**Sam Rober and Kyle Hansen**

**Business plan for S&K Restaurants**

**Business Management Third Hour**

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**Part 1- Executive Summary**

Our restaurant will use the best ingredients and technology’s to ensure our customers happiness. We will use all the money we receive to improve our restaurant and research different ways to make our food better. Our restaurant has the best food for an affordable price and we want to improve the standards for restaurants around America. The restaurant is run solely by me and Kyle Hansen and we look forward to providing the best service and food to our customers.

**Part 2- Description of proposed Business**

Our Restaurant S&K, a premium Restaurant Organized as a partnership between me and Kyle Hansen. Our restaurant relies heavily on our quality customer service and high quality food. We set our self’s apart from our competition with our healthy and delicious food served, plus or great customer service. Our goal is to satisfy customers around the country with our food. We will run our restaurant solely out Michigan. We are working hard to improve the technology in making quality and healthy food in restaurants. We have found a way to make the best foods healthy and for an affordable price too.

**Part 3- Objectives of the business**

At S&K our mission statement and goal is to be our customer’s favorite place to eat. We try to employ the highest ethical standards and we demonstrate honesty and fairness in our restaurant. We want to inspire moments of optimism and happiness through our restaurant. The goal of S&K is to deliver consistent quality products and focus on excellent customer service. We will encourage our customers to come again and be satisfied by receiving the highest level of friendly service and good food.

**Part 4- Proposed business strategies**

Within one year we plan to get our business started and make a profit and increase our advertising and make sure more people know about our restaurant. Our mid-term goals are expand our restaurant around the state. Our long term goals are to expand our restaurants around the country.

**Part 5- Products and services**

At S&K we serve primarily chicken we serve fried chicken and we serve healthy chicken. We also serve a bit of a variety if you are not interested in chicken. You can eat in our restaurant or you can pick your food up and we can also deliver to your house. People will want to buy our products because we sell fresh chicken. We don’t sell any of the fake frozen chicken that you would get at McDonalds.

**Part 6- Management and ownership**

All S&K restaurants will have manager, a hostess and fifteen waiters, five people at the dive through, two or three cooks, three delivery drivers. All under a partnership between me and Kyle.

**Part 7- Marketing Analysis**

Our target market at S&K are family’s that want good food that isn’t horrible for them and still taste good. We serve all ages so you can bring the whole family to S&K. Customers will be interested to come to our restaurant we serve healthy foods that still taste great. And if you don’t feel like having chicken we still have a good variety of other foods. And we have a great dining area but if you don’t feeling like eating at S&K you can pick your food up or we can deliver it to you.

**Part 8- Financial Analysis**

We are going to get a loan from the bank to start our business and pay for part of the amount it cost to start. We are going to get a loan of 100,000 dollars to buy the property we want to start. It also cost money to get all the tables and cook appliances to start. And we also need to hire people to work for us and me and Kyle can maintain the cost of our workers until our business starts making money.