**Business Plan Presentation**

**Proposed Business Model:** Aracely’s Cuisine is a comfortable, inviting restaurant designed to make our customers feel as if they are enjoying VIP services in a world all to themselves.

**Founding Team:** The planned staff is in good proportion to the size of the restaurant and projected revenues. Usually in a restaurant the startup has a higher cost. Labor costs come down as the operation begins to flow more smoothly. The service staff is large, and is necessary to provide the level of service that Aracely’s Cuisine needs to set it apart from the competition.

* **General Manager:** will run all business operations for Aracely’s Cuisine, except for the final accounting which will be reviewed by an accounting professional monthly. General Manager will oversees the day to day operation, improving overall business functions, training heads of departments, managing budgets, developing strategic plans, creating policies, and communicating business goals. It will be in his best interest to see that things run properly. The General Manger must be great at communication, Planning. Decision-making, Delegation, Problem-solving and Motivating. He will be rewarded by incremental profit sharing. General Manager must have a bachelor’s degree at the minimum but we strongly prefer a Master's degree in business or a related field.
* **Marketing Director:** At first there will not be a marketing manager, and the general manager will take care of this. As we grow the need for a marketing representative will be higher. Marketing director will be added to oversee the expansion effort both to support the growth of existing business and to execute the expansion strategy.
* **Chef:** Chef’sSkills needed are, multitasking, attention to detail, business sense, cleanliness, creativity, culinary expertise, fast-paced decision making and motivational management Style. The chef should have a bachelor's degree in the culinary arts or in a related area and a minimum of 2 years work experience.
* **Cashier:** the cahier willoperate the cash register, communicates with customers, and assists other staff as needed. Cashier duties also involve greeting guests, helping resolve customer complaints, and maintaining knowledge of the menu and sales policies. Must have a minimum of a high School Diploma
* **Food Servers/Waitress:** Food servers will perform a variety of tasks, from stocking supplies, serving food and drinks, cleaning tables and counters, resetting tables, greeting customers and answering questions.Must have a minimum of a high School Diploma.
* **Cleaning:** cleaning staff will be in charge of cleaning, stocking and supplying designated facility areas, as well as performing and documenting routine inspection and maintenance activities.

**Industry Analysis:** The [restaurant industry’s share of the food dollar](https://restaurant.org/Downloads/PDFs/Research/SOI/restaurant_industry_fact_sheet_2019.pdf) has risen from 25% in 1955 to 51% in 2019. According to the National Restaurant Association, industry sales are projected to reach $863 billion in 2019. The industry is projected to employ 15.3 million people in 2019, which is roughly 10% of the working population.

**Market Analysis:** Two distinct market segments will be targeted: students of Wayne County Community College District and the Downtown Detroit traffic." The students will be attracted to Aracely’s Cuisine as a better alternative to their on-campus meal plan. The Downtown traffic will appreciate the selection and change from the more traditional offerings currently available on Fort Street.

**Target Market:** Currently, in this expansionary effort, Downtown Detroit is working on several projects.

**Key Competitors:**

* **Fast food:** Traditional restaurants such as McDonald's, Burger King, and Wendy's, as well as healthier alternatives such as Subway.
* **Deli:** There are two different delis located downtown Detroit that serve deli style sandwiches. These delis serve very basic, standard deli fare, generally sliced deli meats.
* **Diners:** Based on the aging demographic of Detroit, a function of its steel industry roots, there are several diners located in Downtown Detroit. These are very traditional diners, the menus are right out of the 1950's.
* **On-campus food service:** At least for the students, this is an alternative in terms of food offerings. Most of the students have a food plan. Because of the poor food offerings and the need for variety, many of the students are looking for other alternatives.