

Stop & Munch Executive Summary

The Mission Statement - Our mission is to ensure each guest receives prompt, professional, friendly and courteous service. To maintain a clean, comfortable and well maintained premises for our guests and staff. To have every customer who comes through our doors leave impressed with Stop & Munch and come back again.

Company Information(Marketing and Sales) – Being former students Andrew, Aaron, Allanah, Kelton, and Maurtada, we understand the importance of having an establishment within the area of an educational institution like a college for being an ideal place for a quick stop to eat or a place to hang out to unwind when school is stressful. Our roles in the company would be the panel of executives to spearhead the company within the scope of our visions and values. We would initially employ a total of 10-15 employees to run our initial establishment and if any more locations open we would hire additional members. Our ideal locations for future projects would be focused around school campuses as our goal is to be the go to spot to eat and chill with other colleagues.

Growth Highlights – Our projected sales/growth would be a series of trial and error as we would go to the lengths to promote and make our presence be known at our first location.

You're Products/Services – Our services consists of various snacks, candies, meals, entertainment, private parties, and amenities. We have healthy salads to juicy delicious burgers we want to accommodate everyone.

Andrew Vu
Aaron Dallas
Allanah Watkins
Kelton
Maurtada

Financial Information (Funding request) – We would look for a business loan and pay out of pocket to kick start the first venue. We would shop around for the cheapest interest rate and terms that best suits our needs as an establishment.

Financial Projections- At Stop & Munch we have food, valet parking, rent a party room, delivery service, and haircut and massage parlor. As an incentive on Wednesdays we offer free haircuts and massages so customers can see if they like it or not and it is a way to draw in more people.

Summarize Future Plans – Our plans would be if the origin location kicks off well in profits we would begin opening other locations around the North American market near schools to increase even more profit.

Appendix- Our business is to target the nearby students and residents in our area. We will hire mainly young college students as a way for them to make money and go to school. In college we understand students need all the help they can financially. Our hours Monday-Friday are 11am-9pm and on Saturday 10 am-11pm. We are open late on Saturdays because we know a lot of students and residents like to party and have fun and we want you to be in a safe fun environment. Stop & Munch is closed on Sundays mainly to give students the opportunity to study and we want every employee to relax and have a day off. Our hours are flexible and we work with your schedule we will mainly start everyone off with working 20 hours to 30 hours per week. Stop & Munch also offers a scholarship essay competition once a month where we allow one student to receive \$100 based on whose essay we believe is the best. We are here to serve food and our community. Stop & Munch will also donate to

Andrew Vu
Aaron Dallas
Allanah Watkins
Kelton
Maurtada

nearby educational facilities and hospitals in the best way we can. In our first year we plan to make between \$700,000-\$900,000. Per month that is around \$50,000-\$60,000. We calculated this by doing revenue minus expenses. As a company we are aware we have bills, scholarships, and employees to cover financially and Stop & Munch fully understands that obligation and will always meet it.

What makes us unique?- Stop & Munch has been providing exceptional fast food service for years and always wants the customer to leave highly satisfied. Our unique tradition of having a drive thru, dine in, meals cooked in front of you, and a delivery service makes your food choice as easy as 1, 2, and 3. We want the customer to leave satisfied every time they leave Stop & Munch. Great food, low prices, come eat at Stop & Munch where hungry meets delicious.

Allanah W.
Andrew K.

DAVE 3 BUSTERS!

SWOT stands for strengths, weaknesses, opportunities and threats. Perform a SWOT analysis on your company by applying each of these categories to your operation. By having these it will help you adjust to things to benefit your business needs.

DAV 3 BUSTERS

Parent Company - Oak Hill Capital Partners

Category - Restaurant

Sector - Food 3 Beverage

Slogan - Eat, Drink, Play, Watch Sports

USP - Eat 3 Play Combo

Segment - People looking for corporate parties, social parties, birthday parties

Target Group - Families looking for a memorable time

Positioning - Clean, organized + efficient dining service for buffet meals

Matthew

Andrew

Andrew

Allanah W
Andrew V
Aaron D
Kelton
Marmatada

SWOT Analysis

Strengths: - Present in over 45 locations around U.S.

- Special menus for individual guest based on health regulation
- Running successfully for many decades having a strong legacy
- The employees strength of the organization is over 8000 people
- Skilled chefs capable of preparing wide array of food offering unique customers needs
- Apart from food, it offers games, ent. hubs and arcades, very popular w/ kids.

Weaknesses: - Competitive industry and high substitutions mean low market sales

- Advertising + Marketing is limited hence low brand awareness.

Opportunity: - Utilize the uniqueness of being a restaurant and an ent. hub

- Advertising + marketing can help boost the brand ~~at~~ image globally specially in

~~USA~~ Canada

- Strong opportunity to expand operations in Canada as they are already successful in U.S.

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Threats :- Threats from est. Competitors + new entrants

- Rise in prices of raw materials can affect profitability
- Unfavorable gov't regulations can affect business.

Data :- Busters annual sale :-

in 2015 - 746.75M

in 2014 - 635.57M

PE Ratio :-