

Donald Duck's Pancake Shop Business Plan

1. Executive Summary

Donald Duck's Pancake Shop will revolutionize the way Lubbock eats pancakes. We will hire a strong team and benefit from all the people in Lubbock to make \$500 per week.

2. Opportunity

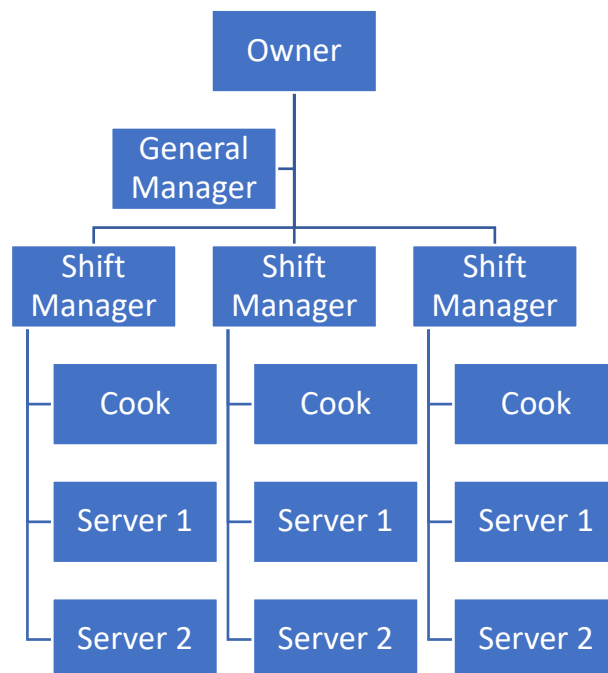
In Lubbock, there is a large need for delicious pancakes. There are around 250,000 people living in Lubbock, TX. Based on our research, 75% of people love pancakes which 187,500 people. Most of these people either make their own pancakes or buy their pancakes. Our main competition in Lubbock is Waffle House and IHOP. We conducted a double blind study, and our pancakes are better.

3. Execution

We are going to create awareness in Lubbock about our pancakes. See our marketing strategy for more details. We have leased a building, and in June of next year, we will have our grand opening!

4. Company and Management Summary

Initially I will hire 13 employees to run Donald Duck's Pancake Shop. The most important hire will be the General Manager.



5. Financial plan

I will charge \$2.00 per pancake. If we can sell 1,000 pancakes a week, we can make \$2,000 per week. It will cost \$1,500 to run the company each week, so we can profit \$500 per week.