# Restaurant Business Proposal

Greg Sigur & Selena Towers

Partners

The Nightlife

842 Oak St.

Denton, TX 75942

## Summary

The Nightlife is a 24-hour café and coffee shop focusing on eclectic, small-town styles in an artistic college town.

## Concept

The Nightlife brings you the best things about college night life, 24 hours a day. The renovated warehouse has turned every window into the night sky and all the best nighttime activities can be found inside. Jazz bands play at all hours of the day or night (whenever they aren’t in class). Get jet-black coffee at 4 o’clock AM or PM. Cheap tacos at midnight? We have them at noon, too. The Nightlife has everything a midnight diner has, but with the class and style of an artsy café (complete with over-stuffed chairs and Wi-Fi accessibility). See attached sample menu.

## Location

Denton. 65% of the population are college age and within walking distance from campus.

## Target Market

Art critics, struggling musicians, news-junkies and part-timers. College kids between 18-29 and anyone missing those years.

## Market Research

Coffee shops in Denton tend to perform well as long as they are within a certain radius from the campus. Artistic endeavors in the area are a must and college students are always looking for that next great place no one else knows about.

## Marketing Strategy

Underground gorilla sensation means, “We know some people.” We will use college contacts, the local music scene and the regular local festivals to market. Location is also a huge part of our strategy. Social media buzz has already started.

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| **Initial Costs** |
| Building | $180,000 |
| Marketing | $60,000 |
| Building Permits | $10,000 |
| Equipment | $75,000 |

## Operating Budget

Monthly: $12,000.

## Projected Income

First year: $65,000. Second Year: $85,000 Third Year: Something new and different!

## About the Partners

Greg has managed multiple restaurants in the Denton area after giving up his dream of becoming a starving musician. Selena is a marketing graduate who hasn’t experienced real disappointment yet and has only worked on successful viral design campaigns aimed at students.

Get more details day or night by contacting me directly.

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