

Business Plan: Social Bar & Kitchen

Executive Summary:

Our goal is to open a social bar that provides a relaxed and engaging atmosphere where guests can enjoy premium alcoholic beverages paired with a diverse selection of appetizers and main dishes. Unlike a traditional party bar, our focus will be on fostering a sophisticated social environment with quality service, great food, and an inviting ambiance. This establishment will also contribute to the local economy by creating multiple job opportunities. While food and atmosphere will enhance the overall experience, the primary focus and revenue driver will be the sale of high-quality alcoholic beverages.

Business Description:

- Name: tba
- Location: 9802 McPherson Road Unit 125, Laredo Tx 78045
- Business Type: Social Bar & Kitchen
- Ownership Structure: [Sole LLC Treated as an S-Corp]
- Operating Hours: 9am- 4pm & 6 pm – 2 am
- Unit Total Sq Ft: 1,910 sq. ft.
 - Interior: 1,500 sq. ft.
 - PTIO: 410 sq. ft.

Mission Statement: To create an inviting and modern social bar experience where guests can enjoy expertly crafted drinks, high-quality food, and a welcoming atmosphere designed for social interactions and relaxation.

Objectives:

1. Establish a premier social bar that differentiates itself from traditional party bars.
2. Offer a carefully curated drink menu, featuring cocktails, beers, and wines.
3. Provide a diverse food menu with appetizers and main dishes.
4. Create a comfortable, stylish, and safe environment for all guests.
5. Generate job opportunities within the local community.
6. Maintain high standards of service, cleanliness, and quality.

Services & Offerings:

- **Beverage Menu:**
 - Signature cocktails
 - Premium wines and spirits
 - Craft and domestic beers

- **Food Menu:**
 - Appetizers (e.g., sliders, nachos, bruschetta, wings)
 - Main dishes (e.g., gourmet burgers, pasta, grilled meats, vegetarian options)
 - Dessert options (e.g., cheesecakes, brownies, specialty desserts)
- **Entertainment & Features:**
 - Lounge seating and modern decor
 - Themed nights and live acoustic performances
 - Private event hosting

Operational Plan:

- **Staffing:**
 - Bartenders (2-3)
 - Kitchen staff (2-3)
 - Waitstaff (3-4)
 - Security (2-4)
- **Kitchen:** Fully equipped with necessary appliances for food preparation.
- **Bar Area:** Stocked with premium and mid-tier alcohol selections.
- **Security Measures:** To ensure guest safety, we will employ licensed security personnel from agency.

Conclusion: Our business will create 6-15 job opportunities or even more, including roles for bartenders, kitchen staff, waitstaff, and security personnel. We aim to foster a positive economic impact by partnering with local suppliers and vendors, supporting small businesses within the community. Nevertheless, by offering a unique and inviting social bar experience that balances quality drinks and dining with a relaxed atmosphere, our business will stand out in the market.