# **2.0 Company Overview**

Miller’s Lounge & Restaurant will be an 80-seat fine-dining restaurant with a 30-seat lounge. Miller’s Lounge & Restaurant will offer Italian-American menu with a wide variety of unique Italian and French wine selections and expertly crafted cocktails in a comfortable, elegant and cozy atmosphere.

The menu is comprised of Italian and American cuisines and will appeal to a wide and varied clientele.

We will be open 7 days a week. Below is our weekly schedule:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **DAY** | **LUNCH** | **DINNER** | **BRUNCH** | **LOUNGE** |
| Monday 11:00 am – 10:00 pm | 11:30 AM - 2:30 PM | 5 PM - 10 PM |  | 12:00 AM |
| Tuesday 11:00 am – 10:00 pm | 11:30 AM - 2:30 PM | 5 PM - 10 PM |  | 2:00 AM |
| Wednesday 11:00 am – 10:00 pm | 11:30 AM - 2:30 PM | 5 PM - 10 PM |  | 2:00 AM |
| Thursday 11:00 am – 10:00 pm | 11:30 AM - 2:30 PM | 5 PM - 10 PM |  | 2:00 AM |
| Friday 11:00 am – 10:00 pm | 11:30 AM - 2:30 PM | 5 PM - 11 PM |  | 2:00 AM |
| Saturday 11:00 am – 10:00 pm | 11:30 AM - 2:30 PM | 5 PM - 11 PM | 11 AM - 3 PM | 2:00 AM |
| Sunday 12:00 pm – 5:00 pm | 11:30 AM - 2:30 PM | 5 PM - 10 PM | 11 AM - 3 PM | 12:00 AM |

Serving lunch Monday - Friday 11:30 AM - 2:30 PM. Dinner Sunday - Thursday, between 5 PM - 10 PM. Friday and Saturday Dinner 5 PM - 11 PM. The lounge will be open until 2 AM Tuesday, Wednesday, Thursday, Friday and Saturday. Sunday & Thursday the lounge will stay open till 12 AM. Saturday and Sunday we will serve brunch between 11 AM - 3 PM.

We will hold Special Musical Events, mostly with local jazz & lounge musicians.

We will also have special Wine and Cheese Tasting Evenings which will attract wine lovers and bring a specialty to our place.

# **2.1 Company Location & Ownership**

The company and the restaurant will be located in downtown Los Angeles. The restaurant will start out as an LLC corporation, will be owned and operated by its two Founders: Jeff Miller and Dan Gross. Jeff Miller will be the Head-Chef and will be responsible for menu’s development Dan Gross will be responsible for the business side of the restaurant.

# **2.2 Mission**

Our Mission is to provide a great place for a unique, elegant and relaxing dining experience with an enthusiastic welcome, exceptional service, awesome and locally sourced food.

Our Core Values are being guest focused and having a friendly service to ensure that all guests and staff are treated with the respect and dignity they deserve. Our focus will be to achieve our mission while providing rewarding staff policies and practices which promote a fair and positive working environment.

# **2.3 Start-up Summary**

For a lease contract, we are negotiating with the owner of a restaurant space which is 3,800 square foot and located in Downtown, Los Angeles. We will open Miller’s in December 2019.

# **2.4 Start-up Funding**

Below are the details of our start-up assets and start-up expenses which need to be funded:

|  |  |  |
| --- | --- | --- |
| **START-UP FUNDING** |  |  |
|  |  |  |
| Start-up Assets to Fund |  | $ 255.000 |
|  |  |  |
| Start-up Expenses to Fund |  | $ 145.000 |
| **TOTAL FUNDING REQUIRED** |  | **$ 400.000** |
| **START-UP ASSETS** |  |  |
| Kitchen Equipment |  | $ 70.000 |
| Furniture & Office Supplies |  | $ 65.000 |
| Leasehold Improvements, Renovations |  | $ 60.000 |
| Decoration |  | $ 50.000 |
| Other Miscallenious Equipment |  | $ 10.000 |
|  |  | **$ 255.000** |
| **START-UP EXPENSES** |  |  |
| Initial Lease Payments & Deposits |  | $ 30.000 |
| Licenses |  | $ 10.000 |
| Beginning Inventory |  | $ 40.000 |
| Security Deposits & Insurance |  | $ 3.000 |
| Marketing & Advertising |  | $ 10.000 |
| Working Capital |  | $ 40.000 |
| Miscellaneous & Unforeseen Costs |  | $ 12.000 |
|  |  | **$ 145.000** |

Our start-up costs come to $400,000 which is mostly expensed equipment, furniture, renovations, decoration, rent, license, operating cash, and legal and consulting costs, associated with opening our restaurant.