

The Fresh Garden

1000 Main Street, Warwick, RI 02886

05/18/04

Sole Proprietorship -

WARWICK RHODE ISLAND 02886

AWESOME
JOB
A+

The Fresh Garden

"A Smart Stop for a Healthy Start"
WARWICK, RHODE ISLAND 02886

May 18, 2004

Mr. Dane Smith
Vice President
Washington Trust Bank
Main St.
Hope Valley, Rhode Island 02832

Dear Mr. Smith:

Enclosed please find a copy of the business plan for The Fresh Garden restaurant, a proposed new fast food and sit down restaurant in the Warwick area that will serve all those who understand the importance of staying healthy. I believe that the recent increase in dieters throughout the country will allow this business to generate a substantial profit within the first few years of opening.

To launch the kind of restaurant I visualize, I plan to put up \$50,000 of my own capital. I will need additional financing of another \$50,000. I plan to repay the loans no later than six years after the business is opened.

Please contact me if there is any additional information you would like to receive. I can be contacted at (401) 377-8805 or (401) 742-8167. I look forward to hearing from you. Thank-you for your time.

Sincerely yours,

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STATEMENT OF PURPOSE

The Fresh Garden will operate as a public restaurant facility serving five and up in the Warwick and surrounding areas. The restaurant will offer an excellent variety of nutritious foods and drinks in a clean, safe, and learning environment.

The project is requesting \$50,000 in financing. This money will be used to:

- ✧ Purchase all supplies needed including tables, chairs, fruits, vegetables, utensils, cups, cleaning supplies, a clock, one fruit and one vegetable bar, and menus.
- ✧ purchase and remodel a 5000 square foot building
- ✧ purchase equipment such as two smoothie machines, cash registers, drive-thru headsets, work clock, coffee maker, sinks, refrigerator, ice machine, drive-thru intercom, and fruit and vegetable slicers.
- ✧ pay salaries of up to ten employees until ample cash flow is generated to allow operating expenses to be met and covered.

EXECUTIVE SUMMARY

The Fresh Garden restaurant will be established as a sole proprietorship in Warwick, Rhode Island. It will be operated by Emily Satterlee, eventual graduate of Chariho High School and The University of Rhode Island with a masters in business. A morning crew of five and afternoon crew of five as well will take positions either working the front register or drive-thru.

The Fresh Garden is being established in reaction to a lack of nutritional foods being served "on-the-go" in Warwick and surrounding areas. Some fast paced restaurants serve some healthy foods, while others serve none at all. The Fresh Garden's goal is to sell mainly nutritious yet delicious foods and drinks. The accessible location of the restaurant (off Exit 8B on I-95 along a chain of multiple fast food restaurants) will make it extremely attractive to those who feel a nutritious lunch is more rewarding than a burger, fries, and coke. When completed, the studio will consist of two operating areas. The largest will be the dining area. Here, people can choose themselves what food and drink they would like and proceed to the front register. The second area is behind the counter for the drive-thru. In this place, two windows will be provided. One to pay and one to receive their order. Its staff will consist of highly trained, friendly work people with great skill and knowledge on our products, led by a management team that is highly recommended.

Market research indicates that The Fresh Garden could expect to bring in 85-90 percent of current fast food consumers. The restaurant could be profitable as early as the fifth year of operation. Expansion could begin in the following years. To finance the start-up of The Fresh Garden, I am seeking \$50,000 in financing, which I would repay within six years. I am also putting in \$50,000 of my own capital towards the business.

HISTORY AND BACKGROUND

I decided I would start a healthy and easily accessible fast food restaurant close to home at an inexpensive rate. This restaurant caters to ages 5 and up and both genders. After watching the people around me gripe about the only food they can get within minutes when they are on-the-go. I decided this business might make people more enthusiastic about the foods they are eating when in a hurry. The deficit of fast but healthy restaurants in the Warwick area was the inspiration to start this business.

GOALS

The short term goals of my business include getting financing to allow me to buy a facility and staff 10 employees. Maintaining stability of the restaurant, acquiring equipment, and generating and most importantly maintaining customers is equally important.

The long term goals of my business are to develop life-long customers, maintain a clean and safe facility, keep a prestigious reputation, and possibly open a chain of The Fresh Garden restaurants.

PRODUCTS AND SERVICES

My service will differ from surrounding restaurants because it will be more nutritional than other fast food restaurants as well as a highly recommended dining area and drive-thru for all people. The customers at The Fresh Garden will feel the satisfaction of eating a healthy breakfast or lunch while paying an affordable price. All fruits and vegetables will be fresh from a garden. The list of smoothie flavors will be longer than any other food chain. Customers will leave The Fresh Garden with a quick, satisfying, healthy, and energizing meal for the day.

The industry in which my facility will operate in is also competition from other surrounding restaurants. The growth potential of this industry is undetermined because of the lack of this specific industry. I do not believe there would be any technological trends that may affect the industry because the equipment used is widely known and has not changed.

Operating hours will begin as follows: Monday-Friday 6 a.m.-7 p.m, Saturday 7 a.m.- 5 p.m. and on Sundays 7 a.m - 3 p.m. Holidays such as Easter Sunday, Christmas, Thanksgiving, and New Years Day we will be closed.

The location of our studio will be in Warwick, Rhode Island. I chose Warwick as the site of our business because it is a major city in Rhode Island where many food chains offer their service. The population of almost 86,000 people and a major airport a few miles away gives me the impression that business will most likely be very well.

FORM OF OWNERSHIP

The form of ownership for The Fresh Garden is a sole proprietorship with Emily Satterlee. I plan on running the restaurant from open to close the first few months of business. Eventually, I will train one or two staff members to open and close the restaurant and we can create our work schedule from there. Alone, I will make decisions for the business but provide focus meetings for the entire staff to discuss the final decisions.

MANAGEMENT AND STAFFING

To manage a restaurant, it is required that I receive a degree in at least a bachelor's in business and acquire a license to run my own business. As an addition, a minor in nutrition would benefit my customers therefore creating a better business. Currently, I have a resume on my work experience and two letters of reference concerning my education.

MARKETING

My future customers are ages 5 and up, men, and women living or traveling through the Warwick area who would like either a quick or relaxed healthy breakfast or lunch. The market for my service can be determined by the number of people seeking an affordable, quick, healthy food service who enjoy a welcoming environment.

My company has many advantages over the surrounding fast food restaurants. My employees will be highly trained to assist customers and answer any questions they may be asked. They will also be very welcoming and invite customers to return again. The quality of The Fresh Garden's products will be phenomenal. Fresh fruits and vegetables arriving daily by truck continually bringing in new products will overcome the bi-weekly truck visits to other fast food chains containing frozen patties, fries, and bread. For promotion, I will advertise in local news papers, the yellow pages, and in the super coupon books. During the grand opening weeks of The Fresh Garden, free samples will be given out to all incoming customers so they can get a taste of the best. The freshness of our products will be guaranteed. If for any reason a customer should have a complaint, the situation will be handled in favor of the customer offering a free meal or their money back.

EQUIPMENT NEEDS

The equipment needed for my restaurant will be financed by a bank loan, and some of my own capital. This equipment is for the excellent service of customers. The following is a list of essential equipment following their price:

1.	Two smoothie machines	\$400.00
2.	Two cash registers	\$370.65
3.	Drive-thru headsets	\$350.00
4.	Work clock	\$95.00
5.	Two Coffee makers	\$210.00
6.	Sinks	\$4,750.00
7.	Refrigerator	\$1,599.94
8.	Ice machine	\$179.95
9.	Drive-thru intercom	\$7,999 (Full Set up)
10.	Fruit and vegetable slicers.	\$60.00

All together this totals around \$16,000. This price is just for the equipment not including supplies and real estate costs.

CURRENT AND PROJECTED FINANCIAL STATEMENTS

With starting a business, there will always be some risk factors. Identifying the risks ahead of time allows the business owner ways to deal with them. Starting a restaurant business has minimal risks. Some risks include not generating enough customers to come to the business, and losing more money than spending in the long run. With this in mind, more advertisement will be needed to reach a greater amount of people. Another risk factor is the safety of the customer. CAUTION: WET FLOOR signs will be positioned in the restaurant on recently moped floors. Also, should someone suffer from food poisoning or any similar condition, we will become fully responsible and provide proper restitution.

I am asking for financing for this business because I believe I do not have enough capital to purchase the building as well as equipment and supplies on my own. We are asking for \$50,000 in financing. Investors should expect to earn their money back within five years of the loans. I am investing \$50,000 aside from the loans. This will cover most of the equipment and supplies for the business.