

# **Bar of O.Z**

**Park Slope  
Brooklyn, New York, 11215  
718-564-4324**

**Olivia Elias & Zari Wayman**

## **Mission Statement**

We believe in the Bar of O.Z and that it will succeed for as long as we decide to have it open. Our reason is simple: everyone drinks! Maybe not to excess or maybe not everyday but people do drink. And what better place to come in and have a great time than to a bar whose main mission is for their customers to have a great time, drink some alcohol, and play a few games?

## **Executive Summary**

The Bar of OZ is located in Park Slope of Brooklyn, New York. It's a fun, cool bar where you can unwind after a long day of work. Everyone and anyone can come inside, have a drink, and enjoy some classic meals. Our bar has foosball tables, pool tables, and dart boards.

Our target market are people between the ages of 21 and 45. A possible customer is someone who's coming from a long day of work and wants to unwind with a few drinks and a game of pool. We hope for people to come in, have a great time, and possibly make a friend or two.

## **Target Market**

Nowadays everyone wants to enjoy a nice drink after a stressful day at work. Our company target market is young adults between the ages of 21- 45. We are in 2017. Our customers have big expectations on what we will be providing for them. They are looking to have a great time with their friends and being able to end their night with the expectation of recommending our bar to the rest of the world. Our main focus is on aged employed customers and celebrities who may come into our bar and enjoy the fresh warm atmosphere at The Bar of O.Z.

## **Trends**

Trends come and go. At the time of one's success, businesses take the advantage of using them to help promote their business. The Bar of O.Z will be using the trendiest methods possible to attract customers and help to make them loyal ones. Everyone has a social media account where they post pictures of places they adventure to which helps promote said business. Our consumers have become more curious about what they are drinking over the years. Information on what is being consumed will be available on each bottle of alcohol. This will allow wholesale sales to increase because the consumers will become loyal to their brand of choice and experiment with other flavors. A well packaged product is what ends up being advertised everywhere whether it is on social media, posters, or billboards.

## **Methods of Distribution**

The Bar of O.Z has taken into consideration all of the trends that can make our business grow and help us achieve our short and long term goals. Our first method to approach our customer or to spread the word about us will be:

- ❖ To create its own HashTag(#) so customers who are on social media can use it. We will let our customers know how to be featured on our social media pages by using the hashtag or tagging them in a post. If our account reaches half a million followers, we can easily be certified by the social network we're on to become a very popular page. With the help of customers being tagged in posts, we hope that everyone can gain more followers and increase their popularity.
- ❖ What better way to gain business than by hosting an event? A person, or persons, can have a party in the special event section of our bar. They'll have their own mini bar filled with the alcohol of their choosing and a menu specifically for their event. All rules apply in which only 21+ are allowed in the bar. This will allow for the Bar of O.Z to get new clientele and have other people consider hosting events at our location.
- ❖ To telemarket our bar. We always hear and see upcoming businesses being promoted on TV, radio and social media. Wayman and I would contact online and paper magazines where they would give us a small section in their magazine to write about our business. Magazines like Time Out would be great because their headquarters are in Manhattan of New York City. Time Out magazine is always distributed in high populated areas like Borough Hall or Tribeca.

## **Alcohol Industry Information**

- ❖ According to statistics the value of beer, wine, and distilled alcoholic beverage in 2012 reached to about 15.2 billion U.S. dollars.
- ❖ In the United States between 1850 and 2014 there have been many changes regarding the Alcohol Industry. In 2009, the alcohol consumption per capita from spirits in the country was 0.74 gallons of ethanol (which is pure alcohol). The Health People program initiated by the U.S. Department of Health and Human Services established a nationwide objective of no more than 2.1 gallons of alcohol per capita.

### **North America Alcohol Industry Statistics**

#### **Revenue Growth in Percent :**

- ❖ “The ‘Revenue Growth’ shows the year-over-year revenue development of the selected market (market segment, region) in percentage terms.”
- ❖ “The Beer segment is expected to show a revenue growth of 3.1 % in 2018.”

#### **Average Per Capita in U.S Dollars :**

- ❖ “The average revenue per person in the market for Alcoholic Drinks amounts to US\$472.91 in 2017.”
- ❖ “The ‘Average Revenue per Capita’ is the average market value of the selected market (market segment, region) per person in US dollars for each year.”

#### **The Volume in Million Litres:**

- ❖ “In the market for Alcoholic Drinks, volume is expected to amount to 34,111.0 ML by 2020.”

Average Volume Per Capita in Litres:

- ❖ “The average volume per person in the market for Alcoholic Drinks amounts to 92.5 L in 2017.”

Price Per Unit in U.S Dollars:

- ❖ “The average price per unit in the market for Alcoholic Drinks amounts to US\$5.11 in 2017”

Global Comparison- Revenue in million U.S Dollars in 2017:

- ❖ “With a market volume of US\$154,025m in 2017, most revenue is generated in the United States.”

## **Management**

The management team at The Bar of O.Z has proven record of great leadership and entrepreneurial experience, as well as success. Our innovative business strategy is the reason our management team stays on task and makes sure our revenues improve each year. Each employee has extensive experience in the foods and beverage industry. Listed are all of our management positions:

### **CEOs of The Bar of O.Z**

*Olivia Elias & Zari Wayman* opened up the doors to *The Bar of O.Z* in December 2016 after both being managers at high end bars in Manhattan, The Skylark and Brandy Library. While working at The Skylark, *Elias*, had the responsibility to take care of paperwork, the atmosphere of the bar, customer service and the staff to maintain their energy levels on top. The Skylark was opened in the heart of Manhattan, Times Square, with a classically styled cocktail lounge and expansive panoramic views for their customers to enjoy while having a drink with friends and family. *Elias* also took care of special events and parties that took place there. As for *Wayman*, working at The Brandy Library which first opened its doors in 2004 in Tribeca had the same responsibilities. The bar hosted parties and special events for big firms. The Brandy Library also offered tastings of wine and some of the most exquisite spirits they had.

In their role, *Wayman* and *Elias*, as co- owners of *The Bar of O.Z* have responsibilities of managing the marketing and sales reports of the bar, payroll for the employees and different methods of public awareness to increase business popularity.



## Front of The House Staff

### Bartenders

**Justin Brunis** our specialized bartenders, who previously worked for cateringstaff.com company. The company provides a large selection of different professional catering positions and offer great customer service for special events and large parties. **Brunis** was top of all the bartenders the company provided, majority of the events the company were booked for, **Brunis** was part of the team. More like the leader. So as you can tell his area of expertise is absolutely outstanding, which of course we had to add him to our team of experts. Justin Brunis decided to work for us because he preferred a more laid back working environment but also a fresh new start with a different company. His responsibilities include:

- Serving all types of drinks
- Bar Stock
- Maintain his station clean

**Lissandra Martinez** our assistant to the specialized bartender (Second Hand) who is also in charge of keeping the bar clean and pouring drinks for customers. She previously worked at 169 Bar where they specialize in making sure your night is full of Soul Jazz Funk and crazy electrical drinks. **Martinez** is **Muniss'** right hand, whenever he is not available to come in she takes over for him.

## Servers

***Dominick Miles*** is one of our specialized servers. Miles provides great customer service with his outstanding waiter experience from previous job. He is in charge of taking our customers orders and keeping our tables and the rest of our furniture clean.

***Devan Martin*** Another of our specialized servers with strong training in the field.

This is her first time job which Wayman and I decided to give her a shot due to her ability to stay focused in a fast paced environment. She did an outstanding job during her training days.

***Kacey Stanley*** who worked as a part time waitress at TGIF ( Thank G-D It's Friday) for two years. She also worked at Botanica Bar for three years.

***Donald Stanley*** has worked as a full time waiter at TGIF alongside sibling ***Kacey Stanley*** for three years. He also has experience in retail working for Michael Kors as a full time Sales Associate for two years.

***Jessie Sanchez*** has worked as a full time waiter at Outback Steakhouse for nearly three years. His experience in serving customers with a great attitude is outstanding. Jessie not only knows he has to serve the customers in a positive manner but also likes doing it, he says it helps him meet people all around the world by being a waiter.

***Awilka Lewis*** is a young caterer who first started doing what she does best when she was only 16. She loved baking in general so she started her own small business at home. By the age of 18 she was well known in the neighborhood as the youngest caterer they have ever met who not only specializes in baking but cooking delicious recipes from her home country, Dominican Republic. Awilka's ability to interact with customers and keep them entertained is surely something The Bar of O.Z is looking for in our employees.

**Reign Donnelly** at the age of 21 he launched his own business by selling customized t-shirts with logos that were found interesting by his audience. Working at The Bar of O.Z is sort of his side job and is able to adapt to our fast paced environment. He may not have experience in the alcohol/ food industry but his skills are definitely impressive.

**Kathy Kennedy** is our fashion guru at The Bar of O.Z but also a great people's person. She has previously worked at Red Robin as a waitress and is currently in school working on her Bachelor's degree in fashion design.

## **Back of The House Staff**

### **Chefs**

***Anthony Delorenzo*** has previously worked at Gotham Bar and Grill as an executive chef. He recently lost his job due to the Bar and Grill hiring another chef. We decided to give Delorenzo a try and during his training he really impressed us. His passion for cooking is noticeable, with excellent leadership skills Delorenzo will be serving our customers delicious traditional american food.

***Marcus Jenkins*** was part of The Blue Hill family as a chef at a high end dining in Greenwich Village. Jenkins felt his skills were not appreciated so he decided to leave and give himself another try at what he loves to do best, which is cook delicious foods and keep his guests happy. We are really looking forward to seeing him shine.

***Jennifer Cherry*** - Dishwasher, she previously worked at a Deli Store in Bay Ridge Brooklyn, New York.

***Denzel Handy*** Dishwasher, previously worked at Mcdonalds as a cashier.

***Jose Carlos Juarez*** Dishwasher, previously worked at Mocha Mocha Cafe in Bay Ridge Brooklyn, New York as a full time dishwasher.

## SWOT Analysis

<p>Strengths</p> <ol style="list-style-type: none"><li>1. Offer a unique selection of alcohol</li><li>2. There's fun games to play with waiting for guests and/or food</li></ol>	<p>Weaknesses</p> <ol style="list-style-type: none"><li>1. Loss in revenues due to the lack of customers</li></ol>
<p>Opportunities</p> <ol style="list-style-type: none"><li>1. An increased amount of social media attention</li><li>2. Sponsors from other businesses</li></ol>	<p>Threats</p> <ol style="list-style-type: none"><li>1. Rent</li><li>2. Competition can increase</li><li>3. Assets can decline</li></ol>

# **The Bar of O.Z**

Prospect Park, Brooklyn , New York 11215  
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## **Profit and Loss Statement** For the period May 1, 2017 - May 1 2018

### **Income**

Sales	<u>\$1,140,000</u>
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### **Cost of Goods Sold**

Beginning Inventory	\$400,000
Available Inventory	<u>\$400,000</u>

<b>Gross Profit</b>	<b>\$740,000</b>
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### **Expenses**

Advertisement	\$13,400
Bank Loan	\$200,000
Furniture + Equipment	\$12,480
Payroll	\$47,520
Rent	\$102,000
Liquor License	\$2,000
Other	<u>\$9,226</u>

<b>Total Operating Expenses</b>	<b>\$376,826</b>
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<b>Net Profit</b>	<b>\$463,174 (Gain)</b>
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## **Projection Year - to - Year Statement**

The Bar of Us has opened its doors to the public as of May 1, 2017. Our net profit for the year will be an estimate of \$463,174 if our monthly sales are of \$90,000. Although we could experience a greater net profit for our second year due to the experience we will have during our first year. For the second year we will not have to worry about the purchase of the whole bar itself but the rent only, we will also upgrade some of our furniture so our customers will have a more comfortable sitting area. We will also be focusing on the amount we spend for our Alcoholic beverages since most of our revenues come from that. Instead of spending an estimate of \$30,000 a month we will add \$5,000 so we could have extra inventory in case of a busy night. As for the food section at the bar we will be also increasing our purchase amount from an estimate of \$15,000 to \$20,000 for future reference, such as a busy night. We intend to make our company succeed and extend it to other locations in New York. The Bar of O.Z also intends to expand its current space for any special occasions or even teach others on the wonders that is to make a special drink. If we are able to get to this point our Net Profit will increase from thousands to millions, definitely our long term goal.