

# The Spot Eden Beach Club

## Operational Plan

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## **Executive Summary**

We think 'The Spot' Eden Beach Club is a great opportunity to offer its lucky customers first-rate food and wines along with a comfortable yet elegant atmosphere in which to enjoy breakfast, dine, meet friends for lunch, or have a drink after work.

The location is an excellent spot strategically located on the coast in Jindalee offering unparalleled sweeping ocean views.

The site is a new build in conjunction with Satterley and it is our goal to create a destination venue.

## **The Business**

### **Mission Statement**

Our goal at the The Spot is to bring to the northern suburbs a restaurant that will provide excellent food and wine at a reasonable price in a funky but refined beach club atmosphere. All year round patrons can dine outside in the covered alfresco. All areas will be non smoking.

Customers will also find the take-away cafe window on the lower level an excellent option for those wanting to picnic on the parkland surrounding the venue.

It will be an excellent place for business people, tourists and families alike to enjoy the quality product and amazing location.

### **Business Overview**

Eden Beach Club will aim to create a relaxed yet high quality beachside venue. Taking advantage of its surroundings, the fitout will create a fun, classy atmosphere for breakfast, lunch and dinner.

Eden Beach Club will be pitched as an icon venue to maximise its potential as a destination. It will be important, particularly at the start with quite a small local catchment area, that we can attract patrons from further afar and it will be a 'place to be'.

For all service periods, an emphasis is placed on fresh, high quality ingredients to complement a menu focusing on healthy eating.

Customer service is equally important and the proposed business can employ friendly, knowledgeable staff to make the customers feel welcome and educated by all facets of the menu should they need to enquire.

For breakfast the venue will be managed as a beachside cafe appealing to the local early risers, fitness fanatics, families, on the way to workers etc who all enjoy the breakfast cafe experience.

For lunch and dinner a full modern food and beverage menu will be offered, presenting a wide range of quality products for people who love the restaurant and bar scene, as well as a good time spent out with friends.

Perth customers have become more creative, fun-seeking and adventurous over the last 5-10 years and expect a high level of quality and our final menu and beverage options will take serious consideration of this.

Eden Beach Club will seek to cement a reputation through an innovative setting, a wonderful menu, and an experienced restaurateur.



## **The Business at a Glance**

Legal Name: Nummus Pty Ltd t/as The Spot Eden Beach Club

License Type: Tavern Unrestricted

Directors: Tai Pham, Matthew Potter

## **Unique Selling Proposition**

Our first priority is quality and presentation of the food. We will use the freshest local ingredients.

In the summer we will keep the bifold doors to the alfresco open to amplify the space and connection with the ocean. It will be the only venue in local area offering the combination of quality food, iconic venue and supreme views.

## **Strategy**

Our strategy will rely on the experience and proven track record of the Directors. We will replicate our management model and bring to this venture a wealth of experience, commitment and foresight to bring this vision to fruition.

## **Liquor License**

Our primary objective here is to obtain a Tavern Restricted License.

## **Experience and Personnel**

### **Tai Pham**

Tai is incredibly focused on food and the current food trends.

His hands-on approach ensures that the highest standards in quality and cleanliness are maintained. He has achieved excellence in all facets of cooking from high end degustation fare to functions catering for up to 1000 people.

With over 25 years of experience opening and running new bars and cafes, Tai has a wealth of knowledge to support this venture. Over the last 5 years he has opened

- The Alexander Bar & Bistro
- Aragosta Italian Seafood
- Surfing Lizard Cafe
- Kinky Swell Cafe
- Kinky Lizard Cafe
- Laughing Gecko Cafe
- Coffee Anatomy
- Einsteins Cafe
- Medicos
- Canton Bar
- Bien Cafe

## **Matthew Potter**

Although relatively new to the hospitality industry, a vast history in sales and management has seen these skills merged with the experience gained over the last 3 years at The Alexander Bar & Bistro managing all facets of the business on a day to day basis.

A complete understanding of the financial elements associated with the development of a successful business, combined with a customer service focus as seen The Alexander (a small suburban tavern) grow to a turnover of over \$3.5mil per annum in under 3 years.

## **Mat Walker**

Mat has passion for hospitality with over 10 years professional association with the industry across numerous countries.

Drawing on this international experience and enthusiasm for current trends, Mat injects a creative approach to his work. This has led Mat to obtain a proven background in PR and Marketing roles across products, events and venues.

With this experience Mat will ensure a strong brand for the venture and maintain consistent positive awareness to deliver success.

## **The Market**

### **Market Overview**

Though there are many other restaurants and taverns in the Jindalee/Alkinos/Butler area that offer casual dining, the area is large enough to comfortably support another restaurant offering high-quality food and service.

A key way we will reach our market is through our excellent location. We aim to create an "iconic" venue that will be the "place to be".

### **Key Market Trends**

As the baby boom generation continues to age, and their children grow up, baby boomers have more free time and money to go out to dinner. Fast-food restaurants, the domain of young families, have fallen out of favor as many boomers now demand more nutritional, higher-quality food.

Further to this the area also has a significant number of wealthier expats and retirees.

Both young and old love the coast and beach club atmosphere allows people to socialize and relax as they meet friends over excellent food, a fine glass of wine or beer and an amazing view.

### **Competition**

Our direct competition consist of the following

- Chippys Beach Shack. This is a beachside cafe to the south. Quite different and a more casual cafe style operation.
- Cornerstone Ale House. English pub style. Food and beverage at a mid to low level. A local to the direct vicinity with no major drawcards.
- The Shore Cafe Alkimos. Similar to Chippys.



## Competitive Analysis

The Spot will offer its clients consistently excellent food and service, along with an exceptional wine list. The staff will be knowledgeable about wines and be able to suggest the best wines to go with a particular meal. Unlike the Cornerstone Ale House where servings are generous but bland, we will offer our clients the aesthetics of food as well as high-quality taste and reasonable portioning.

Chippys Beach Shack and The Shore Cafe are successful in their own way but have limited seating and offer a significantly more casual cafe style experience. We can benefit from the both Chippys and The Shore Cafe clients who may be looking for variety in their dining experience.

## Marketing Plan

The Spot will look to a a broad range of the community for customers.

Perhaps our strongest advantage is our location, the views and parkland help create an atmosphere that cannot be repeated nearby. We will build on the customer experience we have developed over many years in the business to drive the demand. For new customers our food and service will speak for itself; people will return based on the quality of experience of their first meal at the The Spot.

We intend to become a recognized and active participant in the local community. Already, from working and living in the northern suburbs we have strong ties and connections to the local area.

The Spot will build on this and take an active part in promoting the well being of the area by hiring locally trained chefs, graduates from local schools, and by buying locally.

## Market Positioning

Our position in the market will be modern Australian dining. The atmosphere will be a casual yet refined atmosphere. People will feel comfortable coming for dinner but they will also feel that they are going somewhere special. Though there will be relaxed dress code, no one will feel overdressed if they decide to dress for a special occasion.

## Pricing Strategy

We will lean towards a average price range, satisfying people who want a cheeky snack for lunch after a swim through to those impressing a date for dinner.

## Advertising and Promotion

We will have a grand opening party to promote the opening of the restaurant. We will do a direct mailing to the local area as well as a VIP contingent. The Grand Opening will consist of an open house where people will be invited to visit the restaurant, meet the Owners, and the Head Chef. During this event, hors d'oeuvres and wine and beer will be served.

Also, as an annual event we will be holding a charity gala event. This will be a fundraiser (organisation to be decided) with contributors paying up to \$200 per plate. This gives us a chance to support an important organization, as well as giving the restaurant high exposure in the community. The timing is yet to be confirmed but will be designed to give a boost during the slow season.

# Products and Services

## Overview

The Spot will offer clients quality dining and beverages at a reasonable price.

We will have approx 250 seats.

When customers enter the venue via the alfresco there will be comfortable couch and coffee table where people can wait for a table or for their friends. The main area has a range of tables for seating groups of 2 to 14 people.

The sweeping views are a feature from all parts of the dining area from inside and the seating is designed to maximise this view and but still maintain intimacy and chatting with friends.

Healthy, tasty food cooked on premises is the main focus of the business. We plan to offer breakfast, lunch and dinner dining both a la carte as well as catering packages to suit all occasions.

Beverages are another key aspect of our marketing plan and include our award winning coffee blend, organic teas, freshly squeezed juices, smoothies, milkshakes and soft drinks.

We would only employ fully qualified staff to service these products coupled with the fact that one of us would be on site at all times to ensure our high quality standards are met and delivered.

Previous businesses we have owned have all reflected our strong focus on professional and friendly customer service. The key to achieving this has been to identify the level of familiarity the customer is comfortable with, following up with the customer if they are happy with their product and should there be any expectations not met by the customer to make the situation right so the customer may still walk away satisfied.

The ambience of the venue is an integral element of our anticipated success. The fit-out will be trendy, designed to eliminate as much noise as possible, be impeccably clean, feel warm and inviting and have low level background music to relax the customers.

We feel we have a very sound understanding of what the customer wants and we are flexible in tweaking the products to fully satisfy the customers expectations.

## Opening Hours

Proposed opening hours are as follows.

Mon	6am to 12am
Tue	6am to 12am
Wed	6am to 12am
Thur	6am to 12am
Fri	6am to 12am
Sat	6am to 12am
Sun	6am to 12am



## Menu Example Breakfast

Here is an existing menu at one of our current cafes, Kinky Swell. Eden Beach Club will require a different tailored menu but will be along the similar lines.

# kinky swell

### Toast

with butter & spreads

sourdough 5.5

fruit toast 6.5

gluten free 5.5

multigrain 5.5

### Cereal

with yoghurt, fresh fruit & honey

#### Bircher Museli

apple, orange & yoghurt  
infused, toasted coconut 12

Crunchy Toasted Museli 10

### Sweet

#### Muffin Of The Day 5

#### Toasted Banana Bread 5

a selection of delicious raws,  
slices, cakes & brownies are  
available from the provedore

### Sides & Extras

roast tomatoes, extra egg,  
baby spinach,  
sauteed mushrooms,  
smashed avocado, feta 3

crispy bacon,  
smoked atlantic salmon,  
pork chipolatas,  
parmesan & herb rosti,  
baked beans, fries 4

### Other Bites

Fritatas, sandwich rolls,  
wraps, crepes, patties,  
salads and other items  
available: ask the wait  
staff what's delicious  
today

### All Day Menu

served with buttered toast, gluten free option

#### Poached or Fried

one egg / two eggs 7.5 / 11

#### Scrambled 11

#### Buttermilk Pancakes

served with banana, strawberry, mascarpone, salted caramel and  
crunchy pistachio 16

#### Little Breakfast

two eggs your way, buttered toast, choice of one side or extras 15

#### Vego Breakfast

two eggs your way, buttered toast, herb rosti, sauteed  
mushroom, roast tomatoes, smashed avocado and wilted spinach  
22

#### Big Breakfast

two eggs your way, buttered toast, bacon, pork chipolatas, roast  
tomatoes, sauteed mushroom & smashed avocado 22

#### Porridge

Berry & rhubarb compote, toasted coconut, yoghurt & honey 12

#### Avocado Smash

Mixed seeds, roast tomatoes & palm sugar caramel on toasted  
sourdough 15

#### Egg & Bacon Brioche Roll

Soft fried egg, crispy bacon, cheese & chipotle mayo on a toasted  
bun 9.5

#### Vietnamese Meatball ( Xiu Mai)

Delicious Vietnamese seasoned meatballs tossed in a light tomato  
soya sauce, chives and coriander. Served with toast. 17

#### Eggs Benedict

pulled ham hock or bacon, hollandaise sauce on toasted  
sourdough 18

#### Cheese Burger

beef patty, bacon, tomato, lettuce, cheese, tomato sauce & mayo  
on a toasted bun, served with side of fries 18

#### Lamb Rosti

A poach egg on roasted lamb and rosti, salsa verdi, tomato,  
mushroom, spinach and hollandaise. 19

#### Chicken Burger

Herb marinated chicken breast, bacon, avocado, tomato,  
lettuce and mayo on a toasted bun served with fries. 18



## Menu Example Lunch / Dinner

Here is an existing menu at one of our current Bar & Bistros, The Alexander. Again, Eden Beach Club will require a different, tailored menu to reflect its beachside atmosphere.

[www.thealexander.com.au](http://www.thealexander.com.au) | open daily for lunch and dinner | 08 9249 1132

# THE ALEXANDER

AVAILABLE FOR LUNCH AND DINNER DAILY

### STARTERS

#### **Crusty Garlic & Herb Bread**

fresh crusty bread with garlic butter \$8

#### **Garlic Bread Pizza**

fresh crusty bread with pizza sauce, chorizo and cheese  
\$11

#### **Grilled Italian Cacciatore or Spanish Chorizo**

grilled traditional Italian pork sausage or Spanish chorizo  
\$11

#### **Salt & Pepper Baby Squid**

lightly floured and fried to tender \$11

#### **Garlic Prawns**

creamy garlic and lemon infused prawns served with rice  
and garnish salad \$24

#### **Spicy Lollipop Buffalo Chicken Wings**

spicy lollipop chicken wings with chefs home-made blue  
cheese sauce and chilli sauce \$10

#### **Grilled Sausage Plate**

grilled italian sausage, grilled spanish sausage and two  
slices of garlic bread \$24

#### **Black Angus Sliders**

black angus mini beef burgers with caramelised onion bbq  
sauce, cheddar cheese and pickle \$21

#### **Chicken Sliders**

marinated chicken tenderloins with dijon herb sauce and  
slaw salad \$21

**NEW!**

### KIDS

**Kids Fish & Chips** \$10

**Chicken Nuggets &  
Chips** \$10

**Ham & Cheese Pizza**  
\$12

### SIDES

**Chips**  
with aioli sauce \$8

**Potato Wedges**  
with sour cream & sweet  
chilli sauce \$10

**Side Salad**  
with balsamic glaze and extra  
virgin olive oil \$6

### EXTRA SAUCES \$2

**Sour Cream**

**Sweet Chilli**

**Caramel Glaze BBQ**

**Aioli**

### EXTRA SAUCES \$3

**Mushroom Sauce**

**Red Wine Peppercorn Sauce**

**Creamy Garlic Sauce**



## MAINS

### 300G Black Angus Fillet Steak

served with greens, roast vegetables and mash potato with your choice of red wine peppercorn, mushroom or creamy garlic sauce \$37

### 300G Fillet Surf 'N' Turf

prime tenderloin fillet served with saffron mash, roast vegetables, greens and creamy garlic prawns \$43

### 300G Aged Scotch Fillet

served with chips, salad and your choice of red wine peppercorn, mushroom or creamy garlic sauce 32

### Black Angus Open Steak Sandwich

black angus fillet with caramelised onion bbq sauce, mushroom sauce, cheddar cheese, aioli sauce, chips and parmesan salad \$26

### Grilled Baby Calamari

sea fresh baby calamari, grilled and served with chips, salad and home made tartare sauce \$33

### Crispy Skin Grilled Salmon

grilled salmon served with mash and greens, basil pesto and creamy garlic sauce \$32

### Beer Battered Fish & Chips

beer battered merluzo served traditional with chips, lemon wedges and home made tartare sauce \$22

### Grilled Marinated Chicken

marinated and grilled chicken with garlic cheese sauce. Served with mashed potato, roasted vegetables and salad \$29

### Twice Cooked Pork Belly

on top of mashed potato, dijon sauce and greens \$36

### American Spare Ribs

marinated and basted in the chefs secret BBQ sauce, served with salad and chips \$36

### Chicken Parmigiana

tender crumbed chicken topped with tomato sauce and grated cheese, oven baked until golden and served with chunky chips \$26

### Alexander Burger

Black Angus beef patties with cheese, bacon, egg, tomato, lettuce, aioli & tomato sauce. Served with chips. \$26

### Texas Burger

DOUBLE EVERYTHING ... want your Alexander Burger with double everything? \$34

## PASTA

### Linguini Seafood

linguini with chilli prawns, scallops, chorizo, cherry tomato and baby spinach in tomato sauce and herbs \$27

### Linguini Carbonara

linguini with chicken, mushroom and bacon tossed in white wine, egg and cream sauce \$22

### Linguini Napolitana (v) **NEW!**

linguini with baby spinach and cherry tomato in a napolitana sauce with chilli and parmesan \$24

## SALAD

### Caesar Salad **NEW!**

traditional caesar with baby cos lettuce, bacon pieces, croutons, parmesan and caesar dressing. \$19

### Chicken Caesar Salad **NEW!**

grilled chicken with baby cos lettuce, bacon pieces, croutons, parmesan and caesar dressing. \$24

## DESSERT

### Sticky Date Pudding

with whipped cream \$10

### Hot Chocolate Pudding

with whipped cream \$10

### Hazelnut Truffle

italian hazelnuts, lots of cocoa and an exclusive liquid heart of dark chocolate. \$7

### Coffee Truffle

delicate ice cream, enriched with a smooth coffee heart and a crunchy toasted almond cover. \$7



# Menu Example Wine List

Here is an existing menu at one of our current Bar & Bistros, The Alexander. Again, Eden Beach Club will require a different, tailored menu to reflect its beachside atmosphere with more of a focus on Premium Wine.

wine list			
Whites		Reds	
	Glass	Bottle	
<b>OXFORD LANDING SAUV BLANC (SA)</b> <i>Light and lively with layers of fresh guava and lemongrass. Clean and refreshing.</i>	6.5	24	<b>OXFORD LANDING CAB SAUV SHRZ (SA)</b> <i>Blackberry and plum smells and flavours, ticks of cedary oak, super-friendly tannins and juicy acidity.</i>
<b>STARBOROUGH SAUV BLANC (NZ)</b> <i>Marlborough Sauvignon Blanc expressing concentrated ripe passionfruit aromas with tropical fruits and mineral characters.</i>	8.5	32	<b>THE ALEXANDER CABERNET MERLOT (WA)</b> <i>Complex aromas with savoury earthy notes, combined with balanced cedar oak, cocoa, mulberry and blackberry. The palate is rich with soft silky tannins and dark fruit characters.</i>
<b>THE ALEXANDER SEM SAUV BLANC (WA)</b> <i>Intense aromas with pungent gooseberry and lychee fruit characters with balanced herbaceous notes of nettle, grass and snow pea.</i>	7.5	26	<b>SANDALFORD CABERNET MERLOT (WA)</b> <i>Plum and blackcurrant on a medium-full bodied palate.</i>
<b>DEVILS LAIR HIDDEN CAVE SSB (WA)</b> <i>A racy little aromatic white with exotic aromas of crushed basil and lychee that are followed by flavours of gooseberry, mango and passionfruit.</i>		34	<b>OXFORD LANDING MERLOT (SA)</b> <i>This medium bodied wine starts with vibrant flavours of plums and red berries and although tightly structured.</i>
<b>GOSSIPS SWEETLIPS MOSCATO</b> <i>Fresh and grapey with a touch of spritz on the palate it should be enjoyed well chilled.</i>	6.5	24	<b>DIGIORGIO LUCINDALE MERLOT (SA)</b> <i>Medium bodied dry red. Complex and lifted nose, with plum and prune fruit flavours and chocolate like oak characters.</i>
<b>CHALK HILL MOSCATO (MCLAREN VALE SA)</b> <i>A slight spritz on the palate provides an effervescent burst of bright tropical fruit.</i>		31	<b>LOOSE LEAF CABERNET SAUVIGNON (WA)</b> <i>Medium bodied with soft silky tannins. There is a complex mix of blackberry, cocoa, damp earth, bay leaf and cedar oak.</i>
<b>AMBERLEY CHENIN BLANC (WA)</b> <i>Aromas of ripe red apple and tropical fruits jump out of the glass. Pineapple and lychee flavours fill the palate.</i>		29	<b>DIGIORGIO CABERNET SAUVIGNON (SA)</b> <i>Blueberry and blackcurrant fruit aromas with vanilla, spice and violet like characters resulting from extended maturation in very tight grained French oak barrels.</i>
<b>GIPSIE JACK PINOT GRIS (SA)</b> <i>Characters of pear, with some lifted floral aromatics complemented by some background spice and ginger with a hint of nutmeg.</i>	8	30	<b>RIPOSTE DAGGER PINOT NOIR</b> <i>Vibrant, rich, earlier drinking wine displaying all of the hallmark aromas flavours and texture of Pinot Noir. Drink young while the edge is keen.</i>
<b>OXFORD LANDING CHARDONNAY (SA)</b> <i>Creamy yet crisp, clean. Lifted aromas of freshly cut white peaches, citrus and honeydew melon. Underlying hints of nougat, nutmeg and cinnamon spice.</i>	6.5	24	<b>OXFORD LANDING SHIRAZ (SA)</b> <i>This playful, fruity little number is amazing value with its blackberry and plum smells and flavours, ticks of cedary oak, super-friendly tannins and juicy acidity.</i>
<b>LOOSE LEAF CHARDONNAY (MARG RIVER)</b> <i>Full, soft and creamy with fine acid and varietal characters of passion fruit, lychee, lime and thyme.</i>	8.5	31	<b>FOREST HILL THE BROKER SHIRAZ</b> <i>The dry, medium weight palate exhibits savoury red and black fruit flavours complemented by leaf and dried herb notes and fine tannins.</i>
<b>FORRESTER CHARDONNAY (MARG RIVER)</b> <i>Flavours of stone-fruit and citrus are perfectly balanced with creamy nutty oak. Crisp and a lengthy finish.</i>		34	<b>CHALK HILL SHIRAZ (SA)</b> <i>Lovely vibrant fruit driven palate. Layers of red and dark fruits, a hint of chocolate and coffee. A well balanced wine with a fine lingering finish.</i>
Sparkling			
	Piccolo	Bottle	
<b>YELLOWTAIL BUBBLES WHITE</b> <i>South East Australia</i>		24	<b>GIPSIE JACK SHIRAZ</b> <i>The palate has a thick core of red &amp; dark berry fruits along with the usual (for this wine) briary, tarry characters &amp; the regional licorice and dark chocolate.</i>
<b>DUNES &amp; GREENE WHITE</b> <i>South Australia</i>	9		<b>PEPPERJACK SHIRAZ (SA)</b> <i>Excellent balance and an attractive range of flavours anchored on plum and blackberry, extending through some spice and earth notes, the tannins supple and ripe.</i>
<b>YELLOWTAIL BUBBLES ROSE</b> <i>South East Australia</i>	8.5	24	
<b>BROWN BROS MOSCATO</b> <i>North West Victoria</i>		28	
<b>BROWN BROS MOSCATO ROSA</b> <i>North West Victoria</i>		28	
<b>JACOBS CREEK RESERVE PINOT/CHARD</b> <i>Adelaide Hills, South Australia</i>		29	
<b>OYSTER BAY BRUT</b> <i>Hawkes Bay, NZ</i>		35	
<b>OYSTER BAY ROSE</b> <i>Hawkes Bay, NZ</i>		35	
<b>CHANDON BRUT NV</b> <i>France</i>		49	
<b>G H MUMM CORDON ROUGE BRUT</b> <i>France</i>		89	
<b>MOET &amp; CHANDON BRUT IMPERIAL</b> <i>France</i>		110	
Rose & Riesling			
	Glass	Bottle	
<b>BROWN BROS CROUCHEN REISLING</b> <i>Victoria</i>	7.5	29	
<b>LINDEMANS BIN 35 ROSE</b> <i>South East Australia</i>		25	
<b>CLAYMORE WHOLE LOTTA LOVE ROSE</b> <i>Clare Valley South Australia</i>		32	
<b>SANDALFORD ROSE</b> <i>Margaret River, West Australia</i>		34	



## Design and Fitout

Our Company has undertaken many fit-outs before trading new businesses. Most fit-outs have required a complete "gut" and overhaul of the previous businesses. Given that the proposed opportunity at Eden Beach is a new building it would be determined by us that it would be one of the more straight forward fit-outs that the company has undertaken.

Having said that, we intend to take advantage of the unique location and ensure the end result is of a high standard and at the forefront of current design.

We estimate the cost of the fitout to be around \$1mil. Again if we are considered for acceptance we will engage our design team to present some conceptual drawings.

Following are photos of the finished Coffee Anatomy fit out.









## **Kiosk**

On the ground level we plan to open a kiosk style servery for quick take away breakfasts and lunches.

Considering the beach location and the superb parkland and play area next to the venue, we anticipate there will be numerous families/couples/groups visiting this for picnics, playdates etc. The ability to buy take away sandwiches/panini/fish and chips etc would suit this perfectly.

Furthermore, some people may not be suitably attired (or may not have considered the restaurant) after spending time at the beach to visit the restaurant. This kiosk will give these people an option to quench their thirst and/or hunger. It will alleviate the issues of turning people away and give an option to everyone.

The options for this kiosk will be limited, the standard will still be high but the focus will be on healthy, easy and on the go.

## **Functions**

The location will lend itself to enquiry for functions such as weddings, corporate events.

Without a dedicated function room, these events will have to be fairly high end to offset the issues with closing the entire restaurant (or large part of) for the respective group.

Each of these enquiries will have to be considered on there merits in regards to timing and viability, but we anticipate being able to accomodate these functions within the existing capacity of the venue.

## **Entertainment**

Entertainment may be used on occasion.

With regards to functions, certain styles may involved some kind of band or DJ. As mentioned earlier, these events would have to be considered with respect to a number of elements.

Larger bands would not be appropriate due to the size and nature of the venue but smaller bands/solo/acoustic sessions would be considered for timings such as Sunday afternoons etc.



# Financial Data

## Risks

There are four basic reasons why a venue fail. They are:

- **Lack of management expertise.** Many new owners do not have a good understanding of, or experience in the business. We have a combined total of around 30 years experience
- **The menu and atmosphere do not match.** The collaboration of our design team, head chef and management ensure this is not an issue.
- **Under capitalization.** We understand the hospitality industry and how patronage levels need to be managed.
- **Poor location.** We have a great location. Aesthetically its a brilliant spot. In terms of the demographics, as time progresses and the area fills out we be perfectly positioned to capitalize on this.