

# BUSINESS PLAN

## The Cove – Jazz & R&B Lounge

Owner: Cory Carrigan

Location: 7427 W. Bradley Rd, Milwaukee, WI 53223

Business Type: Lounge (Limited-Service Kitchen + Beverage Service)

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## 1. Executive Summary

**The Cove – Jazz & R&B Lounge** is a community-focused venue offering a refined and relaxed atmosphere centered around **music, social engagement, and light dining**.

The business provides:

- Limited-service food offerings
- Beverage service (including alcohol, pending approval)
- Curated music experiences featuring jazz and R&B

Operating from **5:00 PM to 12:00 AM**, The Cove is designed to be a **safe, professionally managed environment** that offers an alternative to high-energy nightlife by focusing on ambiance, culture, and controlled operations.

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## 2. Business Concept & Model

The Cove is a **lounge-style venue** emphasizing atmosphere, music, and social experience rather than high-volume nightlife.

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# Core Offerings

## Limited Kitchen

A focused menu designed for efficiency and quality, including:

- Small plates and appetizers
- Wings
- Sliders/burgers
- Fish options
- Fries and light fare

Food is:

- Quickly prepared
  - Limited in scope for consistency
  - Available throughout operating hours
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## Beverage Service

- Non-alcoholic beverages
  - Alcoholic beverages (pending licensing)
  - Responsible service with strict ID verification
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## Music & Atmosphere

- Jazz and R&B music
  - Live performances or curated playlists (if applicable)
  - Lounge-style seating and social environment
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# 3. Mission Statement

To provide a **safe, sophisticated, and culturally enriching environment** where adults can enjoy music, conversation, and light dining in a professionally managed setting.

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# 4. Market Analysis

## Target Market

- Adults (21+)
  - Professionals and local residents
  - Individuals seeking a relaxed, upscale social environment
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## Market Need

The area benefits from:

- Low-key, safe evening venues
  - Alternatives to high-energy nightlife
  - Spaces focused on music, culture, and atmosphere
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## Competitive Advantage

- Jazz and R&B-focused lounge concept
  - Relaxed, controlled environment
  - Strong emphasis on safety and professionalism
  - Limited kitchen allows operational efficiency
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# 5. Operations Plan

## Hours of Operation

Sunday – Saturday: 5:00 PM – 12:00 AM

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## Operational Approach

The Cove operates as a **lounge environment** with:

- Continuous food and beverage service
- Music-driven atmosphere throughout operating hours

- Staff-managed environment ensuring safety and flow
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## **Customer Flow Management**

- Controlled entry during peak hours
  - Seating-based experience to reduce overcrowding
  - Staff oversight at all times
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## **6. Security Plan**

The Cove will implement a comprehensive security strategy:

- Interior and exterior surveillance cameras
  - Security personnel during evening hours
  - ID verification for alcohol service
  - Controlled entry during high-traffic periods
  - No loitering policy
  - Staff trained in conflict de-escalation
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## **7. Licensing & Compliance**

The business will obtain:

- Food establishment license (limited service)
- Class B liquor license
- Public entertainment license (if applicable)
- Occupancy permit
- Seller's permit

All operations will comply with local and state regulations.

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## **8. Organization & Staffing**

## **Owner/Operator**

Cory Carrigan

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## **Staffing Plan**

Estimated 6–12 employees:

- Kitchen staff
  - Bartenders
  - Servers
  - Security personnel
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## **Training**

Staff will be trained in:

- Customer service
  - Responsible alcohol service
  - Safety and conflict management
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## **9. Revenue Streams**

- Food sales
  - Beverage/alcohol sales
  - Event or live music nights (if applicable)
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## **10. Community Impact**

The Cove will:

- Create local employment opportunities
- Provide a safe and refined social space
- Enhance the local business environment

- Contribute to economic activity
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## 11. Financial Overview

### Startup Costs Include:

- Equipment and furnishings
- Licensing and permits
- Initial inventory

### Funding

Self-funded

### Goal

Reach operational stability within the first year

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## 12. Risk Management

### Key Risks

- Noise concerns
  - Alcohol-related incidents
  - Crowd management
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### Mitigation Strategies

- Controlled hours
  - Security presence
  - Staff supervision
  - Lounge-style seating to reduce congestion
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## 13. Timeline

- Licensing approvals: In progress
  - Build-out: 6–8 weeks
  - Opening: Within 60 days of approval
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## 14. Conclusion

The Cove – Jazz & R&B Lounge is designed to be a **safe, structured, and professionally operated business** that provides a unique, culturally focused experience.

By prioritizing:

- Controlled operations
- Customer safety
- Community value