

Beignet Bellies LLC BUSINESS PLAN

Prepared by:

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SUMMARY

I. EXECUTIVE

Beignet Bellies LLC (referred to from hereon in as the "Company") is intended to be established as a Limited Liability Company at 458 New Scotland Ave, Albany, New York 12208 with the expectation of rapid expansion in the hospitality industry.

Business Description

The Company shall be formed as Limited Liability Company under New York state laws and headed by Josita Walker.

Business Mission

Beignet Bellies is a hospitality company which will provide high quality affordable Sweet and Savory Beignets and much more in a relaxing environment for customers seeking to fulfill that sweet or savory tooth outside of restaurants. Beignet Bellies will be expanding it's menu to help satisfy even more customers.

Our intention is to bring capital back into our community as well as create jobs for individuals. Also to be known as the first Beignet Cafe in Albany, New York.

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We also maintain a respectful, friendly, diverse fair and visionary environment.

SUMMARY

II. BUSINESS

Industry Overview

In the United States, the hospitality industry presently makes 230,000,000 dollars in sales.

Research shows that consumers in this industry primarily focus on the following factors when making purchasing decisions: Customers will want to purchase because the products are affordable, tasty, and different.

Business Goals and Objectives

Short Term:

Short term goals are to find a better location. Develop and sale our products. Develop a social media and marketing strategy to drive more traffic to the cafe.

Long Term:

Our long-term goals are to develop new products to serve the community and also add light breakfast and lunch menu. To be able to build a franchise throughout the capital district and beyond.

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Legal Issues

The Company affirms that its promoters have acquired all legally required trademarks and patents.

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III. MARKETING

Target Markets

The Company's major target markets are as follows:

Because there are no Beignet cafes in Albany, NY. It will be something new and exciting for customers to try who don't even know what a beignet is. The target market is everyone in general due to beignets being different and tasty. All ages enjoy that from time to time also they will be very affordable.

The estimated number of potential clients within the Company's geographic scope is 50,000.

Distribution Strategy

Product will be distributed at physical location, delivery and in the future hopefully supermarkets.

Services

First-rate service is intended to be the focus of the Company and a cornerstone of the brand's success. All clients will receive conscientious, one-on-one, timely service in all capacities, be they transactions, conflicts or complaints. This is expected to create a loyal brand following and return business.

IV. FINANCIAL PLAN

12-Month Profit and Loss Projection

Monthly expense for salaries and overhead (projected):	\$4,000.00
Revenue and sales for first year of business (projected):	\$100,000.00
Gross profit for first year of business (projected):	\$60,000.00