

Nicky Nice's Restaurant

Business Plan 2025

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Executive Summary

Nicky Nice Restaurant will be a craft brewery with a seafood restaurant located in the New York, New York. With Southern-American inspired menus, music, and decor, Nicky Nice Restaurant will offer their customers not only a tasty and wholesome meal, but also the experience of eating food that is served hundreds, even thousands of miles across the world. Heavily influenced by the seafood restaurants of Southern-America, Nicky Nice Restaurant will offer a growing menu of wild-caught sea foods, including: salmon, halibut, giant crab legs, and much much more. Nickey Nice will be owned and operated by its founder, Nicholas G Coriano.

Funding Terms

The Company is seeking an investment in the amount of \$200,000. The investment sought will be used to bring the Company to hire adequate human resources, marketing, the purchase of food ingredients, with a large portion of our capital going to the buying of brewery equipment, as well as the renovation and expansion of our restaurant. The entire loan is sought in the form of debt and will be retired with interest over the next five years from 2025-2030.

Marketing Plan Summary

Our marketing strategy will be consistent and aggressive. Our business will dominate the attention of our target consumer, visitors and locals who love beer and seafood, by utilizing a strong cost-per-click and local media (billboard, radio) advertising campaigns that will constantly be running on:

- Facebook and Instagram
- Brewery & Seafood Blogs
- Google Adwords
- Local Radio, Television & Billboards

Restaurant Description

Nicky Nice Restaurant will be a craft brewery and seafood restaurant located in the New York, New York. Nicky Nice Restaurant will offer their customers the experience of eating food that is served across the globe without ever having to set foot inside of a plane. Nicky Nice Restaurant will offer a menu that is heavily influenced by southern America, primarily consisting of wild-caught seafood and other meats commonly served in Southern America.

Company Formation, Ownership

Nicky Nice Restaurant is a DBA used by Homescape, LLC. Homescape was founded in 2014 in the state of Connecticut and is owned and operated by Nicholas G Coriano.

Brewery Location

The physical location of Nicky Nice Restaurant is 12345 Main Street, New York, NY. 11111.

Our Entrees

Nicky Nice Restaurant will offer a large menu, including mainly craft beers from local and international breweries. In addition, the restaurant will offer the finest selections of wild-caught seafood from Alaska including but not limited to Salmon, Halibut, Giant Crab Legs, Lobster Tails, Shrimp, Calamari, Alaskan Cod & Rockfish. In addition, the restaurant will have german and southern dishes to compliment the menu.

Keys to Success

The founder has identified the following keys to the success of the Company:

- Utilizing online advertising to ensure cost-effective customer awareness.
- Making sure the business is capitalized to sustain the first year of operations.
- Use profitable price-points to attract customers.
- Providing a hospitable, clean, and welcoming environment to all customers

SWOT Analysis

Strengths

- We will be bringing to our tables cuisines that one would often have to travel around the world to experience.
- The aggressive and focused marketing campaign that we will run has goals and strategies to create immediate impact towards the market and its participants.
- The management team is highly experienced in the restaurant industry and has the resume to establish a profitable restaurant



Weaknesses

- Poor consumer confidence, uncertainty and pessimism in new startups, are not only valid but fueled by media and other companies.
- Our financial resources, such as funding, sources of income and investment opportunities limit our reach and impact in the market.

Opportunities

- Our business is focused on highlighting cultures that are often overlooked in our area of New York and will market itself to the tourists visiting New York.
- No better time to start a business with low interest rates and affordable prices in technology advancements.
- Price competing with other local restaurants will allow the company to steal market share from our competitors.
- Long term potential to franchise our business and expand to places all over the country

Threats

- As our initial opening will require a substantial investment, the outcome of it may determine the future of our business.
- Potential for other competitors to copy and steal our business model

Market & Industry Analysis

Executive Summary Executive Summary

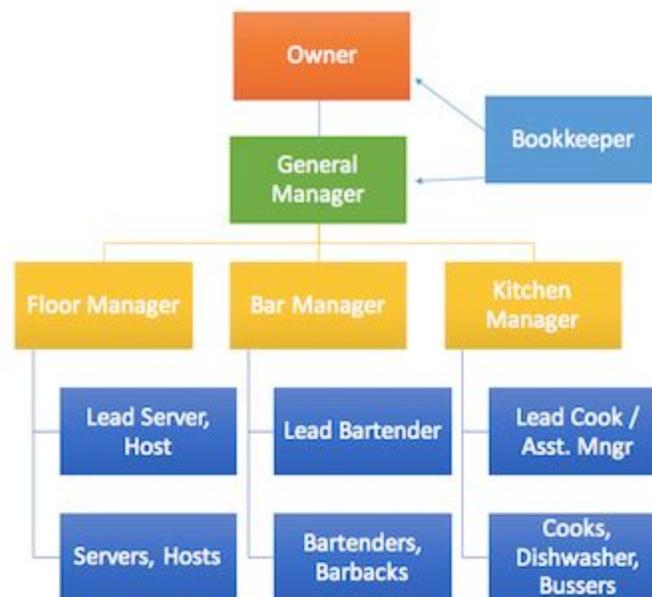
Operators in the Breweries industry produce and distribute beer, malt liquor and nonalcoholic beer in either canned or bottled packaging. Over the five years to 2018, the industry has benefited from consumers' increasing interest in craft-style beers made from local microbreweries. Unlike traditional breweries that have bottling operations in facilities throughout the United States (and in some cases, throughout the world), small-scale breweries have become a big hit with consumers due to their local flair, variety of style offerings and quality ingredients. As a result, industry revenue is expected to increase at an annualized rate of 0.2% to \$35.0 billion.



The industry experienced a moderate level of revenue volatility over the past five years. While in 2018, industry revenue is expected to increase 2.9%, concerns surround the long-term growth prospects of the industry's most prominent international brewers. Waning interest in traditional premium light beer brands, such as Bud Light and Miller Lite, has forced industry giants Anheuser-Busch InBev (AB InBev) and Molson Coors Brewing Company to look toward mergers and acquisitions as an alternative method to increase market dominance. In October 2016, AB InBev acquired SABMiller for a record \$104.0 billion, as both companies began to acknowledge the limited growth opportunities that US consumers present for major beer manufacturers. Concurrently, globalization in the industry increased during the five-year period, with imports capturing an estimated 14.3% of domestic demand in 2018. The Breweries industry is expected to grow at a steadier pace and experience less volatility over the five years to 2023.

Management Plan

The company's management is led by the founder Nicholas G Coriano. Mr. Coriano is committed to making the newly formed business a success, and he understands what it takes to make this business both profitable and sustainable. Under his direction, the company will hire and manage the following employees.



A good team that truly adds value is not just a group of high performing individuals but a balanced team with complementary skill sets and a culture that allows them to work together to make the most effective decisions for our organization. While the leadership from the top is crucial, the participation of every team member is also essential for effectiveness. We are confident that the team we will attract will continue to execute in a timely manner the business plan presented.

Most employees will be hired on a part time basis and will be utilized on an as needed basis. The business expects to have approximately 5-15 employees working at any given time and employees will be rotated.

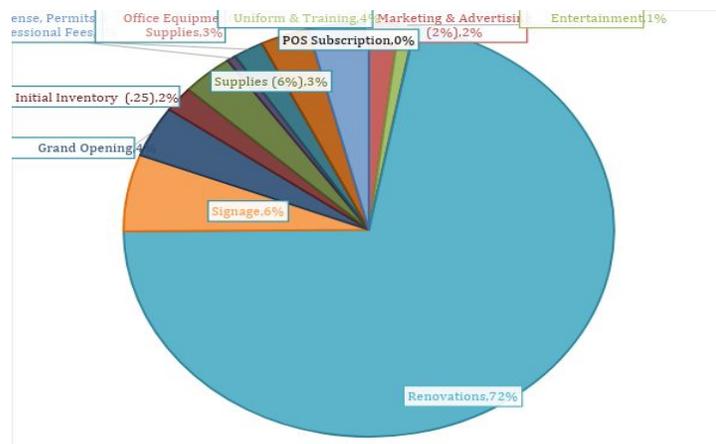
Marketing Plan

The company currently has its core team members focused on executing this business plan. In order of effectiveness and sustainability we will execute the following marketing strategy post-investment:

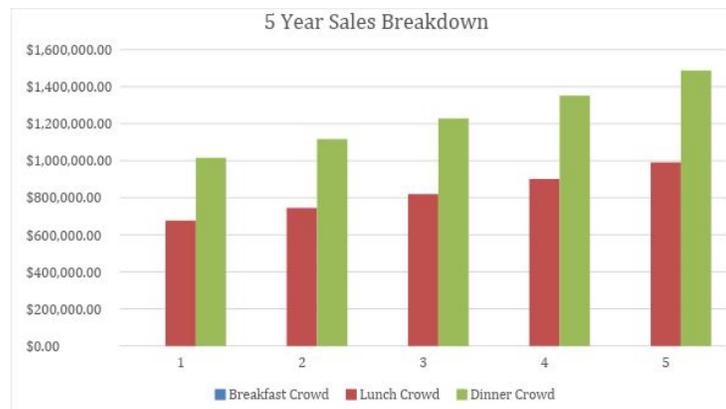
- Tourism Marketing: We will focus our marketing efforts on tourism marketing to attract the large percentage of people that travel to Helen.
- Word of Mouth: We will focus on the marketing that makes most restaurants successful, word-of-mouth. This will come from a marketing budget designed to “comp” meals & drinks. The initial complimentary meals/drinks will create a buzz.
- Signage and Road Frontage: Signage and location will act as a marketing.
- A Facebook, Instagram & Twitter will be started. Administration duties will be outsourced. Each post will engage users by asking a question propose an idea, take an action, and sign-up forms. Content will mainly be pictures of our food or the inside of our facility. Post will be daily. Each post will have a link and/or call-to-action to encourage social media users to visit our website. All friends of company executes & current employees will make the first round of likes on the Facebook Page and the second round of likes will be targeted on Facebook Ads to profiles that like pages of other restaurants in our area. Post on this account should happen three to four times a week.
- TV: Upon success of our other advertising campaigns, we will invest into television advertising
- Google AdWords: Ads will be run to dominate cost effective keyword phrases such as “New York, NY Cafe” “New York, NY Restaurants”, etc.
- Online Local Listings: Listing services such as Yelp and Google My Business can drive many local consumers into seeking further information about our restaurant. We plan to encourage customers to rate their experience so we can establish ourselves as a trusted and honest business.

Financial Plan

Nicky Nice Restaurant will have expenses as it moves to opens the French Bistro. It is important Nicky Nice Restaurant, as a company, estimates these expenses accurately and then plan on obtaining sufficient capital. Even with the best of research, however, expanding the business has a way of costing more or less than anticipated. The company has made allowances for surprise expenses to account for the unforeseeable. After years of experience in the restaurant management and operations business as well as careful research and talking to others who have started similar businesses to get a good idea of how much to allow for contingencies, the Company projects distribution of capitalization in the amount recorded below to operate and sustain the business for the first years of operations and beyond.



Revenue Projections



Conclusion

The company's management is confident that Nicky Nice Restaurant can achieve its conservative financial projections. In addition, Nicky Nice Restaurant management has carefully considered its market, potential customer base, and its ability to grow its sales average to capture market share of the tourism in New York, New York. With our projected numbers, and the total market share and revenue in the local area, we confidently project a profitable business within months of opening.

Nicky Nice Restaurant has the potential to become a highly regarded resource in local and regional markets. Due to the company's aggressive marketing strategy, establishment of the company as a "unique" entity in its industry, careful development of our products, and the company's profitable revenue model, our company has the potential to provide lucrative returns to our landlord, our patrons and our investors.

In order for Nicky Nice Restaurant to achieve status as an industry leader, it must secure initial capital for renovation of the location, working capital and equipment. Providing that the company is able to acquire its funding requirements, Nicky Nice Restaurant will be able to achieve operational success for many years to come. As owners, our commitment is to take personal accountability for all financial debt. We have taken the necessary precautions to ensure the business is fully capitalized and have addressed all financial shortfalls to ensure a successful business expansion. Entrepreneurs have a tendency to paint any business plan with a very optimistic brush, highlighting strengths and camouflaging the risks. We, as business owners, have a vested stake and financial commitment in the success of this business. Our intent is to have a definitive business, financial, and marketing plan that not only serves our need for capital financing, but is utilized as our daily business roadmap. We have taken all precautions to validate our business and financial models, focusing on realistic projections.