

Business Plan 2023

EL SAZON DE MIMA LLC

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1. Industry Overview:

The restaurant and bar industry are a thriving and competitive sector. It caters to the growing demand for dining experiences and social gatherings. The industry has shown resilience and adaptability, constantly evolving to meet changing consumer preferences. Factors such as location, quality of food and service, ambiance, and pricing play a crucial role in determining success in this industry.

2. Executive Summary:

Ismary Cuban Restaurant and Bar is a new establishment aiming to provide a unique dining and social experience for customers. Located in a prime area with high foot traffic, we plan to offer a diverse menu of delicious and innovative dishes, along with a well-stocked bar featuring a wide selection of beverages. Our focus on exceptional customer service, a warm and inviting atmosphere, and attention to detail will set us apart from the competition.

3. Our Products and Services:

Ismary Cuban Restaurant and Bar will offer a diverse menu inspired by international cuisine, featuring both traditional and fusion dishes made with fresh, locally sourced ingredients. Our bar will provide a comprehensive selection of alcoholic and non-alcoholic beverages, including signature cocktails and a curated wine list. Additionally, we will offer catering services for private events and parties.

4. Our Mission and Vision Statement:

Mission: To create a memorable dining experience by providing exceptional food, drinks, and service in a welcoming atmosphere.

Vision: To become the preferred destination for food enthusiasts and social gatherings, known for our commitment to quality, innovation, and customer satisfaction.

5. SWOT Analysis:

Strengths:

- Prime location with high foot traffic.
- Unique menu offerings and innovative dishes.
- Focus on exceptional customer service and attention to detail.

Weaknesses:

- Lack of brand recognition initially.
- High competition in the area.

Opportunities:

- Growing demand for unique dining experiences.
- Collaboration with local suppliers and vendors.
- Social media and online platforms for marketing and customer engagement.

Threats:

- Economic fluctuations affecting consumer spending.
- Intense competition from existing restaurants and bars in the area.

6. Market Analysis:

The local market has a diverse demographic, including residents, office workers, tourists, and students. The area is known for its vibrant nightlife and culinary scene. By offering a unique menu, innovative cocktails, and a welcoming atmosphere, Ismary Cuban Restaurant and Bar aims to attract both

local residents and visitors seeking an exceptional dining and social experience.

7. Our Target Market:

Our primary target market includes young professionals, aged 25-40, who appreciate quality food, unique flavors, and a vibrant ambiance. Additionally, we will cater to tourists, office workers, and students seeking a memorable dining and social experience.

8. Sales and Marketing Strategy:

- Engage in strategic partnerships with local hotels, tourist agencies, and event planners to attract tourists and business travelers.
- Utilize social media platforms, online advertising, and local print media to create awareness and build a strong online presence.
- Host special events, such as live music nights, themed parties, and seasonal promotions, to attract a diverse customer base.
- Offer loyalty programs and incentives to encourage repeat business and word-of-mouth referrals.

9. Sales Forecast:

The sales forecast will depend on various factors, including location, market conditions, competition, and marketing efforts. Conducting a thorough market analysis and monitoring sales performance regularly will help determine specific sales targets and adjust strategies accordingly.

10. Publicity and Advertising Strategy:

- Develop a visually appealing and user-friendly website that showcases our menu, bar offerings, events, and contact information.

- Utilize social media platforms, such as Instagram and Facebook, to share enticing food and cocktail photos, engage with customers, and promote special offers.
- Collaborate with local influencers, bloggers, and food critics to

Check List / Milestone

- **Business Name Availability Check:** Completed
- **Business Registration:** Completed
- **Opening of Corporate Bank Accounts:** Completed
- **Wave System Invoicing/Sales/App** Completed
- **Application and Obtaining Taxpayer's ID:** Completed
- **Application for business license and permit:** Completed
- **Purchase of Insurance for the Business:** Completed
- **Writing of Business Plan:** Completed
- **Design of The Company's Logo:** Completed
- **Graphic Designs and Printing of Packaging Marketing / Promotional Materials:** Completed
- **Contact CPA and Bookkeeping Services.**
- **Creating Awareness for the business both online and around the community:** In Progress