

1.0 Executive Summary

This business plan will show how a total investment of only \$101,500 could yield cumulative net profits in excess of \$600,000 over a five-year period, and average monthly sales of \$72,000, while maintaining adequate levels of liquidity.

The purpose of this plan is to secure additional funding from an investor and a bank (\$29,500 investment, and \$30,000 five-year term business loan), to cover the start-up costs.

Take-Out Pizza, Inc. is a family-run start-up business dedicated to providing excellent quality New York-style pizza to the residents of Local Bay area, in a manner that generates fair and equitable returns for present and future owners, and superior value to our customers. We specialize in creating and offering a variety of deliciously different pizza.

The Local Bay area has experienced explosive growth over the past five years. Over one million residents now live in the area. Local businesses are slowly catching up with this new opportunity. We are opening a new pizza take-out and delivery service that will focus on the Local Bay area.

Currently, the closest pizza restaurant is one mile away from our intended location in the Local Bay area. Take-Out Pizza, Inc. will offer a better product, at a reasonable price, and will deliver it on time to the customer's door.

1.1 Objectives

- To attract a minimum of 100 regular customers per day for pizza take-out and delivery, in the first year of operations;
- To offer our customers excellent pizza services, at a reasonable price, and provide outstanding customer experience, measured by minimum 5 percent yearly sales growth, and customer complaints less than 1 percent.
- To generate positive cash flow from operations, and at least 10 percent net profits to sales.

1.2 Mission and Vision

Take-Out Pizza Inc.'s *mission* is to offer residents of the Local Bay area the best pizza service in the area. We are committed to providing the service quality and value that our customers expect.

Take-Out Pizza, Inc. will use its strategy, staff, and systems to provide each customer with a seamless three-part customer experience -- service product (New York-style pizza), service environment, and service delivery -- each part of which will meet or exceed our customers' expectations.

Our vision is to become the first choice of pizza in Local Bay area, and a respected company -- as measured by our customers, our employees, our shareholders, and the community we live in.

Our values are critical to our success. They are the strong foundation of Take-Out Pizza, Inc., define who we are, and set us apart from our competitors. They underlie our vision of the future. These values include:

- Performance excellence. We act like responsible owners, always seeking to meet or exceed expectations.
- Teamwork. We act as a team, committed to each other, and bound by trust and loyalty.
- Integrity. We treat one another, and all our stakeholders with dignity and respect. Honesty, ethical behavior, and integrity are fundamental characteristics of our business conduct.