service and cleanliness to Whistle Stop customers.

By being involved in the daily operations of the restaurant, I can use my 15 years of experience in the service industry to directly impact the quality of customers' visits to Whistle Stop. Through an improved and professionally run operation, our guests will be sure to experience a pleasant atmosphere each time they visit.

The clientele that I wish to attract will be the blue collar work-force and farm workers, and their families, located in the Cleveland area, that want a reasonably priced alternative to fast food.

Whistle Stop's hours of operation will be 11:00 a.m. - 10:00 p.m. daily, with the possibility of expanding to include breakfast.

MARKETING GOALS

I anticipate using 3% of sales for advertising and improvements each year. This money will be used for billboards, print advertisements and a message board, all of which will be designed to develop and increase public awareness of Whistle Stop.

Источник бизнес-плана: <http://www.referenceforbusiness.com>



While many businesses expend much time and money to create a unique establishment, my business is already unique by virtue of being located in an actual old depot. I plan to capitalize on this by stressing the train station's history. Therefore, I am in the process of obtaining railroad memorabilia, signals, signs, and possibly even a caboose.

Together with the improved parking, lighting, and general appearance of the building, I hope to transform the depot into a comfortable eating establishment for residents, as well as a unique travel destination for visitors to Cleveland. By providing a quality meal, in a clean establishment, served quickly and efficiently, these customers, many of whom will be visitors to the Rock and Roll Hall of Fame, will tell their friends about the pleasant experience they had at the Whistle Stop. The potential for nationwide exposure is tremendous.

START UP COST

Purchase price of building and property	\$ 100,000
Price of existing equipment	10,000
Existing perishable food supplies (purchased after closing)	500

First month improvements:

paint, lot repair, road sign, menu	2,000
20% down payment for mortgage	20,000
25% down payment for equipment	2,500
Investment from father	30,000

Total to be financed:

Mortgage	\$ 80,000
Equipment	\$ 2,500

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Total to be financed:

Mortgage	\$ 80,000
Equipment	\$ 2,500

OWNERSHIP

The business will be a subchapter S corporation. This allows the Whistle Stop to be taxed like a partnership or sole proprietorship, with profit taxed at the individual rate rather than the corporate rate. The benefit of an S corporation is that it protects investors, as only the corporation, not the individuals are held liable for the corporation's debts.

I will run the corporation with my father, who will hold the title of Officer. Besides being the company's main investor, he will assist in supervising the restaurant. He is recently retired and has over thirty years of supervisory and sales experience.



Annual Projected Sales	200,000	Jul-88	Aug-88	Sep-88	Oct-88	Nov-88
Index		15	15	15	08	08
Net Sales		25,000	25,000	25,000	13,333	13,333
COGS	43.00%	10,750	10,750	10,750	5,733	5,733
Gross Margin		14,250	14,250	14,250	7,600	7,600
General Expense	19.50%	4,875	4,875	4,875	2,600	2,600
Salaries & Benefits	28.00%	7,000	7,000	7,000	3,733	3,733
Payroll Taxes	3.00%	750	750	750	400	400
Total Expense		12,625	12,625	12,625	6,733	6,733
Income Before Taxes		1,625	1,625	1,625	867	867
Provision for Taxes		0.0	0.0	0.0	0.0	0.0
Net Income		1,625	1,625	1,625	867	867
Cash Balance 1st of Month		5,000	14,800	14,925	15,050	9,902
Cash Sales	100.00%	25,000	25,000	25,000	13,333	13,333
30 - 60 Day A/R		0.0	0.0	0.0	0.0	0.0
Over 60 Day A/R		0.0	0.0	0.0	0.0	0.0
Total Cash Available		30,000	39,800	39,925	28,383	23,235
Inventory Purchases						
Cash Purchases	10.00%	1,075	1,075	1,075	573	573
30 Day Terms	90.00%		9,675	9,675	9,675	5,160
60 Day Terms		0.0	0.0	0.0	0.0	0.0
General & Salary		11,875	11,875	11,875	6,333	6,333
Taxes & Other		750	750	750	400	400
Installment Payments		1,500	1,500	1,500	1,500	1,500
Total Cash Needed		15,200	24,875	24,875	18,482	13,967
Net Cash Flow		14,800	14,925	15,050	9,902	9,268

PROJECTIONS

Annual Projected Sales	200,000	Jul-88	Aug-88	Sep-88	Oct-88	Nov-88
Index		1.5	1.5	1.5	0.8	0.8
Net Sales		25,000	25,000	25,000	13,333	13,333
COGS	43.00%	10,750	10,750	10,750	5,733	5,733
Gross Margin		14,250	14,250	14,250	7,600	7,600
General Expense	19.50%	4,875	4,875	4,875	2,600	2,600
Salaries & Benefits	28.00%	7,000	7,000	7,000	3,733	3,733
Payroll Taxes	3.00%	750	750	750	400	400
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Cash Purchases	10.00%	1,075	1,075	1,075	573	573
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60 Day Terms		0.0	0.0	0.0	0.0	0.0
General & Salary		11,875	11,875	11,875	6,333	6,333
Taxes & Other		750	750	750	400	400
Installment Payments		1,500	1,500	1,500	1,500	1,500
Total Cash Needed		15,200	24,875	24,875	18,482	13,967
Net Cash Flow		14,800	14,925	15,050	9,902	9,268



Take out Sales	15,563.55	Licenses and Fees	97.00
Cones	16,249.70	Postage	79.20
Food (In House)	10,989.5.73	Purchases	55,102.00
Non-taxable Sales	5,045.22	REP & IMP	831.88
Total sales	146,754.20	Single Bus Tax (approx.)	200.00
		Snow & Trash Removal (approx.)	700.00
City Taxes	2,179.96	Supplies	2,314.69
FICA Exp.	4,356.91	Telephone	828.75
Workers Comp.	1,322.31	Federal Unemployment	487.49

SALES & PROFIT

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Non-taxable Sales	5,045.22	REP & IMP	831.88
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		Snow & Trash Removal (approx.)	700.00
City Taxes	2,179.96	Supplies	2,314.69
FICA Exp.	4,356.91	Telephone	828.75
Workers Comp.	1,322.31	Federal Unemployment	487.49

Dec-88	Jan-89	Feb-89	Mar-89	Apr-89	May-89	Jun-89	Total
0.8	0.8	0.4	0.9	1	1		
13,333	13,333	6,667	15,000	16,667	16,667	16,667	200,000
5,733	5,733	2,867	6,450	7,167	7,167	7,167	86,000
7,600	7,600	3,800	3,800	8,550	9,500	9,500	114,000
2,600	2,600	1,300	2,925	3,250	3,250	3,250	39,000
3,733	3,733	1,867	4,200	4,667	4,667	4,667	56,000
400	400	200	450	500	500	500	6,000
6,733	6,733	3,367	7,575	8,417	8,417	8,417	101,000
867	867	433	975	1,083	1,083	1,083	13,000
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
867	867	433	975	1,083	1,083	1,083	13,000
9,268	8,635	8,002	4,335	7,055	7,283	6,867	
13,333	13,333	6,667	15,000	16,667	16,667	16,667	
0.0	0.0	0.0	0.0	0.0	0.0	0.0	
0.0	0.0	0.0	0.0	0.0			
22,602	21,968	14,668	19,355	23,722	23,950	23,533	
573	573	287	645	717	717	717	
5,160	5,160	5,160	2,580	5,805	6,450	6,450	
0.0	0.0	0.0	0.0	0.0			
6,333	6,333	3,167	7,125	7,917	7,917	7,917	
400	400	200	450	500	500	500	
1,500	1,500	1,500	1,500	1,500	1,500	1,500	
13,967	13,967	10,313	12,300	16,438	17,083	17,083	
8,635	8,002	4,355	7,055	7,283	6,867	6,450	

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0.8	0.8	0.4	0.9	1	1		
13,333	13,333	6,667	15,000	16,667	16,667	16,667	200,000
5,733	5,733	2,867	6,450	7,167	7,167	7,167	86,000
7,600	7,600	3,800	3,800	8,550	9,500	9,500	114,000
2,600	2,600	1,300	2,925	3,250	3,250	3,250	39,000
3,733	3,733	1,867	4,200	4,667	4,667	4,667	56,000
400	400	200	450	500	500	500	6,000
6,733	6,733	3,367	7,575	8,417	8,417	8,417	101,000
867	867	433	975	1,083	1,083	1,083	13,000
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
867	867	433	975	1,083	1,083	1,083	13,000
9,268	8,635	8,002	4,335	7,055	7,283	6,867	



Dec-88	Jan-89	Feb-89	Mar-89	Apr-89	May-89	Jun-89	Total
13,333	13,333	6,667	15,000	16,667	16,667	16,667	
0.0	0.0	0.0	0.0	0.0	0.0		
0.0	0.0	0.0	0.0	0.0			
22,602	21,968	14,668	19,355	23,722	23,950	23,533	
573	573	287	645	717	717	717	
5,160	5,160	5,160	2,580	5,805	6,450	6,450	
0.0	0.0	0.0	0.0	0.0			
6,333	6,333	3,167	7,125	7,917	7,917	7,917	
400	400	200	450	500	500	500	
1,500	1,500	1,500	1,500	1,500	1,500	1,500	
13,967	13,967	10,313	12,300	16,438	17,083	17,083	
8,635	8,002	4,355	7,055	7,283	6,867	6,450	

State Unemployment	85,310
Utilities	1,174,085
Wages	6,093,580
Total Expenses	14,202,994

Working Profit	472,426
	-250,000
Total Profit	222,426

State Unemployment	85,310
Utilities	1,174,085
Wages	6,093,580
Total Expenses	14,202,994
Working Profit	472,426
	-250,000
Total Profit	222,426