

The Melting Pot
Zoe Becker, Anna Dupont
April 2016

I. Executive Summary

The Melting Pot is a restaurant in the Berkshires focused on selling a unique cultural experience both in food and entertainment. Our goal is to incorporate global culture in the restaurant by serving themed dishes and booking entertainment from different cultures around the world. In the Berkshires there is a significant lack of culture among residents. The goal of The Melting Pot would be to give people a view of the world without the costly expenses of travel.

II. The Business

A. Description of the business

The Melting Pot is an LLC partnership. It will be supplied by local farms such as Pine Island, Highlawn, and Moon Over the Pond to get our basic food, such as vegetables. The business will work with the meat market in great Barrington to provide us with local meat.

B. Target Market

The target market of The Melting Pot middle class individuals/families that wish to further their knowledge and experiences of other cultures, the point of our business is that we cater to people from all walks of life we will reach our customers through social media and community news services as well as through the World Wide Web. We will make appearances at community events such as the farmers market and local community centers.

C. Competition

Our competition consists of the Prairie Whale, Six Depot, Xicohs, Bizen, Koi, the East, the Gypsy Joynt (pertaining to entertainment) and Aroma. Our business, despite the competition, will be well distinguished because it will be an accumulation of all the exclusive and unique cultures and food of the world.

D. The Team

The jobs of the owners will be the behind the scenes, doing the paperwork and occasionally hosting and making appearances. Several wait staff, bussers, kitchen staff, cooks, and a cleaning crew, and a hostess/host will be hired for the space.

E. Skills and experience

Zoe is has adequate math skills and is an experienced negotiator and, like Anna, is not a pushover. She has traveled throughout Europe and understands the culture well, and has many connections to those with a broad range of culture throughout Europe.

Anna has excellent people skills and has had experience with philosophical ideologies that make different cultures seem not so far away. She has a deep understanding of human nature, as she is currently pushing herself to take an independent course about such topics. As well as writing, she has family in Africa in with whom she is often in contact with, which allows her to have a critical understanding of the culture there.

Financial data

Annual payments:

Advertising \$5K
Contract Labor \$70K
Office supplies \$400
Professional fees \$1200
General supplies \$800
Telephone \$1800
Internet \$1200
Insurance \$4K
Rent \$33K
Utilities \$12K
Credit card fees \$3200
Loan payments \$24K
Taxes \$15K
Owners wages \$140K
Total \$308,400

Startup Expenses:

Equipment \$50k
Improvements \$25k
Supplies \$50k
Marketing \$1k
Permits \$10k
Deposits \$50k
Professional service \$1k
Total \$192,000

Financial data part two

A) Our upfront investment will be \$170,000. We will need \$1,000 in working capital. We will cover these costs by taking out loans from local banks.

B) Our expected monthly income will be \$1.5 Million a year. The Melting Pot will try to spend less than \$450,000 a year on goods needed for the business. Our projection for our annual income is based off of similar establishments in our taken, with seating and cost of goods taken into account.

c) The average cost of each individual meal would be \$18, with Drinks along the lines of \$5. So a party of four would be around \$120 with drinks and a 3 course meal. Approximately 47,000 meals would be sold each year, with approximately 50,000 customers (it could vary based on reason for visiting establishment).

D) We would have private investors and apply for several grants, as well as requesting a loan from the bank.