

# ALL STAR CAFE

## NOVEMBER 2018

### SALES, PROFIT & OPERATIONS

### ACTION PLAN

MISSION STATEMENT: TO PROVIDE THE FRESHEST HIGHEST QUALITY FOOD AND BEVERAGE PRODUCT, SERVED BY A FRIENDLY FULLY TRAINED AND KNOWLEDGEABLE WELL TAKEN CARE OF STAFF IN TURN PRODUCING OUTSTANDING PROFITS FOR OUR OWNERS.

1) PERFECT EXECUTION OF COMPANY'S MISSION STATEMENT AND CORE VALUES

#### BREAKDOWN

A) FRESHEST HIGHEST QUALITY PRODUCT

INSURE PROPER RECEIVING, DATING, ROTATION OF PRODUCT, PROPER INVENTORY LEVELS, INSURE ACCURATE ORDER + PAR LEVELS AS WELL AS PREPARED PRODUCT

B) HIRE, TRAIN AND DEVELOP A KNOWLEDGEABLE STAFF THAT IS PAID APPROPRIATELY AND GIVEN INCENTIVES TO MAINTAIN OPTIMAL PERFORMANCE. CONDUCT REGULAR EMPLOYEE REVIEWS AND KEEP LINES OF COMMUNICATION OPEN.

3) <sup>c</sup> INSURE OPTIMAL PROFITS BY ENSURING THE BEST INDUSTRY PRICING. MAKING SURE THAT OUR MARGINS ARE CONSISTENT WITH THE INDUSTRY.

2 a) ENSURING MANAGEMENT AND STAFF ADHERE TO POLICIES, PROCEDURES AND PROTOCOL MANAGEMENT, STAFF AND SHIFT MEETINGS

\* Breakdown HAVE EMPLOYEE HANDBOOK AVAILABLE

HAVE REGULAR STAFF & MGMT MEETINGS

GET POLICIES THAT ARE NOT CURRENTLY ENFORCED, DOCUMENT,

3) RESPONSIBLE PARTY IS MAINTAINING A CLEAR ORGANIZED AND WELL FUNCTIONING FACILITY

1) USE OF CHECKLISTS

2) STAFF UNDERSTANDS EQUIPMENT

3) STAFF UNDERSTANDS THEIR RESPONSIBILITIES

4) EFFECTIVE OVERSIGHT OF STAFF IN CONSTRUCTION WITH MGMT. TEAM AND HOW TO IDENTIFY KEY PERSONNEL,

- 1) REGULAR STAFF EVALUATIONS
- 2) REGULAR STAFF PER TALKS
- 3) REGULAR STAFF TRAINING SESSIONS

5) MONITORING THE DAILY + WEEKLY + MONTHLY FINANCIAL CONTROL SYSTEMS INCLUDING FINISH REPORTS, INVENTORIES, EVALUATING RECEIVING OF PRODUCT, MONITORING OF INVOICING, S.P.M.H + PRODUCTIVITY

- A) UPDATE P.O.S. ASAP
- B) BREAKDOWN OF REPORTS
- C) ACCURATE REPORTING OF ALL MONITORED COSTS

6) OVERALL DEVELOPING AND CULTIVATING AN ENVIRONMENT AND CULTURE OF HIGH ENERGY AND BEST FIRST ORIENTED ATTITUDE THAT MOTIVATES AND PROMOTES TEAMWORK,

- A) MGMT LEADS
- B) STAFF ACCOMPLISH
- C) ENERGY IS CONTAGIOUS

7)

ABILITY OF PERSONNEL TO EVALUATE, ORGANIZE AND PRIORITIZE ACTIVITIES AND RESPONSIBILITIES, INCLUDING LABOR MANAGEMENT, EMPLOYEE RELATIONS AND CONTINUALLY FOCUSING STAFF ON KEY BUSINESS INITIATIVES,

8)

STORE ACTION PLAN IS BROKEN DOWN AS FOLLOWS

- A) DEFINE ISSUES + OPPORTUNITIES
- B) OUTLINE EACH
- C) TEACH
- D) IMPLEMENT
- E) EVALUATE
- F) FOLLOW UP
- G) ACCOUNTABILITY
- H) DELEGATION
- I) TEAMWORK
- J) FOLLOW UP

STATE OF THE CAFE

- BREAKDOWN -

EMPLOYEE STAFFING

IN ORDER TO CONTINUE TO MOVE THE CAFE FORWARD WE MUST, AS SOON AS POSSIBLE HIRE UP TO 10 PEOPLE TO WORK IN THE CAFE. THE POSITIONS THAT WE WILL BE

HIRING ~~FOR~~ <sup>TO</sup> INCLUDE BUT ARE NOT LIMITED TO

- 1) CASHIERS / ORDER TAKERS (3-6)
- 2) COURTSIDE SERVERS (2-3)
- 3) Prep / PRODUCTION PERSON (1)

I WILL IMMEDIATELY FLOOD ALL AVAILABLE HIRING HOT SPOTS AND WILL FOLLOW UP WITH YOU REGARDING THE HIRING PROCESS.

TRAINING - INITIALLY I WILL TRAIN ALL NEW HIRES. Do <sup>WE</sup> HAVE AN EMPLOYEE HANDBOOK? TRAINING WILL ENCOMPASS LEARNING ALL ASPECTS OF THE CAFE FROM LEARNING MENU DESCRIPTIONS, PRICING, PRESENTATION AND VARIOUS CUSTOMER RELATED FUNCTIONS. I AM PUTTING TOGETHER A OUTLINE AS TO HOW A NEW HIRE IS BROUGHT ABOARD INTO THE CAFE.

MARKETING - IT IS ESSENTIAL THAT WE ESTABLISH SET OPERATING HOURS IN THE CAFE. SO THE FOLLOWING NEEDS TO BE DISCUSSED. OPEN WEEKDAYS? OPEN WEEKNIGHTS? WHAT LABOR INVESTMENT ARE WE WILLING TO MAKE IN ORDER TO ACHIEVE SALES GOALS?

# MARKETING

Continued...

## Promo Ideas

(Lunch)

TWO'S COMPANY THREE'S ~~(A CROWD)~~  
FREE! PURCHASE ANY TWO LUNCHES  
AT REGULAR PRICE AND THE  
3RD PERSON EATS FOR FREE!

GUARANTEED Quick Lunch  
Your lunch is ready in 10 minutes  
OR LESS OR ITS FREE!

ADD A MEDIUM SOFT DRINK TO  
ANY LUNCH ENTREE FOR \$1.50  
REGULARLY \$3.25 SAVE \$1.75. PLUS  
FREE REFILLS!

Lunch Punch CARD - BUY 5 LUNCH ~~ENTREES~~ ENTREES  
AT REGULAR PRICE GET THE 6TH ONE  
FREE!

Dinner

## MARKETING CONTINUED.....

DURING OPERATING HOURS WE WILL INTENSIFY OUR MARKETING EFFORTS WITH OUR ONLINE ORDER PARTNERS DoorDash + GrubHub. WE WILL BE OFFERING ONLINE PROMOS/DISCOUNTS & WE WILL DECREASE OUR PROFIT SHARE FOR BETTER <sup>AD</sup> POSITIONING.

UPON THE SOFT DRINK MACHINE BEING FUNCTIONAL WE WILL ADD A CHIPS/BEVERAGE COMBO PLAN TO ALL ORDERS PRICE TBD

MY COURTSIDE SERVICE PLAN IS GOING TO ROLL OUT FOR OUR 1ST WEEK OF DECEMBER TOURNAMENT. THERE WILL BE AN EMPLOYEE INCENTIVE PLAN ROLLED OUT AT THE SAME TIME. COURTSIDE SERVICE WILL BE OFFERED DURING PEAK TOURNAMENT HOURS AND WILL BE OFFERED CONSISTENTLY. INCENTIVE PROGRAM TBD. COURTSIDE SERVICE + TABLE SERVICE IS AN ESSENTIAL ELEMENT TO SALES GROWTH.

## LABOR COST FOR CAFE

Obviously if we want to be open for lunch (Smartstop + surrounding businesses) AND FOR WEEKNIGHT BUSINESS THE INITIAL

INVESTMENT COULD BE SUBSTANTIAL

LUNCH LABOR

M-F 10-3 5 hours x 13

65.00 per day = 325 per week lunch labor

WEEKDAY NIGHTS

3-9 6 hours x 13

78.00 per day = 390 per week

WEEKDAY NIGHTS labor cost

## CURRENT SALES PROJECTIONS FOR 1-1-19

MONDAY

LUNCH 150 19 lunches

DINNER 150

THURSDAY

LUNCH 150 19 lunches

DINNER 400

TUESDAY

LUNCH 150 19 lunches

DINNER 150

FRIDAY

LUNCH 200 23 lunches

DINNER 600

WEDNESDAY

LUNCH 150 19 lunches

DINNER 150

M-F LUNCH 800

LABOR 325

LABOR @ 40.6 @

M-F DINNER 1450 LABOR 390

LABOR @ 27 @

## WEEKEND

### SALES PROJECTIONS + LABOR PROJECTIONS

#### SATURDAY LABOR + SUNDAY LABOR

Lunch CASHIER #1 7<sup>AM</sup>-2<sup>PM</sup> 6.5 hours

Lunch CASHIER #2 10<sup>AM</sup>-4<sup>PM</sup> 6 hours

Food Runner/Prep 7<sup>AM</sup>-2<sup>PM</sup> 6.5 hours

Courtservice 9<sup>AM</sup>-5<sup>PM</sup> 7.5 hours

Food Runner/Exp/Server 2<sup>PM</sup>-8<sup>PM</sup> 6 hours

CASHIER Dinner #1 1<sup>PM</sup>-9<sup>PM</sup> 5 hours

CASHIER <sup>Dinner</sup> ~~Break~~ #2 3-9<sup>PM</sup> 5.5 hours

Total Daily WEEKEND HOURS

$$43 \times 2 \times 13 = 1118,000$$

## WEEKEND SALES PROJECTIONS

SATURDAY Lunch 7<sup>AM</sup>-2<sup>PM</sup> = 2500

SATURDAY Dinner 2<sup>PM</sup>-9<sup>PM</sup> = 3000

5500

SUNDAY Lunch 7<sup>AM</sup>-2<sup>PM</sup> 2500

SUNDAY Dinner 2<sup>PM</sup>-8<sup>PM</sup> 2500

5000

WEEKEND SALES 10,500

LABOR <sup>#</sup> weekends 1118

LABOR <sup>cp</sup> weekends 10.6 cp

# Total Projected

## WEEKLY numbers

M-F Lunch 800

M-F Dinner 1950

WEEKEND 1-D 10500

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12,750-

LABOR H (week) 1833-

LABOR of week 14.4cb

LABOR of goal 22-25

## EQUIPMENT ANALYSIS + NEEDS

### NEW COMMERCIAL HIGH CAPACITY MICROWAVE OVEN

OUR CURRENT MICROWAVE IS NOT DESIGNED FOR A HIGH VOLUME COMMERCIAL APPLICATION AND IT STATES ON IT "DO NOT USE IN A COMMERCIAL APPLICATION". A NEW HIGH CAPACITY COMMERCIAL GRADE MICROWAVE WILL RUN US APPROXIMATELY \$750<sup>00</sup>. THIS PIECE OF EQUIPMENT IS ESSENTIAL TO OUR OPERATION AND PUT US BACK INTO CODE 1.

### COMMERCIAL GRADE HIGH SPEED BLENDER

THIS WOULD BE USED TO ADD SMOOTHIES AND SHAKES TO OUR CURRENT BEVERAGE LINEUP. WE WOULD USE A MID GRADE MIXER (2 UNITS) AT A COST OF APPROX. 350<sup>00</sup> PER UNIT.

HERE IS A SALES PREVIEW ANALYSIS

AVERAGE SALE PRICE 8.00

AVERAGE SALES PER WEEK 70

SALES VOLUME PER WEEK  $560 \times 4 = 2240$  MONTH

### 2ND<sup>-3RD</sup> BAKERS OVENS

THESE OVENS 700<sup>EACH</sup> CAN BE ADDED AT NO COST FOR THE EQUIPMENT AND ONLY DIRECT COST WOULD BE COST OF INSTALLATION.

## ANALYSIS OF C.O.G.S.

IT IS IMPERATIVE THAT THE TOTAL C.O.G.S. \$ THAT APPEARS ON THE INCOME STATEMENT IS CONSISTENT WITH THE #'S THAT ARE BEING SUBMITTED BY THE SPORTS CENTER THE FORMULA THAT SHOULD BE IN USE IS:

BEG INVENTORY + PURCHASES - CREDITS - ENDING INVENTORY = USAGE     $\text{USAGE} \div \text{NET SALES} = \text{C.O.G.S. \%}$

ANY DEVIATION FROM THAT # NEEDS TO BE BROUGHT TO OUR ATTENTION PRIOR TO THE INCOME STATEMENT BEING GENERATED.

COPIES OF ALL MONTHLY INVOICES AS WELL AS INVENTORY COUNTS NEED TO BE MAINTAINED BY FOOD + BEV DIRECTOR ON SITE AS A BACKUP (JAN 1)

INSURE THAT ALL CREDITS ON A DAILY BASIS AS IT IS EQUIVARIANT TO AN INVOICE.

## CAFE CUSTOMER SERVICE

Greet EVERY GUEST WITH A HELLO AND A WARM SMILE!  
100% CUSTOMER CONTACT.

YOUR JOB IS NOT BEHIND THE REGISTER BUT AS A FLOATER WHICH ENCOMPASSES THE DINING AREA, GRAB AND GO AREA AS WELL AS THE CASHIER STATION.

YOUR MAIN JOB FUNCTION IS TO SHARE WITH OUR GUESTS ALL OF THE GREAT FOOD & BEVERAGE OPTIONS THAT THE CAFE HAS TO OFFER!

ALL CAFE WORKERS ARE EXPECTED TO KNOW ALL PRICING, MENU DESCRIPTIONS AND HAVE A BASIC UNDERSTANDING OF ALL CAFE EQUIPMENT, HOW IT OPERATES AND ALL SAFETY PROCEDURES FOR THE CAFE.

# ALL STAR CAFE OPENING CHECKLIST

1. TURN LIGHTS, DISPLAY FRIDGE, BEVERAGE COOLERS, WARMERS ON.
2. ENSURE ALL PRODUCT IS FRESH, FULLY STOCKED AND READY FOR SALE
3. LOGIN TO IPAD, LAUNCH BINGO APP, LOGIN CONFIRM THAT YOUR DRAWER HAS \$300 AND IS FULLY STOCKED W/ APPROPRIATE DENOMINATIONS.
4. REVIEW MENU FOR ANY OUT OF STOCK OR SOLD OUT ITEMS.
5. PREP ANY ITEMS ON THE PREP CHART THAT ARE BELOW THE PAR LEVELS.
6. ANY CUSTOMER IN THE CAFE AREA IS ALWAYS YOUR TOP PRIORITY. ALL OTHER WORK OR PREP IS SECONDARY.
7. KEEP ALL FLOORS, COUNTERTOPS NCO AT ALL TIMES
8. MAKE SURE AT THE START OF YOUR SHIFT THAT ALL CUPS, NAPKINS AND ALL OTHER PAPER SUPPLIES ARE STOCKED BEFORE WE OPEN TO THE PUBLIC.

9. CONTINUOUSLY WASH HANDS THROUGHOUT YOUR SHIFT.

10. COMMUNICATE W/ THE MANAGER ON DUTY ANY AND ALL CONCERNS DURING YOUR SHIFT.

11. TAKE AND PREPARE ORDERS ACCORDING TO YOUR TRAINING AND REMEMBER THE CUSTOMER IS ALWAYS #1, YOUR JOB IS TO EXCEED OUR GUESTS EXPECTATIONS THROUGH GREAT CUSTOMER SERVICE AND RESPONDING TO ALL THEIR NEEDS.