

LIL OSO

Owner Analysis

- Fifteen Years Hospitality Industry
- International Culinary School of America Graduate (A.A.) December 2015
- Alpha Beta Kappa 4.0 G.P.A.
- Studied Abroad at The Universti Dei Saponi in Umbria Italy Spring 2016
- 2013-2015 Food and Wine Festivals
- 2015 winner of FLAVORS, Grand Chef Award
- 2016 winner of the Urbani Tartufi International Culinary Contest
- Trained Under Johnathan Waxman
- Private dinners with chefs Waxman, Andrew Zimmern, Marcus Samulson, Arron Sanchez, Tyler Florence

Restaurant Concept

- Simple, Minimal Approach
- Modern-Fast Casual
- Open Kitchen
- Communal Dining Table
- Chef Counter
- 25 Seats

Menu Concept

- Innovative Snack / International Street Food
- Italian Style Espresso Bar
- Rotating Beer and Wine Featuring Local, Regional, National and International Selections
- Chef Driven Menu Items

Service Concept

- Table D' Hote
- Counter Service
- 6-8 Minute Ticket Times
- Open / Self Seating
- Hours of Operation: 5:00–10:00pm / Tuesday-Saturday

LIL OSO S.W.O.T. ANALYSIS

STRENGTHS

- Trendy Mixed Menu Concept Unavailable Anywhere Else in Chattanooga
- Quick Service and Ticket Time
- Accessible Daily and Nightly
- Upbeat, Dynamic Eatery Comparable to Big City Restaurants
- Appealing to Younger Dining Crowd by Informal Setting

OPPORTUNITIES

- Expanding Towards Chattanooga's Growing Local Food Scene and Foodie Lovers
- Minimal Concept Provides more Focus on Food
- Spotlight Attention Could Draw Tourism to Chattanooga
- Network Hub for Cook's and Chef's Throughout Town

WEAKNESSES

- Chef and Concept new to Chattanooga
- Small Space Limited Seating
- Not a "Something for Everyone" Menu

THREATS

- No Southern Comfort Staples
- Full Bar and Cocktails Unavailable
- Not Backed Financially by Restaurant Group

Keys to Success

- 30% Food and Beverage Cost
- 20% Labor Cost
- Minimal Overhead
- Consistent Operating Hours
- High Visibility

Forecasted Sales

- 35 People Daily
- \$15.00 Ticket avg. (\$525.00 / Daily Revenue)
- 5 Days a Week. (\$2625.00 / Weekly Revenue)
- \$10,500.00 / Monthly Revenue
- \$5145.00 / Total Operating Expenses
- \$5355.00 / Profit Monthly