

Abstract

This proposal seeks to demonstrate a business plan for a coastal inn to a potential investor. Specifically, this inn will provide safe accommodations for people with Celiac disease and gluten intolerances. This is important for Celiac and gluten-free communities to find lodging without worrying about getting sick. Funding is needed to acquire property and cover other front-end costs of starting the inn.

Introduction

Twelve in 133 Americans have Celiac disease (Beyond Celiac, 2023), and One in 17 Americans are gluten intolerant (Cleveland Clinic, 2024). If you have a food allergy, you know the difficulty of traveling. It is difficult even to begin to relax if you are unsure if what you eat will make you sick. Much of the food prepared in professional kitchens is cross-contaminated. (Wieser, 2021). This, understandably, causes some anxiety to Celiac and gluten-intolerant travelers.

By opening a Celiac-friendly inn, we hope to impact this on a microscopic scale. We want guests to be at ease on their vacation. This is not first Celiac-friendly inn, but it certainly takes more than one to address this issue. We hope that our guests will experience hospitality from our inn.

Project Description

The main purpose of the New England Coastal Inn is to provide a hospitable and completely gluten-free environment for guests to stay. The focus of the daily management will be hospitality. We will serve guests three meals a day and partner with local restaurants to provide our guests with safe options outside our doors.

The inn will be a charming old English style with around 10 guest suites, a dining room, a parlor and a full garden with short walking paths. We hope guests will be comfortable staying here and using our inn as a “home base” to explore the surrounding town.

Rationale

As a Celiac, most vacations feel like more work than they are worth, and it is almost impossible to stay anywhere you don't prepare your own food. Hotels, inns, bed & breakfasts are almost always completely off the table when figuring out where to stay. We hope to alleviate some anxiety around booking a place to stay.

Plan of work

Methods

Most of the work is on the front end of the project. A property needs to be purchased, renovated and furnished. It also needs stocked and decorated. Landscaping also needs to be performed to set the inn up for success. Daily operations of the inn are broken apart below.

When acquiring the property, a larger acreage (5-10 acres) should be sought out. This will potentially allow the inn to expand into a wedding venue in the future. This second phase would bring in further revenue.

Task Breakdown

Gemma: Marketing, Staff and Daily Operations Management

Grace: Bookkeeping and Bookings. And Management Support for Gemma

Chef, Baker, Housekeeping Help

Budget - ROM

Initial Investment MAX \$6M (property \$1-\$4M, renovations.\$1M, furniture\$200K, kitchen equipment\$200K, landscaping/garden \$200K, linens\$30K, "home" office \$5K, decor\$2K)

→ Staffing Costs

	Yearly	Monthly
Chef	\$150,000	\$12,500
Baker	\$60,000	\$5,000
Housekeeping (3-4 hrs/day)	\$40,000	\$3,340
Grace	<i>1st 5yrs: 10% of profit</i> <i>After 5 yrs: 50% of profit</i>	
Gemma	<i>1st 5yrs: 10% of profit</i> <i>After 5 yrs: 50% of profit</i>	

→ Food Costs per meal (per room + % cushion) will flux \$1-3 based on economy (max $90 \times 2 = 180$ meals/room/month = \$5400/month.

→ Utility Costs ~ \$700/month

→ Seasonal Costs \$1200/yr = \$120/month

→ Income: \$700/night per room (meals included in stay) @ 90% occupancy

	Monthly		Daily	
	Total	Per Suite	Total	Per Suite
Costs	-\$27,060.00	-\$2,706.00	-\$902.00	-\$90.20
Income	\$189,000.00	\$18,900.00	\$6,300.00	\$630.00
Net (Profit)	\$161,940.00	\$16,194.00	\$7,202.00	\$720.20

Yearly Net: \$1,943,280.00
To Investor (80%) \$1,554,624.00
Investor Total Net: \$1,773,120.00
Investor Profit: 29.55%

Conclusions

We are seeking an investor for the initial costs of starting the property. We expect this to be around six million dollars. In return, the investor will receive 80% of the inn's net profits for five years, which is expected to be about a return total of a 30% profit of the original investment. By investing in this inn, you are investing in a solid business with real potential to return a profit and fulfill a dream - the dream to impact lives through hospitality by providing safe accommodations for those who have Celiac or gluten intolerance.

References

Celiac disease: Fast facts. Beyond Celiac. (2023, October 4).
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Gluten intolerance: Symptoms, test, non-celiac gluten sensitivity. Cleveland Clinic. (2024, May 1). <https://my.clevelandclinic.org/health/diseases/21622-gluten-intolerance>

Wieser, H., Segura, V., Ruiz-Carnicer, Á., Sousa, C., & Comino, I. (2021). Food Safety and cross-contamination of gluten-free products: A narrative review. *Nutrients*, 13(7).
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