

Enchanted

508 Main Street, Bethlehem, PA

OPERATING/ BUSINESS PLAN/ FEASIBILITY STUDY

Emma Gillis
Megan Czirok
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Catherine Simon

Enchanted

BUSINESS PLAN/FEASIBILITY STUDY

- I. Legal Name and Address:** Enchanted, LLC. 508 Main Street, Bethlehem, PA
- II. Owners:** Emma Gillis (25%), Megan Czirok (25%), Erica Einhorn (25%), Catherine Simon (25%)
- III. Mission Statement:** To enchant the diner by providing incredible taste at a modest price point in an inviting and upscale atmosphere.
- IV. Products and Services / Customers:** Enchanted, inspired by traditional Western European fairy tales told to people around the world, is a premium-casual restaurant which enchants the customer with its beautifully decorated themed desserts, colorful menu and inviting atmosphere. The menu consist of fairy tale themed appetizers, salads, soups, entrees, sides, and desserts, as well as take away desserts from our dessert counter. The team at Enchanted focuses on preparing not only high quality food but a magical experience for every customer. The feeling of the space will invigorate one's inner child as they step into the restaurant, designed after a modern take on the fairytale castle and enchanted forest from tales ages old. The restaurant is well lit from the bulbs in the high ceiling, fairy lights strung around the interior, and large arched castle windows with panes. The luscious greenery and seating area surrounded by glass walls and ceiling interact with the old feel of the city and showcase the beauty of Bethlehem.

Enchanted will serve a large array of customers, typically depending on what time of day and day of the week. Bethlehem, PA is a city with a population of 75,686 and a mean household income of \$68,049. Considering this, Bethlehem is a relatively wealthy town with clientele who can afford moderately priced foods for dining excursions. Tourism is a large business in Bethlehem, generating approximately \$2 billion in revenue in the 2017 year. There are many surrounding tourism spots, which attract people ranging ages 21-65. Additionally, Lehigh is only 1 mile from the restaurant, and is home to a more affluent population of college students who are more willing to spend more money, which makes Enchanted accessible to people ages 18-21 as well.

Dinner service caters to college students who are looking for dinner, for a date, or to go out with friends, tourists who are looking for a nice place to eat, and residents who want a nicer dinner. On the weekends, we are open for brunch and lunch, which is for college students who want a late morning meal, and again, tourists and residents who are in the area and want to visit our restaurant featuring visually appealing foods. Because the Bethlehem area contains a variety of moderately priced restaurants and various bar options, young adults who are early in their careers would likely enjoy Enchanted on a more frequent basis.

- V. **Business Success:** There are several reasons customers will be excited to go to this new themed restaurant. The visually appealing food is a large customer draw. In a study, diners rated a well-presented dish better on the taste scale than the same dish presented unattractively. In another study, diners were willing to pay up to three times more for attractive dishes. It is scientifically proven that food presentation increases the liking of food taste. Since we cater to the visual senses, and eating is a sensuous experience, we are able to enchant customers to come back. Since the customers at Enchanted will be sharing pictures of the food, this will advertise our restaurant and tourists coming to the area will be able to see our aesthetically pleasing food before they visit. Patrons are more likely to come to a restaurant if they see pictures of the food beforehand. Millennials that are media-driven can give Enchanted the opportunity to showcase its menu and desserts to their audience. Another reason Enchanted will be successful is the lower price for more upscale dining. A wide variety of people can afford to dine at Enchanted, whether they be tourists or college students. There are many surrounding tourism spots, including the SteelStacks and Zoellner Arts Center, which hold concerts, plays, shows, and more year round, the Sands Casino, the Historic Hotel Bethlehem, and Lehigh and Moravian University. Bethlehem is also home to one of three drive-in movie theaters in Pennsylvania, which draws in a lot of tourists. It is home to popular events almost every weekend, including Christkindlmarkt and Musikfest, which both residents and tourists flock to to enjoy the shops, music, and more. Transportation is fairly easy as well; most everywhere is walkable. However, there are also bus systems both public and private. The private bus system is from Lehigh University, which students use to go to and from the different areas of Bethlehem, making daytime or evening trips easy and accessible. Ultimately, we would be successful in our location because of our unique theme. Everyone knows these classic fairy tales and a very large majority of the customer base has grown up watching or reading about the

characters and stories which bring the restaurant to life. The themed menu and decor makes Enchanted stand out to tourists, while the interesting drink menu and affordable prices attracts customers of diverse income ranges. Enchanted is the perfect choice for all diners, whether they are looking for an upscale meal for a lower price or if they are looking for a unique dining experience to make their stay in Bethlehem all the more magical.

Enchanted

Table of Organization

Owners: Emma Gillis, Erica Einhorn, Megan Czirok, and Catherine Simon came together to create Enchanted. They came together as a team because each of their varying strengths that suit different parts of the restaurant. They will take on management roles as follows:

General Manager - Megan Czirok: Megan will be managing the restaurant as a whole by overseeing the day to day business. She will work closely alongside her partners to stay updated on all aspects of the restaurant. Megan will be doing all financial planning and reporting. She is also responsible for book-keeping. She will also make sure that Enchanted is run in a way that it is following the vision the owners planned for it on a day to day basis. She will also ensure that the restaurant is functioning smoothly and beyond the expectations of the customer. Megan's personable character also allows her to form relationships with employees and suppliers that promote a better flow of work in the restaurant and strengthen relationships within the restaurant.

Dining Room Manager - Erica Einhorn: Erica will be in charge of hiring, training, and managing all staff working in the dining room. Additionally, she will be responsible for the general decor of the dining room such as the paintings on the walls and hanging plants, the table decorations, and the dishes, silverware, glasses, and so on. Erica will work to create a wait staff that operates efficiently and smoothly, and goes above and beyond the expectations of the customer. The timely and friendly service will keep diners satisfied and excited to return. Another important aspect of the job of Dining Room Manager that Erica will take on is creating a program to recognize employees that are contributing the most to the restaurant, which will also decrease employee turnover. She is also responsible for the behavior of all wait staff. Specifically, Erica will ensure that all wait staff are in uniform and behave in a professional but friendly manner toward both the customer and other employees. She also will be sure that there is no cell phone use among the wait staff during working hours. Erica will also work to be sure that the dessert counter is running smoothly and all employees at the dessert counter are behaving properly and are held to the same standards as the dining room wait staff.

Kitchen Manager - Emma Gillis: Emma will be responsible for overseeing all operations of the kitchen. She works directly with the head chef in hiring all of the employees working in the kitchen. She will ensure that all kitchen staff are properly trained as well as certified in food safety. State inspections, cleanliness of the kitchen and maintenance of equipment, and repairs and replacement will also be one of Emma's responsibilities. Additionally, she will work closely alongside the chef to constantly work on the menu and tweak dishes to be sure they meet the desire of the public and fit the foods offered during each season. She will also work alongside the bar manager to ensure that all ingredients for the drink menu are available and fresh.

Bar Manager - Catherine Simon: Catherine will work to create a creative and interesting blend of drinks and update the drink menu each season alongside her team of bartenders. Catherine will be in charge of procuring wine and spirits for the bar to create her speciality mixed drinks. Customers aged 21 and above will be enticed by her unique drink menu and the well trained staff of bartenders who are able to follow through with her creative vision for the array of themed drinks.

Enchanted

BUSINESS HOURS

MONDAYS - THURSDAYS

12 p.m. - 9 p.m.

FRIDAY AND SATURDAY

11 a.m. - 11 p.m.

SUNDAY

11 a.m. - 8 p.m.

COSTED LABOR SCHEDULE

Enchanted Hours of operation

Mon-Thurs: 12 pm- 9 pm

Fri & Sat: 11 am - 11 pm

Sun: 11 am - 8 pm

Schedule: 5/1-5/7

Position	Mon	Tue	Wed	Thur	Fri	Sat	Sun	Total hrs.	Salary or Hourly Wage	Total for Week
KITCHEN										
Head chef (1)			8am-4pm	8am-4pm	12pm-8pm	12pm-8pm	12pm-8pm	40	20	800
Hot chef (2)			4pm-10pm	4pm-10pm		4pm-10pm	4pm-9pm	22	16	352
Pantry/salad	8am-4pm	8am-4pm			8am-4pm	8am-4pm	8am-4pm	40	16	640
Soux chef (4)	8am-4pm	8am-4pm			8am-4pm	8am-4pm	8am-4pm	40	20	800
Hot chef (5)	4pm-10pm	4pm-10pm			4pm-10pm	4pm-10pm	5pm-9pm	29	16	464
Pantry/salad	4pm-10pm		8am-4pm	8am-4pm		4pm-10pm	4pm-9pm	33	16	528
Pantry/salad		4pm-10pm	4pm-10pm	4pm-10pm	4pm-10pm			24	16	384
Dishwasher 1	10am-3pm	10am-3pm			10am-3pm	10am-3pm	10am-3pm	25	12	300
Dishwasher 2	4pm-9pm		10am-3pm	10am-3pm				16	12	192
Dishwasher 3					4pm-10pm	4pm-10pm	4pm-9pm	17	12	204
Dishwasher 4		5pm-10pm	5pm-10pm	5pm-10pm	5pm-11pm	5pm-11pm		27	12	324
DINING ROOM										
General Mgr	8am-4pm	8am-4pm	off	off	8am-4pm	3pm-11pm	2pm-10pm		25	
Manager	4pm-10.30	4pm-10-30	4pm-1030	4pm-10.30	4pm-10.30				22.5	
Manager	off	off	8am-4pm	8am-4pm	off	8am-4pm	8am-4pm		22.5	
Server 1	10am-2pm	10am-2pm			10am-2pm	10am-2pm	10am-2pm	20	5.5	110
Server 2			10am-2pm	10am-2pm	11am-3pm	11am-4pm	11am-4pm	22	5.5	121
Server 3	10.30-2.30		10.30-2.30	10.30-2.30	10.30-2.30			16	5.5	88
Server 4	11am-4pm	11am-4pm	11am-4pm	11am-4pm		11am-4pm		25	5.5	137.5
Server 5					3pm-9pm	3pm-9pm	10am-3pm	17	5.5	93.5
Server 6	3pm-9pm	3pm-9pm			4pm-10pm	4pm-10pm		24	5.5	132
Server 7	4pm-10pm	4pm-10pm	3pm-9pm	3pm-9pm			3pm-9pm	30	5.5	165
Server 8			4pm-10pm	4pm-10pm	4pm-10pm	4pm-10pm		24	5.5	132
Server 9	5pm-10pm	5pm-10pm			5pm-11pm	5pm-11pm	4pm-10pm	28	5.5	154
Server 10			5pm-10pm	5pm-10pm	5pm-11pm	5pm-11pm	5pm-10pm	27	5.5	148.5
Hostess 1	11am-3pm	10am-2pm	10am-2pm	10am-2pm	10am-2pm	10am-2pm		20	10	200
Hostess 2	4pm-9pm				4pm-10pm	4pm-10pm	3pm-9pm	21	10	210
Hostess 3	10am-2pm	4pm-9pm	4pm-9pm	4pm-9pm			10am-2pm	24	10	240
Bus 1		10am-2pm	10am-2pm	10am-2pm	10am-2pm	10am-2pm		20	8	160
Bus 2	10am-2pm			11am-3pm	11am-3pm	11am-3pm	10am-2pm	20	8	160
Bus 3	11am-3pm	11am-3pm	11am-3pm		3pm-9pm	3pm-9pm		24	8	192
Bus 4	3pm-9pm	3pm-9pm	3pm-9pm	3pm-9pm			11am-3pm	24	8	192
Bus 5	4pm-10pm	4pm-10pm			4pm-10pm	4pm-10pm	3pm-9pm	30	8	240
Bus 6			4pm-10pm	4pm-10pm	5pm-11pm	5pm-11pm	4pm-10pm	30	8	240
Bartender 1	10am-3pm	10am-3pm	10am-3pm	10am-3pm	10am-3pm	10am-3pm		30	10	300
Bartender 2		4pm-9pm	4pm-9pm	4pm-9pm	4pm-10pm	4pm-10pm	11am-3pm	31	10	310
Bartender 3	4pm-10pm		5pm-10pm	5pm-10pm	5pm-11pm	5pm-11pm	4pm-10pm	33	10	330

Grand Total: 9043.5

Budget Weekly Allowance: \$5,375

SALES PROJECTIONS

Location: Enchanted		Menu Category: Total Menu				Meal Period: Lunch and Dinner				From: Opening to Closing	
A	B	C	D	E	F	G	H	I			
Formula Line only	Quantity Sold	Menu Item Cost	Menu Price Each	C-D Contribution Each	BxC Total Item Cost	BxD Total Sales (Income)	BxE Contribution Total (Profit)	C-D			
Menu Item										Food Cost Percentage	
Jack and Bean Dip	45	\$ 1.18	\$ 8.00	\$ 6.82	\$ 53.10	\$ 360.00	\$ 306.90			15%	
Ursala's Fried Calamari	135	\$ 3.90	\$ 12.00	\$ 8.10	\$ 526.50	\$ 1,620.00	\$ 1,093.50			33%	
From Red Riding Hood's Basket	90	\$ 2.55	\$ 8.00	\$ 5.45	\$ 229.50	\$ 720.00	\$ 490.50			32%	
Mother Nature's Zucchini Fritters	45	\$ 3.73	\$ 11.00	\$ 7.27	\$ 167.85	\$ 495.00	\$ 377.15			34%	
Golden Hen Quesadilla	135	\$ 2.28	\$ 9.00	\$ 6.72	\$ 307.80	\$ 1,215.00	\$ 907.20			25%	
Total Apps:											
Beauty and the Beets	115	\$ 5.15	\$ 15.00	\$ 9.85	\$ 592.25	\$ 1,725.00	\$ 1,132.75			34%	
Enchanted Forrest Portabello Melt	81	\$ 3.83	\$ 12.00	\$ 8.17	\$ 310.23	\$ 972.00	\$ 661.77			32%	
Mermaid's Crab Cake and Risotto	92	\$ 7.18	\$ 19.00	\$ 11.82	\$ 660.56	\$ 1,748.00	\$ 1,087.44			38%	
Three Little Pigs	115	\$ 5.07	\$ 18.00	\$ 12.93	\$ 583.05	\$ 2,070.00	\$ 1,486.95			28%	
Spinning Wheel Pasta	92	\$ 1.70	\$ 15.00	\$ 13.30	\$ 156.40	\$ 1,380.00	\$ 1,223.60			11%	
The King's Feast	150	\$ 6.17	\$ 15.00	\$ 8.83	\$ 925.50	\$ 2,250.00	\$ 1,324.50			41%	
Black Magic Mahi Mahi Tacos	115	\$ 4.60	\$ 18.00	\$ 13.40	\$ 529.00	\$ 2,070.00	\$ 1,541.00			26%	
Peter Rabbits Stuffed Shells	92	\$ 2.20	\$ 16.00	\$ 13.80	\$ 202.40	\$ 1,472.00	\$ 1,269.60			14%	
Hansel and Griddle's Cheeseburger	161	\$ 2.30	\$ 12.00	\$ 9.70	\$ 370.30	\$ 1,932.00	\$ 1,561.70			19%	
Pigeon Pie	138	\$ 1.53	\$ 13.00	\$ 11.47	\$ 211.14	\$ 1,794.00	\$ 1,582.86			12%	
Total Entrees:											
Dragon's Lair Cake	80	\$ 1.13	\$ 5.00	\$ 3.87	\$ 90.40	\$ 400.00	\$ 309.60			23%	
Hansel and Gretel's Dream	60	\$ 0.83	\$ 6.00	\$ 5.17	\$ 49.80	\$ 360.00	\$ 310.20				
Goldilocks Cinnamon Porridge	40	\$ 0.42	\$ 5.00	\$ 4.58	\$ 16.80	\$ 200.00	\$ 183.20			8%	
Dwarf Cheesecake	60	\$ 0.33	\$ 6.00	\$ 5.67	\$ 19.80	\$ 360.00	\$ 340.20			6%	
Enchanted Lemon Cream Puffs	40	\$ 0.48	\$ 6.00	\$ 5.52	\$ 19.20	\$ 240.00	\$ 220.80			8%	
Mixed Forest Fruit Tart	20	\$ 1.08	\$ 6.00	\$ 4.92	\$ 21.60	\$ 120.00	\$ 98.40			18%	
Belle's Macaron Trio	80	\$ 0.99	\$ 6.00	\$ 5.01	\$ 79.20	\$ 480.00	\$ 400.80			17%	
Ice Queen's Donut	20	\$ 0.48	\$ 4.00	\$ 3.52	\$ 9.60	\$ 80.00	\$ 70.40			12%	
Total Desserts:											
Menu Totals:	1901	\$ 57.64	\$ 235.00	\$ 177.36	\$ 6,043.18	\$ 23,503.00	\$ 17,459.82			25%	

