**1.1 Business Objectives**

The primary objectives of the business plan for Restaurant are below:

* Restaurant serving Czech and Polish foods
* To provide quality meals at reasonable prices with exemplary service
* Achieve Cover ratios of 1.00X at each lunch and dinner serving
* To achieve Prime Cost Ratios lower than 65%

**1.2 Mission Statement**

Our Mission is to provide a unique and relaxing dining experience – similar to dining at home. We will strive to achieve this goal by: 1) by providing menu items incorporating quality ingredients at reasonable prices, and 2) we will be mindful of the well being of our customers and staff– treating each and everyone with dignity and respect – just like we would at our own home!

**1.3 Guiding Principles**

1. **Being Mindful of our Customers and our Staff**  
   Coinciding with our family values, we will treat both our customers and staff in a manner in which we ourselves would want to be treated (or better!).
2. **Gratitude**  
   “An attitude of gratitude” shown to our customers, employees and vendors – because without their input, service, labor and time, our business would not be here without them!
3. **Our Service**  
   Provide the warm and friendly service expected from a family-style restaurant creating an informal, comfortable environment which will make the customers satisfied and want to return again and again.

**1.4 Keys to Success**

* Repeat business. Every customer who comes in once should want to return, and recommend us. Word–of–mouth marketing is a powerful ally.
* Hire top notch chefs and offer training to keep the chef on top of his/her game, and pay top wages to ensure they stay with us.
* Location. Convenience is essential to us; we need to be close to our market because we are not trying to get people to travel to reach us.
* A variety of menu offerings with a “down home” theme, reasonably priced to establish credibility, but not so high as to limit customers.

**2.0 Company Description**

The Traditional Home-Style Restaurant will be located in Ulica Klodzka 17, Sosnowiec. The restaurant will be wholly owned and operated by Olga Chabowska and Wojtek Turkot. The restaurant will serve a variety of classic home-style favorites from pot roast and mashed potatoes to patty melts and vanilla ice cream.

The restaurant will be open 7 days a week with hours as follows:

Monday 11:00 am – 9:00 pm  
Tuesday 11:00 am – 9:00 pm  
Wednesday 11:00 am – 9:00 pm  
Thursday 11:00 am – 9:00 pm  
Friday 11:00 am – 10:00 pm  
Saturday 11:00 am – 10:00 pm  
Sunday 12:00 pm – 5:00 pm

**2.1 Ownership**

The restaurant will be owned by Olga Chabowska. Olga began her restaurant career at the age of 15 working in a quick-service foodservice operation and earned her way through college as a server and bartender. After earning her degree, she worked for a regional restaurant chain and an independent fine dining restaurant. In these organizations she held the positions of Assistant Manager and then General Manager.

Wojtek Turkot received her Culinary Degree from the Art Institute in Dallas. After graduation he was employed by a local chain restaurant and then at a Five Star Hotel in Dallas. Wojtek will be employed as the Kitchen Manager.

With the high turnover of help for startup restaurants, we will rely on family to fill in where required until we are off the ground and making a profit.

**3.0 Financial plan**

We want to take loan from the bank Millenium of the height 50.000 Zloty