Buffalo Wild Wings
Business Plan
Poised to Thrive

Kody Kinser
May 20th, 2013

buffalowildwings.com
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Section 1- Introduction

Executive Summary

The Rogue Valley has many things to do. There are rivers, lakes, mountains, hills, springs, and much more to do. This surplus of activities creates a large quantity of our photographic target market. There is currently no reputable sports bar in Southern Oregon. The competition that we will face is very low. There is only one place in Medford that can even compare to a sports bar, and their market is very low and they do not attract people from all over. We will attract many more customers than the Rocky Tonk because we will be advertising. Buffalo Wild Wings is a nationally known chain that instantly receives recognition wherever it opens. We receive recognition because of our signature sauces and wings, and actual sports bar atmosphere.

Medford is a “major commercial motor freight transportation hub” (soredi.org). Interstate 5 allows great options for receiving our goods and supplies via roadway. Interstate 5 and the rivers, mountains, and lakes provide a fair amount of tourist attraction. Tourists could be skiing at Mount Ashland, wakeboarding at Lost Creek Lake, hiking the Table Rocks, making their way to Crater Lake, or just passing through. We are also a good destination for air travelers; we are located less than three miles away from the Rogue Valley International Airport (maps.google.com).

Our service will give the sports bar experience to everyone in Southern Oregon. As I said earlier, there is no other business that offers any experience like ours. The Rocky Tonk is our closest competitor, and they are housed in a small building in the center of a town where nightlife is non-existent. Our business will provide great chicken wings and sauces while adults enjoy themselves with their friends during sporting events. We easily have the best selection of sports channels, and we will have five 113’ projectors and 60 other televisions ranging from 32’-60’. We will be one of the main hotspots during college football season because we will be one of the few places to receive all of the PAC-12 games via PAC-12 network.

To get this Buffalo Wild Wings started, I estimate that I will need $1,502,769 for startup costs. This includes various fees such as the $40,000 franchise fee, advertising fees, furniture, and utilities. We project that we will earn $41,562.15 a month, totaling $498,745.80 the first year. Buying and building on the best spot available (within .2 miles of Interstate 5) will be the most expensive of my purchases, at $1,095,000. Buying the land will cost $75,000, the 6000 sq. ft. building will cost around $900,000, and the 120 parking spaces will cost $120,000.

Being a part of the Buffalo Wild Wings franchise system is a boundless opportunity. They help their franchises out in any way that they can; including guidance in securing a liquor license, operational procedures, in-service trainings, grand opening promotions, and blueprints (buffalowildwings.com). Buffalo Wild Wings Inc. has great television advertisements. One of the best things about them is that they are a nationally recognized chain that nearly everyone can identify.
Our great sauces and seasonings allow Buffalo Wild Wings around the United States to accomplish their priorities: make the customers happy. Besides serving excellent food we also provide a unique environment where adults can be adults, and everyone can enjoy themselves.

**Self-Analysis**

What makes a business successful? According to moneymatters101.com, starting the business in the right place, at the right time, smart and innovative ideas, a good working strategy, brilliant planning, evaluating and instituting effective short term and long term goals, or it may be just plain luck.” They also go on to say that the overall success of a business starts with the “human factor”. Surrounding yourself with the correct people and making your employees happy have been proven to make a business more successful. If you don’t believe me, ask yourself this question; would you rather go out to your local Abby’s Pizza (where the normal low-spirited teenage high school student works), or would you rather go to Kaleidoscope Pizza where you can enjoy yourself while being surrounded by a friendly environment with fun and happy employees (regardless of the price or quality of food)? I am the person who can lead my team of innovators and go-getters to be this successful business; we will strive to achieve success in Southern Oregon.

My qualities of being an intelligent, natural leader who thinks about the future will be one of the key factors in being successful. According to investopedia.com, getting organized, keeping detailed records, analyzing the competition, staying focused, and providing a great service are five of the nine tips for creating a successful business. I have all of these qualities; as you will see while going through this business plan. My score of 92/100 from the entrepreneurship test via liraz.com and being pinned an innovator through the strategicbusinessinsights.com VALS test show my strengths that I am a good bet to be a prosperous entrepreneur. By involving myself in High School I have proven and enhanced my leadership capabilities, improved my communication skills, and learned to think towards the future. By receiving a leadership, One of my few weaknesses is being too much of a hard worker, where I can overlook the little things. By recognizing this weakness and surrounding myself with other creative innovators this weakness disappears.

By taking the initiative and enrolling myself in business classes and AP courses I have proven my hard work and strong work ethic. While planning to start my own businesses I have also have had the understanding to form a connection with two small businesses via internships. While interning in the highly competitive engineering field at two different companies I have learned what makes their business successful. From both of these enterprises I kept asking the people I worked with (and myself) what made them better than everyone else. At Precision Structural Engineering I learned that getting work done as fast as possible without sacrificing quality is a key point. At Precision Approach Engineering I learned via Vice President John Shute that creating workarounds for problems, trying to keep clients and employees happy, and continuously showing why what you have to offer is superior to your competition.

“Innovators are successful, sophisticated, take-charge people with high self-esteem. They are change leaders and are the most receptive to new ideas and technologies. Innovators are among the established and emerging leaders in business and government, yet they continue to seek
challenges” (strategicbusinessinsights.com). I am one of these people. My high self-esteem and ability to recover after incidents makes me willing to take risks. By being organized and intelligent, I will always calculate the potential risks and reward, along with consulting my team. I am confident that I have the ability to recover in the small chance of failure.

I have been told from my former supervisors that I am a fun and sociable person that has the potential to create a flourishing business in any field. These are some of the most important qualities for creating a business where the atmosphere is one of the main factors in attracting and retaining customers. I also have the qualities to sustain a popular business by being innovative, smart, creative, being able to lead my employees. With my skill set my Buffalo Wild Wings will practically run itself.

Section 2- Analysis of the Business Situation

Geographical Analysis

Maps.google.com

The Rogue Valley is home to many wild, fun, interesting, and beautiful activities; these activities range from awesome mountain to wild rivers and rapid rivers. These attractions create a perfect mix of things to do that will bring in our target market, experiencers and strivers. This portion of my business plan is going to prove to why the Rogue Valley perfectly poised for a Buffalo Wild
Wings. With things such as Interstate 5, four distinct seasons with half as much rainfall compared to the rest of Oregon (findthedata.org). The mountainous regions create a surplus of our target market, although it can make shipping a hassle for the inexperienced and naïve.

The Rogue Valley is located in Southern Oregon. The major hub of the Rogue Valley is Medford which is a “major commercial motor freight transportation hub” (soredi.org). Interstate 5 “busiest, and arguably the most important highway on the west coast of North America” and it runs straight through Medford. I-5 is the main north-south transportation corridor, it stretches from Mexico to Canada, and it provides an easy transportation route for people and cargo (i5highway.com). Medford is found less than 80 miles away from the Pacific Ocean, so moving any cargo or materials from the ocean is a viable option (distancecalculator.co.uk). Rail freight is also available from Eugene to Southern California (soredi.org).

The Rogue Valley’s mild Mediterranean climate has four distinct seasons, and it sees more than 200 days of sun per year, which is higher than the rest of Oregon (soredi.org). The average rainfall is 18.4 inches per year, compared to 33.2 inches per year for the rest of Oregon, or 17 inches in Sacramento (findthedata.org and soredi.org). Medford receives on average 5.1 inches of snowfall a year, over four days (currentresults.com). Average temperature high in Medford is 67.2°F, and it has temperatures over 90°F for about 3-4 weeks. The growing season is 170 days, and this leads to many pears, strawberries, and grapes being grown (climate-zone.com and soredi.org).

Community elevations in Southern Oregon range from 960 feet to 2,535 feet (soredi.org). Being inside a valley poses some minor problems. The Siskiyou Summit is the highest point on I-5, it is located 4 miles north of the California state line (Wikipedia.org). Siskiyou Summit is generally closed one to four times a year due to ice or snow (Wikipedia.org). There are many lakes and mountains in the Rogue Valley; this has helped our target market grow larger and larger.

Southern Oregon is in prime position to support a prosperous Buffalo Wild Wings. The climate has four distinct seasons that attracts a variety of people. Interstate 5, lakes, mountains, and the Rogue River provide a lot of tourist traffic that will help my business thrive. Living in a Valley only poses a small problem with shipping, because our food stocks will be more than big enough to compensate for any delays by road. Because of where Medford is keenly situated it has been made a transportation hub. This creates many other means to receive shipments of supplies. We will also have the foresight to receive our shipments before a large storm hits.

- The four distinct seasons creates a large quantity of our target market
- Mountains, rivers, and lakes attracts a lot of tourists
- Medford is a transportation hub, is home to an International Airport, freight hubs, rail freight, and air freight.
- Medford has more than 30 interstate, intrastate, and less-than-truckload carriers based locally (soredi.org).
- Is less than 80 miles from the Oregon Coast
- Has a beautiful setting that is home to the famous Table Rocks.
- Is 30 miles away from California
## Competitive Data

<table>
<thead>
<tr>
<th>Competitors</th>
<th>Products</th>
<th>Prices</th>
<th>Location</th>
<th>Promotions</th>
</tr>
</thead>
</table>
| Red Robin     | Alcohol, Burgers, Chicken Tenders, Desert, Fries, Kids Meal, Salads, Sandwiches | A $1-$5 more dollars | 499 Medford Center Medford, OR 97504 | • Coupons  
                |                     |                 | 1.5 miles away (through town) | • Commercials |
| Rocky Tonk    | Alcohol, Burgers, Fries, Salad, Sandwiches | Equal           | 333 E Main St Medford, OR 97501 | • Radio |
| Kaleidoscope  | Alcohol, Desert, Salad, Sandwiches | Equal           | 3084 Crater Lake Highway Medford, OR 97501 | • Radio  
                |                     |                 | 2.4 miles away | • Newspaper |
| Wild River    | Alcohol, Salad, Sandwiches, Fries | Several Dollars | 2684 N Pacific Hwy Medford, OR 97501 | • Radio |

Redrobin.com & rockytonk.com & kaleidoscopepizza.com wildriverbrewing.com & buffalowildwings.com & maps.google.com
*Market Segment Analysis*

(tailgatingallweek.com)

The all important question of “what kind of person are we marketing for” creates or destroys the successfulness of business around the world. This question must be answered effectively before a business can earn its first dollar. Without analyzing target markets you might create a ski shop in Phoenix, Arizona, or a Chick-fil-A in a town whose main income comes from cattle ranching. By surveying areas where current Buffalo Wild Wings exist, it quickly becomes evident that Medford has a very large number of our target market, with both psychographics and demographics. Recognizing the large target market in Medford influences our decisions on our products, prices, promotions, and where we are located.

Buffalo Wild Wings has a very general target market. Since it is a sports bar its target market is single, male sports fans ages 21-28. We are a sports bar, and sports bars attract single men who are looking to have a good time with their friends. Our secondary market is the average family. The adults have a great time talking and watching while the kids can play games (such as the Buzztime, which is unique to Buffalo Wild Wings). We also offer menu’s dedicated to children where they can choose their portion sizes and food more to their style (wikispaces.com). We market towards people that want to have a good time, and they aren’t crunched on a very small budget.

**Buffalo Wild Wings**

<table>
<thead>
<tr>
<th><strong>Demographics</strong></th>
<th><strong>Psychographics</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Age: 21-28</td>
<td>Experiencers</td>
</tr>
<tr>
<td>Sex: Male</td>
<td>Experiencers are motivated by self-expression. Young, enthusiastic, and impulsive consumers, quickly become enthusiastic about new possibilities. Their energy finds an outlet in exercise, sports, outdoor recreation, and social activities. Experiencers are avid consumers and spend a comparatively high proportion of their income on fashion, entertainment, and socializing. Their purchases reflect the emphasis that they place on looking good and having &quot;cool&quot; stuff.</td>
</tr>
<tr>
<td>Race: Any/White</td>
<td></td>
</tr>
<tr>
<td>Income Level:</td>
<td></td>
</tr>
<tr>
<td>Average</td>
<td></td>
</tr>
<tr>
<td>Culture:</td>
<td></td>
</tr>
<tr>
<td>Western Society</td>
<td></td>
</tr>
</tbody>
</table>
Strivers
Strivers are trendy and fun loving. Because they are motivated by achievement, Strivers are concerned about the opinions and approval of others. Money defines success for Strivers, who don't have enough of it to meet their desires. They favor stylish products that emulate the purchases of people with greater material wealth. Strivers are active consumers because shopping is both a social activity and an opportunity to demonstrate to peers their ability to buy.

There are a total of 74,907 people living in Medford (not our entire trade area); we need a minimum of 40,000 people to enact a franchise (factfinder2.census.gov & franchiseinfo.buffalowildwings.com). There are 36,270 males living in Medford and approximately 50% of these males are single. 32,602 people in Medford alone (not counting the cities within 10 miles) are within our demographic (factfinder2.census.gov & kiplinger.com). Women will also go to our business in the hopes to find guys or have a good time themselves.

<table>
<thead>
<tr>
<th>Demographic Measurement</th>
<th>Data</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender (Male)</td>
<td>36,270</td>
<td>48.4%</td>
</tr>
<tr>
<td>Race (White)</td>
<td>64,462</td>
<td>86.0%</td>
</tr>
<tr>
<td>Marital Status (Single) + Some Married</td>
<td>36,458</td>
<td>48.4%</td>
</tr>
<tr>
<td>Education (None/Some College &amp; Bachelor's Degree)</td>
<td>36,662</td>
<td>73.3%</td>
</tr>
<tr>
<td>Income Level ($50,000 - $150,000)</td>
<td>41,273</td>
<td>55.1%</td>
</tr>
<tr>
<td><strong>Average of Demographic Measurements (ETM)</strong></td>
<td>43,025</td>
<td>62.2%</td>
</tr>
</tbody>
</table>

The Rogue Valley has a lot of different outdoor things to do. There are many lakes, creeks, rivers, mountains, and climbing opportunities that are created by living in a valley. All of these opportunities create a large physiological market that my business can tap into. The environment that this community lives in creates the “experiencer” type of psyche. Experiencers are young and enthusiastic. They are motivated by self-expression and they quickly become passionate about new possibilities. They spend a large part of their income on entertainment and socializing, they love having and doing cool and fun stuff (strategicbusinessinsights.com). The “striver” type is our secondary photographic market. Strivers are motivated by achievement and they are active because they love to show their ability to buy by shopping or doing things (strategicbusinessinsights.com).

Our selection of beers and alcoholic beverages mixed with the fun atmosphere of sports creates an excellent environment for single, male sports fans. Families also love to come eat and hang out at Buffalo Wild Wings because their kids can have fun, and they get to talk with their friends and enjoy a great meal. Experiencers and Strivers love us because it lets them express themselves and have a good time after going to the lake or rock climbing. With Medford alone having over a
60% average of demographic measurements, there are a lot of people that will be enthusiastic and primed to come to a Buffalo Wild Wings.

**Analysis for Potential Location**

We have chosen the ideal location to build our Buffalo Wild Wings. We have chosen 1901 North Pacific Highway Medford. We are located in the northwest portion of Medford, but the center of the metropolitan area (including Central Point). We are located next to the Northgate Center, and the Rogue Valley Mall (maps.google.com). This location satisfies all of Buffalo Wild Wings Inc. requirements; we are on a hard corner, there is great visibility to: I-5, Crater Lake Highway (highway 62), and North Riverside Avenue, good ease of exit and entryways, space for 120 parking spots, and we are in an area with stores such as Super-Target: a regional mall, movie theaters, Kohl’s, REI, and Lowes (franchiseinfo.buffalowildwings.com).

The taxlot’s acreage is 6.48. We do not plan to buy all of it, but we will if we need to. The landlord that owns this lot is James A. Mather and his mailing address is 2200 E River Rd. 110 Tucson AZ, 85718 (web.jacksoncounty.org). Another factor when selecting a lot is where the city has zoned it. Zoning is the city’s way of making sure that a shooting range or Albertsons doesn’t go in the middle of a neighborhood. Our lot is zoned as a commercial service/professional zone, so we can build here or ask the city to change it without much effort.
We are located right across from a new shopping center, so they will have no problem changing it (ci.medford.or.us).
Most of our competitors are located in the middle or north of town. Red robin is located 1.5 miles away, in the middle of town; The Rocky Tonk is located in the center of town and is 1.6 miles away; Kaleidoscope is in the northeast side of town and it is 2.4 miles away; and Wild River is in the northwest part of town and is 1.2 miles away. We can expect some tourists that are waiting for connecting flights through the Rogue Valley International Airport to visit us, as it is located less than three miles away (maps.google.com).

The most traffic that we expect is car traffic. The intersection of Crater Lake High Way and Riverside Avenue receives an average of 94,000 cars a day (ci.medford.or.us). This far exceeds the requirement of 25,000 (buffalowildwings.com). The volume for side streets are 12,200 and 7,500 cars a day (ci.medford.or.us). These also are acceptable ranges for Buffalo Wild Wings, which is at 10,000 cars a day (buffalowildwings.com).
**Floor Plan**

My Buffalo Wild Wings has 6006.25 square feet, 460 square feet is bathroom space, 224 square feet of kitchen space, and 176 square feet of office space. This leaves approximately 4,925 square feet of customer floor space (also subtracted storage square footage). Buffalo Wild Wings will also help me with our final floor plan, as they will work with us to create the final blueprints (buffalowildwing.com).
Section 3- Planned Operation of Proposed Business

Ownership

Buffalo Wild Wings is traded on the NASDAQ as BWLD (wikipedia.org). Because they are in the stock exchange, they are classified as a corporation. An advantage that I have being part of a corporation is there have a lot of people working to try and make my business succeed. According to their franchise page on buffalowildwings.com, they will give my business operational procedures, marketing manual guidance, national purchasing programs, in service training, detailed layouts and restaurant designs, and management function. Buffalo Wild Wings Incorporated is out there to make sure that I succeed, they do not want any of their facilities to fail. They will also send me specialists to help my business, and they offer great promotions and advertisements.

Organization and Management

Management is one of the few things that can kill an already successful business, or revive a dead one. Without good management skills and styles even the best ideas can fail. Even the best employees still need someone to look over them and answer and questions that they have. A business with bad managers and management styles will only become a group of people with nametags on their shirts running around wondering what to do. Good management will create an effective environment that allows all employees to feel needed and that they have something to contribute, along with enjoying what they do and the environment that they are in; and “experience shows that happy employees equal happy customers” (executivetravelmagazine.com).

The way that I manage my staff is to teach teamwork. Working with teams allows for many problems to be resolved before a staff member has to ask a manager. Through teamwork the staff will help each other by passing on their previous knowledge and experiences. Although being focused on teamwork, this does not limit us to telling one person to go fix a problem, or fixing something alone. Working as a team in the restaurant business is very important because the different groups of staff members all have specific jobs, and all of the groups need to work together to accomplish the primary objective of making our customers happy.

All employees will have a level of expectations that they will be vital to reach success. Everyone will be required to show the customers that they come first. The general manager will keep track of the big picture, while the assistant managers take control of the shift schedule and smaller details.
Because we are a franchise, there are other levels of organization than our individual restaurant. These higher levels will take control of marketing, blueprints, guidance, quality control, and management systems (buffalowildwings.com).

These salaries are commonly accepted throughout the United States. These salaries are taken from other Buffalo Wild Wings in Oregon. The higher position in management, the higher the salary that person receives.
### Yearly Labor Schedule

<table>
<thead>
<tr>
<th>Position</th>
<th>Salary</th>
<th>Hourly Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Manager</td>
<td>$55,000</td>
<td>$29.89</td>
</tr>
<tr>
<td>Executive Chef</td>
<td>$48,000</td>
<td>$26.09</td>
</tr>
<tr>
<td>Kitchen Manager</td>
<td>$38,370</td>
<td>$20.85</td>
</tr>
<tr>
<td>Assistant Manager</td>
<td>$38,307</td>
<td>$20.82</td>
</tr>
<tr>
<td>Bartender</td>
<td>$19,200</td>
<td>$10.00</td>
</tr>
<tr>
<td>Server</td>
<td>$17,472</td>
<td>$9.10 (not counting tips)</td>
</tr>
<tr>
<td>Porters/Hosts</td>
<td>$17,184</td>
<td>$8.95</td>
</tr>
</tbody>
</table>

zagat.com

**Product**

If you’re a sports fan in the Rogue Valley where do you go if you want to have a good time with your friends? There is nowhere. There is no reputable business that has great food, a fun and friendly atmosphere, and has all of the sports games on. The following section will show our potential suppliers and inventory policies in our Medford Buffalo Wild Wings.

Buffalo Wild Wings offers much more than just chicken wings, we offer salads, sharable things (such as nachos or Jalapeno pepper bites), burgers/sandwiches, chicken tenders, a menu for children, dessert, and a full bar with domestic, imported, and craft beers. There are over 15 signature sauces and 5 seasonings that can go on our chicken wings (buffalowildwings.com).

Our non-goods service in Medford will receive an ample amount of customers; via our great chicken wings, one of a kind atmosphere, and our unique business. Although some of our product line is not as unique (such as chicken tenders and beer such as Budweiser), our product depth is much better than our competitors. Our choices in wings are unmatched in the valley. Our signature sauces and seasonings offer much more than any other reputable business within 50 miles.

Every business need suppliers for their businesses, business managers cannot just drive down to Wall-Mart every other day to get supplies. The cheaper and more efficient way is to get reliable suppliers to deliver your goods. Pacific Food Distributors will be our distributor of most of our food, including our chicken wings. Marzetti Food service is our provider of our sauces and seasonings. Buffalo Wild Wings Inc. already has a standing relationship with this company (hotstocked.com). Our supplier of smaller supplies such as Windex, pens, and soap will be West Coast Paper. They are located less than four miles away from our proposed location.

Another important factor in running a business is the type of inventory method that is used to organize and deplete the goods. We will be using the FIFO or “fast in first out” where the older products get used first. This method makes sense because it will allow our food to last longer. If we were to use the LIFO method (last in first out) our older food would spoil before we would have the chance to use it. We will use the physical inventory system to keep track of our inventory. When something is used we will mark it down and the manager will keep track of when we will need to order more. This method works very well with our bar and measuring the alcohol.
This outline of our inventory policies makes perfect sense for my restaurant. Our product depth rivals all but the most expensive and exclusive restaurants in Oregon. With over 15 sauces and 5 seasonings, our customers have many options in what they choose. Our suppliers distance from us is relatively close on the average of 221.6 miles. The selections for our products, suppliers, and inventory methods create an effective environment where customers have various options and our customers can continuously come back.

**Suppliers**

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Address</th>
<th>Phone Number</th>
<th>Website</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pacific Food Distributors</td>
<td>12300 SE Carpenter DR Clackamas, OR 97015</td>
<td>(503) 607-1000</td>
<td><a href="http://www.pacfoods.com/">http://www.pacfoods.com/</a></td>
<td>4</td>
</tr>
<tr>
<td><strong>Product Offerings</strong></td>
<td>Pacific Food Distributors is a large food distributor company that carries a large selection of wholesale foods. They carry things such as beef, pork, lamb, poultry, and processed meats.</td>
<td>pacfoods.com</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marzetti Food Service</td>
<td>876 Yosemite Dr, Milpitas, CA</td>
<td>(408) 263-7540</td>
<td><a href="http://www.marzettifoodservice.com/">http://www.marzettifoodservice.com/</a></td>
<td>4.5</td>
</tr>
<tr>
<td><strong>Product Offerings</strong></td>
<td>The Marzetti Food Service manufactures our signature sauces. Most all Buffalo Wild Wing restaurants use this chain to get their sauces.</td>
<td>maps.google.com &amp; hotstocked.com &amp; marzettifoodservice.com</td>
<td></td>
<td></td>
</tr>
<tr>
<td>West Coast Paper</td>
<td>3600 Avion Dr Medford, OR</td>
<td>(541) 779-0400</td>
<td><a href="http://www.wcpc.com/">http://www.wcpc.com/</a></td>
<td>4</td>
</tr>
<tr>
<td><strong>Product Offerings</strong></td>
<td>West Coast Paper has a lot of things to offer. There are a lot of different things that we can get from West Coast Paper, and it is less than four miles away. I can buy cheap supplies in bulk, such as toilet paper, paper, and Windex.</td>
<td>Maps.google.com &amp; wcpc.com</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Equipment List

<table>
<thead>
<tr>
<th>Item</th>
<th>Quantity</th>
<th>Price Per</th>
<th>Total Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wood Chairs</td>
<td>250</td>
<td>$101.40</td>
<td>$25,350.00</td>
</tr>
<tr>
<td>Bar Stools</td>
<td>50</td>
<td>$29.99</td>
<td>$1,499.50</td>
</tr>
<tr>
<td>Tables</td>
<td>65</td>
<td>$136.50</td>
<td>$8,872.50</td>
</tr>
<tr>
<td>32' LED TV</td>
<td>30</td>
<td>$299.99</td>
<td>$8,999.70</td>
</tr>
<tr>
<td>46' LED TV</td>
<td>20</td>
<td>$899.99</td>
<td>$17,999.80</td>
</tr>
<tr>
<td>60' LED TV</td>
<td>10</td>
<td>$2,779.99</td>
<td>$27,799.90</td>
</tr>
<tr>
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<td>17</td>
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<td>2</td>
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<td>$30,333.00</td>
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<td>$389.98</td>
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<td>Holding Cabinets</td>
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<td>$15,845.00</td>
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<tr>
<td>Sinks</td>
<td>3</td>
<td>$555.66</td>
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<tr>
<td>Polycarbonate Food Box</td>
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<td>Wall Shelves</td>
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<td></td>
<td></td>
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</tr>
</tbody>
</table>

wholesalerestaurant.com & bjs.com & mansionschools.com & acitydiscount.com

### Pricing

Pricing is one of those tricky things that the managers can mess with as long as the restaurant is open. Getting just the right price where the customers aren’t feeling cheated, and the business is making the most money it possibly can. Many businesses can spend years perfecting their prices. We are fortunate enough to have our prices prearranged by Buffalo Wild Wings Incorporated.
are blessed that these prices have already been established because it allows for managers to focus on other things; it lets us print out only menus only one time; and it allows our employees to memorize the prices without the fear of them changing frequently.

We will be using Buffalo Wild Wings Incorporated’s specified prices because it allows us to focus on other things. These prices have already been proven to attract a lot of customers and generate maximum profit. We might be able to mess with the prices if it really came down to it, but that would be an unnecessary risk.

eatblue.com

Some of the highlight prices on these menus are

- **Hand Spun Wings:**
  - $6.79 for at least 5 wings (snack)
  - $11.69 for at least 10 wings (meal)
  - $16.79 for at least 15 wings (platter)
  - $19.49 for at least 20 wings (feast)

- **Boneless Wings:**
  - $8.99 for at least 7 wings (snack)
  - $11.69 for at least 10 wings (meal)
  - $15.79 for at least 15 wings (platter)
  - $19.49 for at least 20 wings (feast)

- **Wing Combo:** boneless and traditional wings served with sauce, coleslaw, and French fries
Promotional Strategies

Many products and businesses have failed because of poor marketing, and no one knew about the product. LaserDiscs were released in 1978, they had many benefits over VCRs. LaserDiscs offered much sharper images than VHS tapes, extras could also be included, and they could carry analog and digital audio. But after 20 years in 1998; they were only in 2% of American households (saleshq.monster.com). This is as prime example of how businesses fail by a lack of...
advertising and marketing. The following section will describe the promotional mix of Buffalo Wild Wings and why we will not fail like many different businesses before us.

One type of promotion that we will use is billboards. We will use billboards on I-5 both north and southbound. Our billboards will advertise various activities and sales that are happening in our restaurant and it will help drivers know that there is somewhere to eat. Since there are not a lot of billboard in Medford and surrounding areas drivers will pay attention to ours.

Another type of advertising that we will use is via radio. Our radio advertisements will run in the evening and morning. We will run them in the morning to give people a reminder where we are and give them an idea and time to make plans. We will run them at night to remind people where we are if they need somewhere to go for dinner.

Another type of promotion that we will use is television advertisements. Being a franchised business, Buffalo Wild Wings offer great TV ads for us. TV ads are very expensive. Also because we are a franchise we periodically put funds into the national “bank” for all Buffalo Wild Wings advertising. This is a neutral transaction because we might not get all of the money back worth in our advertising (it may go to other areas of the country) (howstuffworks.com).

To keep all of our customers we will create a Facebook page for our Buffalo Wild Wings. This is where our regular customers can easily learn what we have going on. We can offer sweepstakes and special offer to our social media market. Our customers can also tell us what they liked or disliked very easily. WE can reach many more people that we normally could, and it is nearly free.

Many different businesses have failed because they had very unsuccessful attempts at advertising. Our business already has national recognition and they already have a team full of employees who focus on advertising and promotion. We will be using a lot of advertisement at
and before our opening to attract as many customers as we can. Other promotions that we will also use (besides television, radio, billboards, and social media) use include press releases, samples, and newspaper ads.

Section 4- Financing

Startup Costs

These start-up costs have been taken from other businesses in the Rogue Valley, and other Buffalo Wild Wings around the United States. Our utilities bill is $3,900 because we will not be paying rent. The furniture and other equipment will cost approximately $215,369 (see table #2, “Equipment List”). It will cost around $1,095,000 to complete our building, the land cost will be approximately $75,000, the building will cost $900,000 ($150 per sq. ft.), and it will cost $120,000 to make the 120 parking spots ($1000 per spot) Buffalo Wild Wings Inc. requires (buffalowildwings.com & ask.com & landandfarm.com).

Transportation equipment will cost $15,000 because we will have two forklifts to help us unload our trucks. Our professional fees will be at a low $1,500 because our other professionals are in the miscellaneous categories, and Buffalo Wild Wings Inc. has specialist’s that will help secure our liquor license (buffalowildwings.com). Advertising will cost $41,000 because we want to make sure we have a great opening. $15,000 will be spent on signs, $5,000 on fliers, ads, and coupons, $6,000 on public relation services, and $15,000 on our opening event. We will spend $100,000 on our initial inventory, making sure that we will have enough food, sauce, and alcohol to provide to the rush of clients. The franchise fee for Buffalo Wild Wings is $40,000, with a 5% royalty. Our $31,000 miscellaneous category has operations such as $6,000 insurance, $5,000 permits and licenses, and $20,000 ordering and payment technology (inc.com).

Our working capital has to be 20% of our sore’s startup costs (buffalowildwings.com). To figure out our liquid assets we take 20% of our startup costs; and multiply it by 20% 1,502,769 * 20% = $300,554. Our total startup investment is $1,803,323. This satisfies Buffalo Wild Wing’s net worth minimum of $1,500,000 (buffalowildwings.com).
Start Up Costs - Buffalo Wild Wings

<table>
<thead>
<tr>
<th>Expense Categories</th>
<th>Retail</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deposits (utilities, phone)</td>
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</tr>
<tr>
<td>Furniture, Machinery Equipment, Various Equipment</td>
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</tr>
<tr>
<td>Land and Building Cost</td>
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</tr>
<tr>
<td>Transportation Equipment</td>
<td>$15,000</td>
</tr>
<tr>
<td>Professional Fees</td>
<td>$1,500</td>
</tr>
<tr>
<td>Advertising</td>
<td>$41,000</td>
</tr>
<tr>
<td>Inventory</td>
<td>$100,000</td>
</tr>
<tr>
<td>Franchise Fee</td>
<td>$40,000</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>$31,000</td>
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<tr>
<td><strong>Total Costs</strong></td>
<td>$1,504,143</td>
</tr>
<tr>
<td>Working Capital</td>
<td>$300,829</td>
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<tr>
<td><strong>Total Startup Investment</strong></td>
<td>$1,804,972</td>
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</table>

Equipment List

<table>
<thead>
<tr>
<th>Item</th>
<th>Quantity</th>
<th>Price Per</th>
<th>Total Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wood Chairs</td>
<td>250</td>
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<td>Bar Stools</td>
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<td>$29.99</td>
<td>$1,499.50</td>
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<tr>
<td>Tables</td>
<td>75</td>
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<td>32' LED TV</td>
<td>30</td>
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<td>46' LED TV</td>
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<td>60' LED TV</td>
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<tr>
<td>Projector</td>
<td>5</td>
<td>$1,199.99</td>
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<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td><strong>$216,734.17</strong></td>
</tr>
</tbody>
</table>

**Sales Forecast**

I project that we will earn $41,562.15 a month, totaling $498,745.80 the first year. We will take nearly ¼ of the industry from other restaurants like Ma’s and Wild River. Our only real competitor (The Rocky Tonk) will have only 3% of the market. We took this percentage out of our Target Market Estimate, and then took 10% of that since 10% of customer’s purchase 90% of the product. Like most other businesses, we will probably earn around 50% of our potential profits after royalties and advertisement fees for the first year. We project that (on average), our customers will spend $87.50 a month coming to

<table>
<thead>
<tr>
<th>Company</th>
<th>% of Market Share</th>
<th>% of Target Market</th>
<th>10%</th>
<th>Estimate Sales</th>
<th>Royalties Subtracted</th>
<th>Estimated Earnings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buffalo Wild Wings</td>
<td>24%</td>
<td>10,326</td>
<td>1,033</td>
<td>$90,352.50</td>
<td>$7,228.20</td>
<td>$41,562.15</td>
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<tr>
<td>Red Robin</td>
<td>27%</td>
<td>11,617</td>
<td>1,162</td>
<td>$101,648.75</td>
<td>$7,623.66</td>
<td>$47,012.55</td>
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<tr>
<td>The Rocky Tonk</td>
<td>3%</td>
<td>1,291</td>
<td>129</td>
<td>$11,296.25</td>
<td>$0.00</td>
<td>$5,648.13</td>
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<tr>
<td>Wild River</td>
<td>14%</td>
<td>6,024</td>
<td>602</td>
<td>$52,710.00</td>
<td>$0.00</td>
<td>$26,355.00</td>
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<tr>
<td>Kaleidoscope</td>
<td>17%</td>
<td>7,314</td>
<td>731</td>
<td>$63,997.50</td>
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<td>$31,998.75</td>
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<tr>
<td>Ma's Restaurant</td>
<td>15%</td>
<td>6,454</td>
<td>645</td>
<td>$56,472.50</td>
<td>$0.00</td>
<td>$28,236.25</td>
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</table>

Estimated Customer Spending Per Month: $87.50

Royalty and Advertising: 8%

Total Target Population: 43,025

Franchise.org
# Building Cost

<table>
<thead>
<tr>
<th>Facilities</th>
<th>Sq. Feet</th>
<th>Cost</th>
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<tbody>
<tr>
<td></td>
<td>5316 ft</td>
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<tr>
<td>Kitchen and Bath</td>
<td>684 ft</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>17195 ft</strong></td>
<td><strong>$814,236.00</strong></td>
</tr>
</tbody>
</table>

- **Cash for Down Payment**: $162,847.20
- **Term of Loan (Years)**: 20
- **Annual Interest Rate %**: 3.65%
- **Loan Amount**: $651,388.80
- **Monthly Payment**: $3,828.87

## Figures for Building Costs

<table>
<thead>
<tr>
<th></th>
<th>Cost per square foot</th>
<th>Financing Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular Retail</td>
<td>$121.00</td>
<td>30 year fixed 3.864</td>
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<tr>
<td>Regular Residential</td>
<td>$125.00</td>
<td>20 year fixed 3.652</td>
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<tr>
<td>Kitchen &amp; Bath</td>
<td>$250.00</td>
<td>15 year fixed 3.062</td>
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</table>

![Building Floor Plan](image.png)
**Financing/Loans**

<table>
<thead>
<tr>
<th></th>
<th>Working Capital</th>
<th>Equipment</th>
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<tbody>
<tr>
<td>Total cash needed</td>
<td>$300,554.00</td>
<td>$215,369.17</td>
</tr>
<tr>
<td>20% down payment</td>
<td>$60,110.80</td>
<td>$43,073.83</td>
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<tr>
<td>3% loan fees</td>
<td>$1,803.32</td>
<td>$1,292.22</td>
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<tr>
<td>Total out of pocket cash needed</td>
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<td>$44,366.05</td>
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<tr>
<td>Loan amount</td>
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<tr>
<td>Prime rate</td>
<td>3.25%</td>
<td>3.25%</td>
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<tr>
<td>Additional interest</td>
<td>2.25%</td>
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<tr>
<td>Total interest rate</td>
<td>5.50%</td>
<td>5.50%</td>
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<tr>
<td>Length of loan in years</td>
<td>6</td>
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</tr>
<tr>
<td>Monthly payment</td>
<td>($13,409.13)</td>
<td>($12,101.55)</td>
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<tr>
<td>Interest on 12th payment</td>
<td>($42,078.86)</td>
<td>($30,152.62)</td>
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</table>

*bankrate.com*

**Conclusion**

There are a lot of decisions that go into making a business thrive. My Buffalo Wild Wings will strive to achieve excellence in the Rogue Valley. Since there are no businesses in the Rogue Valley that offers anything near what we do we will attract a large amount of the immense target market that resides in Medford. The only realistic competitor that offers our experience is the sports bar The Rocky Tonk, and the only thing that we have in common is that we are both bars. We provide an environment that is welcoming to single men and women, and families. Our business will succeed in the Rogue Valley because of the unique environment that we provide, we provide an environment that no business has ever had in the Rogue Valley.

Our target market will swarm to our restaurant to have good times with their friends. Our 14 signature sauces and five seasonings allow people to try our 70 different combinations. Our menu allows for one person to come and try and pick up a date, or large groups to come eat a feast. Even families can come to our restaurant to have great tasting wings, watch sports, and most importantly: spend time together.

My business is an excellent investment because Buffalo Wild Wings is an already nationally recognized chain. We are located in the perfect spot in the transportation-hub-city Medford, and we are less than .2 miles away from I-5, and less than 3 miles from the Rogue Valley International Airport. Another great reason to invest in my business is because Buffalo Wild Wings Inc. has already decided to invest in it. They will do everything in their power to make sure that my restaurant is successful, because if it were to fail it would make them less desirable and look bad. If they have already decided to invest in me, why shouldn’t you?
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Appendix

Selection Letter

Buffalo Wild Wings
Kody Kinser
5454 Kane Creek Road
Central Point, OR 97502
(541) 301-8121

April 1, 2013

Mr. Frances Hedge
SBA Loan Officer
Bank of America
845 N. Highland Street
Medford, OR 97501

Dear Mr. Hedge:

The Rogue Valley has many diverse areas and opportunities, such as hiking, movies, wine tasting, and hungry sports fans. There is one thing the Rogue Valley is lacking and that is a respectable and pleasurable sports bar for the yearning sports fans. The seeds have already been planted for my business (Buffalo Wild Wings) to surpass every other business in the Valley. This thriving franchise has already been focusing their incredible advertising (and TV) support in this area. With a loan from Bank of America I can create the fun, trustworthy, and successful sports bar that the Rogue Valley’s mass of sports fans craving.

What do you do on your Friday nights while hanging with your buddies, girlfriend, or wife? I can rightfully say that going to a sports bar is not one of the things that you do, as most people in the Rogue Valley instead stay home, a statistic that makes Medford ranked the 3rd worst cities to date in (kiplinger.com). The only direct competition to my business is The Rockey-Tonk; this saloon is in the center of Medford, has a small amount parking, is always packed tight, and is more built for the wild country boy. Our sports friendly environment will serve an assortment of fiercely flavored wings, burgers, and other plates that will satisfy even the toughest critics.

A Buffalo Wild Wings will thrive in the Valley; I would love to present my business idea and to hear your comments or concerns. Feel free to email me at kokinser1@hotmail.com or call me at (541) 301-8121 to set up an appointment within the next two weeks.

Sincerely,

Kody Kinser
Print Ads

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Business Card

Buffalo Wild Wings

Kody Kinser
Owner/General Manager

Kokinser1@hotmail.com
www.buffalowildwings.com

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