



LE MONT TACOSS

Creating a memorable and immersive takeout and dining concept experience for our patrons

BUSINESS PLAN

CONFIDENTIALITY STATEMENT

The undersigned reader of LE MONT TACOS's Business plan hereby acknowledges that the information provided is completely confidential. Therefore, the reader agrees not to disclose anything found in the business plan without the express written consent of the founders. It is also acknowledged by the reader that the information to be furnished is confidential in all aspects and that any disclosure of the same by the reader may cause serious harm and damage to LE MONT TACOS. This business plan document will be immediately returned to the founder upon request.

This is a business plan. It does not imply an offer of any securities.

Applicable Law

This contract shall be governed by all applicable Laws.

Signature

Printed Name



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1.0 EXECUTIVE SUMMARY

LE MONT TACOS, a distinguished franchisee from Canada, is embarking on an exciting venture to introduce the celebrated MONT TACOS brand to the American market. Our current flagship location on Saint-Denis Street, Montreal, has established a strong reputation for offering delectable French TACOS and the finest poutine. This strategic location, situated at 4505 Saint-Denis Street, enjoys high visibility and is conveniently located just a four-minute walk from the Mon-Royal metro station, making it a favored destination for locals and tourists alike. Building on our success in Montreal, we are thrilled to announce our expansion into the vibrant downtown area of Manchester, USA. Our chosen site in Manchester is a prime food hub, surrounded by bustling bars and nightclubs, making it an ideal spot for late-night dining. The proximity to the SNHU Arena, which attracts large crowds for various events, and Southern New Hampshire University, just a five-minute drive away, ensures a steady influx of students and event-goers.

Additionally, nearby hotels like the Tru Hotel and DoubleTree by Hilton provide a convenient dining option for tourists and business travelers, promising high visibility and diverse customer traffic. The menu at MONT TACOS will be meticulously tailored to cater to the American market while maintaining the authenticity that has made our brand a success. We will incorporate local and farm-fresh products to give our dishes a homemade feel that resonates with the community. Our offerings will include an array of savory French TACOS, classic poutine, homemade savory milkshakes, and innovative items like Nutella and pancake-based sweet tacos, as well as vegan options. We are committed to continually innovating and introducing new items to satisfy and delight our customers. LE MONT TACOS will provide an enchanting and pleasant setting for our customers to meet, discuss, and relax. Our establishment will offer a neat and warm service in a peaceful and attractive environment.

We stand out from the competition through the quality of our products, the diversity of our menu, and the inviting ambiance of our restaurant. Customers will have the unique opportunity to compose their own sandwiches according to their tastes and preferences, and we will be the only fast food restaurant to offer sweet sandwiches fried to perfection. Our primary clientele will include local residents, nearby workers, and students. Specifically, we anticipate that young high school and local students will form a significant portion of our customer base, as dining in groups during lunchtime and after school is a favored activity for this demographic. This segment represents 50% of the typical fast-food customer base. Additionally, workers from the surrounding area, as well as young people and students who frequent the nearby bars and nightclubs, will be another key segment. These customers often consume fast food products multiple times a day, making them a crucial part of our target market.

Our secondary clientele will consist of other city residents and passing customers who will enjoy our diverse offerings. In our competitive analysis, we have identified no direct competitors that match the unique offerings of MONT TACOS. Nearby restaurants such as The Gyro Spot, B's Tacos & More, and California Burritos provide Mediterranean and Tex-Mex options but do not offer the same combination of quality, diversity, and customization that we do. Our focus on French TACOS, high-quality ingredients, and a customer-centric dining experience sets us apart in the fast-food landscape. Our business concept emphasizes a holistic approach that encompasses furniture, equipment, decoration, environment, and types of customer service. Each component is carefully curated to match market requirements, ensuring quality and originality. We prioritize the quality of our products, with stringent requirements for our suppliers to provide the best ingredients.

Our staff will be trained to deliver impeccable service, creating an atmosphere where customers feel valued and comfortable. Pricing at MONT TACOS will be slightly lower than that of our competitors, based on market study

results that show a preference for competitive pricing among local students. This pricing strategy aims to attract customers while highlighting the distinctive features of our products.

Our communication efforts will focus on retaining a substantial number of potential customers to ensure the development of our business. Initial promotional items will be distributed to nearby businesses, shops, and households, along with discount coupons to encourage visits. Advertising posters will be placed on various media throughout the surrounding area, and local newspaper insertions will be used in the first two weeks of our launch. Loyalty cards will be offered to customers, providing free consumption after a set number of purchases. The MONT TACOS brand has enjoyed significant success and growing visibility in our community. We are confident that our expansion into Manchester will replicate this success, offering high-quality, relatable food options in a welcoming environment. Our commitment to innovation, quality, and customer satisfaction will ensure that MONT TACOS becomes a beloved dining destination in the heart of Manchester.

BUSINESS MODEL

Our business model at LE MONT TACOS is designed to capitalize on our unique offerings, market positioning, and operational strategies to drive sustainable growth and profitability in the competitive fast casual dining industry.

Key Components of Our Business Model:

- **Unique Product Offering:** Our menu features French TACOS, savory poutines, and innovative items like Nutella and pancake-based tacos. We differentiate ourselves by offering high-quality, locally sourced ingredients that appeal to diverse tastes and preferences.
- **Target Market:** Our primary target market includes local residents, nearby workers, and students from educational institutions such as Southern New Hampshire University. We also cater to tourists and business travelers staying at nearby hotels, capitalizing on the area's vibrant nightlife and event venues.
- **Strategic Location:** Our choice of location is a crucial element of our success. Situated in the heart of downtown Manchester, our restaurant benefits from high visibility and diverse customer traffic. Proximity to popular bars, nightclubs, the SNHU Arena, and Southern New Hampshire University ensures a steady stream of patrons, from students and event-goers to tourists and business travelers.
- **Customer Experience:** We prioritize delivering an enchanting and welcoming dining experience. Our restaurant ambiance, attentive service, and customizable menu options create a memorable visit for every customer, fostering loyalty and positive word-of-mouth.
- **Innovation and Menu Development:** Continuous innovation in menu development allows us to stay ahead of culinary trends and meet evolving customer preferences. By introducing new flavors and seasonal specials, we keep our menu exciting and relevant.
- **Competitive Pricing:** Our pricing strategy is designed to attract a broad customer base, particularly local students and young professionals. By offering high-quality products at slightly lower prices than our competitors, we provide excellent value for money. This competitive pricing helps us appeal to budget-conscious customers while highlighting the distinctive features of our offerings.

By adhering to these strategic pillars—unique product offerings, targeted market approach, strategic location, exceptional customer experience, competitive pricing, operational efficiency, innovation, effective marketing,

diversified revenue streams, and commitment to sustainability—we position LE MONT TACOS for long-term success and growth in the competitive fast casual dining market of Manchester and beyond.

BUSINESS MODEL CANVAS

Key Partners <ul style="list-style-type: none"> Local suppliers for fresh ingredients. Delivery service providers. Marketing and advertising agencies. 	Key Activities <ul style="list-style-type: none"> Menu development and innovation. Sourcing high-quality ingredients. Operational management of restaurants. Marketing and promotional campaigns. 	Value Proposition <ul style="list-style-type: none"> Unique and diverse menu of French TACOS, gourmet poutines, and innovative Nutella and pancake-based tacos. High-quality, locally sourced ingredients. Affordable pricing compared to competitors. Enchanting and pleasant dining experience. 	Customer Relationship <ul style="list-style-type: none"> Personalized customer service. Loyalty programs and discounts. Customer feedback loops for continuous improvement. 	Customer Segments <ul style="list-style-type: none"> Primary Segments: Local residents, nearby workers, students (high school and university). Secondary Segments: Tourists, event-goers, and passing customers.
	Key Resources <ul style="list-style-type: none"> Culinary team and chefs. Trained staff for customer service. Strategic supplier partnerships. Well-designed restaurant locations. 	Key Metrics <ul style="list-style-type: none"> Customer satisfaction scores. Sales growth and revenue targets. Customer retention rates. Average order value and frequency. 	Channels <ul style="list-style-type: none"> Physical restaurant location for dine-in and takeout orders Online platform for digital ordering and delivery services Social media and digital marketing channels for brand promotion and customer engagement 	
Cost Structure <ul style="list-style-type: none"> Ingredient and raw material costs. Labor costs. Rent and utilities for locations. Marketing and promotional expenses. Operational overheads. 		Revenue Streams <ul style="list-style-type: none"> Sales from food and beverage items. Upselling of premium menu options. Catering services for events. Branded merchandise sales. 		

KEY TO SUCCESS

LE MONT TACOS's success in the competitive fast-food industry hinges on several critical factors, each meticulously designed to ensure our brand's growth and customer satisfaction. Our strategies encompass product quality, customer experience, innovative marketing, and community engagement.

- Superior Product Quality:** At the core of our success is the uncompromising quality of our ingredients. We will source the finest local and farm-fresh products to ensure that every dish meets our high standards. Our menu features a diverse range of offerings, from our signature French TACOS and poutine to innovative items like

sweet tacos and vegan options. This commitment to quality ensures that our customers enjoy a memorable dining experience every time they visit.

- **Diverse and Innovative Menu:** We will continually expand and innovate our menu to cater to diverse tastes and dietary preferences. By offering customizable options and introducing new items regularly, we will keep our customers engaged and excited about our offerings. This adaptability will help us stay relevant in a dynamic market and attract a wide range of customers.
- **Exceptional Customer Experience:** Providing a welcoming and enjoyable dining environment is paramount. Our restaurant will feature an enchanting and attractive setting, with attention to detail in furniture, décor, and overall ambiance. Our staff will be trained to deliver impeccable service, ensuring that every customer feels valued and appreciated. This focus on creating a positive experience will encourage repeat visits and fosters customer loyalty.
- **Effective Marketing and Communication:** Our marketing efforts are geared towards building brand awareness and customer loyalty. Initial promotional campaigns, including flyers, discount coupons, and local advertisements, will help attract attention to our grand opening. Continued engagement through social media, local events, and loyalty programs will keep our brand top-of-mind and encourage repeat business.
- **Community Engagement:** We aim to be an integral part of the Manchester community by participating in local events and supporting community initiatives. By building strong relationships with local residents, businesses, and organizations, we foster a sense of belonging and loyalty among our customers.
- **Employee Training and Development:** Investing in our staff is essential for maintaining high standards of service. Comprehensive training programs ensure that our employees are knowledgeable, courteous, and capable of delivering exceptional customer service. A motivated and well-trained team is vital for creating a positive dining experience and upholding our brand's reputation.
- **Operational Efficiency:** Streamlined operations and efficient management practices are key to our success. From inventory management and supply chain optimization to kitchen workflows and customer service protocols, we will ensure that every aspect of our business runs smoothly. This efficiency will allow us to maintain consistent quality and service, even during peak hours.
- **Adaptability and Innovation:** The fast-food industry is ever-evolving, and our ability to adapt and innovate is crucial for long-term success. We will stay abreast of market trends, customer preferences, and emerging technologies to continually refine our offerings and operations. This proactive approach helps us remain competitive and relevant in a dynamic marketplace.

By focusing on these key elements, LE MONT TACOS is well-positioned to replicate the success we have achieved in Montreal and establish a strong presence in the American market. Our commitment to quality, customer satisfaction, and community engagement will ensure that MONT TACOS becomes a beloved dining destination in Manchester and beyond.

RISK ANALYSIS

This section identifies and analyses the likelihood of potential issues that may impede the growth and continuity of LE MONT TACOS during business operations. So, we have identified likely and possible risks that may hinder the organization from achieving key business initiatives. We will proactively and continuously examine and manage potential challenges through a thorough risk management approach.

TYPE OF RISK	RISK	MITIGATING STRATEGY
COMPETITION	Competition risks the likelihood of not reaching our goals (declining sales revenue and margin) due to competitive forces in the marketplace. Competition may be from direct or indirect competitors from emerging and principal players, and other companies.	<ul style="list-style-type: none"> • Tapping into the needs of the target market, knowing their pain point by developing a unique selling proposition for differentiation • Improved customer service • Employ effective marketing strategies • Conduct regular competitor analysis • Base decisions on robust research and figures • Adopt diversification of strategy in a volatile market situation • Employ advanced technology
Program/PROJECT	This is the likelihood of not meeting the expectation of customers owing to inadequate resources, lack of information, resource lack of motivation, budget overrun, etc.	<ul style="list-style-type: none"> • Improved communication • Increase focus on compliance with stakeholders • Modularisation of services
FINANCIAL	Insufficient funding to operate at an expected level and maintain a robust business operation. Loss of profit, poor cash flow, low sales	<ul style="list-style-type: none"> • Maintain a higher degree of flexibility. • Adopt diversification strategies. • Practice proper and strategic cash flow management. • Create a budget that factors in overhead costs and reduces expenses. • Adopt an ideal pricing strategy.

RISKS MANAGEMENT

Risk management is a critical aspect of any business, and LE MONT TACOS should proactively identify, assess, and mitigate potential risks. Here are some key risks to consider and strategies to manage them:

- **Market Competition:** The F&B industry is highly competitive, and there is a risk of competition from existing and new players. To mitigate this risk, it is essential to differentiate our offerings, focus on unique value propositions, and regularly monitor the market to identify emerging trends and customer preferences. Additionally, building strong customer relationships and implementing effective marketing strategies will help create customer loyalty and maintain a competitive edge.
- **Operational Challenges:** Running a restaurant involves various operational challenges, including food quality consistency, staffing issues, supply chain disruptions, and equipment breakdowns. To manage these risks, establish standard operating procedures (SOPs), ensure proper training and supervision of staff, maintain strong

relationships with suppliers, and have contingency plans in place for unexpected events. Regular maintenance and equipment inspections can help minimize the risk of breakdowns.

- **Food Safety and Hygiene:** Ensuring food safety and maintaining high hygiene standards is crucial to avoid reputational damage and legal issues. Implement proper food handling procedures, train staff on food safety practices, and comply with local health regulations. Regular inspections and audits can help identify and rectify any potential risks or non-compliance issues.
- **Fluctuating Costs:** The cost of ingredients, labour, and other operational expenses can fluctuate, impacting profit margins. To manage this risk, closely monitor costs, establish relationships with reliable suppliers, negotiate favourable pricing agreements, and periodically review menu pricing to ensure profitability. Diversifying suppliers can also help mitigate the risk of supply disruptions and price fluctuations.
- **Financial Risks:** Financial risks include insufficient cash flow, revenue fluctuations, and unexpected expenses. Develop a robust financial plan, including cash flow projections and budgeting. Maintain adequate working capital, establish relationships with financial institutions for potential financing options, and regularly review financial performance to identify and address any financial risks.
- **Regulatory Compliance:** Compliance with local laws and regulations is crucial to avoid legal issues and penalties. Stay updated on relevant regulations, obtain necessary licenses and permits, and ensure compliance with health and safety standards, employment laws, taxation requirements, and any other applicable regulations. Consult legal professionals or advisors when needed to ensure full compliance.
- **Reputation Management:** Negative reviews, customer complaints, or public relations issues can damage the brand's reputation. Implement a strong customer feedback management system, promptly address customer concerns, and actively engage with customers through social media platforms and review websites. Encourage positive online reviews and testimonials to maintain a positive brand image.
- **External Factors:** External factors such as economic downturns, natural disasters, and political instability can impact business operations. While some external risks are beyond control, having a business continuity plan and insurance coverage can help mitigate the impact. Diversifying the customer base and revenue streams can also reduce dependence on a single market or segment.
- **Technology Risks:** Reliance on technology for operations, online platforms, and data management poses risks such as cybersecurity threats, data breaches, and system failures. Implement robust cybersecurity measures, conduct regular data backups, and ensure staff training on cybersecurity best practices. Engage IT professionals to perform periodic security audits and keep systems up to date.
- **Staff Retention and Training:** Employee turnover and lack of skilled staff can impact operations and customer service. Implement effective recruitment strategies, provide training and development opportunities to retain talented employees, and foster a positive work environment. Regular performance evaluations and incentives can help motivate staff and improve retention rates.

By identifying and proactively managing these risks, LE MONT TACOS can enhance its resilience, protect its brand reputation, and ensure long-term success in the F&B industry. Regular review and monitoring of risks should be incorporated into the business's overall risk management strategy.

2.0 COMPANY OVERVIEW

Our company, LE MONT TACOS, is a successful franchise from Canada renowned for its unique offering of French TACOS and gourmet poutine. With a flagship location on Saint-Denis Street in Montreal, we have established a strong reputation for quality and innovation in fast-casual dining. Now, we are excited to bring our proven concept to downtown Manchester, USA, marking our expansion into the American market. LE MONT TACOS prides itself on offering superior quality products and a diverse menu that caters to a wide range of tastes. Our commitment to using local and farm-fresh ingredients ensures that every dish retains a homemade feel while appealing to the American palate. From savory French TACOS to indulgent sweet options and refreshing homemade milkshakes, our menu is designed to satisfy diverse customer preferences. Our chosen location in downtown Manchester is strategically positioned as a prime food hub surrounded by vibrant nightlife, including bars and nightclubs, making it an ideal destination for late-night dining. Situated near the SNHU Arena and Southern New Hampshire University, our restaurant will benefit from a steady flow of event attendees, students, and business travelers. The proximity to hotels such as Tru Hotel and DoubleTree by Hilton further enhances our visibility and accessibility to a diverse customer base.

In Manchester, we differentiate ourselves by offering a unique dining experience centered around quality, diversity, and customer customization. While there are nearby competitors offering Mediterranean and Tex-Mex cuisines, none match the distinctive blend of French TACOS, high-quality ingredients, and customizable options that we provide. Our emphasis on impeccable service and a welcoming environment ensures that every customer feels valued and enjoys a memorable dining experience. Our pricing strategy positions us slightly below competitors to attract a broad customer base, particularly local students and frequent diners looking for value without compromising quality. We will implement targeted promotional campaigns, including local advertising and loyalty programs, to build brand awareness and foster customer loyalty from the outset. LE MONT TACOS is poised for success in Manchester, leveraging our proven track record and unique menu offerings to capture a significant share of the fast-casual dining market. With a commitment to excellence in food quality, service, and community engagement, we look forward to becoming a cherished dining destination in downtown Manchester.

COMPANY DESCRIPTION

Name	LE MONT TACOS
Business Mailing Address:	
Owner	
Legal status	INC.
Website	
Email	
Business Phone Number:	

REGISTERED NAME AND CORPORATE STRUCTURE

LE MONT TACOS will secure all necessary permits and licenses as mandated by the government to carry out its operations. In the long run, we will apply for trademark protection as we secure funding to protect our unique trade identities to continually distinguish ourselves from other companies in our line of operation.

THE FINANCING

To execute the commencement of the company's objectives, as well as maintain forward operations, adequate funding is needed. All potential funding avenues that will be approached to achieve funding will involve soliciting loan's fund of \$250,000. We intend to obtain funding to see all the services highlighted for the company come to fruition. Thus, the funding obtained will be crucial in the facility space lease, equipment, payroll, marketing, maintenance, and other administrative costs that keep the company in operation. Over the next two years, the company will be growing its operations from a locally-based service to a company with national coverage.

OUR CORPORATE SOCIAL RESPONSIBILITY IN ACTION

At LE MONT TACOS, corporate social responsibility (CSR) is not just a commitment but a fundamental part of our business philosophy. We recognize the importance of giving back to the communities we serve and strive to make a positive impact through various initiatives:

- **Community Engagement:** We will actively engage with the local community in Manchester by participating in neighborhood events, sponsoring local sports teams, and supporting community fundraisers. By fostering strong ties with residents and organizations, we aim to contribute to the social fabric and well-being of the community.
- **Sustainability Initiatives:** Environmental sustainability is a key focus area for us. We will source our ingredients locally whenever possible, reducing our carbon footprint and supporting local farmers. Our packaging will be eco-friendly, using biodegradable materials to minimize environmental impact. We are committed to continually improving our practices to promote a healthier planet for future generations.
- **Education and Empowerment:** We believe in empowering our employees through training and development opportunities. By investing in their skills and career growth, we will not only enhance employee satisfaction but also ensure high-quality service for our customers. Additionally, we will support educational initiatives in the community, such as providing scholarships or partnering with local schools for educational programs.
- **Health and Wellness:** The well-being of our customers and employees is paramount. We will promote healthy eating choices by offering nutritious menu options and transparent ingredient information. Our restaurant environment will be designed to encourage a balanced lifestyle, providing a welcoming space where customers can enjoy flavorful meals without compromising on health.
- **Philanthropic Efforts:** Through philanthropy, we will support causes that align with our values and mission. Whether it's donating meals to local shelters or contributing to disaster relief efforts, we aim to make a meaningful difference in the lives of those in need. Our goal is to be a responsible corporate citizen that positively impacts society through our actions and contributions.

LE MONT TACOS is committed to integrating CSR into every aspect of our operations. By embracing sustainability, promoting diversity, supporting education, and giving back to the community, we will strive to create a lasting positive impact while delivering exceptional dining experiences in Manchester.

MISSION STATEMENT

At LE MONT TACOS, our mission is to redefine the fast-food experience by offering high-quality, innovative French TACOS and savory delights that delight the senses and nourish the soul. We are dedicated to providing a welcoming environment where customers can savor delicious meals, customize their dining experience, and create memorable moments with friends and family. Through our commitment to exceptional quality, customer satisfaction, and community engagement, we aim to become a beloved dining destination in Manchester, USA, known for our unique blend of flavors and heartfelt hospitality.

VISION STATEMENT

Our vision at LE MONT TACOS is to inspire a culinary revolution that celebrates creativity, authenticity, and sustainability. We envision a future where our French TACOS and diverse menu offerings are cherished staples in communities across America, reflecting our passion for quality ingredients, innovative recipes, and customer-centric service. By fostering a culture of continuous improvement and social responsibility, we strive to enrich the lives of our customers, employees, and communities, setting the standard for excellence in the fast-food industry.

BUSINESS AIMS AND OBJECTIVES

At LE MONT TACOS, we have both short-term and long-term objectives to achieve our mission and vision.

Short-Term Objectives:

- Achieve positive brand recognition and awareness in downtown Manchester within the first 6 months of operation.
- Establish a loyal customer base through effective marketing campaigns and promotions.
- Ensure operational efficiency and consistency in food quality and service standards.
- Attain profitability within the first year of operation.
- Build strong relationships with local suppliers and vendors for reliable ingredient sourcing.
- Implement and optimize online ordering and delivery services.
- Conduct regular staff training and development programs to maintain high service standards.
- Obtain necessary health and safety certifications and maintain compliance.

Long-Term Objectives:

- Expand our presence by opening additional locations in key cities across the Northeast region within 5 years.
- Enhance menu offerings and innovate with seasonal and specialty items.
- Establish LE MONT TACOS as a recognized leader in innovative and culturally-inspired fast-casual dining.
- Foster sustainability initiatives throughout our operations, including waste reduction and eco-friendly practices.
- Develop strategic partnerships with local businesses, schools, and community organizations.
- Invest in technology to improve customer experience and operational efficiency.
- Become a preferred catering choice for local events, businesses, and private parties.
- Maintain profitability and sustainable growth while preserving our commitment to quality and customer satisfaction.

3.0 SERVICE DESCRIPTION

An excellent way to implement a good plan is to clearly understand the business establishment's services. This mainly goes to the root of the business. Our flagship products at LE MONT TACOS are crafted to showcase a blend of innovation, quality ingredients, and a unique culinary experience that resonates with our customers. These signature offerings include:

- **French TACOS:** A distinctive twist on traditional tacos, our French TACOS feature a choice of savory fillings such as grilled meats, fresh vegetables, and gourmet sauces, all wrapped in a warm, toasted tortilla. This customizable option allows customers to tailor their tacos to their preferences, ensuring a satisfying and personalized dining experience.
- **Poutines:** A Canadian classic with a gourmet twist, our poutines are crafted using hand-cut fries topped with rich gravy and premium cheese curds. We will offer variations that include locally-inspired toppings and creative flavors, making them a comforting and indulgent choice for our customers.
- **Sweet TACOS:** Blurring the lines between savory and dessert, our sweet TACOS are a delightful treat featuring combinations like Nutella and pancake-based fillings, complemented by fresh fruits, whipped cream, and drizzles of chocolate or caramel. These innovative creations will appeal to those seeking a unique and decadent dessert option.
- **Homemade Savory Milkshakes:** A refreshing accompaniment to our meals, our homemade savory milkshakes blend traditional milkshake flavors with savory ingredients such as bacon, cheese, or herbs. This unexpected twist will add a new dimension to the classic milkshake, appealing to adventurous taste buds.
- **Exotic and Refreshing Drinks:** Our menu includes a variety of exotic and refreshing drinks that complement our food offerings, such as fruit-infused lemonades, specialty teas, and unique mocktails. These beverages are crafted using fresh ingredients and innovative flavor combinations to enhance the overall dining experience.

Each of these flagship products embodies our commitment to quality, creativity, and customer satisfaction, setting LE MONT TACOS apart as a distinctive and memorable dining destination in downtown Manchester, USA.

CUSTOMER MANAGEMENT

Our customer management approach at LE MONT TACOS is designed to foster lasting relationships, enhance satisfaction, and drive loyalty through personalized service and engagement. Here's how we plan to manage and delight our customers:



- **Personalized Service:** From the moment customers enter our establishment, we will prioritize personalized interactions. Our well-trained staff will greet each guest warmly, take time to understand their preferences, and offer tailored recommendations based on their tastes and dietary needs.
- **Customer Feedback Loop:** We value customer feedback as a crucial tool for improvement. We will actively solicit feedback through various channels, including in-person interactions, online surveys, and social media platforms. This feedback informs our decisions on menu enhancements, service improvements, and overall customer experience enhancements.
- **Loyalty Programs:** To reward our frequent customers, we will offer a robust loyalty program that incentivizes repeat visits. Customers will earn points for every purchase, which can be redeemed for discounts, free items, or exclusive offers. This program not only will encourage loyalty but also provides us with valuable insights into customer preferences and behavior.
- **Community Engagement:** Building a sense of community is integral to our customer management strategy. We will actively participate in local events, sponsor community initiatives, and collaborate with nearby businesses to foster goodwill and connect with our customer base on a deeper level.
- **Responsive Customer Service:** We will prioritize responsiveness and accessibility in our customer service approach. Whether through in-person interactions, phone calls, or digital channels, our goal is to address customer inquiries, concerns, and feedback promptly and effectively, ensuring a positive resolution to any issues that may arise.
- **Social Media Engagement:** Leveraging social media platforms, we will engage with customers in real-time, sharing updates, responding to queries, and showcasing customer-generated content. This active presence will allow us to build relationships beyond the physical dining experience and maintain a dialogue with our community.
- **Continuous Improvement:** We are committed to continuous improvement in all aspects of our operations. Regular staff training sessions, quality control measures, and menu innovations are part of our ongoing efforts to exceed customer expectations and stay ahead of evolving preferences and trends.

By implementing these customer management strategies, we aim to create a welcoming, enjoyable, and memorable dining experience at LE MONT TACOS. Our goal is not only to meet but to exceed customer expectations, cultivating loyal patrons who become advocates for our brand in downtown Manchester, USA, and beyond.

PRICING STRATEGY

At LE MONT TACOS, we have carefully crafted a pricing strategy that balances affordability with the exceptional quality and unique offerings of our menu. Our pricing reflects our commitment to providing value for money while remaining competitive in the downtown Manchester dining scene:

- **Menu Range:** Our menu offers a diverse range of options to cater to different preferences and budgets. Prices for our signature French TACOS, poutines, and sweet TACOS will be set competitively to appeal to a broad customer base, from students and young professionals to families and tourists.
- **Value Proposition:** While ensuring premium quality ingredients and innovative flavors, we will maintain a pricing structure that position us slightly below our direct competitors. This strategic pricing approach aims to attract new customers while encouraging repeat visits through perceived value and quality.

- **Promotional Offers:** To enhance affordability and encourage trial, we will periodically introduce promotional offers such as combo meals, happy hour specials, and discounts for students or local residents. These promotions not only drive foot traffic during off-peak hours but also create buzz and excitement around our brand.
- **Transparent Pricing:** We believe in transparency in pricing, ensuring that customers understand the value they receive with each purchase. Clear pricing displays, both in-store and online, will help customers make informed decision and feel confident about their dining experience at LE MONT TACOS.
- **Flexibility:** As part of our customer-centric approach, we will remain flexible in adjusting prices based on market conditions, seasonal demands, and customer feedback. This agility will allow us to stay responsive to changes in consumer behavior and economic factors while maintaining profitability.

our pricing strategy at LE MONT TACOS is designed not only to drive sales and profitability but also to build long-term customer loyalty by delivering exceptional value, quality, and affordability in every dining experience.

OUR CORE VALUES

At LE MONT TACOS, our core values serve as the foundation of our operations, guiding our decisions, interactions, and the way we conduct business. These values are:

- **Quality:** We are committed to excellence in everything we do, from sourcing the finest ingredients to preparing and presenting our dishes with care and attention to detail. Quality is non-negotiable and ensures that every customer enjoys a memorable dining experience.
- **Innovation:** We embrace creativity and innovation in our menu offerings, service delivery, and business practices. Constantly seeking new flavors, unique combinations, and fresh ideas allows us to stay ahead of trends and delight our customers with exciting culinary experiences.
- **Customer Focus:** Our customers are at the heart of everything we do. We prioritize their needs, preferences, and satisfaction through personalized service, responsive communication, and a commitment to exceeding expectations. Building lasting relationships and earning trust is paramount.
- **Integrity:** We uphold the highest standards of honesty, transparency, and ethical behavior in all aspects of our business. Integrity guides our relationships with customers, suppliers, employees, and the community, ensuring fairness and reliability in every interaction.
- **Community Engagement:** We believe in giving back and being actively involved in the communities we serve. Through partnerships, sponsorships, and participation in local events, we contribute positively to the social fabric and economic vitality of our neighborhoods, fostering goodwill and mutual benefit.

These core values define who we are as a company and shape our culture, ensuring that LE MONT TACOS not only delivers exceptional food but also upholds principles that enrich the lives of our customers, employees, and communities alike.

4.0 MANAGEMENT TEAM PLAN

MANAGEMENT DESCRIPTION

The right business structure is very important to us at LE MONT TACOS. We have laid out the right plans to ensure that our foundation is right and stays true to our core values, mission, and vision as a company. We will set and maintain the highest standard of quality products and service with ethics in everything we do. We want to consciously position our services by offering a service in a dynamic means to satisfy clients' requirements. We will source and hire competent professionals who are diligent and true to work ethics for the various positions in our business. We take pride and stand behind our commitment to our clients. Also, we will take responsibility for our actions and inactions, making us more effective and outstanding in the industry.

QUALIFICATION OWNERSHIP/LEGAL ENTITY

The founders of LE MONT TACOS are driven by the times and the need for convenience to provide low-cost and efficient methods to deliver the best food and beverage, which are beneficial to improve the immune system of consumers with results and affordability. (Founder's name), a visionary entrepreneur with a deep-rooted passion for culinary arts and customer-centric service, established LE MONT TACOS with a mission to redefine the fast food experience. Drawing from over a decade of experience in the food industry, (First name)'s journey began with a profound commitment to delivering high-quality, innovative dishes that resonate with diverse palates. (First name)'s entrepreneurial journey is marked by his relentless pursuit of excellence and innovation. His background in culinary arts and business management provided the foundation for LE MONT TACOS's unique blend of traditional flavors and modern twists. Under his leadership, the franchise has expanded its footprint while maintaining a steadfast commitment to quality and customer satisfaction. Driven by a vision to create a dining experience that combines exceptional taste with convenience, (First name) has steered LE MONT TACOS towards becoming a recognized name in the fast food industry.

His leadership is characterized by a hands-on approach to business operations, a focus on continuous improvement, and a dedication to nurturing a culture of excellence among staff and partners. Beyond business success, (First name) is committed to giving back to the community. He champions initiatives that support local causes, promote sustainability, and contribute positively to the neighborhoods where LE MONT TACOS operates. This community-minded approach reflects his belief in the importance of corporate social responsibility and making a meaningful impact beyond profit margins. Looking ahead, (First name) remains committed to expanding LE MONT TACOS's presence while staying true to its core values of quality, innovation, and customer satisfaction. His entrepreneurial spirit continues to drive the franchise's growth, ensuring that each new location maintains the high standards and distinctive flavors that have become synonymous with the LE MONT TACOS brand. (First name)'s leadership and vision have positioned LE MONT TACOS as a leader in the fast food industry, known for its unique menu offerings, exceptional service, and commitment to community engagement. His dedication to culinary excellence and customer-centric values continue to shape the future trajectory of the franchise.

Roles and Responsibilities of the Founders

- Developing and maintaining a company's vision, mission statement, and strategic plan.
- Setting up systems and procedures to ensure the company's success over time.
- Reviewing financial statements and other reports to assess the company's performance.
- Recruiting, hiring, training, coaching, and managing all company staff members.

- Identifying new opportunities for revenue growth, including new services that meet unmet needs in the marketplace.
- Communicating with employees about company goals, objectives, and policies.
- Evaluating new technologies and business practices to determine their potential impact on the company's operations.
- Establishing and maintaining relationships with suppliers, partners, and other business contacts.
- Developing an effective marketing strategy to promote services offered by the company.

GUIDING PRINCIPLES

At LE MONT TACOS, our guiding principles steer our actions, decisions, and overall approach to achieving our mission and vision. These principles encompass:

- **Customer-Centricity:** Placing the customer at the center of everything we do guides our operational decisions and service delivery. We strive to anticipate and meet customer needs through personalized experiences, attentive service, and continuous feedback integration.
- **Commitment to Quality:** Upholding uncompromising standards of quality in ingredients, preparation, and presentation ensures consistency and excellence in every dish we serve. We prioritize sourcing the best local and seasonal ingredients to deliver superior flavors and freshness.
- **Innovation and Adaptability:** Embracing innovation allows us to continuously evolve and stay ahead in a dynamic market. We foster creativity in menu development, operational efficiency, and customer engagement strategies to differentiate ourselves and drive growth.
- **Integrity and Ethics:** Conducting our business with integrity and ethical practices is non-negotiable. We operate transparently, honor commitments, and maintain trust with customers, suppliers, employees, and the community. Our decisions are guided by fairness, honesty, and accountability.
- **Continuous Improvement:** We are committed to ongoing learning and improvement in all facets of our business. Through feedback loops, employee training, and market research, we proactively seek opportunities to enhance our offerings, operational efficiencies, and customer satisfaction.
- **Community and Sustainability:** Engaging with and supporting the communities we serve is integral to our business ethos. We prioritize sustainable practices, minimize environmental impact, and contribute positively to local initiatives and causes that align with our values.
- **Team Empowerment:** We believe in nurturing a supportive and inclusive work environment where our team members are valued, respected, and empowered to contribute their best. Investing in training, professional development, and recognition fosters a motivated team committed to our shared success.
- **Profitable Growth:** We pursue growth that is sustainable, profitable, and aligned with our long-term vision. Strategic expansion, prudent financial management, and operational excellence enable us to achieve our business objectives while delivering value to stakeholders.

These guiding principles shape our culture, drive our actions, and reinforce our commitment to delivering exceptional experiences and value at LE MONT TACOS. They are foundational to our success and serve as benchmarks for decision-making as we continue to grow and evolve.

INDUSTRY

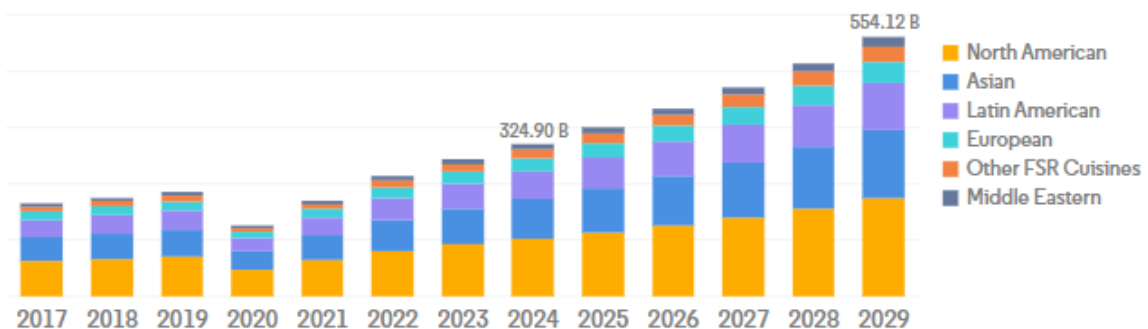
United States Full Service Restaurants Market Analysis

The United States Full Service Restaurants Market size is estimated at 324.90 billion USD in 2024, and is expected to reach 554.12 billion USD by 2029, growing at a CAGR of 11.27% during the forecast period (2024-2029).

A significant rise in tourist arrivals is driving the market growth, capitalizing on the opportunities presented by the influx of visitors

- North American cuisine is projected to register a CAGR of 11.12% during the forecast period. With the rise in out-of-home consumption after COVID-19, 80% of US people prefer ethnic cuisines at least once a month in fine dining restaurants. In addition, as the number of tourists grew, the desire for American food surged. For instance, in 2022, overseas visitors numbered 51.35 million compared to 22.1 million in 2021.
- In the United States, Hawaii has the most diverse population, accounting for nearly 76% of the total. Therefore, Asian culture has grown significantly, with restaurants offering a range of Pan-Asian cuisines. However, due to the constant migration of Asian populations, particularly Chinese, Japanese, and Indians, their cultural impact has spread beyond territorial barriers. As of 2020, 5.1 million Chinese immigrants were in the United States. Thus, the preference for Chinese cuisine is more popular. With the rising demand for Asian foods, FSRs used to keep a wide assortment of Asian cuisines.
- By cuisine type, Latin American cuisine in full service restaurants is expected to register a CAGR of 10.92% during the forecast period. Mexican food remains the most popular ethnic eating trend among consumers, prompting establishments to focus on more genuine Mexican meals.
- In terms of consumption, nachos, salsa, tacos, and burritos were the most consumed Mexican food. In terms of consumption, in 2022, 79% of the people in the United States consumed nachos. As customer preferences shift toward Tex-Mex delicacies, most Texas-based fine dining restaurants, like Costa Pacifica, Rio Rio Cantina, and Rosario's Mexican Restaurant, offer a range of Mexican fusion cuisines.

Value of Full Service Restaurants Foodservice Market by cuisine, USD, United States, 2017 - 2029

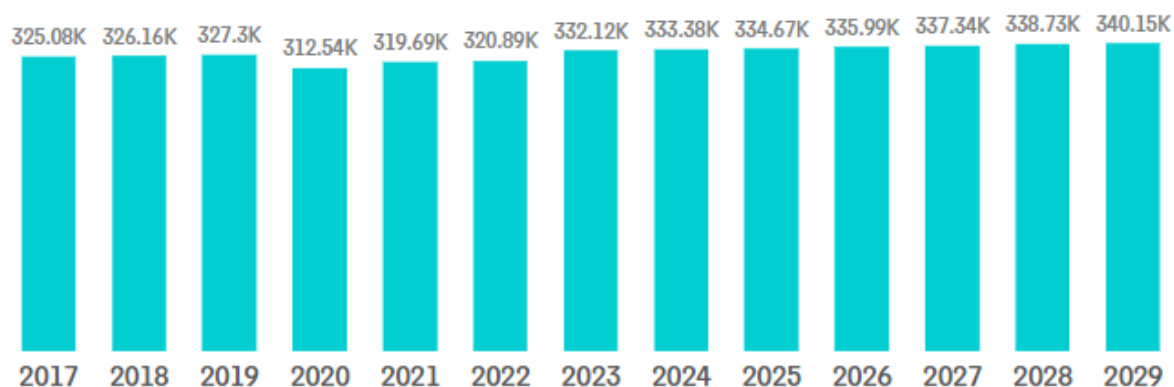


United States Full Service Restaurants Market Trends

Full service restaurants account for nearly one-third of foodservice outlets in the United States

- QSRs accounted for 48.23% of the total foodservice outlets in the United States in 2022, followed by FSRs with 32.9%, equivalent to around 0.32 million restaurants. Some of the popular full service restaurants in the United States in 2020 included Applebee's, with 1,577 outlets, out of which 107 stores were in California, Olive Garden, with 884 outlets, Texas Roadhouse, with 619 restaurants in the United States, IHOP, Chili's, and Red Lobster. The industry's average American Customer Satisfaction Index score for 2020 was just under 80.
- The number of outlets is expected to increase at an average rate of 0.40% Y-o-Y during the forecast period (2023-2029). There were 32,027 FSRs in the United States in 2021. Some of the most popular dishes served at FSRs are burritos, salmon rolls, tuna rolls, California rolls, edamame, menudo, rice, and chilaquiles.
- Owing to COVID-19, almost 1,000 FSRs were closed due to government regulations and reduced sales during the pandemic, negatively affecting overall market sales. The number of online orders has increased since the pandemic; in the last year, more than 60% of Americans ordered food online at least once a week. Online food ordering has grown 300% faster than dine-in since 2014, accounting for roughly 40% of total restaurant sales.

Number of Outlet Units by Full Service Restaurants, United States, 2017 - 2029



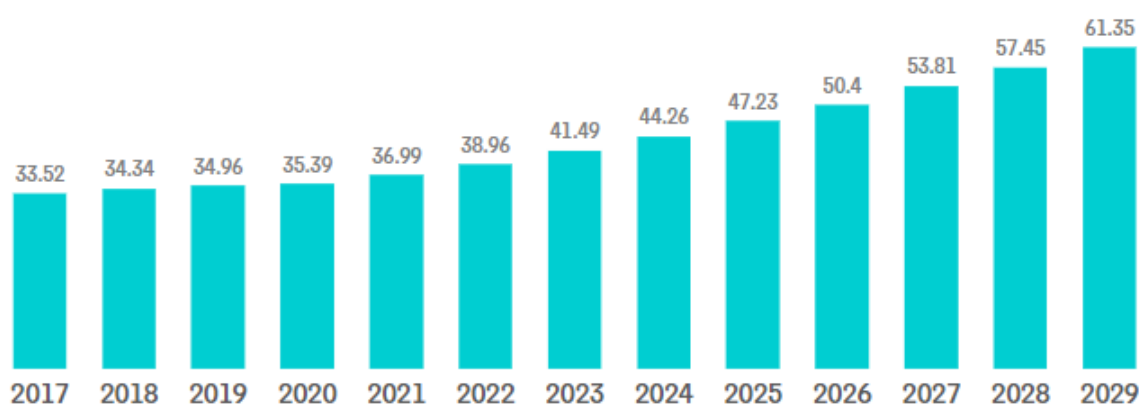
North American and Latin American cuisines are the second and third most popular cuisines at full service restaurants

- The average order value of FSRs costs around 50.37% higher than that of QSRs. FSRs provide dine-in facilities and entertainment, such as music, to attract the customer's interest, and employ skilled chefs for the preparation of food. These extra services raise the price value for FSRs. Under FSRs, Asian cuisine is the most popular cuisine, accounting for 47% of the market share in 2022, followed by North American and Latin American cuisine, with a 37% share.
- Different kinds of restaurant chains are available, such as family-style dining, casual dining, and fine dining. IHOP's sales amounted to around USD 3 billion in 2021, making it the leading family-style dining restaurant

chain. Olive Garden was the leading casual dining restaurant chain, with sales amounting to around USD 4.18 billion in 2021. Ruth's Chris Steak House's sales amounted to around USD 636 million in 2021, making it the leading fine-dining restaurant chain in the United States.

- In the United States, some of the popular dishes include burritos (around USD 10 per plate), huevos rancheros (around 12.5 per plate), salmon and tuna rolls (around USD 8 per plate), and edamame (around USD 7 per plate). Other popular dishes are rice (around USD 3.5 per plate), salads (around USD 13 per plate), and poke bowls (around USD 13.5 per plate).
- The average order value increased by 16.23% from 2017 to 2022. Owing to the rising inflation rate, which increased by an average of 6-7% from 2017 to 2022, the number of orders increased to more than 16,000 in 2022 per restaurant.

Average Order Value, Full Service Restaurants, USD, United States, 2017 - 2029



Food Service Market size was valued at USD 5,348.55 Billion in 2021 and is projected to grow to **USD 6,791.31 Billion** with a **CAGR of 2.82% between 2023 and 2030**.

The rise in the millennial working population with changing preferences for ready-to-eat foods and change in taste preferences coupled with the growing need for customized and newer food options has fueled the growth of the food service market. The Global Food Service Market report provides a holistic evaluation of the market. The report offers a comprehensive analysis of key segments, trends, drivers, restraints, competitive landscape, and factors that are playing a substantial role in the market.

The global fast-food market size was valued at USD 595.93 billion in 2021 and is expected to grow at a compound annual growth rate (CAGR) of 5.0% from 2022 to 2029. The rise in consumer spending and the growing influence of food delivery applications are the major factors driving the market growth. The COVID-19 pandemic adversely affected the food industry owing to the rising cases and fear of contracting the infection from food. Disruptions in supply-chain coupled with labor restraints impacted the demand for fast food in the early months of the pandemic. According to the National Restaurant Association, close to 7 million workers in the United States lost their jobs in June 2020.

In addition, an increased awareness level about the consumption of healthy foods affected the market growth during the pandemic. However, the market is expected to regain its demand post-pandemic owing to a rise in the number of fast-food franchises and increasing demand for online food deliveries.

Furthermore, a rise in the working population is supporting market growth. During the pandemic, several restaurants offered delivery services and meal kits, which increased the demand for fast food services. The rise in snacking habits among consumers is also driving the demand for fast foods.

Product Insights

Based on product, the market is segmented into pizza/pasta, burgers/sandwiches, chicken, Asian/Latin American, seafood, and others. The burgers/sandwich segment accounted for the maximum revenue share of more than 42% in 2020 owing to the high product demand. Furthermore, as per the U.S. Department of Agriculture(USDA), consumers consume close to 50 billion burgers per year.

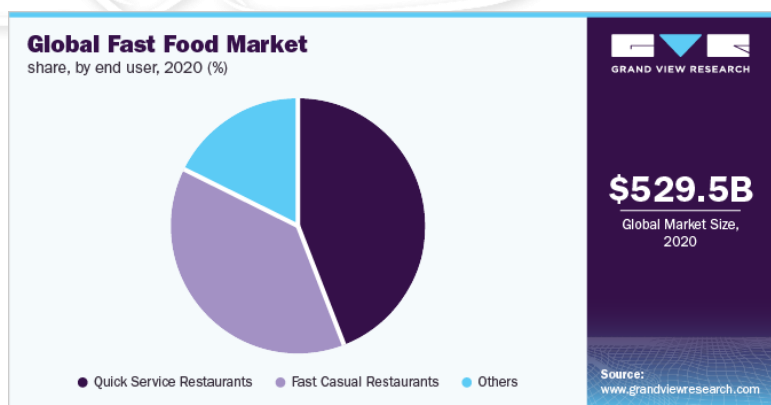
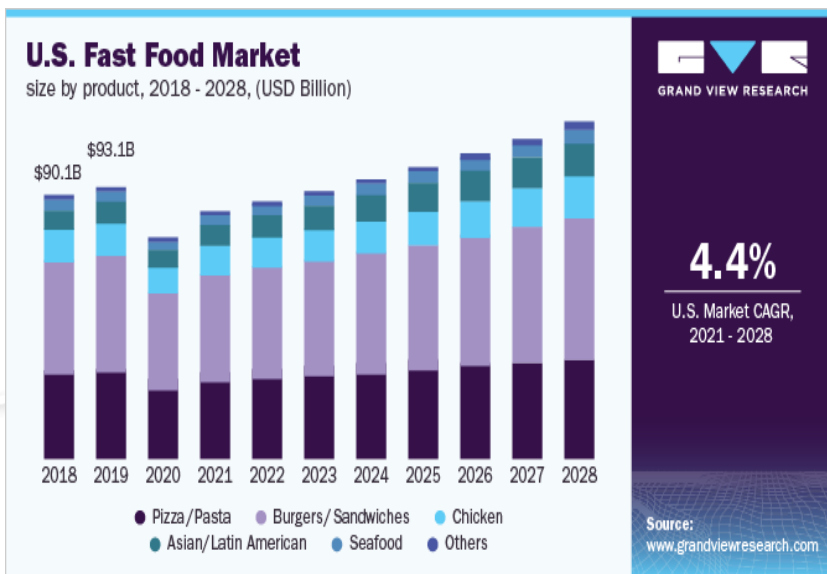
The growing demand for burgers/sandwiches can be attributed to the wide availability of burger options, which include products with protein options like beef, venison, and several others. In addition, several food-service operators are experimenting with different fillings of cheese, bacon, onions, meatloaf, etc. In 2021, Subway introduced several Italian fillings and various options for sandwich toppings.

On the other hand, the Asian/Latin American fast-food segment is anticipated to register the fastest CAGR over the forecast period. Increasing demand for diverse food products is driving the growth of this segment. In the U.S., a rise in the Hispanic population is driving the demand for Mexican food. For instance, as per the Simmons National Consumer Survey and the U.S. Census, close to 110 million Americans consumed tortillas in 2017.

End-user Insights

On the basis of end-user, the market has been divided into Quick Service Restaurants (QSRs), fast-casual restaurants, and others. The QSRs segment accounted for the largest revenue share of more than 44% in 2020. The segment is estimated to expand further at the fastest CAGR from 2021 to 2028 retaining the leading position. During the pandemic, several quick-service restaurants expanded their off-premise businesses. Increased support for delivery applications augmented the segment growth.

The rising demand for international cuisines is also driving the growth of this segment. For example, the rapid globalization opportunities and demand from developing countries, such as India and Brazil, are helping the segment to gain traction. In addition, the introduction of novel foods and flavors will support the segment growth. For example, McDonald's introduced



BTS meal inspired by the popular band to cater to the changing needs and demands of consumers.

Regional Insights

In 2020, North America accounted for the maximum revenue share of more than 27%. A rise in consumer spending on fast foods in the region is driving the market growth. Factors, such as the availability of a variety of cuisines and budget-friendly snacks and add-ons in various flavors, are driving the market growth in the region.

On the other hand, the market in Asia Pacific is expected to register the fastest CAGR over the forecast period. Changing consumer preferences coupled with the presence of a large customer base is driving the demand for fast-foods in the region. In addition, a rise in discretionary income is supporting regional market growth.

PORTER'S FIVE FORCES O PROFITABILITY



- **Threat of New Entrants: Low to Moderate:** The fast food industry, including tacos and casual dining, has relatively low barriers to entry in terms of capital and market access. However, establishing brand recognition, sourcing quality ingredients, and meeting regulatory standards pose initial challenges. LE MONT TACOS's established brand, unique menu offerings, and customer loyalty programs can mitigate some of these threats.
- **Bargaining Power of Suppliers: Moderate:** Suppliers of fresh ingredients, meat, dairy, and other key components hold moderate bargaining power. While there are many suppliers available, ensuring consistent quality and competitive pricing can influence profitability. LE MONT TACOS's commitment to sourcing locally and maintaining quality relationships with suppliers helps manage this force.
- **Bargaining Power of Buyers: High:** Customers in the fast food industry have high bargaining power due to the abundance of choices, low switching costs, and price sensitivity. They can easily compare prices, quality, and offerings among competitors. LE MONT TACOS addresses this by offering value through quality ingredients, unique menu items, and customer loyalty programs to enhance retention and satisfaction.
- **Threat of Substitute Products or Services: Moderate:** Substitutes in the fast food industry, such as other types of cuisines or dining options, pose a moderate threat. However, LE MONT TACOS's unique offerings like French TACOS, poutines, and sweet tacos differentiate it from traditional fast food options. Innovation and maintaining quality standards help mitigate the threat of substitutes.
- **Industry Rivalry: High:** The fast food industry is highly competitive, with numerous local and national chains vying for market share. Competition is based on price, quality, convenience, and customer loyalty. LE MONT

TACOS differentiates itself through innovative menu items, personalized customer service, and community engagement, aiming to build a strong brand presence and customer loyalty.

PESTEL ANALYSIS

□ *Political Factors:*

- **Regulations:** Compliance with local, state, and federal regulations regarding food safety, health standards, and labor laws is crucial. Changes in regulations can impact operations and costs.
- **Government Stability:** Political stability and policies related to small businesses and hospitality industries can affect business continuity and growth prospects.

□ *Economic Factors:*

- **Consumer Spending:** Economic fluctuations, including changes in disposable income and consumer confidence, influence spending on dining out.
- **Cost of Goods:** Fluctuations in commodity prices (e.g., food ingredients) and exchange rates (if sourcing internationally) impact operational costs and pricing strategies.

□ *Social Factors:*

- **Cultural Trends:** Shifts in dietary preferences, health consciousness, and food trends (e.g., vegan, gluten-free) influence menu offerings and consumer demand.
- **Demographic Changes:** Population demographics, such as age groups (e.g., millennials, Gen Z), lifestyles, and urbanization trends, affect customer preferences and dining habits.

□ *Technological Factors:*

- **Digitalization:** Integration of technology in operations, such as online ordering systems, mobile apps for customer engagement, and data analytics for personalized marketing.
- **Automation:** Use of automation in kitchen operations or inventory management to improve efficiency and reduce costs.

□ *Environmental Factors:*

- **Sustainability:** Increasing consumer awareness and regulatory pressures regarding environmental sustainability may influence sourcing practices (e.g., local and organic ingredients), waste management, and packaging choices.
- **Climate Change:** Impact on food supply chains, seasonal variations in ingredient availability, and operational resilience against extreme weather events.

□ *Legal Factors:*

- **Health and Safety Regulations:** Compliance with food safety standards, hygiene regulations, and labor laws.
- **Intellectual Property:** Protection of trademarks, patents, and proprietary recipes from competitors.

TARGET MARKET

Market segmentation is one of the pivotal keys to ensuring optimal success for our business. We were able to identify that anyone with a sweet tooth and a taste for quality food and beverages would benefit greatly from our product



offerings. At LE MONT TACOS, our target market encompasses a diverse range of demographics and preferences, reflecting our commitment to inclusivity and accessibility in downtown Manchester, USA. Our primary focus includes:

- **Young Adults and Students:** Located near Southern New Hampshire University and amidst a vibrant nightlife scene, we cater to young adults and college students who seek convenient, flavorful, and affordable dining options. Our menu variety and competitive pricing appeal to this dynamic demographic, whether they're looking for a quick bite between classes or a late-night meal after socializing.
- **Local Professionals:** We will attract local professionals working in and around downtown Manchester, including office workers, business executives, and healthcare professionals. Our convenient location and quick service make us a popular choice for lunch breaks and casual meetings, offering a welcome respite with quality food options.
- **Tourists and Visitors:** Positioned near tourist accommodations such as Tru Hotel and DoubleTree by Hilton, we welcome tourists and visitors exploring Manchester. Our unique menu items, including Canadian-inspired poutines and innovative sweet TACOS, provide a memorable culinary experience that reflects local flavors and international appeal.
- **Families:** We will cater to families seeking a casual dining experience with options that appeal to both adults and children. Our family-friendly atmosphere, affordable pricing, and menu diversity ensure that everyone finds something they enjoy, making us a go-to destination for weekend outings and family gatherings.
- **Local Residents:** Serving as a neighborhood eatery, we build strong connections with local residents who appreciate our commitment to quality, community engagement, and exceptional customer service. Whether for dine-in, takeout, or delivery, we aim to be a trusted part of their daily dining choices.

By understanding and addressing the unique needs and preferences of these diverse segments, LE MONT TACOS aims to establish itself as a preferred dining destination in downtown Manchester, offering a welcoming environment and memorable culinary experiences for all.

TARGET SEGMENT MARKET STRATEGY

The market segments will be targeted in several different ways. Our first strategy will be to create awareness by directly contacting students, workers, and tourists, giving them an orientation regarding the product and service, benefits, and features. At LE MONT TACOS, we strategically target several specific segments within the downtown Manchester market to effectively tailor our offerings and marketing efforts. These target segments include:

- **College Students and Young Adults:** This segment comprises students from Southern New Hampshire University and young adults who frequent the nightlife scene in downtown Manchester. They value affordability, convenience, and social dining experiences. Our menu diversity, competitive pricing, and proximity to campus and entertainment venues cater directly to their preferences.
- **Urban Professionals:** Local professionals working in downtown offices, including business executives, healthcare workers, and office employees. They seek quick, quality meals during lunch breaks or after work hours. Our location and fast-casual service appeal to their need for efficiency without compromising on taste or nutrition.
- **Tourists and Visitors:** Visitors staying at nearby hotels like Tru Hotel and DoubleTree by Hilton, as well as tourists exploring Manchester, represent a significant segment. They are interested in experiencing local flavors

and unique dining concepts. Our Canadian-inspired dishes and innovative menu items provide them with memorable culinary experiences.

- **Families:** Families living in or visiting downtown Manchester look for casual dining options that accommodate different tastes and dietary preferences. Our family-friendly atmosphere, diverse menu including kid-friendly options, and affordable pricing make us a convenient and enjoyable choice for family outings and gatherings.
- **Local Residents:** Residents in the downtown area seek reliable dining options that offer quality food and a sense of community. They appreciate our commitment to using fresh, locally-sourced ingredients and engaging in local events and sponsorships. We aim to become a neighborhood favorite by building relationships and meeting their dining needs consistently.

By focusing on these target segments, LE MONT TACOS aims to establish a strong presence in downtown Manchester, meeting the varied preferences and lifestyles of our diverse customer base while fostering loyalty through exceptional service and culinary innovation.



6.0 COMPETITOR'S ANALYSIS

The fact that we are operating makes competition in the industry inevitable for us. In downtown Manchester, USA, LE MONT TACOS faces competition from a variety of dining establishments that offer similar and complementary cuisines. Our competitors include:

- **California Burritos:** Known for its Mexican-inspired dishes, including burritos, tacos, and bowls, California Burritos emphasizes fresh, high-quality ingredients and a customizable menu. They have multiple locations in New Hampshire, including one in Manchester, catering to a diverse customer base seeking authentic flavors.
- **B's Tacos & More:** Specializing in Tex-Mex cuisine, B's Tacos offers a range of dishes such as tacos, burritos, and bowls. They focus on using locally-sourced ingredients and providing a casual dining experience with a menu that appeals to both traditional and adventurous palates.
- **The Gyro Spot:** Located on Elm Street, The Gyro Spot offers Greek street food, including gyros, souvlaki, and Mediterranean-inspired dishes. They are known for their flavorful meats, fresh ingredients, and quick service, catering to customers looking for a taste of the Mediterranean in a fast-casual setting.
- **Local Diners and Pubs:** Various local diners, pubs, and bars in downtown Manchester also compete by offering a range of casual dining options, including burgers, sandwiches, and pub fare. These establishments attract customers seeking a relaxed atmosphere and familiar comfort foods.
- **Fast Casual Chains:** National fast casual chains operating in the area, such as Chipotle Mexican Grill and Panera Bread, provide convenient dining options with customizable menus and a focus on quality ingredients. They appeal to customers looking for consistent offerings and quick service.

At LE MONT TACOS, we are not deterred by this as the competitive edge compels us; we have over them, which will build recognition and reputation in our community and provide exceptional products for our customers.

COMPETITIVE ADVANTAGES

At LE MONT TACOS, facing the difficulties of the tough economy and new sources of competition, we recognized that we must deliver the highest service levels to retain existing customers and acquire new ones. Highly effective management is crucial to this objective. In our efforts to improve customer service and maintain competitive advantages, we have highlighted some factors that will give us a competitive advantage in the marketplace.

Some elements include competence, trust, honesty, quality, transparency, prompt delivery, service effectiveness, and excellent relationship management. Our services combine cost with the most cutting-edge service techniques. Without a doubt, the caliber of our service will result in word-of-mouth recommendations. We are committed to the client's satisfaction and fulfilling their demands. At LE MONT TACOS, our competitive advantage lies in several key factors that set us apart in the downtown Manchester dining landscape:

- ❖ **Unique Menu Offering:** We will differentiate ourselves with a menu that blends French-inspired TACOS, Canadian-inspired poutines, and innovative sweet TACOS. These creative and distinct offerings will provide customers with a culinary experience that cannot be found elsewhere in the area, appealing to adventurous eaters and those seeking new flavors.



- ❖ **Quality and Freshness:** We will prioritize the use of high-quality, locally-sourced ingredients in all our dishes. From hand-cut fries for our poutines to fresh meats and vegetables in our TACOS, we will ensure that every item on our menu meets stringent standards of freshness and flavor.
- ❖ **Customer Experience:** Our commitment to exceptional customer service is a cornerstone of our business. We will strive to create a welcoming and engaging atmosphere where customers feel valued and cared for. Personalized service, quick turnaround times, and attention to detail contribute to a memorable dining experience.
- ❖ **Community Engagement:** We will actively engage with the local community through sponsorships, partnerships, and participation in local events. By becoming a part of the fabric of downtown Manchester, we will build strong relationships and loyalty among residents, students, professionals, and visitors alike.
- ❖ **Innovation and Adaptability:** Constant innovation is at the core of our operations. We will continually evolve our menu based on customer feedback, emerging food trends, and seasonal offerings. This flexibility will allow us to stay relevant and appealing to a diverse audience while maintaining our commitment to quality and authenticity.
- ❖ **Strategic Location:** Situated in a prime location near Southern New Hampshire University, nightlife attractions, and tourist accommodations, we will benefit from high visibility and accessibility. Our proximity to key demographics will ensure a steady flow of customers throughout the day and evening.

By leveraging these strengths, LE MONT TACOS aims to establish itself as a preferred dining destination in downtown Manchester, offering a unique and delightful culinary experience that exceeds customer expectations and fosters long-term loyalty.

COMPETITIVE STRATEGY

Our competitive advantages are the factors that differentiate the company from competitors. LE MONT TACOS will differentiate itself from the competitors with the following:

- Going the extra mile to ensure optimal customer service, feedback, and satisfaction
- Continuing research, development, and improvement to ensure that our services are always top-tier and we can meet the needs of our clientele.
- Offering over 99% client satisfaction and building a strong relationship with clients.
- Affordable price
- Modern equipment and facilities that are proven to promote business practices.

LE MONT TACOS will use these above factors to the company's advantage to achieve our set goals and become the best company.

SWOT ANALYSIS

Given the innovative nature of LE MONT TACOS, our environment's realities are to maintain and build on our strengths, take advantage of our opportunities, fix or eliminate our weaknesses, and counter threats. The following analysis highlights LE MONT TACOS's internal strengths and weaknesses and the opportunities and threats facing the business in our external environment.



Strengths:

- Unique menu offerings (French-inspired TACOS, Canadian-inspired poutines, sweet TACOS).
- High-quality, locally-sourced ingredients.
- Strategic downtown location near Southern New Hampshire University and nightlife spots.
- Strong emphasis on customer service and personalized experience.
- Active community engagement and local partnerships.

Weaknesses:

- Relatively unknown brand in a competitive market.
- Initial higher costs associated with sourcing quality ingredients.
- Dependency on seasonal ingredients availability.
- Limited space for dine-in during peak hours.
- Reliance on online delivery platforms for reaching broader customer base.

Opportunities:

- Growing demand for diverse and innovative dining experiences.
- Expansion of catering services for local events and businesses.
- Collaborations with local influencers to increase brand visibility.
- Introduction of loyalty programs and promotions to attract repeat customers.
- Increasing consumer interest in sustainable and eco-friendly dining options.

Threats:

- Intense competition from established fast-casual and local eateries.
- Economic downturns affecting discretionary spending on dining out.
- Fluctuations in ingredient costs impacting profitability.
- Changes in local regulations impacting operational flexibility.
- Negative publicity or online reviews affecting brand reputation.

7.0 MARKETING PLAN AND IMPLEMENTATION

Just like any other business, ours will need marketing to raise public knowledge of the brand and make sure that enough money is made to keep the doors open. Our marketing strategy at LE MONT TACOS is designed to build brand awareness, attract new customers, and foster loyalty among our target segments in downtown Manchester. Here's how we plan to achieve these goals:



- **Brand Positioning:** We will emphasize our unique menu offerings, including French-inspired TACOS, Canadian-inspired poutines, and innovative sweet TACOS, to differentiate ourselves from competitors. Our messaging highlights quality, creativity, and the distinct flavors that set us apart in the local dining scene.
- **Targeted Advertising:** We will utilize targeted advertising campaigns across digital platforms, social media channels, and local publications to reach key demographics such as college students, young professionals, families, and tourists. These campaigns will feature compelling visuals, enticing promotions, and engaging content that resonate with our audience's preferences and lifestyles.
- **Local Partnerships and Sponsorships:** We will collaborate with local businesses, events, and community organizations to enhance our visibility and connect with the local community. Sponsorships of local events, partnerships with nearby hotels, and participation in neighborhood festivals will allow us to build relationships and generate word-of-mouth referrals.
- **Social Media Engagement:** We will maintain an active presence on social media platforms such as Instagram, Facebook, and Twitter to interact with customers in real-time, share mouth-watering food imagery, promote seasonal specials, and respond to customer feedback. User-generated content and contests encourage community engagement and showcase our unique offerings.
- **Loyalty Programs and Promotions:** We will implement a robust loyalty program that rewards frequent customers with points for purchases, special discounts, and exclusive offers. Periodic promotions such as combo meal deals, happy hour discounts, and student specials attract new customers and encourage repeat visits.
- **Public Relations and Media Outreach:** We will leverage local media outlets, food bloggers, and influencers to generate buzz and positive reviews about LE MONT TACOS. Press releases, media interviews, and feature articles highlight our menu innovations, community involvement, and customer success stories.
- **Online Presence and SEO:** Our website serves as a central hub for information about our menu, location, hours, and promotions. We will optimize our online presence through search engine optimization (SEO) strategies to ensure we appear prominently in local search results and directories.
- **Customer Feedback and Reputation Management:** We will actively solicit customer feedback through surveys, online reviews, and direct interactions. Positive feedback is celebrated and shared, while any concerns or issues are addressed promptly to maintain customer satisfaction and uphold our reputation for excellent service and quality.

Reaching out to our target audience and employing referral marketing is essential to the success of LE MONT TACOS. The number of customers our service can draw will significantly boost the revenue streams for our business. By implementing these strategic initiatives, LE MONT TACOS aims to build a strong brand presence, drive foot traffic, and cultivate a loyal customer base in downtown Manchester, ensuring sustainable growth and success in the competitive restaurant industry. We will build a website for easy access to information about our products and services

and how to go about them. Our webpage will also be utilized as a part of a significant marketing push. We will critique our website to provide the best service description and contract for affiliates.

SALES STRATEGY

As stated in an earlier section, the competitive edge of the structured conversation system will drive people's love for our company and develop long-lasting customer relationships. What will drive the bottom line beyond creating loyal customers is the revenue generated through providing our exceptional product and excellent service. Our sales strategy at LE MONT TACOS is designed to drive revenue growth, maximize customer satisfaction, and maintain a competitive edge in downtown Manchester. Here's how we plan to achieve these objectives:

- **Menu Optimization:** We will continuously refine our menu offerings based on customer preferences, seasonal availability, and food trends. Our diverse menu, featuring French-inspired TACOS, Canadian-inspired poutines, and innovative sweet TACOS, appeals to a broad audience and encourages repeat visits.
- **Upselling and Cross-selling:** Our staff are trained to upsell and cross-sell menu items effectively. By suggesting add-ons, combos, or seasonal specials, we will enhance the customer experience while increasing the average order value.
- **Customer Relationship Management:** We will prioritize building strong relationships with our customers through personalized service, attentive listening, and responsiveness to their needs. Repeat customers are recognized and rewarded through our loyalty program, encouraging loyalty and advocacy.
- **Local Partnerships and Catering:** We will explore opportunities for catering services and partnerships with local businesses, offices, and events. Catering orders and partnerships not only generate additional revenue but will also expand our brand visibility and reach within the community.
- **Promotions and Discounts:** We will strategically implement promotions, such as daily specials, happy hour discounts, and seasonal promotions, to attract customers during off-peak hours and increase sales volume. Loyalty rewards, referral programs, and birthday discounts will incentivize repeat business and word-of-mouth referrals.
- **Online Ordering and Delivery:** We will leverage technology to offer convenient online ordering and delivery services through our website and third-party platforms. Seamless ordering experiences, timely delivery, and quality packaging will ensure customer satisfaction and capture a larger market share in the competitive food delivery space.
- **Events and Special Occasions:** Hosting special events, themed nights, and holiday promotions create buzz and attract new customers. Collaborations with local artists, musicians, or community organizations will add value and create memorable experiences that drive foot traffic and sales.
- **Performance Metrics and Analysis:** We will utilize sales data, customer feedback, and performance metrics to evaluate the effectiveness of our strategies. Regular analysis helps us identify trends, opportunities for improvement, and areas where additional training or resources may be beneficial.

By aligning these sales strategies with our overall business objectives and customer-centric approach, LE MONT TACOS aims to achieve sustainable growth, profitability, and a strong presence in the downtown Manchester dining market.

8.0 OPERATIONAL PLAN

Our operational plan at LE MONT TACOS outlines how we will effectively manage day-to-day activities, ensure quality standards, and deliver exceptional customer experiences in downtown Manchester. Here are the key components of our operational plan:

- **Location and Facilities:** LE MONT TACOS is strategically located in downtown Manchester, USA, at a high-visibility spot near Southern New Hampshire University, nightlife venues, and tourist accommodations. Our restaurant will feature a modern and inviting dining area, a well-equipped kitchen, and facilities that meet health and safety regulations.
- **Menu Development and Quality Control:** We will maintain a diverse and innovative menu that includes French-inspired TACOS, Canadian-inspired poutines, sweet TACOS, and homemade savory milkshakes. Ingredients will be sourced locally whenever possible to ensure freshness and quality. We will conduct regular taste tests and quality checks to uphold our high standards.
- **Staffing and Training:** We will prioritize hiring skilled and passionate staff who share our commitment to excellent customer service and culinary creativity. Staff training programs cover menu knowledge, food preparation techniques, customer interaction, and health and safety protocols. Ongoing training and development will empower our team to deliver consistent and exceptional dining experiences.
- **Supply Chain Management:** We will partner with reliable suppliers and vendors to source high-quality ingredients, equipment, and supplies. Regular communication and quality assurance measures ensure that our supply chain supports our commitment to freshness, sustainability, and operational efficiency.
- **Operational Efficiency:** We will implement efficient kitchen workflows, inventory management systems, and scheduling practices to minimize waste, reduce wait times, and optimize resource utilization. This approach will allow us to maintain profitability while delivering timely and quality meals to our customers.
- **Health and Safety Standards:** Compliance with local health regulations and sanitation standards is paramount. We will adhere to strict hygiene practices, conduct routine inspections, and provide ongoing training to staff on food safety protocols. Our goal is to create a safe and hygienic environment for both customers and employees.
- **Technology Integration:** We will leverage technology for online ordering, delivery logistics, point-of-sale systems, and customer relationship management. This integration will enhance operational efficiency, facilitates seamless transactions, and improves the overall customer experience.
- **Customer Feedback and Continuous Improvement:** We will actively seek and respond to customer feedback through surveys, reviews, and direct interactions. Insights gathered will be used to make informed decisions, refine our offerings, and continuously improve our service delivery.
- **Community Engagement and Sustainability:** We will engage with the local community through sponsorships, events, and partnerships that align with our values and contribute positively to the neighborhood. Sustainability initiatives, such as waste reduction and eco-friendly packaging, further demonstrate our commitment to responsible business practices.

By executing our operational plan with diligence and a commitment to excellence, LE MONT TACOS aims to establish itself as a premier dining destination in downtown Manchester, delivering memorable culinary experiences and fostering long-term customer loyalty.

9.0 FINANCIAL PLAN

The following section contains financial information for LE MONT TACOS. Tables and charts show annual projections for the first five business years.

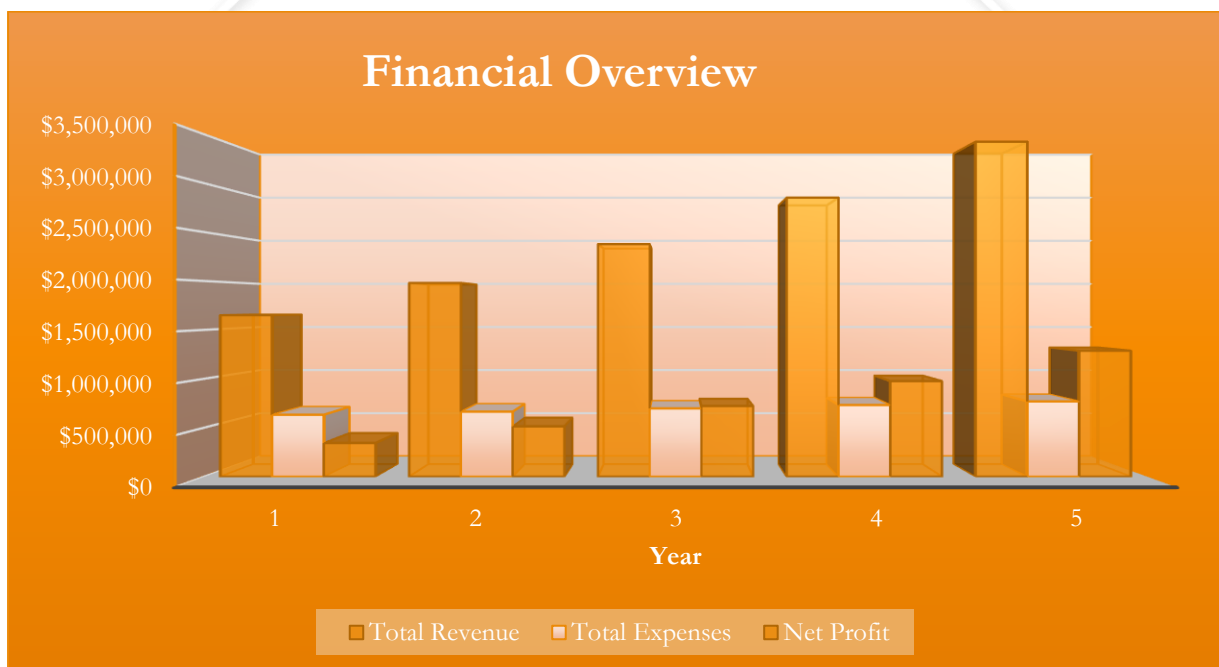
STARTUP EXPENSES

Description	Cost
Leasehold improvement	71500
Furniture and equipment	65000
Appraisal fee	1500
Franchise fee	40000
Goodwill	48500
Computer system	3500
Working Capital	20000
Total Startup Expenses	\$250,000
Loan	\$250,000
Total investment	\$250,000

FINANCIAL OVERVIEW

Below is the financial overview showing the business's profitability as the sales increase with a minor change in the cost. The profit is seen to increase with sales.

	Year 1	Year 2	Year 3	Year 4	Year 5
Total Revenue	\$1,650,000	\$1,980,000	\$2,376,000	\$2,851,200	\$3,421,440
Total Expenses	\$632,961	\$664,609	\$697,840	\$732,731	\$769,368
Net Profit	\$344,772	\$514,448	\$722,546	\$976,975	\$1,287,234



PROFIT AND LOSS

The below table is the profit and loss projection for the first five business years. The sales are seen to increase each year, causing a considerable increase in the net profit too.

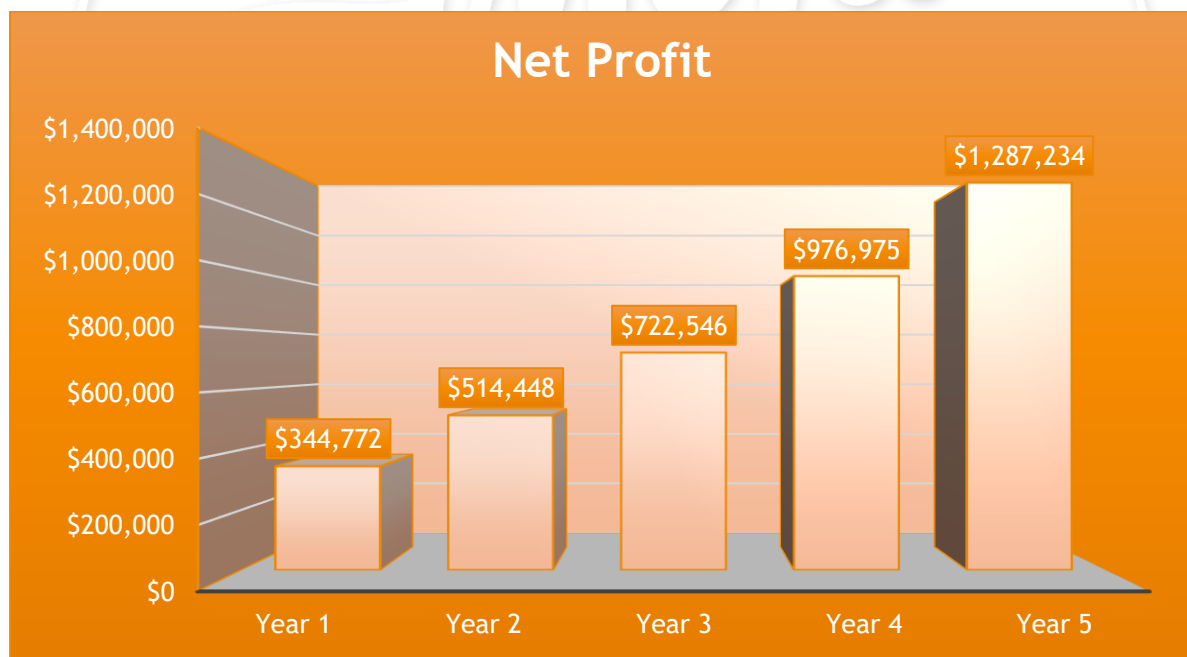
	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue					
Sales	\$1,650,000	\$1,980,000	\$2,376,000	\$2,851,200	\$3,421,440
Revenue	\$1,650,000	\$1,980,000	\$2,376,000	\$2,851,200	\$3,421,440
Cost of Sales					
Cost of Sales	\$594,000	\$712,800	\$855,360	\$1,026,432	\$1,231,718
Total Cost of Sales	594,000	712,800	855,360	1,026,432	1,231,718
Gross Margin	\$1,056,000	\$1,267,200	\$1,520,640	\$1,824,768	\$2,189,722
Gross Margin %	64%	64%	64%	64%	64%
Operating Expenses					
Advertisement	41,260	43,323	45,489	47,764	50,152
Salaries	357,586	375,465	394,239	413,950	434,648
Social Charges	53,638	56,320	59,136	62,093	65,197
Franchise	68,766	72,204	75,815	79,605	83,586
Rent (Including-electric+heating)	60,000	63,000	66,150	69,458	72,930

Commercial Insurance	9,000	9,450	9,923	10,419	10,940
Taxes/Registration/Permits	492	517	542	570	598
Public Service	17,742	18,629	19,561	20,539	21,566
Alarm monitoring costs	900	945	992	1,042	1,094
Professional	3,000	3,150	3,308	3,473	3,647
Supply	600	630	662	695	729
Telecommunication	720	756	794	833	875
Car Expense	3,406	3,576	3,755	3,943	4,140
Administration fees	3,000	3,150	3,308	3,473	3,647
Financial expenses	12,851	13,494	14,168	14,877	15,620
Total Operating Expenses	\$632,961	\$664,609	\$697,840	\$732,731	\$769,368
Operating Income	\$423,039	\$602,591	\$822,800	\$1,092,037	\$1,420,354
Operating Margin	26%	30%	35%	38%	42%
EBITDA	\$423,039	\$602,591	\$822,800	\$1,092,037	\$1,420,354
Depreciation	\$0	\$0	\$0	\$0	\$0

Loan Repayment	\$55,000	\$55,000	\$55,000	\$55,000	\$55,000
Tax Incurred (5.5% Income Tax)	\$23,267	\$33,143	\$45,254	\$60,062	\$78,119
Net Profit	\$344,772	\$514,448	\$722,546	\$976,975	\$1,287,234
Net Profit Sales %	21%	26%	30%	34%	38%

According to the analysis, it is expected that the business will make a total revenue of **\$1,650,000** in its first year of operation. Every business always aspires to increase its sales. With the marketing strategy adopted, it is assumed that this will yield an increase in the subsequent years of business operations, thereby causing the revenue for each year to increase. The volume of revenue influences the profit that will be made during the year; therefore, revenue generated while running the business results in an increase in profit made by the business after taking care of all expenses.

Chart: Profit and Loss



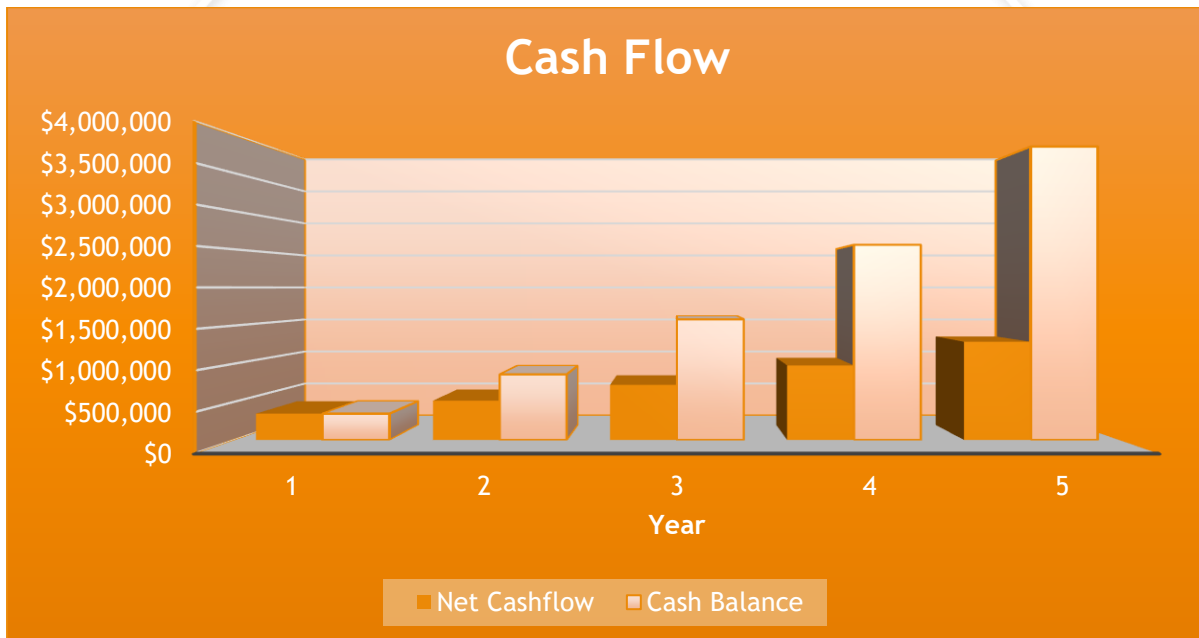
CASH FLOW STATEMENT

Below is a cash flow statement projection for five years showing the cash movement within the business.

	Year 1	Year 2	Year 3	Year 4	Year 5
Cash From Operations					
Cash Sales	1,650,000	1,980,000	2,376,000	2,851,200	3,421,440
Subtotal Cash From Operations	1,650,000	1,980,000	2,376,000	2,851,200	3,421,440
Additional Cash Received					
Loan	250,000				
Subtotal Cash Received	1,900,000	1,980,000	2,376,000	2,851,200	3,421,440
Expenditures	Year 1	Year 2	Year 2	Year 2	Year 3
Total Cost of Sales	594,000	712,800	855,360	1,026,432	1,231,718
Total Operating Expenses	632,961	664,609	697,840	732,731	769,368
Loan Repayment	55,000	55,000	55,000	55,000	55,000
Tax Incurred	23,267	33,143	45,254	60,062	78,119
Subtotal Spent on Operations	1,305,228	1,465,552	1,653,454	1,874,225	2,134,206
Additional Cash Spent					
Other Liabilities Principal Repayment	-	-	-	-	-
Long-term Liabilities Principal Repayment	-	-	-	-	-
Startup Expenses	250,000	-	-	-	-
Purchase Long-term Assets	-	-	-	-	-

Investor Dividends	-	-	-	-	-
Owner's Drawing	-	-	-	-	-
Subtotal Cash Spent	\$1,555,228	\$1,465,552	\$1,653,454	\$1,874,225	\$2,134,206
Net Cash Flow	\$344,772	\$514,448	\$722,546	\$976,975	\$1,287,234
Cash Balance	\$344,772	\$859,220	\$1,581,767	\$2,558,741	\$3,845,975

Chart: Cash Flow



The graph above shows an upward movement of the closing cash balance, indicating an increase in cash balance at the end of every period.

BALANCE SHEET

Below is the financial forecast of the balance sheet for the business. The below table shows the steady growth in the net worth of the organization, and this shows that the business is a very profitable one.

Table: Balance Sheet

	Starting balance	Year 1	Year 2	Year 3	Year 4	Year 5
Current Assets						
Cash	-	344,772	859,220	1,581,767	2,558,741	3,845,975
Startup Inventory	0	0	0	0	0	0
Total Current Assets	-	344,772	859,220	1,581,767	2,558,741	3,845,975
Total Assets	-	344,772	859,220	1,581,767	2,558,741	3,845,975
Liabilities and Capital						
Paid-in Capital	-	-	-	-	-	-
Retained Earnings	-	344,772	859,220	1,581,767	2,558,741	2,146,454
Earning	-	344,772	514,448	722,546	976,975	1,287,234
Total Capital	-	344,772	859,220	1,581,767	2,558,741	3,845,975
Total Liabilities and Capital	-	344,772	859,220	1,581,767	2,558,741	3,845,975

Net Worth

\$0

\$344,772

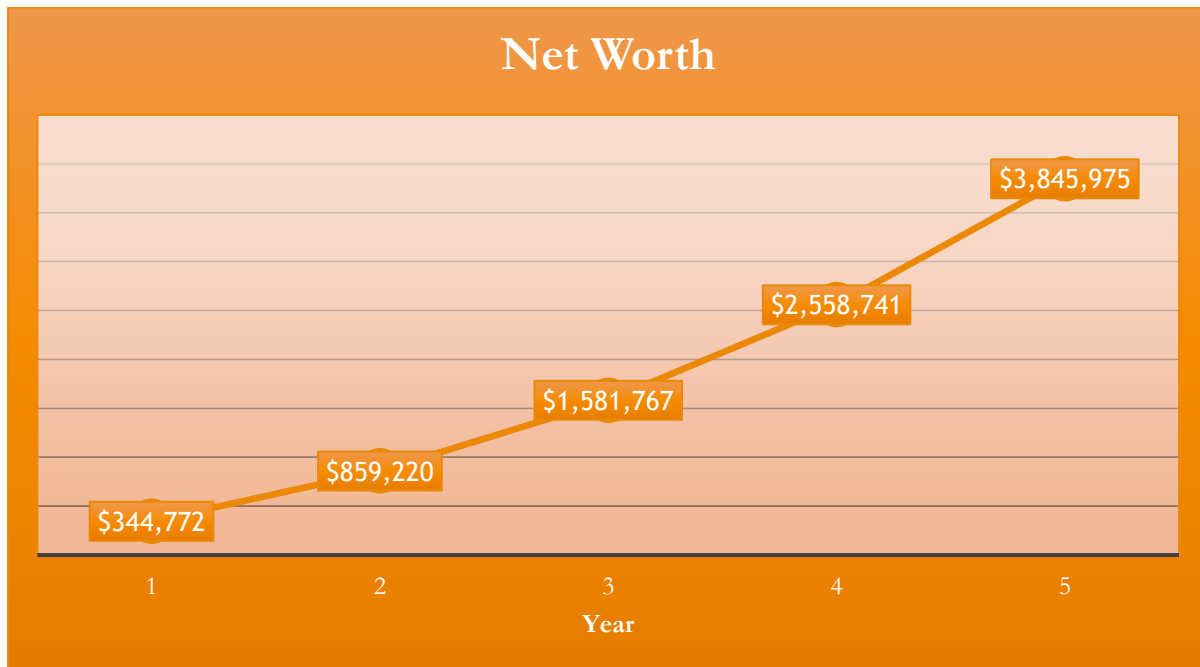
\$859,220

\$1,581,767

\$2,558,741

\$3,845,975

Chart: Net Worth



BREAK-EVEN ANALYSIS

Break-even is the point where the business neither makes a profit nor a loss. This means that at break-even, the business can only pay up its fixed and variable expenses without any excess. The essence of break-even is to determine the number of sales that could lead to profitability.

	Year 1	Year 2	Year 3	Year 4	Year 5
Fixed cost	\$632,961	\$664,609	\$697,840	\$732,731	\$769,368
Variable Cost %	36%	36%	36%	36%	36%
Gross Margin %	64%	64%	64%	64%	64%
Break Even Income	\$1,226,961	\$1,377,409	\$1,553,200	\$1,759,163	\$2,001,086
Revenue	\$1,650,000	\$1,980,000	\$2,376,000	\$2,851,200	\$3,421,440

The business breaks even in the first year of business activities. This means there must be more than **\$1,126,961** worth of sales yearly before any profit can be recorded. The above analysis can be seen in the below graph showing the break-even income and revenue.

