

# **“A Taste of Italy”**

**Business Plan**

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## **Confidential Handling**

**This Business Plan Contains  
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## Executive Summary

This business proposal will outline the steps to be taken in the opening of an Italian restaurant to be called "A Taste of Italy" (ATOI), which will be located at 737 Tasty Way in Harrisonburg, VA. The purpose of this proposal is to request and secure a \$90,000 working line of credit.

A Taste of Italy will fill a need in the local market. There are many types of restaurants and several carryout and delivery pizza shops in the Harrisonburg region, but only one sit-down Italian restaurant. A major university, a mid-size university and a local college are located within 15 miles of the proposed location for A Taste of Italy; the restaurant may serve the smaller local college by special arrangement.

Informal on-campus surveys were made at the major college which revealed that, like young people everywhere, the students love pizza. However, the survey also revealed that the students were not satisfied with the choices available at local Italian restaurants and pizza shops and sought more reasonable prices. The other pizza shops in Harrisonburg serve only pizza, breadsticks, cheese sticks, cinnasticks, chicken wings and tenders, and a minimal assortment of drinks. ATOI will offer additional meal options that are easy to transport and can be prepared and delivered at a price which will appeal to students, professionals and families.

The ATOI menu includes many pizza options, including popular favorites, along with more specialized and unusual choices. Portion sizes are slightly larger than those of ATOI competitors but for the same price, the result of aggressive negotiations with ATOI suppliers. A Taste of Italy will provide "An affordable and quality taste of Italy."

A Taste of Italy will have a separate area for carryout customers, allowing dine-in customers to have a peaceful and unrushed dining experience without being disturbed by the carryout service. Kitchen and food preparation areas are closed off from both the carryout and dining areas. Multiple dining choices will be available to diners: family-friendly or leisurely and intimate. ATOI will also offer a buffet on specific nights, once the pattern of business is determined.

**The complete Executive Summary and the rest of the topics in this document are available on the CD included with the *How to Open a Financially Successful Pizza & Sub Restaurant* book.**