

Benvenuto

Steakhouse

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**Welcome Message**

We offer a unique dining experience with quality ingredients perfect for special occasions, romantic evenings or business dinners/meetings. Come dine with us and experience our quality customer service, in a modern, sophisticated environment.

**Mission Statement**

Here at Benvenuto, our purpose as a restaurant, and most importantly, as a team is to ensure our guests have a pleasant experience through not only our food, but also our service. We are a professional establishment, we train our employees on site and guarantee a superior dining experience. We pride ourselves on our excellent service and food. Our dining room has a calm inviting atmosphere and is always kept in pristine condition.

**Concept Statement**



Benvenuto is a fine dining, steakhouse restaurant. We use American style service, meaning the food is plated in the kitchen and then brought out to the guests by our impeccable servers. We prefer this style just because it is really well known, and since we are a fine dining restaurant, we don’t want to be too flashy or elaborate. The restaurant has a total capacity of 75 seats, with ample room to move around, socialize and share experiences. There will be a bar section, for those who just want to stop in for a drink and enjoy an appetizer as well. For seated guests, we have a selection of tables or booths. The tables are for parties of 1-6 people and the booths can fit up to 10 people. However, there are special tables for parties larger than 10 people available upon request, and of course, parties of 2-6 people can request a booth.

Our restaurants colour scheme is red and dark brown wood. All of our tables in the restaurant will be made from dark wood, and each will have its own ice buckets built onto the side. However, we love the rustic warm feel of dark brown wood tables so we kept the tables unclothed. Benvenuto has a very classy and modern look to it while still maintaining a

quiet and relaxed atmosphere, perfect for sharing special moments with the people closest to you. We encourage conversation between our servers and our guests. The restaurant will also have a beautiful stone feature wall and lots of windows, so that in the morning, there will be lots of natural sunlight. At night, the restaurant will be dimly lit coming from our beautiful chandeliers to set the mood.



Benvenuto’s chef is none other than Chef Tina. She’s a 33-year-old driven and motivated chef. She’s the winner of the hit TV show Chopped Canada. She’s worked at Gorden Ramsey’s restaurant the Araxi in whistler for 5 years. She studied and graduated with honors at the Institute of Culinary Education and shortly after received a job at Araxi.

Benvenuto is located in Downtown Vancouver, the business oriented part of Vancouver. We have decided to have our restaurant in this area because downtown Vancouver is a very central and busy place. It’s the place people go to when they want to have fun. There’s the Granville strip and numerous restaurants, some of which are similar to our restaurant, but what sets Benvenuto apart from The Keg, Cactus Club, Black and Blue Steakhouse and others, is that we put twists of classic foods. restaurants now-

a-days are becoming more unique and use local foods, and we also like to follow those trends. It is important to us that we support Canadian farmers and companies.

Benvenuto likes to encourage people who like celebrating special occasions. We want to make every special day exceptional. We encourage singles to come dine with us, as well as married couples who want to share some sentimental time away from the family.



The market demographic for downtown Vancouver are going to be broken down into population, and family structure. In downtown Vancouver, the main residents are young adults between the ages of 20 and 34. This would be very good for our restaurant because people in this age range are more likely to go out and experience things, and celebrate things. However, the older group of people living in downtown Vancouver will be good for weekly or annual business. When we look at the family structure, downtown Vancouver has a lot of families. This could benefit us because of the number of those married couples who like to have date nights. We also looked at the number of people who visit downtown Vancouver, and based our hours on those numbers, but we also just looked at when the public is more prone to going out

to dinner in general. So, looking at these demographics, we noticed when people want to go out, they will either stay close to home, or they will go to downtown Vancouver. However, downtown Vancouver is a very popular place for business because of the number of young adults visiting there throughout the week and especially on Fridays and Saturdays. So, based on these demographics, we believe downtown Vancouver is a great spot for Benvenuto.



We made Benvenuto a steakhouse because we have a passion for perfectly cooked steak. We wanted to take a very popular style of cuisine and turn it into something unique that the public will love. More importantly, we wanted to give our customers an increased level of sophistication while also giving them that upscaled fast food feel. Our restaurant only serves high quality food with high quality service. Our staff are dressed in formal wear. The men wear a suit or a nice button up top with black dress pants. A tie can be worn, but it’s not mandatory. Women wear either black dress pants or a black skirt paired with a cute blouse. Our steaks are all natural, no added hormones or steroids. They are AAA graded, and dry aged to perfection. Our plates are large rimmed, perfect to fit our 8oz steaks, which is our regular portion size. We serve 3 course meals, chosen by the guests of course, but because

we are an A La Carte menu, guests can choose their own food courses. We wanted to cater to everyone’s needs, so not only will we be serving perfectly cooked steaks, we will be serving burgers, lobster specials, chicken, and more. For guests celebrating a birthday or an anniversary, we have a selection of complimentary desserts, and to make the dessert even more special, we have our pastry chef put the name(s) of the guest(s) of honor with frosting on the dessert. Our goal is to make sure the customer has the best time from when they first enter through our doors, to when they exit.



**The check average at Benvenuto is**:

* Breakfast: $15
* Lunch: $25
* Appetizers: $15
* Dinner: $35
* Dessert: $10

\*We accept cash, credit, debit and gift cards.

Dinner: 8-ounce steak on average cost 7.50 Mashed potatoes 2.50$ Asparagus 3.00$+ 13.00 Cost and 22.00$ Profit

**Start Up Cost**



* Kitchen Equipment and construction- 350,000$
* Tables and furniture 40,000$
* Bar and kitchen equipment, utensils, dishes and table wear 80,000$
* Food and beverage inventory 8000$
* Insurance 6000$
* Licenses and Permits 5000$
* Menus 1500$

**Total Opening Cost= 490,500.00$**

*To open our restaurant, we invested 100,000.00$ of our own personal money and were able to secure a loan from the bank for the other 400,000.00$ dollars.*

**Our hours of operation:**

Breakfast and Dinner:

* Saturday: 10:00am – 2:00pm
  + We will close for 3 hours, then reopen for dinner from 5:00pm – 12:00am
* Sunday: 10:00am – 2:00pm
  + We will close for 3 hours, then reopen for dinner from 5:00pm – 10:00pm
* Monday: closed

Lunch and Dinner:



* Tuesday – Thursday: 11:00am – 2:00pm
  + We will close for 3 hours, then reopen for dinner from 5:00pm – 10:00pm

Dinner:

* Friday: 5:00pm – 12:00am