

Business Plan

Company Name:	Luciousweets
Description:	Our business will be a vintage inspired loft/ restaurant. We will sell food, smoothies, slushies, pastries, snacks sweets, ice cream and much more. We will provide entertainment and a very nice enviornment.
Mission Statement:	Our goal is to share a piece of our culture through bringing back and old time feel.
Target market:	The customer we are trying to target will be teenagers to young adults.
Promotion:	We will advertise our business through flyers and a couple social networking sites.
Product/Services:	The following is a list of some of the products/services we will offer: Candy, Ice cream, smoothies, snacks, pastries, food, beverages, etc...
Competition:	<p>We have found that our nearest competitors will be Baskin Robbins. We will be better than Baskin Robbins by having more selection on what we provide.</p> <p>Our second competitor is Smart and Final. We will be better than Smart and Final because we will have more selection of what to buy.</p> <p>Our third competitor is Village Sweets. We will be better than Village Sweets because we have more variety of what to get.</p>
Personal:	We will need 11 employees to work in our business. The jobs will consist of 4 waiters, 5 pastry chefs, and 2 janitors. We will pay them \$10. The total payroll for one month will be \$8000.
Total cost:	Our rent is \$5,725 which makes \$68,706 per year. The total payroll for one year will be \$96,000. For products/supplies/expenses we will need \$35,294. The total cost we will need to start our business is \$200,000.