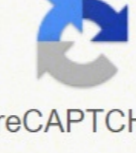


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**FAST Business Plan**

**1.4 Executive Summary**

The "National Family Restaurant" ("NFR") will be a moderately priced full service restaurant offering family style food and service. Restaurant facilities, per seat, include full bar, deep fryer, walk-in cooler, walk-in freezer, and general kitchen, all of the above. We will offer specialty dishes including a signature dish and special projects for children's menu.

The restaurant will be family owned and operated by Jeff and Amy Wright. Together they have over 20+ collective years experience in the restaurant and catering industry.

The NFR will be located in a 3,000 square foot space located at 1000 South Highway 100, an existing retail center located in Houston, a suburb of Fort Worth, Texas. The site was previously used as an Italian Restaurant. Although the location was previously utilized as a restaurant, the former owner retained the majority of the fixtures, fixtures and equipment which will be used to the fullest. The location will also require some additional renovations to update the business and increase table space in the dining area.

The owner will finance most operating assets with their own and other secured assets. These assets will be secured by a second lien with convertible equity notes.

Initial projections assume 170 customers per week resulting in weekly sales of just over \$15,000 or \$1,020,000 annually. This equates to around \$300 per square foot in sales annually. About 1000-1200 sq ft is highly developed for a family casual dining restaurant. \$200 to \$300 per square foot is considered moderately profitable and denotes a good investment. Total start-up costs will be \$10,000, \$1,000,000 which will be contributed by the owners and the remainder will be secured by a proposed bank loan.

**1.5 Business Objectives**

The primary objectives of the business plan for Restaurant are below:

- To be the premier home-style restaurant in western Fort Worth, Texas
- To provide quality food at reasonable prices with excellent service
- To achieve Cash Break-Even in 180 to 240 days and a 10% owner return
- To Achieve Prime Cost Ratio less than 32%



## Marketing Communications Plan

2015-2017

### I. Introduction

The IFLA Public Libraries Section (PLS) is committed to ensuring the world's communities have free and equal access to information and public library services. Our goals, objectives and strategies are developed within the context of the principles established in the IFLA/UNESCO Public Library Manifesto and the IFLA Professional Priorities. This Section also represents mobile libraries.

Members of the Public Libraries Section Standing Committee represent 18 countries on every continent (except Antarctica). Through their local networks the Section has strong links to the international public library community.

This Marketing Communications Plan provides a roadmap for the Section in informing key stakeholders about key issues and developments relating to the sector.

#### IFLA Public Libraries Section SWOT Analysis

<p><b>Strengths</b></p> <p>The strengths of PLS were identified as:</p> <ul style="list-style-type: none"> <li>Its geographically dispersed membership</li> <li>The commitment and experience of Standing Committee members</li> <li>The international networks forged through conferences and joint initiatives</li> <li>The Section's capacity to partner with other IFLA Sections to develop projects and deliver programs</li> <li>The delivery of strong conference programs at the IFLA Congress, as Congress Satellite meetings and at mid-term meetings.</li> <li>Strong links to national library associations through the Standing Committee membership</li> </ul>	<p><b>Weaknesses</b></p> <p>The weaknesses of PLS were identified as:</p> <ul style="list-style-type: none"> <li>Communication barriers as a result of multi-linguistic membership</li> <li>Competing priorities of busy members</li> <li>Limited opportunities for face-to-face meetings and associated costs.</li> </ul>
<p><b>Opportunities</b></p> <p>The opportunities for PLS were identified as:</p> <ul style="list-style-type: none"> <li>Further partnerships with other IFLA sections and key library and information associations</li> <li>IFLA Trend Report</li> <li>Use of technology to facilitate section meetings and encourage communication.</li> </ul>	<p><b>Threats</b></p> <p>The threats to PLS were identified as:</p> <ul style="list-style-type: none"> <li>Global financial climate and its impact on the public library sector</li> <li>Failure to recruit committed, connected Standing Committee members.</li> </ul>



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