



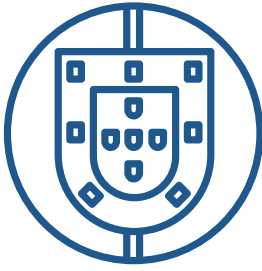
TASCA

BUSINESS PLAN

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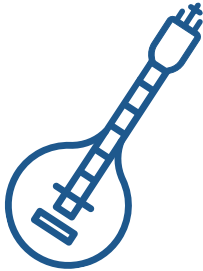
PREPARED BY: TONY MARINHO

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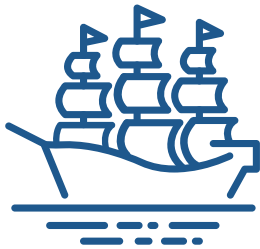
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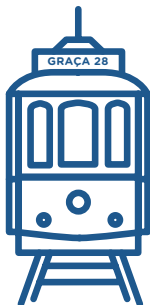
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EXECUTIVE SUMMARY

Tasca Bethlehem is an innovative, fine-casual Portuguese restaurant concept that will be located in Bethlehem, Pennsylvania. Sitting on the corner of E. Third & Taylor Streets of the Historic Southside, the beautiful building that will be home to Tasca is the best location for a restaurant in Bethlehem. Tasca will provide detail-orientated hospitality while delivering the highest quality traditional Portuguese food. The Lehigh Valley has a need for high caliber restaurants that provide customers with quality and value, and Tasca will most certainly exceed the expectations in both of those categories.

The ideal customer of Tasca will be someone who truly enjoy a quality dining experience. This person, whether a Lehigh University student or a Southside young professional, will be impressed with the attention to detail that will be very obvious at Tasca. If they are not familiar with Portuguese cuisine, they will be pleasantly surprised about how simple and delicious the food is.

The management team led by chef/owner Tony Marino will consist of a dedicated group of professionals that will set an example for the crew of front of house and back of house employees. The employees of Tasca are a crucial part to the success of the restaurant and they will be treated with the utmost respect. Above average wages, performance bonuses, meal discounts, and fun group building activities are just some of the ways the employees will be rewarded for their committed effort.

Currently, the concept, branding, and design are complete. The contractors, cost of construction and finishes have just been finalized. The first phase of the project was financed by Tony. Moving forward to phase 2, where the plans will be put into action, will require an investment from someone with faith in Tony and the concept. A total investment of \$425,000.00 in the form of a pure debt loan with a set interest rate is needed to complete the project.

The conservative projections estimate that Tasca will generate just over \$700,000.00 in sales during the first year of business.

With confidence, experience, the burning desire to be the best, and the support of the Lehigh Valley residents, Tasca is certain to become the new top dining destination.





SECTION 1 THE CONCEPT

OVERVIEW

Tasca LLC is a Portuguese fine-casual concept that will provide quality, affordable fresh food in a comfortable and modern setting. The food will feature grilled meats & seafood, traditional Portuguese dishes, sandwiches, as well as light appetizers. In addition to dining room service, take out, and delivery, Tasca will provide catering to the community and surrounding businesses.

CORE VALUES

- Hospitality and detail-oriented service
- Raised standard of cleanliness
- Providing a unique, comfortable atmosphere
- The best ingredients, no exceptions
- Guaranteed customer value perception



UNIQUE SELLING POINTS

There are certain things that are very unique about Tasca. The concept has been thought out immensely and has been influenced by many great chefs, restaurateurs, and original ideas.

Because of these things, Tasca will be very different from other area restaurants.

- **Fine-Casual Business Model:** It provides the same high quality and attention to detail of a fine dining restaurant but with a lower price point and an inviting, comfortable atmosphere. This will make it less intimidating for the guests to try Portuguese cuisine for the first time.
- **Focus on Sustainability:** Tasca will offer their guests non-disposable service items. Silverware, ceramic plates, glassware, and napkins will be offered for dine-in guests. When a take-out order is placed, biodegradable paper products will be used. For catering events, all food will be served in non-disposable service ware and will require a deposit for its return. The staff will also only clean with ecofriendly cleaning products and heavy-duty cleaning will be done with steam.
- **All About Catering:** Catering will be a very important aspect of Tasca's business and will be heavily promoted. Elaborate displays, on-site cooking, and hospitable service will be a great addition to any event.
- **BYOB:** The restaurant will not be purchasing a liquor license but will encourage guests to bring their own alcoholic beverages. Glassware and drink service will be provided. Also, samples and complementary Portuguese wine will be given to guests at the staff's discretion.
- **Imported Portuguese Charcoal Grill:** The 7' charcoal grill that will be imported from Portugal will highlight a slow turning rotisserie cooking method that's unique to the culture. The marinated meats, seafood and vegetables will be placed in grates or on skewers and cooked to perfection. The kitchen will be open to the dining room, so the guests will be able to see the cooking and action in the kitchen.
- **Live Music Stage:** The dining room of Tasca will have a small elevated stage that will feature a variety of performers including local bands, Portuguese guitarists, solo instrumentals and vocalists.
- **Detail Oriented Décor:** The interior design of this restaurant will be very different than the other restaurants in the area. The distinctive light fixtures, cork flooring, Portuguese tile, exposed Bethlehem Steel metal beams, restored original brick, custom advertisements, and fresh floral arrangements are just some of the elements that will make the interior incomparable.
- **Bonn Place Partnership:** Bonn Place Brewing is a wildly successful brewery that happens to be neighbors to Tasca. Sam, the owner, has agreed to allow his bartenders to place orders for food into a Tasca POS at the brewery and have Tasca team members serve them there. Essentially, this turns Bonn Place into a second dining room for Tasca.



GUEST EXPERIENCE

The goal for the décor and ambiance of Tasca is to make the customers feel comfortable while enjoying their meal. Portuguese influences will give the space a European feel, and a modern design will materialize the fast-casual concept. It's very important that the space separates itself from the other restaurants in the area in order to create a competitive advantage from the diner's prospective.

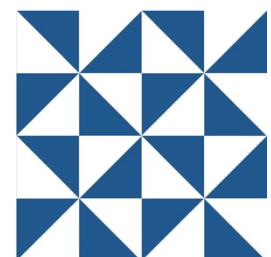
The overall look for Tasca will be very bright, clean, and modern. The colors of the space will consist of white, navy blue and terracotta. Portuguese blue and white tiles called "azulejos" will be the inspiration and focal point of the decor. Portugal's largest export, cork, will be featured on the floor and wallcovering behind the stage. The large windows in the front of the space will serve as a source of natural light and planters with beautiful greenery will make the space feel more comfortable. Fresh flower arrangements will be spread throughout the space and maintained regularly. There will be a variety of seating in the dining room. A mix of banquettes, 2, 4, & 6 top tables, and counter height seating along the windows will make up the 48-seat dining room of Tasca. Copper and wood shelving units will be spread throughout the space and will act as functional storage.

As guests walk through the main entrance, they will follow the "built-in path" to the menu wall. As they read over the menu and decide on their order, a team member at the counter will greet them and offer answers to any questions. Once the guest is ready to order, they will walk over to the counter and the team member will place their order into the POS system. They will be asked to enter their phone number or email into the iPad to create a customer profile and keep track of their customer loyalty program points. At the end of the transaction, the guests will be given their drinks and escorted to their table. **on slower days, the guests can choose their table.*

Once the guests are at their table, the staff will take care of the rest. Their appetizers will come to the table first followed by the main dishes. After the guests are done eating, the dining room attendant will clear the table, offer them to go containers if needed, and ask them if they would like dessert or coffee. The dining room attendant will have a small iPad with a credit card reader and will put the order into the kitchen and settle out the transaction right at the table.

Tasca will be open for lunch and dinner six days a week.

Monday, Wednesday, & Thursday 11am-10pm
Friday & Saturday 10am-11pm
Sunday 9am-7pm



MENU & PRICING

The menu at Tasca will not be overwhelming or extensive. There will be a core menu that includes appetizers, soups, charcoal grilled meats & seafood, some traditional Portuguese dishes, 3 or 4 sandwiches, and a few desserts including a signature dessert, “Pastel da Nata.” In addition to the core menu, Tasca will feature “pratos do dia” or “plates of the day” to introduce less common Portuguese dishes. Adding these specials is a way the restaurant can save on food costs and keep things exciting and fresh.

In Portugal, most restaurants serve their food in “1/2 dose” & “dose.” These terms refer to a half order and full order. At Tasca, we will continue this style of service and most of the food will come in full portions for two people or a single portion for one. The full portions (dose) will be served on a platter and accompanied by plates and silverware for the customers to take from the shared dish and eat separately on their own plates. This is very popular in Portugal and is a form of hospitality that doesn't exist in the Lehigh Valley, thus making it unique to Tasca.

The price point of the food at Tasca is going to be a major attraction for the customers. The guest check will average between \$8-\$18 per person. A couple or party of two will be able to get an appetizer, an entree to share and some dessert for around \$30.

Tasca will sell some traditional Portuguese drinks and coffee. Clients who would like to bring a bottle of wine or beer will not be charged a corkage fee and will be provided with glasses for their enjoyment. The dining room attendants will open their bottle of wine at the table and serve it to them before they receive their food.

The signature dessert “Pastel da Nata,” is a very popular Portuguese sweet. It is unique and unlike any pastry available in the Lehigh Valley. The flaky dough, similar to a puff pastry is formed into a small 3-4-inch tart and filled with a sweet egg custard similar to creme brûlée. The pastry is then baked in a very high heat oven. It is national dessert of Portugal.



"Entradas"

Starters

Croquetes De Carne \$5.00

Seasoned beef, pork and chouriço, rolled, breaded and deep fried. Served with roasted red pepper- piri piri aioli.

Rissóis de Camarão \$4.50

Creamy shrimp pockets that are breaded and deep fried. Served with lemon-garlic aioli.

Pasteis de Bacalhau \$4.00

Salted cod fritters with local potato and egg, deep fried and served with a parsley aioli.

Amêijoas a Bulhão Pato \$11.00

White wine steamed clams with olive oil, garlic, lemon, and chouriço.

Chouriço Assado \$12.00

Portuguese smoked sausage, flambéed table side with "fire water" served with garlic-olive oil & bread *only available for guests dining in.

Camarão \$12.50

Whole garlic shrimp with housemade piri piri sauce and Bonn Place Beer

Caldo Verde \$3.50

Traditional kale and potato soup, topped with chouriço. *Vegetarian? Just ask for no Chouriço!

Sopa do Dia \$3.50

Soup of the day.

"Pratos Portuguesas"

Portuguese Dishes: 1-2 portions.

Bitoque- \$16.00

Grilled Picanha with a white wine, garlic, beef sauce, topped with a fried local egg. Served with salad, rice and fresh fries.

Carne de Porco a Alentejana- \$15.00

Marinated pork, clams, fried potatoes with a garlic-wine pan sauce, garnished with picked vegetables.

Bacalhau à Brás- \$14.00

Shredded salted cod fried in olive oil with local shoe string potatoes, eggs, onion and garlic. Finished with fresh parsley.

Vegetais à Brás- \$13.00

Same as above, just made with local grilled seasonal vegetables instead of cod.

Açorda de Cogumelos- \$12.00

Portuguese peasant food. Think mushroom risotto, but with bread.

Prato do Dia- TBD

Plate of the Day

"Grelhados"

From the Charcoal Grill, Served with your choice of 2 sides.

Frango no Churrasco 1/2- \$8.50/Whole- \$14.00

Grilled Chicken

Costelas de Porco- 1/2- \$10.50/Whole \$18.00

Grilled Pork Spare Ribs

Febras de Porco- 1/2- \$8.50/Whole- \$16.00

Grilled Pork Loin

Vegetais Grelhados- 1/2- \$8.00/Whole \$14.00

Grilled Local Seasonal Vegetables

Bife da Casa- \$21.00

Grilled Picanha

Bacalhau na Brasa- \$18.00

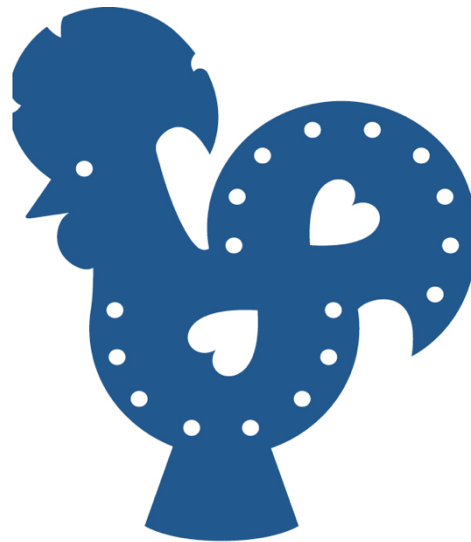
Grilled Salted Cod

Polvo à Lagareiro- \$16.50

Grilled Octopus

Peixe Fresco Grelhado- TBD

Grilled Fresh Fish of the Day



"Acompanhamentos"

Sides.

Batatas Fritas

Fresh Fries

Arroz

Rice

Salada Mista

House Salad

Cosas Doces

Sweets.

Pastel de Nata- \$1.75

Burnt Sugar Custard Tart

Pudim da Graça- \$4.00

Grace's Flan

Arroz Doce do Avó- \$3.50

Avó's Rice Pudding

Doce do Dia- TBD

Sweet of the Day

"Café"

Coffee.

Café Espresso- \$1.50

Galão- \$2.50

Café Americano- \$2.00

"No Pão"

Sandwiches, served with fries.

Bifana- \$8.50

Marinated pork loin, sautéed peppers & onions, and garlic aioli.

Prego- \$10.00

Garlic Steak Sandwich

Francesinha- \$12.50

ASK.

PROPOSED MENU



TEAM

Tony Marinho, Chef/Owner

Tasca will be owned and operated by Tony Marinho. Tony is a Bethlehem, PA native and has lived in Bethlehem for 18 years. He worked with his mother at a school lunch program and catering company from a very young age. He discovered his love of food early on and continued to work the food service industry until moving to Pittsburgh after high school. Tony studied at the Art Institute of Pittsburgh and received his bachelor's degree in Culinary Arts & Restaurant Management. After earning his degree, he decided to travel to Europe to attend the World Culinary Olympics. He and his friend started a crêpe stand that summer in Pittsburgh and were able to fundraise their way to Europe in just a few short weeks. In Europe, Tony spent most of his time in the beautiful country of Portugal in his grandmother's town, staging in restaurants, working on organic farms, and traveling to 7 different countries.



After his four-month trip in Europe Tony and his friend decided that they wanted to open their own business. Being that he spent the last 3 years in Pittsburgh, he decided to start his business in the city of bridges. Tony and his friend realized they were young and lacked business experience, so they decided that a food truck would be the most minimal risk. Tony and his friend opened up “Street Foods” and operated as a food truck for about a year and a half. After realizing that Pittsburgh’s mobile food scene was still very young and facing many barriers from local government officials, Tony decided that he should make a change from street vending to mobile catering. Tony’s concept Innovative Mobile Catering was a new way of catering; preparing the food in the food truck on site at the location where the event was held, rather than cooking it off site and transporting it like traditional caterers. This was a very new way of catering and the city really embraced it. Tony serviced many private events, catered 20+ full service weddings, fed 3,000 people at a Tasty/BuzzFeed promotional event and earned the reputation of “Pittsburgh’s premier on-site film production caterer.” He catered a large number of film production shoots for clients such as UPMC, Dick’s Sporting Goods, Uber, Lyft, VISA, Bud Light, CBS, HBO, Hulu and the FBI. His attention to detail, willingness to adapt to the constant demands of the film industry, and commitment to serving only quality food, made his company the go-to caterers in Pittsburgh production.

After 3 great years of catering, Tony made the difficult decision of selling his business in Pittsburgh and moving back to Bethlehem, PA to be closer to his family. Tony’s father suffered major injuries after a 200ft fall and his grandmother was recently diagnosed with dementia. Tony knew he couldn't live five hours away from Bethlehem when his family needs his support, compassion, and strength.

Tony’s entrepreneur mindset came along with him to Bethlehem and that is what made him decide to open Tasca. His passion for Portuguese cuisine, attention to detail, professionalism, and determination to succeed are sure to make his latest venture a definite success.



TEAM COTINUED

Management Positions at Tasca

In order for Tasca to be the high caliber restaurant that Tony is visioning, he needs a very dedicated, hardworking and professional management team. These are the three major management team positions that he will need to fill:

General Manager- This person will work directly with Tony and will be the main person in charge of all aspects of the establishment. Tony will depend heavily on this professional. The candidate must possess experience in management as well as a burning desire to provide exceptional service.

Kitchen Manager/Sous Chef- The ideal candidate for this position is someone who is very organized and has experience running a kitchen. Also, having a Portuguese background or familiarity with Portuguese cuisine will be important so that Tony can work directly with them to develop the menu and recipes for the high-quality food Tasca will be known for.

Service Manager- This position requires someone with exceptional hospitality skills. They will work directly with Tony and the GM to create an experience for the customers at Tasca unlike any restaurant in The Lehigh Valley. They will assist Tony in creating and training the rest of the staff in the hospitality that will make Tasca a truly memorable dining experience.

Additional Team Members

Line Cooks- A mix of full and part time skilled artisans. These professionals must have an eye for details and an obsessive desire for the highest quality.

Prep Cooks- Two (1 full time, 1 part time) prep cooks will be a very crucial part of the organization of the kitchen. They must be clean, fast, accurate and passionate. These individuals will most likely be Portuguese as they will be in charge of making the authentic recipes.

Utility- This position will be part time and will work weekends and events only. They will be in charge of maintaining the cleanliness during busy periods.

Front Counter- There will most likely be three of these team members (1 full time, 2 part time). The full time professional will need to speak fluent Portuguese as they will be a very important part of communication with the Portuguese community. These positions are very important to the success of Tasca because they will be the people providing the highest service and hospitality. They must also know the menu inside and out so that they can answer every question.

Dining Room Attendant- Two part time team members who will come in on busy nights and weekends to help seat guests, take food to tables, fill water, remove dishes, offer desserts, and provide personable hospitality in the dining room at all times.



SECTION 2 THE MARKET



TARGET CUSTOMERS

Certainly, every age group and demographic of the Lehigh Valley is the ideal target customer of Tasca, but ultimately there are specific groups of people that will be targeted as the ideal market group. Here are some of the target customer groups that Tasca will focus on becoming loyal customers:

- Lehigh University: This prestigious university is essentially in the backyard of Tasca. Every street of the southside contains Lehigh student housing. These students are very smart and can become very loyal to an establishment that fulfills their wants and needs. Lehigh is a very expensive school, which means the students who attend the school have a larger than normal budget for food.
- Charter Arts High School: This high school is across the street from Tasca. The school does not have a cafeteria and does not serve lunch. Students must either pack their lunch or go to restaurants within walking distance. They are a great opportunity for Tasca to capture them as regular customers for this reason. Also, they have multiple performances that are attended by people from all over the Lehigh Valley. These attendees are another great potential customer of Tasca before the shows.



TARGET CUSTOMERS CONTUNED

- **Southside Professional Workforce:** The southside has recently added a large 6 story building that is 4 blocks from Tasca. This building will have about 500 daily occupants who are employees of the businesses that have their offices there. This has a huge amount of potential for lunch business, both dine-in and delivery. Also, they will be great customers to target for quick and easy dinner takeout on their way home from work.
- **Southside Residents:** A new building two blocks away has added 95 high-end luxury apartments. These apartments attract a very financially stable demographic that tends to dine out a lot. In addition to these apartments there are hundreds of other apartments and houses that equate to an estimated 24,000 southside residents.



COMPETITIVE ANALYSIS

The Southside of Bethlehem is a very diverse and upcoming neighborhood. There is a nice mix of restaurants, some of which will be a direct competitor:

- **The Goose:** Fast-casual deli offering breakfast sandwiches, large deli sandwiches & hoagies, salads and soups. Because of their very reasonable prices (\$3-\$7) Lehigh students are extremely loyal. They are very busy for lunch and have a huge catering business and orders can be placed online. They have been a staple of the Southside and are open from 7:30am-4pm most days.
- **Food Geeks:** Fast-casual new restaurant that offers delicious wings, burgers and sandwiches. They have just recently opened and replaced the “Greek Meat Guy” (gyros and Greek food). They have a very simple dining room and offer a pretty large selection of lunch and dinner options. Their prices are very similar to Tasca and range from \$8-\$16. They are in an area of 3rd Street that lacks parking and the visibility is fairly low.
- **Machu Picchu:** Peruvian restaurant that is known for rotisserie chicken and other traditional Peruvian dishes. It is on the opposite end of Southside and offers their customers parking. It is a sit-down restaurant that provides very fast service. The prices are also very similar (\$6-\$18) and offer almost an identical chicken platter (whole chicken, french fries, & salad) for \$16.

Other ethnic restaurants that offer a similarly priced menu:

- Tulum: Mexican sit-down restaurant.
- Hot Plate Soul Kitchen: Southern American soul food sit down restaurant.
- Jenny Kual: Full service BYOB Malaysian restaurant *Very popular
- La Lupita: Full service Mexican
- Nawab: Indian full-service restaurant that does a lot of catering.
- General Zapata's: Sit down taco spot. *Known for their deep-fried tacos
- Playa Bowls: Two doors down, a super food-fruit bowl/smoothie spot. A HUGE hit with the Lehigh Students.
- Rakkii Ramen: A new authentic ramen shop also fast casual.



COMPETITIVE STRENGTHS & WEAKNESSES

What makes Tasca the best? What risks might this concept pose?

STRENGTHS

Detailed Oriented Hospitality

- Free parking at the metered parking lot across the street (1 hour)
- Free samples of unfamiliar foods that guests may not be willing to pay for the first time.
- An extensive customer loyalty program
- Complementary bread, olives and wine when necessary.

Design of the Restaurant

- Tasca's interior and exterior will be designed like no other restaurant in the Lehigh Valley.
- The guests will experience a whole new level of dining because of the attention to detail and ambiance.
- Open kitchen concept and the Portuguese imported grill will be a focal point.
- The location on the Southside is extraordinary.

Fine-Casual Style of Service

- This type of service is exactly what the Lehigh Valley needs more of.
- The traditional Portuguese serviceware will be a very pleasant surprise to the guests.
- BYOB

Customer Value Perception

- The guest checks will be lower than what is expected for the quality.
- Large portion sizes will be great for people to take leftovers home and enjoy the food for a second time.

WEAKNESSES

New, Unfamiliar Cuisine

Portuguese food is going to be a new cuisine for a lot of people. They may be intimidated to try something they don't know anything about.

Multiple Competitors

There is no shortage of restaurants (especially at the same price point) on the Southside.

48 Seats to Fill

The dining room is not a small area! 48 seats may be going to be a challenge to fill.

Off Season Months

During school breaks, there may be a significant decrease in business.

Not Hiring the Right Staff

The staff is going to be a crucial part of the success and if there is a lack of talented professionals the restaurant may suffer.

Fresh Restaurateur

Tony has never done business in the Lehigh Valley and will have to gain the trust of the community.

Availability of Quality Ingredients

The supply of quality ingredients must remain steady in order to maintain high standards and consistency.



SECTION 3 THE STRATEGY



MARKETING STRATEGY

Tasca- a taste of Portugal, is the tag line for this fine-casual concept. Because some of the elements of the cuisine are very different from American taste preferences, the food that will be served at Tasca will be just a “taste” of the cuisine. The importance of conveying that message to the potential clientele is crucial. Most people are scared or intimidated to try a new cuisine because they aren’t familiar with the flavors. Tasca’s menu has been engineered to please the taste buds of the potential American clients. Informing the customers of this message must be done using effective, hospitality driven marketing.

The marketing approach that will be used with Tasca must emphasize that this restaurant is very different from its competitors. Hospitality, an exciting dining experience, and the highest quality product are the main marketing messages that will be tactfully promoted.



MARKETING TACTICS

Creative and effective marketing is crucial for the success of a business. Throughout modern time, there have been marketing tactics that have not changed, and probably never will. But within the past decade, marketing has evolved drastically. New forms of marketing are proving that technology is the future and all restaurants must stay current in order to survive.

Tasca will combine the following traditional and following marketing tactics to successfully generate business:

PRE-OPENING

- **Creative Construction Window Coverings:** The restaurant space that will be home to Tasca has highly visible windows. During construction, we will use these windows to entice the people of the Southside. By using custom printed paper window coverings, we can use brand elements and creative wording to inform the Southside of the concept and any details that we feel should be advertised. These window coverings will block the inside so that people passing by cannot see in creating, an element of surprise.
- **Social Media Launch:** The Tasca team will create a social media campaign very early in the construction process. With the use of Facebook & Instagram, very visually appealing posts can introduce the concept to the entire Lehigh Valley and beyond. Information such as the exact address will not be provided until right before opening. This will hopefully get potential customers curious and talking about Tasca and how mysterious the marketing will be. Creative and catchy hashtags will be used to unite the concept and social media marketing campaign.
- **Giveaways & Scavenger Hunts:** Getting the public actively involved with scavenger hunts for gift cards will be a very fun and exciting way to market the preopening events. Having limited “golden tickets” for preopening sampling events will get people engaged and excited to be a part of the opening. In addition, strategically picked groups and businesses will receive free catering events to promote the food and opening of Tasca. This will give the future customers and catering clients a taste of the food and hospitality that Tasca will provide.
- **Local Sponsorships:** There are many low-cost sponsorship opportunities in the Lehigh Valley. Bethlehem Area School District clubs often ask local businesses for sponsorships in return for advertising. Tasca will be very willing to participate in this type of marketing because it shows the commitment the restaurant has to its community. In addition, the Portuguese community of Bethlehem will be looking for donations for their annual Portuguese Day Celebration. This year marks the 40th year of Portuguese Day so it will be much larger than usual. Tasca will be sponsoring an entire event the first day of the event. For \$2,000.00 The Portuguese Kids, a national Portuguese comedy act will be performing, made possible by Tasca. The advertising that this will provide to the Portuguese Community and Lehigh Valley will be very beneficial. Also, the Portuguese Kids will be promoting the event with Tasca’s brand so there is a potential for national brand placement.



MARKETING TACTICS CONTINUED

POST-OPENING

- **Social Media Hashtag & Geotagging Giveaways:** Using Facebook and Instagram in a different way, Tasca will ask its customers to post about their experience at Tasca using the hashtags #BemVindo #TascaBethlehem and geotagging the location of the restaurant, this will create a larger reach and potentially attract the attention of people who are unsure if they should try the food. In return for these posts, Tasca will offer small discounts on future purchases and small item giveaways.
- **Local News Features:** In the first few weeks of opening, Tasca will most likely be featured on local news social media, print, tv and radio. With the use of press releases the management will be able to provide the press with the important information they would like publicized. This will bring the right type of attention and educate the public on the unique information that makes Tasca new and exciting.
- **Word of Mouth:** This type of marketing is truly the most traditional and most effective. When people like a product and service, they will talk about it. This will be something that the staff at Tasca will heavily promote. By reminding customers to tell their friends and coworkers about the restaurant, they will engage in meaningful dialogue about their experience that will get the other party interested and in the door much easier. When someone gets a recommendation from someone they trust about a new restaurant, they almost always give the new business a try.

OPERATIONAL STRATEGIES

There are many operational strategies that have been developed to promote Tasca that may seem like creative marketing, but really are techniques that are aimed at creating long lasting loyal customers.

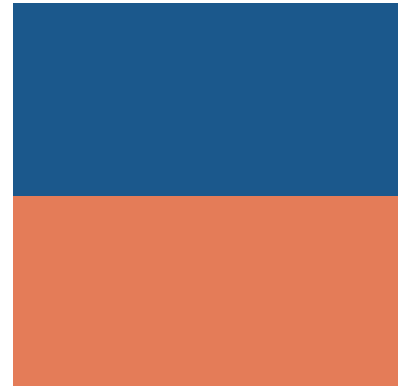
- Free one-hour parking paid by Tasca at the City of Bethlehem lot directly across the street.
- Complementary glass of wine to guests who show an interest in Portuguese wine and who would like to enjoy a glass with their meal.
- Branded to-go boxed and bags to promote the brand outside of the restaurant.
- Heavy emphasis on catering events in the Lehigh Valley so people can try Tasca's food at the catered function and then return on their own to order from the restaurant.
- Selling Pastel da Nata at local bakeries with a display that encourages them to visit the restaurant to enjoy more than just a pastry.
- Tasca branded delivery vehicle(s).



BRANDING ELEMENTS



Pantone 2945 U



Pantone 7578 U

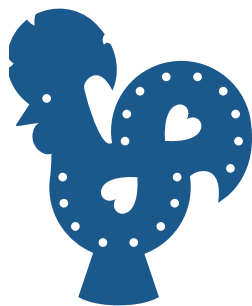


TASCA

BETHLEHEM • *A Taste of Portugal*

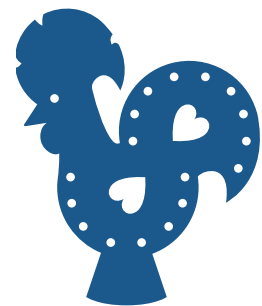
TASCA

A TASTE OF PORTUGAL



TASCA

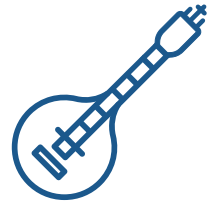
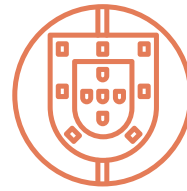
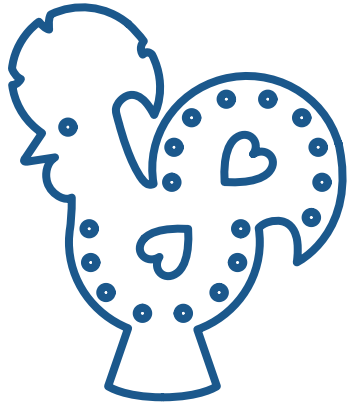
A TASTE OF PORTUGAL



TASCA

BETHLEHEM • *A Taste of Portugal*

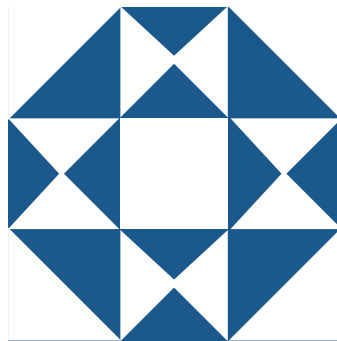
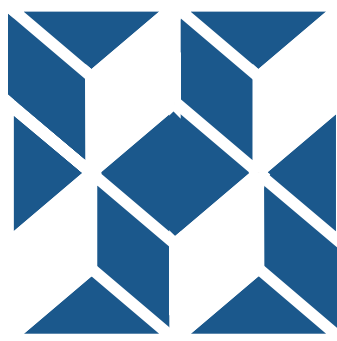
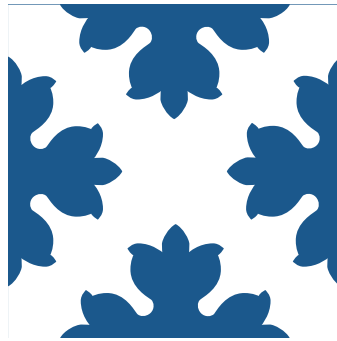
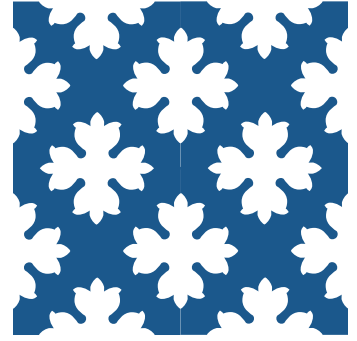
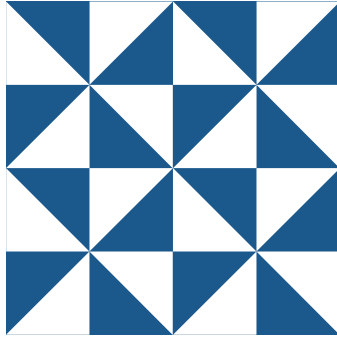
BRANDING ELEMENTS CONTINUED



TASCA

TASCA

BRANDING ELEMENTS CONTINUED



SECTION 4 THE LOCATION

THE SITE

The building that Tasca will be located on the corner of Third and Taylor Street in the Southside. This beautiful corner building was built in 1880 and was the original home to The McGovern Hotel. In 1963, Tony Ragni acquired the building (at the time was a former hardware store) and turned it into Ragni's Barber Shop, a staple of the South Side for over 40 years. In 2005, Tony's son Greg inherited the building and started renovations on the space. The building is currently vacant and is still being renovated. The commercial space on the first floor and there are three apartments on the second and third floor. This space boasts 12ft ceilings, original Bethlehem Steel I-Beams, and an open floor-plan, perfect for a fast-casual restaurant. In the back of the space where the kitchen will be located, there is a staircase that leads to the basement where refrigeration, storage, and a prep area will be built.



LOCATION INFORMATION

ADDRESS

302-304 E 3RD STREET
BETHLEHEM PA, 18015

ZONING INFORMATION

COMMERCIAL & RESIDENTIAL, MIXED USE

SQUARE FOOTAGE

2,200

RENT

\$3,000+ UTILITIES
TRIPPLE NET

PARKING

48 SPOT CITY LOT, DIRECTLY ACROSS STREET
8 STREET SPOTS IN FRONT OF BUILDING
5 STREET SPOTS ON SIDE OF BUILDING
DEDICATED TENNANT SPOTS IN BUILDING LOT

HEAT SOURCE

EXISTING FURNACE/FORCED HOT AIR
GAS IN BUILDING

NEIGHBORING BUSINESSES

BONN PLACE BREWING, C-TOWN GROCERY,
BAR 313, & PLAYA BOWLS



THE REGION



“The Lehigh Valley is the most balanced and diversified economy in the entire state of Pennsylvania.” -Lehigh Valley Economic Development

The Lehigh Valley is a very unique market. The geographical location of the Lehigh Valley is truly incredible. It is 1.5 hours driving from New York City, 1 hour from Philadelphia, 2.5 hours from Baltimore, and 3 hours from Washington DC.

There are more than 30 million people within a 100-mile radius of the Lehigh Valley.

The Lehigh Valley GDP has reached a record high of 40.1 billion. It has been named the fifth overall market in the northeast United States. New York, Philadelphia, Pittsburgh and Boston were the markets ahead of it, but when looked at the region size, the Lehigh Valley is significantly smaller than the competing markets. It is the 65th largest metropolitan region in the country.

The fastest growing, and third most populated area in Pennsylvania, the Lehigh Valley is home to 670,000 residents. There are 15,000 businesses located in the Lehigh Valley. It is home to Muskiest, the largest free music festival that brings over 1 million people to Bethlehem.

DEMOGRAPHICS

Median Age: 41.5

Median Household Income: \$59,989

Unemployment Rate: 4.2%

Labor Force Size: 344,623

Percentage of residents with a college degree: 41.4%

Population Growth % (Since Last Decennial Census): 3.5%



THE NEIGHBORHOOD

SOUTHSIDE BETHLEHM

The Southside of Bethlehem is the former home of the US steel giant Bethlehem Steel. The 2nd largest steel company once employed 31,000 people and fueled the industrial revolution. Throughout the 1900s the Southside was a key commercial destination, bustling with shoppers. In 1995, the Bethlehem Steel ceased production and soon declared bankruptcy in 2003. This left Southside in a very bad place, and it took a long time to recover.

Since that time, the city, its residents and nonprofit agencies, have worked tirelessly to revitalize this neighborhood and bring it to its “new life” now known as *The Historic Arts District*. It still has many remnants of the old steel days, some of which have been repurposed. The Sands Corp. a Las Vegas casino purchased the former steel property and built a multimillion-dollar casino, resort, and shopping center. This investment has changed the landscape and future of the Southside.

The neighborhood is now very modern, and it has been the focus of a lot of developers within the last two years. Currently there are 3 major housing development projects in construction. There are approximately 24,000 residents of the Southside with many more to come in the next few years.

The Southside is home to many restaurants, a brewery, several bars, tons of shopping, The National Museum of Industrial History, art galleries such as The Banana Factory, Lehigh University, multiple schools including a branch of Northampton County Community College, and Charter Arts High School. Needless to say, there is TONS going on in the southside and it has become the place for entertainment in the Lehigh Valley.

SOUTHSIDE: BY THE NUMBERS

Population: 24,000

Size: 12.29 Square Miles

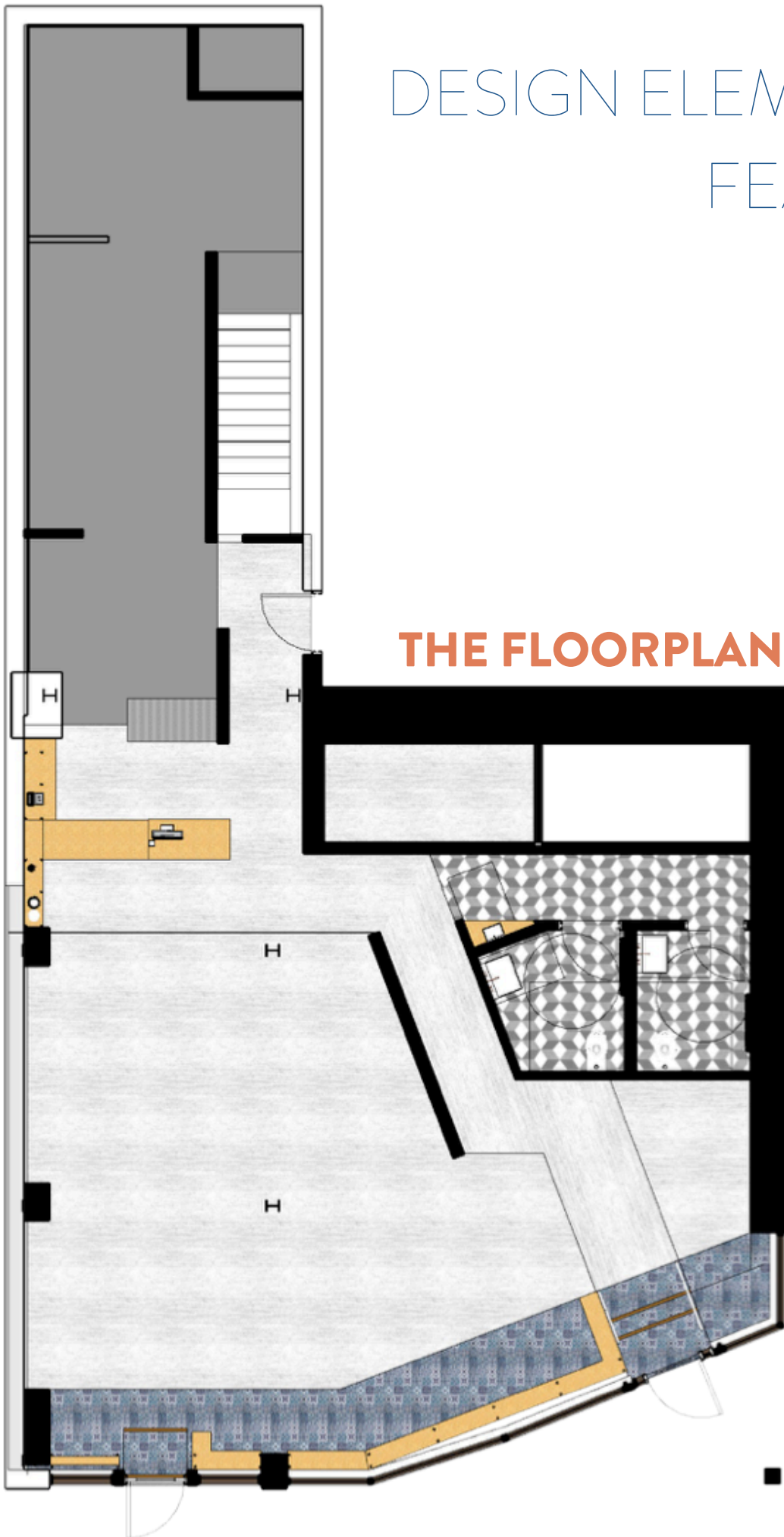
Median Age: 32.8

Median Household Income: \$46,315

Crime Index: 28 (out of 100)



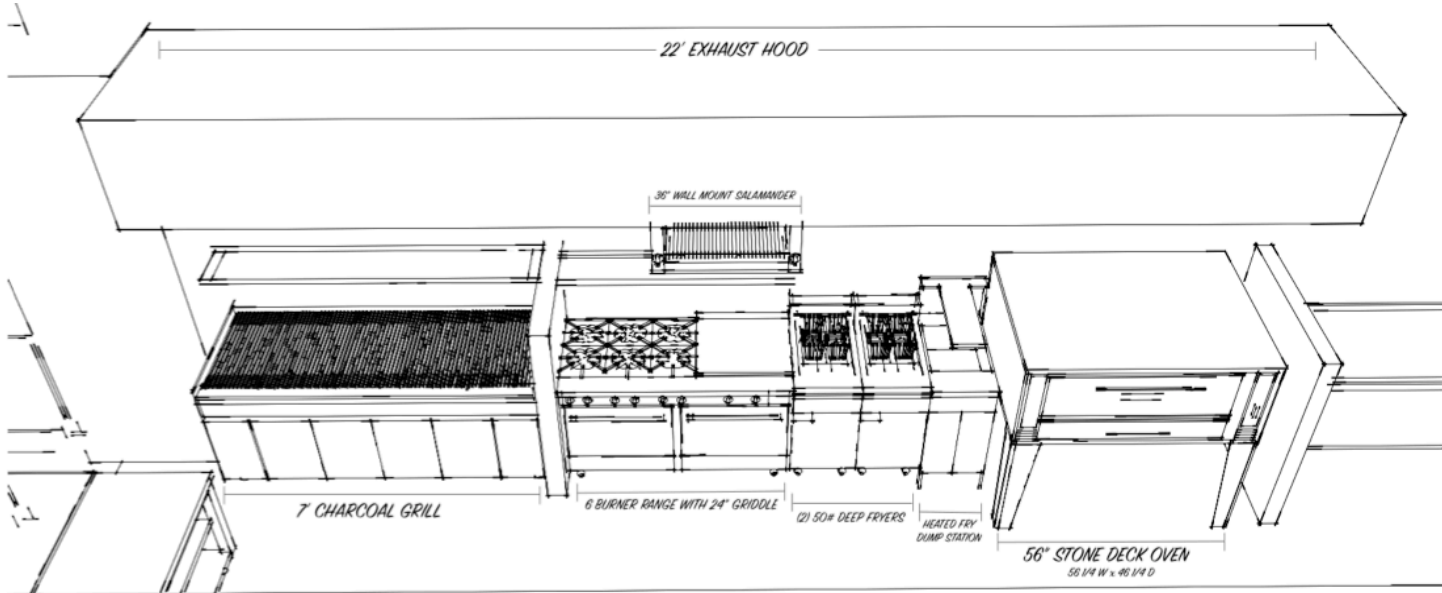
DESIGN ELEMENTS & FEATURES



THE FLOORPLAN



COOKING LINE



CHARCOAL GRILL



6 BURNER RANGE WITH 2 OVENS & GRIDDLE



DEEP FRYER (2)

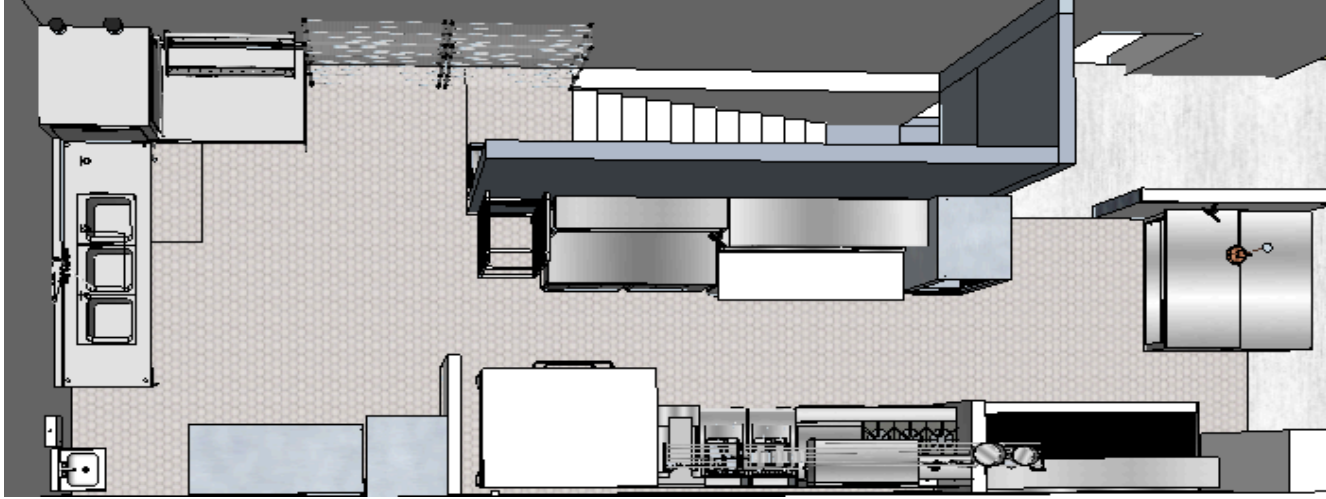
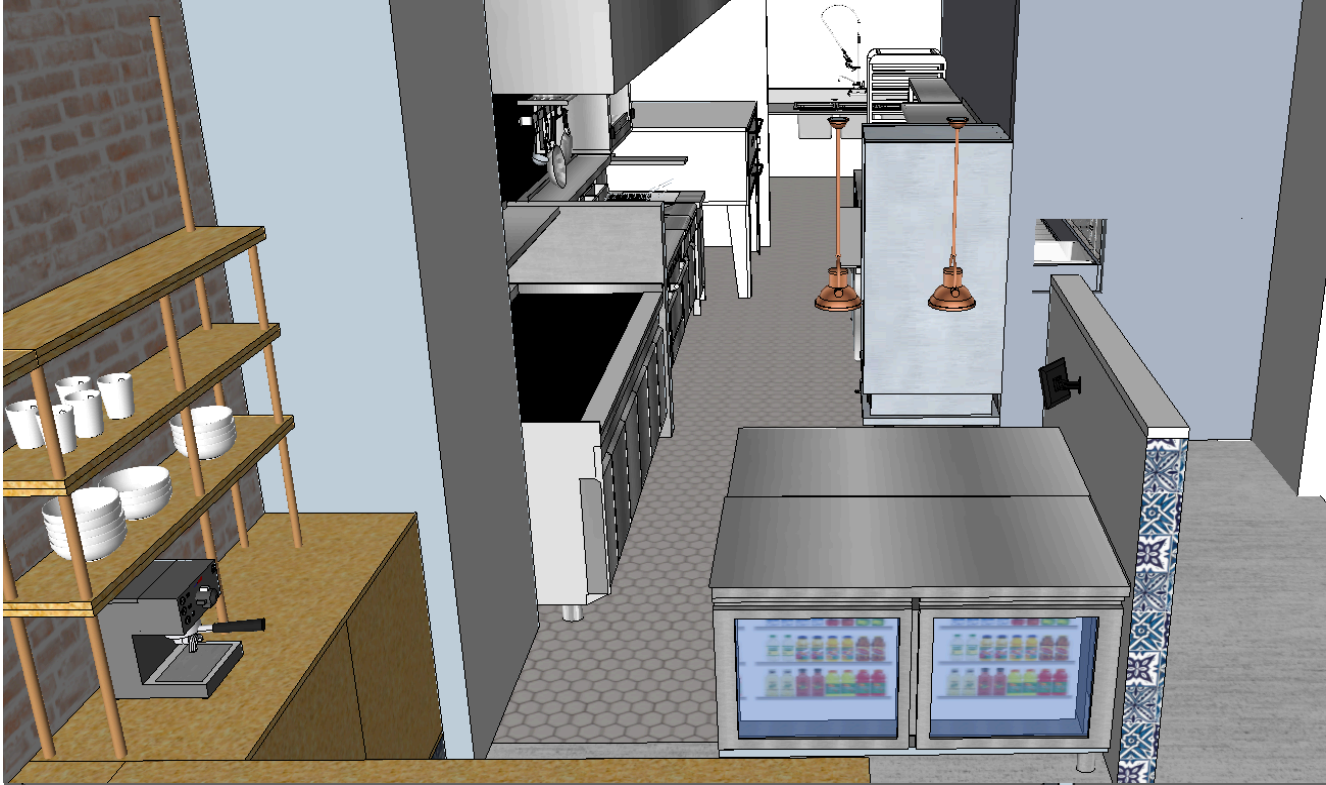


SALAMANDER

ARTISIAN STONE OVEN



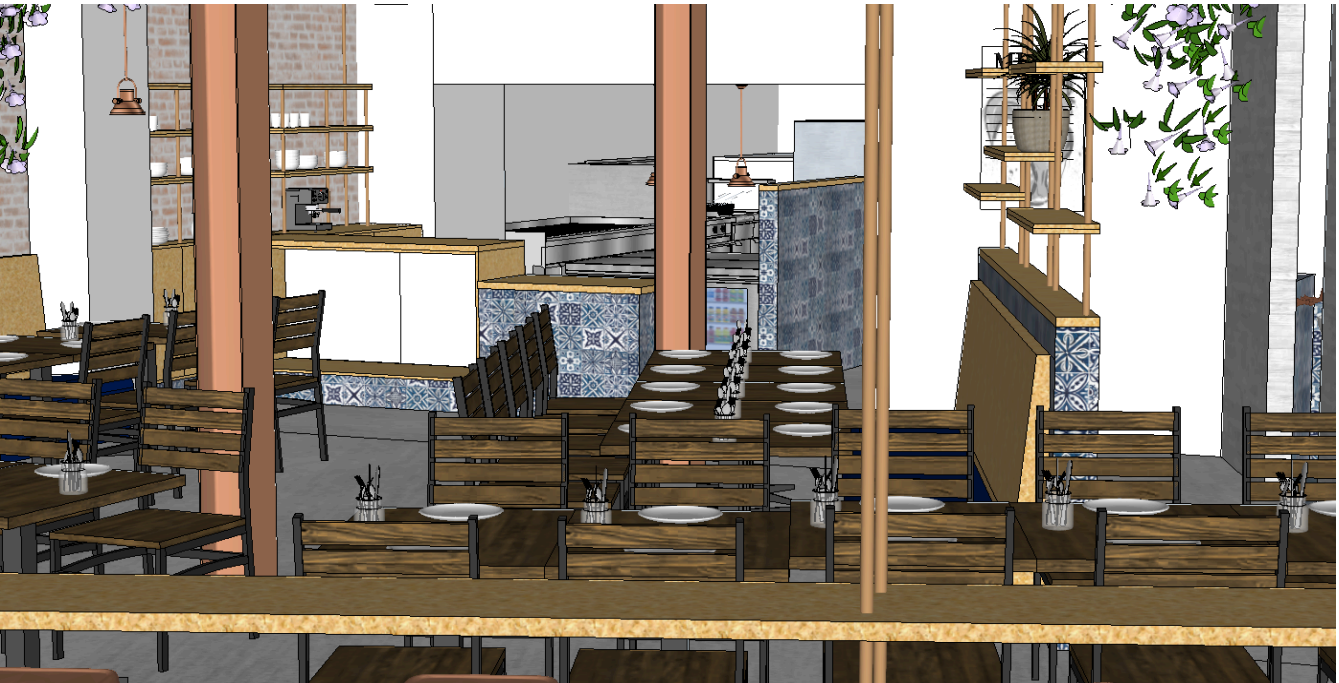
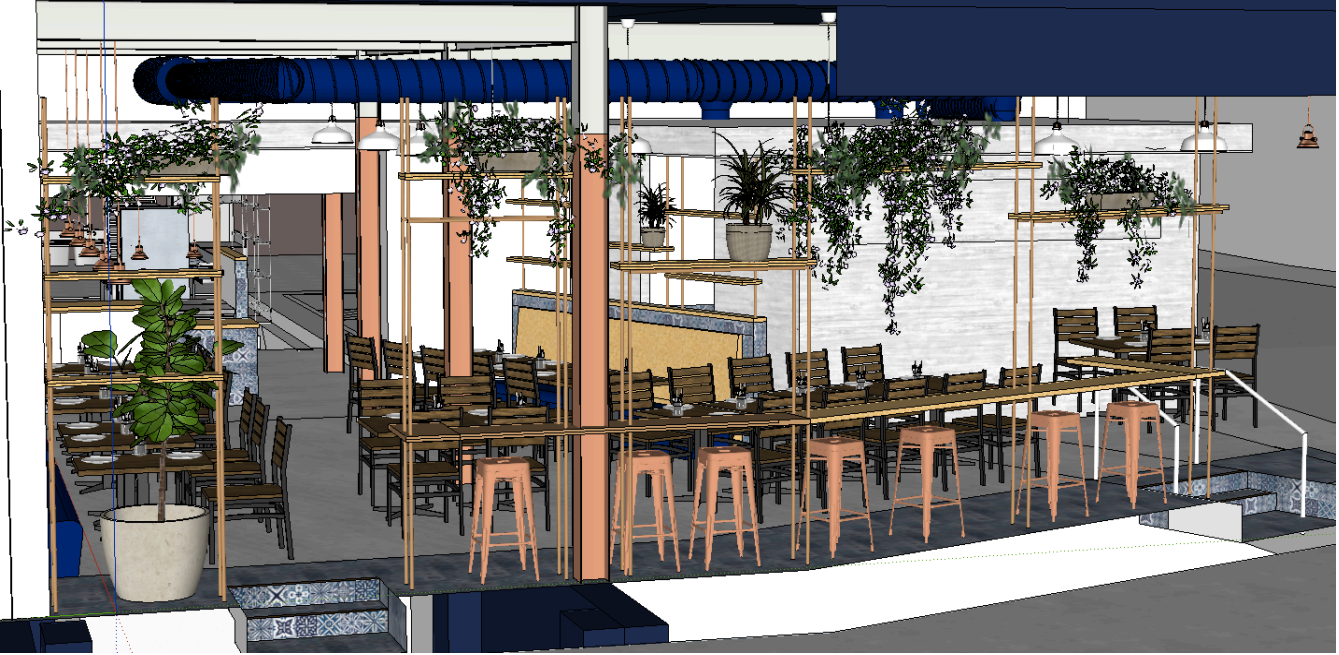
KITCHEN RENDERINGS



DINNING ROOM RENDERINGS



DINNING ROOM RENDERINGS



SECTION 5 THE FINANCIALS



USE OF CAPITAL

USES OF CASH:

Land & Building	0	
Leasehold Improvements	215,500	
Bar / Kitchen Equipment	82,000	
Bar / Dining Room Furniture	7,000	
Professional Services	19,000	
Organizational & Development	14,600	
Interior Finishes & Equipment	17,575	
Exterior Finishes & Equipment	4,900	
Pre-Opening Expenses	29,425	
Working Capital & Contingency	35,000	
TOTAL USES OF CASH		\$ 425,000



USE OF CAPITAL: **CONSTRUCTION COSTS**

CONTRACTOR/ITEM	JOB	PRICE
GSM Plumbing	Under-slab scoping, new water heater, materials and installation of grease trap, under slab plumbing in kitchen including floor drains, new drains, new water/lines, new vent lines, excavation and saw cutting, above ground plumbing, sink setting, new mop and three compartment sinks, run waterlines for small appliances, two full bathrooms with power flush toilets, hand sinks, ducted exhaust fans, permits and drawings.	\$35,000.00
RJH Mechanical & Counterman's HVAC	Installation of hood system and all associated ductwork, install and equipment of furnace and AC (5 ton) unit, install make-up air unit and ductwork, all hardware and materials. *16g black iron duct.	\$50,000.00
Brian Weiss, General Contractor	Demolition & disposal, framing of all new walls, service counter, fire proofing caulk, insulation, all sheetrock including fire rated ceiling, tile and flooring, subfloor, and underlayment, all interior painting, fire rated coating on metal beams, sealing of exposed brick, all finishes including doors and moldings etc.	\$88,000.00
Jim McNally Electrical	All electrical work, not including fixtures.	\$19,000.00
Carlos Madeira Stone	Repointing of exposed brick & concrete work	\$5,000.00
Bethlehem Doors	New exterior doors (2)	\$2,000.00
Flooring	Allowance for tile	\$5,000.00
Construction Materials	FRP & Wood	\$2,500.00
Lighting	All light fixtures	\$9,000.00

TOTAL: \$215,500.00

USE OF CAPITAL: KITCHEN COST

Item	Description/Additional Info	Vendor	Amount
7" Charcoal Rotative Grill*	Dimensions: 7" x 36" - 24 Chickens - Item # 033 806 082	Grelhaco - Matosinhos, Portugal	\$7,214.59
Iron Static Grate	Quantity 2 - Item # 330 800 502	Grelhaco - Matosinhos, Portugal	\$178.00
Rotative Grate for: Whole Chicken	Quantity 7 - Item # 333 800 515	Grelhaco - Matosinhos, Portugal	\$1,188.00
Rotative Grate for: Meat/Other	Quantity 7 - Item # 333 800 505	Grelhaco - Matosinhos, Portugal	\$1,188.00
Rotative Grate for Potatoes	Quantity 2 - Item # 330 800 516	Grelhaco - Matosinhos, Portugal	\$445.00
Rotative Spit for Chourico	Quantity 1 - Item # 330 800 504	Grelhaco - Matosinhos, Portugal	\$70.00
Rotative Spit for Suckling Pig	Quantity 3 - Item # 330 800 521	Grelhaco - Matosinhos, Portugal	\$491.00
Ash Rake	Quantity 2 - Item # 330 000 002	Grelhaco - Matosinhos, Portugal	\$70.00
Grate Hook	Quantity 4 - Item # 330 000 001	Grelhaco - Matosinhos, Portugal	\$117.00
Doyon 2TI Artisan Stone Deck Oven*	56" W 46" D 37" H. *(4.5ft) - Item #3502TIE	WebstaurantStore	\$11,828.86
Dormont 1675KIT48 48" Gas Connection Kit - 3/4 Diameter*	Quantity 5 - Item # 3201675KIT48	WebstaurantStore	\$642.00
Bakers Pride 6 Burner Range with 2 Ovens & 24" Griddle	60" W x 31" D x 57"H (6ft)* Item # 15560B6BG24N	WebstaurantStore	\$4,548.58
Cooking Performance Group CPG-SB-36 Gas 36" Salamander- Wall Mount*	35,000 BTU - 36" x 18" - Item # 35IS36CPGN	WebstaurantStore	\$1,209.00
Anets 14GS Gas 35-50 lb. Fryer*	Quantity 2 - 111,000 BTU ea - 16" x 31" - (3ft total)* Item # 11914GSN	WebstaurantStore	\$2,045.80
Alto-Shaam 1000-UP Mobile 8 Pan Holding Cabinet	120 V - 22 5/8" x 32 1/8" - Item #1311000UPA	WebstaurantStore	\$3,218.77
Anets FRI-CRISP 14 W Holding Station with Heat Lamp	115 V - 16" x 31" (1.5ft)* - Item # 119FRI14WA	WebstaurantStore	\$991.36
Avantco HDC-36 36" Heated Display Countertop Cabinet	3 Shelf - 110 V - 36" x 19" - Item # 177HDC36	WebstaurantStore	\$430.00
CUSTOM WALK-IN COOLER			\$4,000.00
Avantco SS-PT-48-HC 48" Refrigerated Sandwich Prep Table	115 V - 46 3/4" x 31" - Item #178SSPT48HC	WebstaurantStore	\$1,439.00
Avantco SS-UC-72R-HC 72" Undercounter Refrigerator	115 V - 71 1/2" x 29 1/2" - Item # 178SSUC72RHC	WebstaurantStore	\$1,729.00
Avantco SS-WT-48F-HC Worktop Freezer	115 V - 47 1/4" x 29 1/2" - Item # 178SSWT48FHC	WebstaurantStore	\$1,339.00
Avantco A-19R-HC 29" Solid Door Reach-In Refrigerator	115 V - 29 x 25 1/2" - Item # 178A19RHC	WebstaurantStore	\$1,129.00
Eurodib M30 ETL 30 Qt. Floor Mixer	110 V - Item # 980M30ETL	WebstaurantStore	\$1,899.00
Doyon DLI8SP Countertop 18" Dough Roller-Sheeter	120 V - Item # 350DLI8SP	WebstaurantStore	\$1,798.00
5 Gallon Plastic Salad Spinner		WebstaurantStore	\$97.99
Scotsman CUI526SA-1A 26" Ice Machine	150lbs. Per day?? - Item # 720CUI526SAI	WebstaurantStore	\$1,739.96
Advance Tabco TTF-308-X 30" x 96" SS Work Table w/ Backslash & Shelf	Quantity 2 - 8ft Tables - Item # 109TTF308	WebstaurantStore	\$428.00
Advance Tabco TTF-184 18" x 48" SS Work Table & Shelf	Quantity 2 - 4ft Tables - Item # 109TT185	WebstaurantStore	\$246.00
Advance Tabco H2S-246 Wood Top Work Table w/ Shelf	24" wide off long - Item # 109H2S246 (Pastel da Nata)	WebstaurantStore	\$585.45
Advance Tabco ODS-15-120 15" x 120 Table Mounted Double Deck Shelving	FOR LINE - Item # 109ODS15120	WebstaurantStore	\$1,050.60
Dish Washer Racks	Assorted	WebstaurantStore	\$250.00
Regency 4' Dishtable Package	2 4' Dishtables (dirty & clean), Pre-rinse Faucet, Tubular Rack Shelf. Item	WebstaurantStore	\$1,032.00
Regency Hands Free Hand Sink (Pedestal Base)	Quantity 2 - Item # 600HS17FTPD	WebstaurantStore	\$668.00
Regency 30" x 60" SS Work Table w/ sink	5ft Table - Item # 600ST3060 (food prep basement)	WebstaurantStore	\$637.58
SHELVING			\$1,500.00
Captive Air Hoods/Exhaust Fans/Makeup	All Hardware for Kitchen Ventilation	Kitchen Air Inc	\$19,188.00
Fire Suppression System & Install	All labor and materials	Kistler O'Brien Fire Protection	\$5,165.80

TOTAL:

\$81,798.34

DETAILED CAPITAL BUDGET

LAND & BUILDING	0	
Land		0
Building - Construction / Contractor Fees		0
LEASEHOLD IMPROVEMENTS	215,500	
Construction Contract		215,500
Landlord Contribution		0
KITCHEN EQUIPMENT	82,000	
DINING ROOM FURNITURE	7,000	
PROFESSIONAL SERVICES	19,000	
Architect & Engineering		10,000
Legal (lease & incorporation)		2,500
Project Consultant		1,500
Accounting & Tax		2,500
Name, Logo & Graphic Design		2,500
ORGANIZATIONAL & DEVELOPMENT	14,600	
Deposits (utilities, sales tax, etc.)		1,000
Insurance Binder (property, casualty, liability)		1,500
Building Permits		3,000
Other Licenses & Permits		500
Utility Deposits (gas, electric, water)		800
Change, Operating Banks & Petty Cash		300
Menus / Menu Boards		3,000
Lease Deposit		2,500
Travel, Research, Concept Development		2,000
INTERIOR FINISHES & EQUIPMENT	17,575	
Kitchen Smallwares		5,125
Artwork & Specialty Décor		1,000
Security System		1,500
Music/Sound/Audio-Visual Systems		1,800
Cash Register / Point of Sale		5,000
Phone System		200
Office Equipment / Computer		900
Office Supplies		450
Interior Signs		1,600
EXTERIOR FINISHES & EQUIPMENT	4,900	
Landscaping		400
Exterior Signs & Decorations		3,000
Resurfacing		1,500
PRE-OPENING EXPENSES	29,425	
Construction Period Utilities		1,200
Construction Period Building Lease		0
Construction Period Interest		0
Uniforms		500
Opening Inventories -		
Food		7,600
Beer, Liquor & Wine		500
Paper & Other Supplies		750
Marketing -		
Advertising		2,000
Public Relations		1,000
Opening Parties		2,500
Personnel -		
Management & Chef		10,000
Hourly Employees		2,500
Payroll Taxes & Employee Benefits		875
WORKING CAPITAL & CONTINGENCY	35,000	
Working Capital		35,000
Contingency		0
TOTAL PROJECT COST		\$ 425,000

OPERATING PROJECTIONS - SALES

Number of Seats		48		Daily Sales By Category							% of Week
		Table Turns	Covers	Food	Liquor	Beer	Wine	Total			
Monday	Breakfast	0.0	0	0	0	0	0	0			
	Lunch	0.5	24	290	0	0	0	290			
	Dinner	1.0	48	878	0	0	0	878			
	Day Totals			1,169	0	0	0	1,169	10.9%		
Tuesday	Breakfast	0.0	0	0	0	0	0	0			
	Lunch	0.0	0	0	0	0	0	0			
	Dinner	0.0	0	0	0	0	0	0			
	Day Totals			0	0	0	0	0	0.0%		
Wednesday	Breakfast	0.0	0	0	0	0	0	0			
	Lunch	0.7	34	407	0	0	0	407			
	Dinner	1.0	48	878	0	0	0	878			
	Day Totals			1,285	0	0	0	1,285	12.0%		
Thursday	Breakfast	0.0	0	0	0	0	0	0			
	Lunch	0.6	31	372	0	0	0	372			
	Dinner	1.2	58	1,054	0	0	0	1,054			
	Day Totals			1,426	0	0	0	1,426	13.3%		
Friday	Breakfast	0.0	0	0	0	0	0	0			
	Lunch	1.2	58	697	0	0	0	697			
	Dinner	1.9	91	1,669	0	0	0	1,669			
	Day Totals			2,366	0	0	0	2,366	22.1%		
Saturday	Breakfast	0.0	0	0	0	0	0	0			
	Lunch	2.0	96	1,162	0	0	0	1,162			
	Dinner	2.4	115	2,108	0	0	0	2,108			
	Day Totals			3,270	0	0	0	3,270	30.5%		
Sunday	Breakfast	0.0	0	0	0	0	0	0			
	Lunch	1.3	62	755	0	0	0	755			
	Dinner	0.5	24	439	0	0	0	439			
	Day Totals			1,194	0	0	0	1,194	11.2%		
WEEK TOTALS (restaurant only)			Totals in \$	10,709	0	0	0	10,709			
			Sales Mix %	100.0%	0.0%	0.0%	0.0%	100.0%			
Special Events (banquets, parties, catering)	Ave. # of Banquets, Parties/ Week			4.0							
	Ave. # of Guests			50							
	Per Person Average \$			\$15.00							
	Sales Mix %			100%	0%	0%	0%	100%			
	Special Event Sales Per Week			3,000	0	0	0	3,000			
WEEK TOTALS - All Sales			Totals in \$	13,709	0	0	0	13,709			
			Sales Mix %	100.0%	0.0%	0.0%	0.0%	100.0%			

Annual Sales	\$712,893
Average Monthly Sales	\$59,408
Annual Sales Per Square Foot	\$324
Annual Sales Per Seat	\$14,852

OPERATING PROJECTIONS- SALES

Fiscal Year Begins

Mar-19

12-Month Sales Forecast

	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Annual Totals
Lunch units sold	300	650	600	792	412	458	761	840	1006	1254	792	1080	8945
Sale price @ unit	12.00	12.00	12.00	12.00	12.00	12.00	12.00	12.00	12.00	12.00	12.00	12.00	
Lunch TOTAL	\$3,600.00	\$7,800.00	\$7,200.00	\$9,499.92	\$4,944.00	\$5,499.96	\$9,132.00	\$10,080.00	\$12,072.00	\$15,048.00	\$9,499.92	\$12,960.00	\$107,335.80
Dinner units sold	750	1773	2100	1728	1800	2650	2902	2655	2877	3205	2076	1997	26513
Sale price @ unit	16.00	16.00	16.00	16.00	16.00	16.00	16.00	16.00	16.00	16.00	16.00	16.00	
Dinner TOTAL	\$12,000.00	\$28,368.00	\$33,600.00	\$27,648.00	\$28,800.00	\$42,400.00	\$46,432.00	\$42,480.00	\$46,032.00	\$51,280.00	\$33,216.00	\$31,952.00	\$424,208.00
Catering units sold	5	6	12	9	5	14	12	11	13	17	6	7	117
Sale price @ unit	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	
Catering TOTAL	\$7,500.00	\$9,000.00	\$18,000.00	\$13,500.00	\$7,500.00	\$21,000.00	\$18,000.00	\$16,500.00	\$19,500.00	\$25,500.00	\$9,000.00	\$10,500.00	\$175,500.00
Lunch & Dinner TOTAL	\$15,600.00	\$36,168.00	\$40,800.00	\$37,147.92	\$33,744.00	\$47,899.96	\$55,564.00	\$52,560.00	\$58,104.00	\$66,328.00	\$42,715.92	\$44,912.00	\$531,543.80
Monthly totals: All Sales	\$23,100.00	\$45,168.00	\$58,800.00	\$50,647.92	\$41,244.00	\$68,899.96	\$73,564.00	\$69,060.00	\$77,604.00	\$91,828.00	\$51,715.92	\$55,412.00	\$707,043.80

Number of Seats in Restaurant: 48

Figures at 100% Capacity

Daily- \$3,456.00

Weekly- \$20,736.00

Monthly- \$82,944.00

Yearly- \$995,328.00

Lunch 100% (2x) MAX MONTHLY: 2,304

Dinner 100% (3x) MAX MONTHLY: 3,456

ASSUMPTIONS

Sales (from "Sales Projection" worksheet)		Weekly Ave	Annual	
Food		13,709	712,893	100.0%
Liquor		0	0	0.0%
Beer		0	0	0.0%
Wine		0	0	0.0%
Total Sales		13,709	712,893	100.0%

Cost of Sales			Annual \$	% of Sales
1. Food Cost %	25.0%	of food sales	178,223	
2. Liquor Cost %	0.0%	of liquor sales	0	
3. Beer Cost %	0.0%	of beer sales	0	
4. Wine Cost %	0.0%	of wine sales	0	
Total Cost of Sales			178,223	25.0%

Management Salaries (Annual)			% of Sales
1. General Manager	25,000		3.5%
2. Chef/Kitchen Manager	25,000		3.5%
3. Assistant Manager	25,000		3.5%
4. Owner	25,000		3.5%
Total Management Salaries	100,000		14.0%

Hourly Labor Cost (from "Hourly Labor" worksheet)		Weekly Ave	Annual	%
Restaurant Only		2,040	106,080	
Special Events		920	47,840	
Total Hourly Labor Cost	2,960	153,920	21.6%	
Total Management Salaries		100,000	14.0%	
Total Gross Payroll		253,920	35.6%	

Employee Benefits		Monthly \$	Annual \$	% of Sales
1. FICA Taxes - as a % of Gross Payroll	8.00%		20,314	
2. State Unemployment-as a % of Gross P/R	1.50%		3,809	
3. Federal Unemployment-as a % of Gross P/R	0.80%		2,031	
4. Other Payroll Taxes-as a % of Gross P/R	0.00%		0	
5. Worker's Comp. - as a % of Gross P/R	6.0%		15,235	
6. Group Medical Ins.-cost per employee	0		0	
7. Group Medical Ins.-# of employees covered	0		0	
8. Disability & Life Insurance	0		0	
9. 401k Plan - per month	0		0	
10. Employee Meals - per month	500		6,000	
11. Employee Education - per month	30		360	
12. Awards & Prizes - per month	150		1,800	
13. Employee Christmas & Other Parties	100		1,200	
14. Transportation & Housing	50		600	
Total Employee Benefits			51,349	7.2%

Direct Operating Expenses		Monthly \$	% of Sales	Annual \$	% of Sales
1. Auto Expense		400		4,800	
2. Catering & Banquet Supplies		250		3,000	
3. Cleaning Supplies		230		2,760	
4. Contract Cleaning		50		600	
5. Extermination		50		600	
6. Flowers & Decorations		30		360	
7. Kitchen Utensils		55		660	
8. Laundry & Linen		130		1,560	
9. Licenses & Permits		125		1,500	
10. Menus & Wine Lists		55		660	
11. Miscellaneous		100		1,200	
12. Paper Supplies (enter monthly amount or cost as a % of food sales)		0	0.50%	3,564	
13. Tableware & Smallwares		75		900	
14. Uniforms		20		240	
Total Direct Operating Expenses				22,404	3.1%

Music & Entertainment -		Monthly \$	Annual \$	% of Sales
1. Musicians		200	2,400	
2. Musak & Sound System		50	600	
3. Other		100	1,200	
Total Music & Entertainment			4,200	0.8%

Marketing -		Monthly \$	Annual \$	% of Sales
1. Selling & Promotions		1,200	14,400	
2. Advertising		200	2,400	
3. Printed Materials		150	1,800	
4. Research		0	0	
Total Marketing			18,600	2.6%

Utilities -		Monthly \$	Annual \$	% of Sales
1. Electricity		450	5,400	
2. Gas		400	4,800	
3. Water		200	2,400	
4. Trash Removal		175	2,100	
Total Utilities			14,700	2.1%

General & Administrative -		Monthly \$	Annual \$	% of Sales
1. Accounting Services		80	960	
2. Bank Charges		50	600	
3. Bank Deposit Services		0	0	
4. Cash (Over)/Short		50	600	
5. Credit Card Charges			8,555	
6. Dues & Subscriptions		20	240	
7. Miscellaneous		50	600	
8. Office Supplies		25	300	
9. Payroll Processing		155	1,860	
10. Telephone		40	480	
11. Training Materials		20	240	
Total General & Administrative			14,435	2.0%

Credit Card Charges:				
Percentage of Credit Card Sales		4%		
Average Discount Percentage		30.0%		

Repairs & Maintenance		Monthly \$	Annual \$	% of Sales
1. Building Repairs & Maint.		300	3,600	
2. Equipment Repairs & Maint.		200	2,400	
3. Grounds, Landscaping & Parking Lot		100	1,200	
Total Repairs & Maintenance			7,200	1.0%

Occupancy Costs:		Monthly \$	Annual \$	% of Sales
1. Base (minimum) Rent		3,000	36,000	
2. Percentage Rent			0	
Percentage amount		5.0%		
On annual sales above		1,500,000		
3. Common Area Maintenance (CAM)		100	1,200	
4. Equipment Rental		50	600	
5. Real Estate Taxes		400	4,800	
6. Personal Property Taxes		0	0	
7. Insurance on Building & Contents		200	2,400	
8. Liquor Liability		0	0	
Total Occupancy Costs			45,000	6.3%

Depreciation & Amortization:		Basis	Period	Per Year	% of Sales
1. Building		0	30 years	0	
2. Leasehold Improvements		242,900	39.5 years	6,149	
3. Furniture & Equipment		101,000	7 years	14,429	
4. Pre-Opening Costs		40,000	5 years	8,000	
Total Depreciation & Amortization				28,578	4.0%

Other Income		Monthly \$	Annual \$
1. Vending & Telephone Commissions		0	0
2. Grease Sales		25	300
3. Misc Other Income		0	0

Other Expense		Monthly \$	Annual \$
1. Interest		1,955	23,456
2. Misc Other Expense		0	0

Loan Financing		Principle Amount	Rate	Term	Monthly Payment	Annual \$
		425,000	8.0%	00005 years	8,216	98,597

ANNUAL OPERATING PROJECTION - YEAR 1

	MONTHLY AVERAGE		ANNUAL	
Sales:				
Food	\$ 59,408	100.0%	\$ 712,893	100.0%
Liquor	0	0.0%	0	0.0%
Beer	0	0.0%	0	0.0%
Wine	0	0.0%	0	0.0%
TOTAL SALES	59,408	100.0%	712,893	100.0%
Cost of Sales:				
Food	14,852	25.0%	178,223	25.0%
Liquor	0	0.0%	0	0.0%
Beer	0	0.0%	0	0.0%
Wine	0	0.0%	0	0.0%
TOTAL COST OF SALES	14,852	25.0%	178,223	25.0%
Gross Profit	44,556	75.0%	534,669	75.0%
Payroll:				
Salaries & Wages -				
Management	8,333	14.0%	100,000	14.0%
Hourly Employees	12,827	21.6%	153,920	21.6%
Total Salaries & Wages	21,160	35.6%	253,920	35.6%
Employee Benefits -				
Payroll Taxes - Mgt. Incentive	2,179	3.7%	26,154	3.7%
Worker's Comp.	1,270	2.1%	15,235	2.1%
Group Medical Insurance	0	0.0%	0	0.0%
Other	830	1.4%	9,960	1.4%
Total Employee Benefits	4,279	7.2%	51,349	7.2%
TOTAL PAYROLL	25,439	42.8%	305,269	42.8%
PRIME COST	40,291	67.8%	483,492	67.8%
Other Controllable Expenses:				
Direct Operating Expenses				
Auto Expense	400	0.7%	4,800	0.7%
Catering & Banquet Expenses	250	0.4%	3,000	0.4%
Cleaning Supplies	230	0.4%	2,760	0.4%
Contract Cleaning	50	0.1%	600	0.1%
Extermination	50	0.1%	600	0.1%
Flowers & Decorations	30	0.1%	360	0.1%
Kitchen Utensils	55	0.1%	660	0.1%
Laundry & Linen	130	0.2%	1,560	0.2%
Licenses & Permits	125	0.2%	1,500	0.2%
Menus & Wine Lists	55	0.1%	660	0.1%
Miscellaneous	100	0.2%	1,200	0.2%
Paper Supplies	297	0.5%	3,564	0.5%
Tableware & Smallwares	75	0.1%	900	0.1%
Uniforms	20	0.0%	240	0.0%
Total Direct Operating Expenses	1,867	3.1%	22,404	3.1%
Music & Entertainment -				
Musicians	200	0.3%	2,400	0.3%
Musak & Sound System	50	0.1%	600	0.1%
Other	100	0.2%	1,200	0.2%
Total Music & Entertainment	350	0.6%	4,200	0.6%
Marketing -				
Selling & Promotions	1,200	2.0%	14,400	2.0%
Advertising	200	0.3%	2,400	0.3%
Printed Materials	150	0.3%	1,800	0.3%
Research	0	0.0%	0	0.0%
Total Marketing	1,550	2.6%	18,600	2.6%
Utilities -				
Electrical	450	0.8%	5,400	0.8%
Gas	400	0.7%	4,800	0.7%
Water	200	0.3%	2,400	0.3%
Trash Removal	175	0.3%	2,100	0.3%
Total Utilities	1,225	2.1%	14,700	2.1%
General & Administrative -				
Accounting Services	80	0.1%	960	0.1%
Bank Charges	50	0.1%	600	0.1%
Bank Deposit Services	0	0.0%	0	0.0%
Cash (Over) / Short	50	0.1%	600	0.1%
Credit Card Charges	713	1.2%	8,555	1.2%
Dues & Subscriptions	20	0.0%	240	0.0%
Miscellaneous	50	0.1%	600	0.1%
Office Supplies	25	0.0%	300	0.0%
Payroll Processing	155	0.3%	1,860	0.3%
Telephone	40	0.1%	480	0.1%
Training Costs	20	0.0%	240	0.0%
Total General & Administrative	1,203	2.0%	14,435	2.0%
Repairs & Maintenance -				
Building Repairs & Maint.	300	0.5%	3,600	0.5%
Equipment Repairs & Maint.	200	0.3%	2,400	0.3%
Grounds, Landscaping & Parking Lot	100	0.2%	1,200	0.2%
Total Repairs & Maintenance	600	1.0%	7,200	1.0%
CONTROLLABLE PROFIT	12,322	20.7%	147,861	20.7%
Occupancy Costs & Depreciation				
Occupancy Costs -				
Rent & Common Area Maintenance	3,000	5.0%	36,000	5.0%
Percentage Rent	0	0.0%	0	0.0%
Common Area Maintenance (CAM)	100	0.2%	1,200	0.2%
Equipment Rental	50	0.1%	600	0.1%
Real Estate Taxes	400	0.7%	4,800	0.7%
Personal Property Taxes	0	0.0%	0	0.0%
Insurance on Building & Contents	200	0.3%	2,400	0.3%
Liquor Liability	0	0.0%	0	0.0%
Total Occupancy Costs	3,750	6.3%	45,000	6.3%
Depreciation & Amortization -				
Building	0	0.0%	0	0.0%
Leasehold Improvements	512	0.9%	6,149	0.9%
Furniture & Equipment	1,202	2.0%	14,429	2.0%
Pre-Opening Costs	667	1.1%	8,000	1.1%
Total Depreciation	2,381	4.0%	28,578	4.0%
TOTAL OCCUPANCY & DEPREC.	6,131	10.3%	73,578	10.3%
Other (Income) Expense -				
Vending & Telephone Commissions	0	0.0%	0	0.0%
Grease Sales	(25)	(0.0%)	(300)	(0.0%)
Misc Other Income	0	0.0%	0	0.0%
Interest	1,955	3.3%	23,456	3.3%
Misc Other Expense	0	0.0%	0	0.0%
Total Other (Income) Expense	1,930	3.2%	23,156	3.2%
NET INCOME BEFORE INCOME TAXES	\$ 4,261	7.2%	\$ 51,127	7.2%
ADD BACK:				
Depreciation & Amortization	2,381	4.0%	28,578	4.0%
DEDUCT:				
Loan Principal Payments	(6,262)	(10.5%)	(75,141)	(10.5%)
CASH FLOW BEFORE INCOME TAXES	\$ 380	0.6%	\$ 4,564	0.6%

OPERATING PROJECTION- YEAR 1-5

	Year 1		Year 2		Year 3		Year 4		Year 5	
Sales:										
Food	\$ 712,893	100.0%	\$ 748,537	100.0%	\$ 823,391	100.0%	\$ 946,900	100.0%	\$ 1,136,279	100.0%
Beverage	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
TOTAL SALES	712,893	100.0%	748,537	100.0%	823,391	100.0%	946,900	100.0%	1,136,279	100.0%
Cost of Sales:										
Food	178,223	25.0%	187,134	25.0%	205,848	25.0%	236,725	25.0%	284,070	25.0%
Beverage	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
TOTAL COST OF SALES	178,223	25.0%	187,134	25.0%	205,848	25.0%	236,725	25.0%	284,070	25.0%
Gross Profit	534,669	75.0%	561,403	75.0%	617,543	75.0%	710,175	75.0%	852,210	75.0%
Payroll:										
Salaries & Wages	253,920	35.6%	264,077	35.3%	277,281	33.7%	296,690	31.3%	320,426	28.2%
Employee Benefits	51,349	7.2%	53,403	7.1%	56,073	6.8%	59,998	6.3%	64,798	5.7%
TOTAL PAYROLL	305,269	57.1%	317,480	56.6%	333,354	54.0%	356,688	50.2%	385,224	45.2%
PRIME COST	483,492	67.8%	504,614	67.4%	539,201	65.5%	593,413	62.7%	669,293	58.9%
Other Controllable Expenses:										
Direct Operating Expenses	22,404	3.1%	23,077	3.1%	23,769	2.9%	24,482	2.6%	25,216	2.2%
Music & Entertainment	4,200	0.6%	4,326	0.6%	4,456	0.5%	4,589	0.5%	4,727	0.4%
Marketing	18,600	2.6%	19,158	2.6%	19,733	2.4%	20,325	2.1%	20,934	1.8%
Utilities	14,700	2.1%	15,141	2.0%	15,595	1.9%	16,063	1.7%	16,545	1.5%
General & Administrative Expenses	14,435	2.0%	14,868	2.0%	15,314	1.9%	15,773	1.7%	16,246	1.4%
Repairs & Maintenance	7,200	1.0%	7,416	1.0%	7,638	0.9%	7,868	0.8%	8,104	0.7%
TOTAL OTHER CONTROLLABLE EXP.	81,539	11.4%	83,985	11.2%	86,505	10.5%	89,100	9.4%	91,773	8.1%
CONTROLLABLE PROFIT	147,861	20.7%	159,938	21.4%	197,685	24.0%	264,386	27.9%	375,213	33.0%
Occupancy Costs & Depreciation										
Occupancy Costs	45,000	6.3%	45,900	6.1%	46,818	5.7%	47,754	5.0%	48,709	4.3%
Depreciation & Amortization	28,578	4.0%	28,578	3.8%	28,578	3.5%	28,578	3.0%	28,578	2.5%
Other (Income) Expenses										
Other (Income)	(300)	(0.0%)	(309)	(0.0%)	(318)	(0.0%)	(328)	(0.0%)	(338)	(0.0%)
Interest Expense	23,456	3.3%	18,821	2.5%	13,901	1.7%	8,677	0.9%	3,131	0.3%
Other Expense	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
NET INCOME BEFORE INCOME TAXES	\$ 51,127	7.2%	\$ 66,947	8.9%	\$ 108,706	13.2%	\$ 179,705	19.0%	\$ 295,132	26.0%
ADD BACK:										
Depreciation & Amortization	28,578	4.0%	28,578	3.8%	28,578	3.5%	28,578	3.0%	28,578	2.5%
DEDUCT:										
Loan Principal Payments	(75,141)	(10.5%)	(79,776)	(10.7%)	(84,696)	(10.3%)	(89,920)	(9.5%)	(95,466)	(8.4%)
CASH FLOW BEFORE INCOME TAXES	\$ 4,564	0.6%	\$ 15,749	2.1%	\$ 52,587	6.4%	\$ 118,362	12.5%	\$ 228,244	20.1%

SECTION 6 THE OFFERING



FUNDS REQUIRED

“In investing, what is comfortable is rarely profitable.” -Robert Arnott

Tasca Bethlehem requires a total investment of \$425,000.00, to develop, build out and design operations. The full amount of this investment will be funded by a private lender structured as an interest earning loan. Tony, the owner and operator of Tasca, has spent hundreds of hours conceptualizing, designing, and costing out his concept. He has also already spent over \$10,000.00 of personal funds. In addition, he will contribute approximately \$10,000.00 worth of foodservice equipment that he has stored from his prior catering business.

Federal Reserve Interest Rate: 2.25-2.50%
as of December 19th, 2018



INVESTMENT FRAMEWORK

The ideal investment structure as an interest loan, Tony would like to retain 100% ownership of Tasca LLC. In a case where a potential investor will need stock in the company in addition to earned interest, Tony is prepared to share ownership under the agreement that the shares can be bought back.

Traditional lenders would consider this type of investment a secured loan or pure debt investment. This type of loan requires the investor to have some type of guarantee if a situation arises where the loan cannot be paid back, and the business fails. Tony is offering the investor who finances this loan **1st lean on property**. This means if the business fails, all contents and business assets of Tasca LLC will be forfeited to the financier so they may recoup their losses. This document will be a part of the investment agreement that Tony will be responsible for putting together when the investment is secured.

In addition to 1st lean on the property, Tony is willing to **offer 1st preference of debt payoff**. This means that instead of taking distributions at the end of a profitable year, Tony would rather make a large contribution to the balance on the original investment. In addition, Tony cannot raise salaries without approval of the investor. This will offer the investor peace of mind knowing that paying off the loan is the main priority of the business.

The loan payments will be detailed in an amortization schedule that will be discussed following the negotiation of specific loan terms. Details such as payback start date, loan interest only payments, and length of loan will need to be determined by both parties. The ideal loan payback period for this investment is **60 months**.

The ideal interest rate for this investment is a 6% return.

The average interest of the monthly payment in the 1st year will be \$2,000.00 and average principal payment of \$6,000.00 totaling an average monthly loan payment of \$8,216.00

After 60 months based off a \$425,000.00 principal balance the **TOTAL INTEREST PAID** will be approximately \$67,986.000.



FUTURE PROJECTIONS

Tasca's 5-year projections were based off the following operating assumptions:

OPERATING ASSUMPTIONS - Years 2 - 5				
Sales - % Increase Over Prior Year				
Food	5.0%	10.0%	15.0%	20.0%
Beverage	4.0%	10.0%	15.0%	4.0%
Cost of Sales - Cost as a % of Sales				
Food	25.0%	25.0%	25.0%	25.0%
Beverage	0.0%	0.0%	0.0%	0.0%
Salaries & Wages - % Increase over Prior Year				
Salaries & Wages	4.0%	5.0%	7.0%	8.0%
Employee Benefits	4.0%	5.0%	7.0%	8.0%
Other Expenses - % Increase over Prior Year				
Direct Operating Expenses	3.0%	3.0%	3.0%	3.0%
Music & Entertainment	3.0%	3.0%	3.0%	3.0%
Marketing	3.0%	3.0%	3.0%	3.0%
Utilities	3.0%	3.0%	3.0%	3.0%
General & Administrative Expenses	3.0%	3.0%	3.0%	3.0%
Repairs & Maintenance	3.0%	3.0%	3.0%	3.0%
Occupancy Costs	2.0%	2.0%	2.0%	2.0%
Depreciation & Amortization (assumed to be constant in years 1-5)				
Other (Income)	3.0%	3.0%	3.0%	3.0%
Interest Expense (from annual interest expense on loan amortization schedule on "Assumptions" page)				
Other Expense	3.0%	3.0%	3.0%	3.0%
Loan Principal Payments (from annual total principal payments on loan amortization schedule on "Assumptions" page)				

With the above percentage increases the 2nd - 5th year sales projections are:

Year 2: \$748,537.00

Year 3: \$823,391.00

Year 4: \$946,900.00

Year 5: \$1,136,279.00

GROWTH STRATEGY

Tasca is going to be a very unique concept for the Lehigh Valley. Not only are there not any other Portuguese restaurants of this caliber in the area, there are very few fine-casual concepts. This is expected to be a very well perceived endeavor and has been designed to scale. Because the popularity of Portugal's tourism has grown significantly over the past 3 years, Tony is predicting Portuguese food to become increasingly in demand in the future.

The timing of Tasca's first location in Bethlehem is ideal. It will give a few years for the systems to be fine-tuned and when Portuguese food is in the spotlight. Tasca will be ready to expand to other cities where the model will fit perfectly. With the future expansions, Tony would like to offer the original investor 1st right of refusal of funding he next projects, with hopes that the investments will continue to be lucrative.

