

11
Eleven-29
sandwich shop and deli

Description of Business, Assumptions and Strategies to Obtain Loan

A foodie is a person who has a passionate or refined interest in food and who eats food not out of hunger but due to their interest or hobby. One of the biggest characteristics of a millennial is being a foodie. According to Lisa De Fazio, a healthy lifestyle expert, “Casual dining, especially with friends, is a high priority for this group of people after work or on weekends; these foodies want to know what they’re eating and prefer organic and healthier foods. Cooking a killer meal is also appealing to many”. The owners will open **The Cook House Market**, a hands-on cooking school that will give foodies exactly what they have been missing. **The Cook House Market’s** interactive, social, and instructional and fun cooking classes will be a place for like-minded foodies who want to hone their cooking skills. From celebrations with family and friends to team building events, **The Cook House Market** has classes for everyone.

The owners have shared their passion for culinary arts and a healthy lifestyle since they were friends in high school. Aiden Guerrero pursued his passion by obtaining a bachelor’s degree in Culinary Arts and Food Service Management and a minor in Dietetics and Applied Nutrition from Johnson and Wales University. Similarly, Juliet Muñoz obtained her bachelor’s degree in Agricultural Business, and her Master’s in Finance from the University of Miami. With Mr. Guerrero’s vast knowledge of the culinary arts and Mrs. Munoz extensive understanding of the financial aspect of the business, they will launch **The Cook House Market** into success.

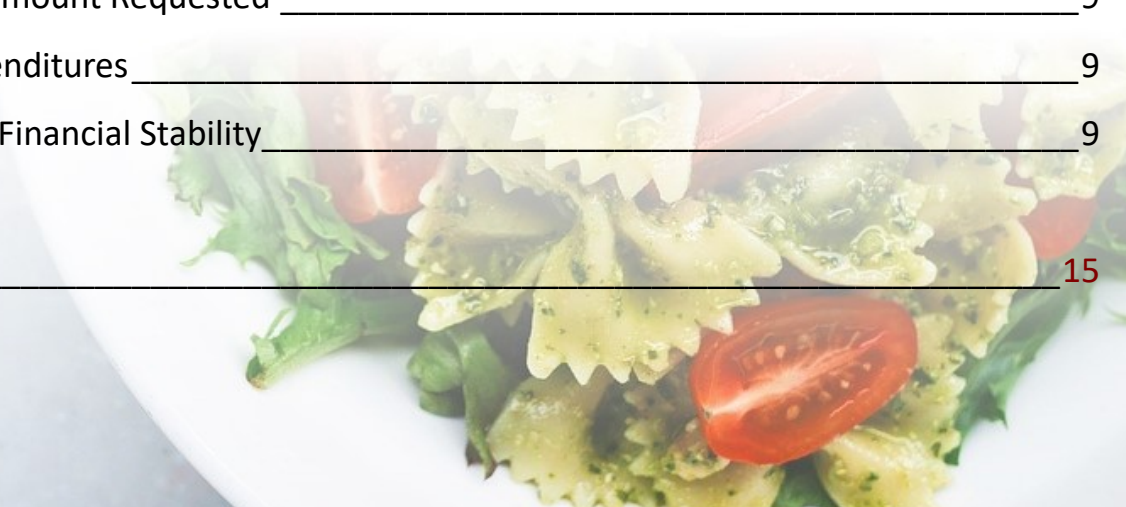
Upon obtaining the required funding to operate and sustain the business, **The Cook House Market** will be opened in a 3,000 square foot stand-alone facility. This facility will be comprised of a classroom/dining area where cooking classes will be taught, a fresh food market where customers may purchase fresh ingredients, a storage area where all materials will be stored and an office area where management will carry out their responsibilities. Instructors for the classes include Mr. Guerrero alongside different visiting chefs who will provide the customers with diverse cooking techniques and styles.

The goals for **The Cook House Market’s** first year of operation include breaking even by the end of the fiscal year, establishing social media accounts to keep advertising cost down, working as managers/teachers while the company grows and creating an herb garden. Future company goals include paying off the loan, obtaining brand recognition to increase the customer base and purchasing land to develop a farm.

To successfully execute their dream of opening **The Cook House Market**, the owners must secure \$680,000 in funding. The funding will be used for purchase of building and remodeling, equipment, working capital, furniture and fixtures. The owners will each contribute \$50,000 capital. They have agreed to retain the profits in the company to have funds available for future growth. The owners will apply for a five-year Small Business Administration loan, a 30-year mortgage loan, as well as short-term financing to meet any short-term cash flow deficits. Chase Bank was the owners’ first choice based on their longstanding relationship with this bank. Obtaining these loans are crucial to the success and growth of **The Cook House Market**.

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Company Description

Legal Form of Business

Restaurant with fresher and healthier options for the changing demographic of Valdosta GA

Mission Statement

Eleven-29's goal is to provide Valdosta, Georgia with fresher and healthier options.

Company Vision

offer fresher and healthier food options for the people of Valdosta

Company Governance

Catherine Mulford and MaryBlake Smith

Company Location

The location of Eleven-29 will be 1841 Norman Drive Valdosta, GA 31601 . It is in a prime location right by the mall and down the road from Target. It is off of exit 18 of I-75,

Long and Short term Goals

Operations and Management

Business Facilities Described

Kitchen/ Food Storage

Office Area

Management Personnel

Sidebar Story Headline

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For example, if your main story is about your new building plans, consider using the sidebar to talk about the history of the land plot, or to tell a story of your first encounter with the property.



Photo Caption

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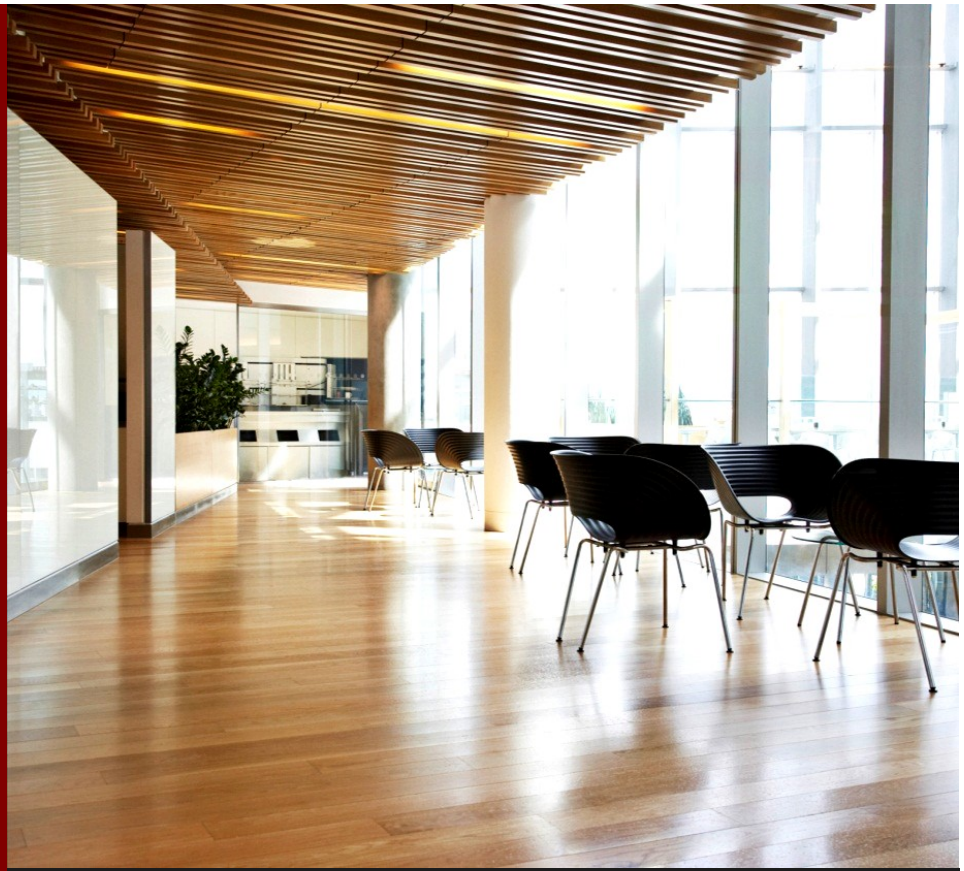


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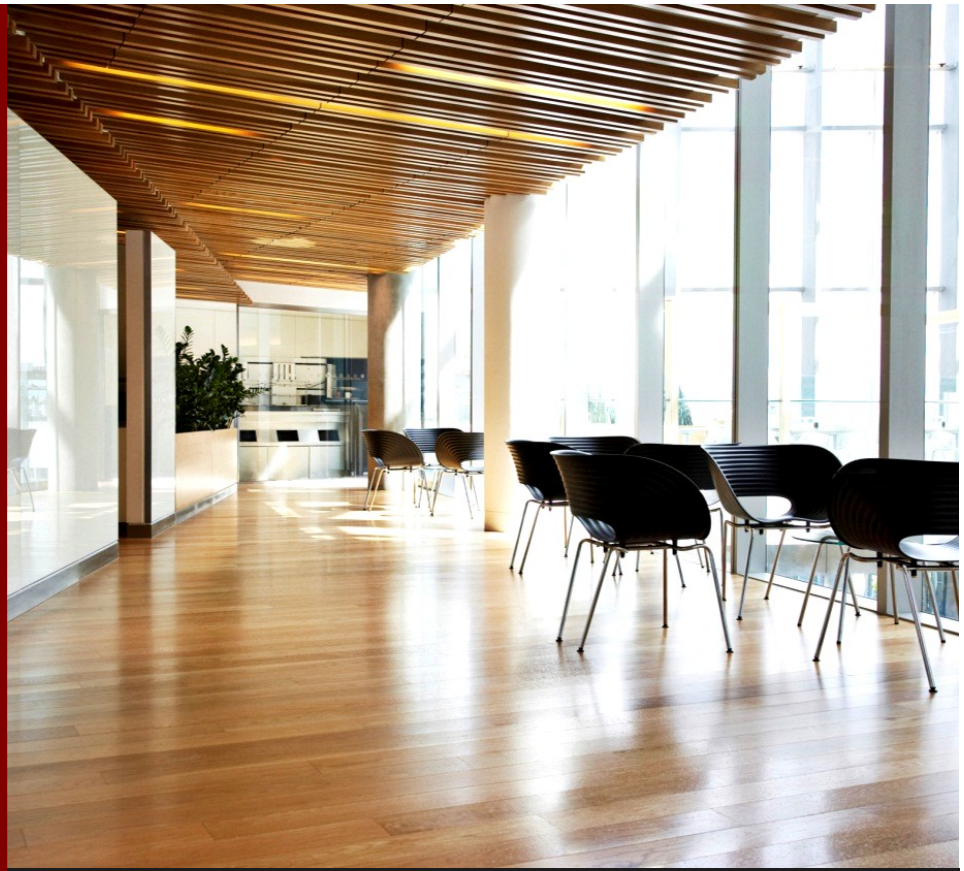


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