



**WILD  
BUBBLE**



# BUSINESS PLAN

PRODUCTS & SERVICES | COMPANY SNAPSHOT | FINANCIAL SNAPSHOT

WILD BUBBLE

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## Executive Summary

Dear Sir/Madam,

I am pleased to inform you that I plan on opening a new specialty restaurant business, Wild Bubble, in the Town of Ajax, in the Province of Ontario. This new business will specialize in the sale of delectable bubble tea, complemented by a variety of small dishes. In particular, Wild Bubble features the highest-quality fine Asian desserts and beverages. We will utilize a variety of flavour profiles that are defined by specialty ingredients such as black glutinous rice, tofu pudding, grass jelly, and other unique items. Desserts are served in both hot and cold preparations, and will quickly gain a following in the local and surrounding communities. In addition, our café will serve a variety of small savoury dishes as well, which are sure to tempt the most discerning palate. We will place a high degree of emphasis on food quality and overall customer service to maintain high standards, ensuring the full satisfaction of our diners and allowing us to grow a solid customer base from which to derive revenues.

I, Mr. Johnny Cage, am an experienced restaurant professional with over 10 years of restaurant and hospitality industry experience, and in particular, extensive experience as a managerial professional. I have excellent leadership and communication skills that have contributed to my success in this competitive and thriving industry. In addition,



## Executive Summary

I have a thorough understanding of best business practices and customer service, which will be a value-add in this new restaurant business. I have extensive experience working in similar bubble tea stores and will use my expansive experience to ensure that I successfully run this new endeavour. My comprehensive experience will be a value add in the establishment of this new business venture. I will successfully run this new business venture with an eye to success and profitability, ensuring that we are able to effectively run this new restaurant in the Town of Ajax.

My combined skillset will ensure that I am able to deliver excellent customer service, while my love and passion for quality cuisine will lead to the business quickly developing a following in the local area and a regular client base. My goal is to quickly establish and initiate operations by April 1, 2020, once I complete some minor renovations. I am currently seeking a government guaranteed loan in the amount of \$350,000 inclusive of registration fees from the Chartered Bank, to finance brand new equipment and leasehold improvements. I would also like a \$5,000 business credit card for everyday business expenses and a \$5,000 business overdraft for any unforeseen cash flow shortages. As per the opening balance sheet provided, I have injected over \$254,000 of my own funds into starting up this business.

I appreciate your consideration in reviewing my business needs, and hope that it will lead to the development of a long-term business relationship with the Chartered Bank.

### Background





## Executive Summary

Mr. Johnny Cage is a skilled and competent professional with over 10 years of experience in the hospitality and restaurant industry. He is an educated professional with a Bachelor degree in arts, with a specialty in mathematics, from the prestigious University of Toronto. His work experiences are broad and varied, which has allowed him to develop and hone an extensive skillset, which will be of benefit in opening this new business venture. Furthermore, his success in these roles was complemented and enhanced by his exemplary communication and interpersonal skills, which includes fluency in Mandarin, Cantonese, and English. He previously worked as a customer service representative and host for a location of Swiss Chalet Rotisserie & Grill, where he gained extensive experience with customer service and serving food as a member of the front-of-house staff.

He also works as a guest service agent at the Sheraton Parkway Hotel, and an administrative customer service representative at Laundry Blue. In addition to these quality experiences, he also worked as a customer service representative for Rogers Communication, and as a credit card specialist for TD Bank. In these various roles, he honed his customer service experience, as well as his leadership and administration skills. In a managerial capacity, he was responsible for all aspects of day-to-day operations. This included hiring and training staff, overseeing inventory costing and ordering, and ensuring full customer satisfaction. In addition, he was responsible for supervising the staff and maintaining overall organization at all times.

This included exemplary customer service and ensuring that customer service quality was consistent and excellent. Mr. Cage also has worked for a variety of bubble tea shops in his native Hong Kong, including Cha Long and Tenren's Tea, where he worked as the head manager. In these roles, he has gained a comprehensive and thorough understanding of this business model. He is responsible for all aspects of day-to-day operations, including hiring and training staff, marketing, advertising, and other aspects of administration. Mr. Cage will now capitalize on his extensive experience and understanding by opening this new restaurant venture, with the goal of potentially opening further locations in the future.

End of Sample Business Plan