



ECLIPSE

—CAFE & COCKTAILS—

1935 W Silver Spring Dr., Suite 6, Milwaukee, WI
2023-24 Business Plan



INTRODUCTION

Aman Lehal seeks to invest in the stability of the surrounding community by utilizing and allocating future funding and renovation to the property located at 1935 W Silver Spring Drive, Suite 6, located in the City of Milwaukee. Through her company, Ms. Lehal will renovate and restore this space into a café that offers premium coffee, small bites, and cocktail services to the surrounding community, with a further emphasis on a relaxed atmosphere pleasing to those with sophisticated attitudes.

Eclipse Café & Cocktails is a unique concept that will combine the cozy atmosphere of a coffee house with the vibrant ambiance of a cocktail bar. The goal is to create a versatile environment where customers can enjoy a seamless experience from day to night. We are passionate about providing a safe and welcoming space to our customers, that allows cultured socialization spaces, while providing elite and custom coffee drinks and cocktail options, among other products available for purchase at Eclipse Café & Cocktails. For example:

1. Fine Italian, Columbian, and Ecuadorian espressos and coffees.
2. Locally sourced herbal and fruit infusions in peppermint, jasmine, lavender, tropical splash, berry breeze, and citrus zing flavors (with several other infusions available for purchase).
3. Craft cocktails that are coffee infused and inspired.
4. Fine wine selections from global sources, such as France and Italy.
5. Fresh made breakfast snack and pastry options, as well as dinner snacks and bites, that can easily be paired to any coffee or café products.

This business plan will further describe our proposal for Eclipse Café & Cocktails at 1935 W Silver Spring Dr., Suite 6, in Milwaukee, Wisconsin.

BUSINESS PLAN

- Owner Experience and Company Overview
- Target Consumer Base and Community Outreach
- Competition Analysis
- Inventory and Sales Strategies
- Marketing and Sales Plan
- Facilities
- Financial Plan

OWNER EXPERIENCE AND COMPANY OVERVIEW

Aman Lehal, a graduate of Marquette University, received her Bachelor of Science Degree in Business Administration, with an emphasis on Business Economics and Business Analytics, with a 3.76 GPA. Her passion to operate a business stem from being the daughter of a successful small business operator in the City of Milwaukee, Charnjit Kaur. Throughout her years of experience, she has developed a keen sense of the business development strategies necessary to sustain a successful operation.

- **Aman Lehal's Experience:**

- **2021 – 2022 – District Manager of Stark Foods**

A family-owned business operating a food, liquor, and supplies store in with four (4) separate locations throughout the City of Milwaukee. The District Manager is responsible for overseeing the operational procedures and processes of the business' day-to-day operations, as well as managing all ordering of products and implementing financial methods to ensure costs remain low. The District Manager is responsible for the recruitment and attainability of all employees at each location and managing training implementation of all new and current employees.

- **2022 – Licensing Specialist – City of Milwaukee**

The License Division through the City of Milwaukee is solely responsible for all submittances and processing of all City of Milwaukee license applications, including business licensing and liquor licensing. The scope of the License Specialist avails itself to multiple City of Milwaukee Departments. The License Specialist is responsible for ensuring the processing of applications for licenses operates efficiently and that all permits, fees, and reports from the various City of Milwaukee Departments are configured to their proper placement amongst the City of Milwaukee governmental body.

- **2022 – Present – Owner and Operator of Eclipse Café & Cocktails**

As owner, the responsibility of the ground-up production is essential and completed by seeking out contractors for specific upkeep and necessary renovations, locating local and/or exotic distributors for day-to-day operations, and sourcing equipment readily available for efficient operations of the café. The owner is responsible for

locating, maintaining, and training all staff and employees, including baristas, bartenders, and servers to ensure a well-rounded customer service experience.

- **Company Summary:**

- Eclipse Café & Cocktails will operate a customizable coffeeshop, with limited, but luxurious, food options, and serve as a combined cocktail lounge. The space is suited and situated primarily for community-based sophisticated clientele that are seeking an atmosphere of relaxation and socializing all at one time. This will be the first of its kind as it offers a space for individuals who age out of the party scene into a more business social environment.

- **Mission Statement:** Our goal is to establish a café and cocktail lounge that will make available an environment that specifically seeks clientele that remains professional but can provide to them a space where socialization is a key element to those who are likeminded and community oriented. Our mission is not to build just another café or cocktail lounge with an average sense of style and products. We are aiming to create a space for those who need a place to unwind, a place to kill some time between meetings, and a place for the community to socialize with one another, while still offering a unique vibe!

- **Management and Operations:**

- It is our mission to hire qualified, honest, determined, certified, customer-oriented, and ready-to-work employees. Our staff will include the following positions:
 - Ms. Lehal firmly believes that leadership starts with the owner and thus will play a lead role in the day-to-day management and operation of the business. Ms. Lehal will take the lead as the General Sales and Marketing Manager with some of the following duties:
 - Human Resource development, including hiring, training, and disciplining employees, developing incentives for a strong work environment and driven staff, and providing educational opportunities for staff to learn more about the store inventory and offerings.
 - Creating jobs for residents of the surrounding area.

- Will hire local residents for part-time and full-time positions, who will be trained and certified according to the current business model.
 - Foster relationships with distributors and local wholesalers to increase availability of both international and local inventory.
 - Consumer outreach, including developing events for consumers such as tastings, sales, and membership clubs, as well as marketing efforts and increased consumer awareness.
 - Price determinations and negotiations.
 - Implementation of staff communication channels to ensure company goals are always met and staff has the resources needed to accomplish said goals.
 - Security and safety, including installation and acquisition of proper security protocol not limited to surveillance cameras, protective casing and windows, proper lighting, and lock boxes/safes for valuables and cash.
- Store Manager, whose duties will at a minimum include:
 - Maintaining daily activities in the storefront.
 - Monitoring and reporting staff behavior and quality of services.
 - Ordering and stocking office supplies.
 - Assisting with ordering inventory.
 - Provide guidance and leadership to other staff members.
 - Ensure overall consumer satisfaction and develop strategy and resolution in response to crisis situations.
 - Carry-out staff training and evaluation.
 - Create sales floor displays and measure consumer reaction.
 - Ensure the general well-being and success of the storefront while present.
 - The Store Manager will be required to carry a Bar Manager License.
 - Barista/Server/Bartender – 2 full time
 - All baristas/servers/bartenders will be trained on inventory and product lines to encourage sales and assist in customer purchase selections and education.

- All baristas/servers/bartenders will be trained in proper ID recognition and age verification processes.
- All baristas/servers/bartenders will also be trained on proper security protocols.
- All baristas/servers/bartenders will be trained on providing full-service help to those with disabilities or physical limitations and the elderly.
- All baristas/servers/bartenders will be required to carry a Class D Bartender's License.
- Accountant
 - Responsible for preparing financial reports, budgets, and financial statements.
 - Provide General Sales and Marketing Manager (owner) with financial analysis, development budgets, and accounting reports to help analysis feasibility and forecast trends.
 - Administer payroll and accounts receivable and payable.
 - Responsible for internal audits.
- Stocking and cleaning personnel
 - Ensure proper sanitation and cleanliness of the store at all times.
 - Cleaning both the front and back of establishment.
 - Ensuring proper stocking of inventory and reporting noticed shortages to management.
- It is estimated that the business will employ 4-6 people at any given time, to ensure the highest quality of service additional employees will be hired, as necessary. These employees will serve as experts in the operation and inventory of the store and will be trained on the product lines to offer suggestions and descriptions to better help consumers' selection.
- **Legal Structure and Ownership**
 - The business will be owned by Aman Lehal and Charnjit Kaur as the 50/50 members of Eclipse Lounge LLC.

TARGET CONSUMER BASE AND COMMUNITY OUTREACH

The proposed location of the business will serve as a much-needed face lift to the café and cocktail options in the surrounding area. While various coffeeshops and cocktail lounges sell coffee, snacks and pastry options, liquor, beer, and wine, the quality of the selection is often lacking, and the customer service leaves much to be desired. Eclipse Café & Cocktails will serve as a one-stop shop providing an experience for customers and community members to try socializing, try new products that have been locally sourced, learn about the products they are buying, and do so without the distraction of unrelated interruptions more expansive coffeeshops and cocktail lounges typically offer.

The store will be marketed to of-age individuals, primarily ranging from 30 years old and above, in the following categories:

- Residents, neighbors, and community members living near the store who are seeking socialization with neighbors and friends of the community.
- Tourists, visitors, and passers-by staying in nearby hotels or Airbnb's.
- Commuters who pass through the area on their way to and from work.

As our marketing efforts expand and word of our unique and sophisticated atmosphere is spread, we foresee our clientele expanding to bring in customers from outside of the local neighborhood seeking a particular vibe that caters to socialization and relaxation.

COMPETITION ANALYSIS

Through our marketing initiatives and differentiated and local product lines, as well the sophisticated environment, we are passionate about setting our store apart from other bars and restaurants in the area. By delivering a space where the community can come together to socialize and discuss local topics or unwind in an atmosphere with a sophisticated and classy vibe, our model offers a sense of community that our competitors cannot provide. We will also maintain a competitive edge by bringing in unique local options and offering our customers the ability to mix old with new.

Strengths

- **Location**
 - The location has plenty of parking spaces for the customers and is also conveniently located in the heart of North Milwaukee near I-43 and Green Bay Avenue which will

increase the customer flow to our store. Our store also provides an easily accessible route to the nearby Milwaukee River Parkway and Lincoln Park, which is a great area for those to meet before or after an espresso latte and quick bite at Eclipse Café & Cocktails.

- **Quality and Variety of Inventory and Products**

- We will carry the finest espresso and coffee products, with some rare local finds as available. Our liquor, cocktail, and N/A varieties will be custom designed and offered with a twist of sophistication and class.

- **Consumer Approach**

- Our customers are not just a dollar sign walking in and out of the door. To us, they are like family. We want to continue to see our customers come back time and time again, and to do this, we understand the importance of strategic marketing when determining prices and specials. Our strategy includes membership clubs for regular clientele, community-based clientele, and the one-to-two off clientele, as well as offering promotional events which will show our customers that we are invested in them.

- **The Space**

- Our building will provide the floor space that allows for impressive displays, local artwork, and areas offered for socialization, relaxation, and workspaces so that customers can decide what mood they want to be in when patronizing. Moreover, the vibes and atmosphere will resemble a large city cocktail lounge, while offering a studious space to be calm and relaxed or get necessary work done.

Weaknesses

- The fact that Eclipse Café & Cocktails will be “new” will pose a small weakness, but likely only a short term one that we should be able to overcome quickly as we inform the community and neighbors of our opening. Seasonal fluctuations will pose a slight weakness, as it does for many other service industries-based businesses. As we are all aware, high turnover rates have severally affected the service industry post COVID-19, however, we are prepared to offer higher starting wages, with more opportunities for growth within the business, to assist securing our employees long-term.

INVENTORY AND SALES STRATEGIES

Coffee, Espresso, and Hot Drinks/Iced Drinks

- Our inventory of espresso, coffee, and hot/iced drinks will include some of the finest products from Italy, Columbia, Ecuador, and other South American countries, as well as locally sourced materials such as honey and milk/cream products from Wisconsin farms. Our store will provide quality drinks from skillfully trained baristas, including:
 - Classic Americano, Cappuccino, Latte, Macchiato, and Espresso.
 - House made and quality crafted Carmel Macchiato, Hazelnut Mocha, Lavender Honey Latte, and White Chocolate Mocha.
 - All drinks can be provided to the specific client to meet their dietary restrictions and specifications and will be provided as hot, iced, or frozen, depending on the customer's desires.

Wine, Beer, and Liquor

- Our inventory will include a general stock of liquor and wine found in most cocktail lounges. In addition, and what we hope will set us apart, our store will sell the following items which are custom made:
 - Fruit infusion cocktails such as Tropical Splash, Watermelon Refresher, Berry Breeze, and Citrus Zing.
 - Rare highly allocated champagne.
 - Aged fine wine from different origins worldwide, including dessert wines and limited production wines.
 - Specialty cocktails with specific identification of coffee products that are hand crafted in the form of an Espresso Martini, Black or White Russian, and Irish Coffee.

Food Products

We are planning to keep very limited selection of food items to keep the purpose of the store sophisticated but still provide our customers with an option for quick bites, small snacks, and pastries that will pair with any café or cocktail products. Food products that will be served will include, but are not limited to:

- Buttery croissants and locally sourced scones with several options of locally selected jams.

- Warmer breakfast and brunch delights such as avocado toast, handcrafted banana bread, and locally sourced egg and sausage sandwiches.
- More shareable items can be purchased for the purposes of “Sharing While Socializing,” such as mini tacos, chips and salsa, mac n’ cheese bites, and bruschetta trio.

MARKETING AND SALES PLAN

- **Marketing Activities:**

- **Social Media:** Marketing and advertising efforts will include multiple social media campaigns to lure customers to the classy and sophisticated, yet modern, atmosphere Eclipse Café & Cocktails will provide. We will create a social media account for Eclipse Café & Cocktails, while also using local neighborhood clients to assist with promotion of the store. With the goal operating and providing customer service to the surrounding community, the staging of the “Local Power” will include specials designed to attract the local community members and neighbors.
- **Events:** We plan to host promotional events and tastings at the store to educate customers on new products, allow them to explore products they may not otherwise have tried, and to get them to overall spend more time in the store, with the goal of increasing sales and creating a community bond. These events will be in partnership with local artists, community members, and those seeking to provide partnership for the neighborhood activities.
- **Membership Clubs:** We are exploring the option of creating a members club designed for local members (“Local Power”), traveling members, and specific workplace members for surrounding businesses. We are also exploring a “Sharing While Socializing” Club that will promote socialization amongst the community and discussing local topics.
- **Grand-Opening Event:** We will hold a grand opening party the week of opening that will be heavily advertised throughout the surrounding neighborhoods to inform people of our location and that it is open for business.
- **Key Participants:** We will create strategic relationships with our neighbors and community members to ensure we are able to produce top quality service that is unique to the surrounding

area. We will also seek out key relationships with global and national distributors, but primarily focus on local distributors to ensure that our products provide a unique taste and quality that is uncommon to the area. These distributors will potentially play a key role in our events held at night or during the day. By creating these strategic partnerships, we can bring a wider range of exploration and socialization events to our customers.

FACILITIES

The space is currently rented by Ms. Lehal and will undergo several remodels before opening. The interior of the building will be rehabilitated, with new siding, signage and doors affixed to the exterior and a complete gut of the inside interior. Floorplan A identifies the placement of the traditional, yet modern and luxurious bar, while also adding additional gaming areas for pool, darts, foosball, and a couple of arcade machines.

Security and Safety

Understanding the risk and exposure to increased legal consequences that are associated with operating a café and cocktail store, we plan to take every precaution to ensure our customers are of legal age to purchase alcohol. We will also take every precaution to ensure the safety and wellbeing of our staff in handling situations that may arise due to criminal activity and theft. The store will be monitored 24/7 by interior and exterior security cameras that will also record activity and include face recognition systems. All staff will be trained on proper techniques to check the validity of a state-issued Identification Card or Driver's License (ID) along with requiring all patrons who look under the age of 30 present an ID to purchase and enter the business after 6:00 PM.

FINANCIAL PLAN/START UP CAPITAL

Because this business and its operations is contingent on obtaining the proper licenses and permits from the City of Milwaukee, the official start up costs and capital have yet to be determined. We are prepared to account for the extensive construction and remodeling efforts needed at the property, as well as costs for all inventory, payroll, and other expenditures that are sure arise throughout the initial start up.

Funding:

- Personal savings and income from existing businesses.
- Company will apply for a small business loan and grants, including façade improvement grants, white box grants, the Milwaukee Business ReStart Program, Brew City Match, and any other available loan, grant, or financial aid available to the business.

Ms. Lehal and the business accountant will evaluate the financial viability of the company on a quarterly basis, reviewing financial statements to determine if operational or spending modifications are in order to ensure fiscal responsibility and management.