

EXOTIC BLENDS CIGAR LOUNGE

Executive summary

Exotic Blends Cigar lounge is a new cigar lounge, which will focus on a combination of diverse people and customers over 35 years of age to offer a more mature seasoned crowd alternative to hookah bars frequented by college age kids to 35 years of age. The first member's only cigar lounge (plan) to be located at 8320 w Beatrice Ct. Milwaukee Wi. 53223, and managed by the business founders A. Lynette Patterson and Chris Patterson. The business will generate revenues through sale of Cigars, Accessories, Alcohol, Beer, appetizers and events. The business seeks Legacy Redevelopment corp. funding to launch its first lounge.

The business projects to become profitable in its first year with good profit from strong sales in the first year. Sales will triple by the third year of operation. Net profit of sales will be respectable due to the high margin on the products sold. Exit for investors are possible.

Objective

EXOTIC BLENDS Cigar lounge seeks to achieve the following objectives with the launch of its first Cigar Lounge:

- 1.) To establish a community of Cigar smokers who contribute to prograded events, and culture ideas to ***Exotic Blends Cigar Lounge*** resulting in more than 10 events a year and more in the years to come.

- 2.) Though, we are aware of the laws and policies of indoor smoking in Wisconsin were geared towards making ***Exotic Blends Cigar Lounge*** a *member's only* establishment with guest visitors whom must sign a waiver upon entering ***Exotic Blends*** and we also plan to invest a large sum of funds toward the ventilation system that will clean the air every three minutes 24 hours a day.
- 3.) To maintain social media pages of 5000 individuals by the end of its third year as a sign of its Cigar community.
- 4.) To become profitable in its second year through the sale of Cigars, accessories, appetizers, alcohol, cigar/ pairing classes, and beer.
- 5.) To establish a franchisable model for mature crowd Cigar lounges and initiates other events and planning for other locations by its fifth year of operation.

Mission

The mission of ***Exotic Blends Cigar Lounge*** is to provide a comfortable chill environment, sometimes relaxing and sometimes energetic and stimulating around like minded people that enjoy smoking a great cigar paired with a perfect blend of bourbon, whiskey or beer and other paired spirits. As well as providing a new spot for a seasoned crowd to gather and congregate. The environment is set up to draw a diverse local and traveling tourist culture.

Keys To Success

The keys to success for Exotic Blends Cigar Lounge are:

- 1.) Create a safe, comfortable, chill environment

- 2.) Provide high quality Cigars, Drinks, food, and Great Service,
- 3.) Establish a loyal core following
- 4.) Expand the market of Cigar Smokers
- 5.) Energize the customer base to generate their own culture and events at Exotic Blends Cigar Lounge.

Company Ownership

Exotic Blends Cigar Lounge is owned and established by a husband and wife team taxpayers, A. Lynette Patterson and Chris Patterson of Brown Deer Wisconsin. Mrs. Patterson is a 26-year union veteran worker at Harley Davidson looking for a retirement gig, and Mr. Patterson is a 20-year electrical contractor looking forward to retiring doing something he loves to do smoking a stick paired with Macalin18. Lynette and Chris who has developed the creative concept for a Cigar lounge business after becoming regular members of the Cigar community, and Mr. Patterson bartending in several local lounges. The business is established, as an LLC with Mrs. and Mr. Patterson both owning 50% shares finance through Legacy Redevelopment Corporation.

Start Up Summary

The start up expenses for ***Exotic Blends Cigar Lounge*** includes the build out, humidor, the best ventilation system, furniture, bar and kitchenware, POS system, supplies, spirits, beer, we anticipate we will need 2 waiters and 2 bartenders on the weekend the most busiest days of the week which consist of Thursday through Saturday operating 5:00PM to 12:00 AM Sunday

through Wednesday operating hours will be 3:00 to 10:00, legal counsel, and a special permit for the lounge to allow smoking within.

SECURITY- safety hire details will be a private security firm to be used for all hours of operations.

I hope you consider our business as a part of the Grandville redevelopment community.

A. Lynette Patterson and Christopher Patterson

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