

CAPSTONE PROJECT

**PROFESSOR: MOHSEN SABERI.
CULINARY ARTS AND RESTAURANT OWNERSHIP**

**GURPAL SINGH REHAL
ORCHADSVILLE RESTAURANT**

SECTION 1

THE MISSION AND CONCEPT STATEMENT OF ORCHADSVILLE

A mission statement is a statement that tells us the basic goal an organisation wants to achieve. The statement orchadsville goes by is "ORCHADSVILLE, WHERE NUTRITION MEETS THE TASTE YOU DESERVE".

At orchadsville we commit to providing high quality food that meets nutritional values ensuring you live a healthy lifestyle.

WHO WE ARE?

Orchadsville is a business entity run by a sole proprietor. The founder of orchadsville is gurpal rehal.

We are a 250-seat restaurant located in Vancouver, between the iconic views of English bay, and Stanley park, creating the most iconic scenery and giving the customer peace of mind paired with quality food.

At orchadsville we provide sustainably farmed high quality food partnered with ocean wise and go green. At Orchardsville we have sourced one of the most skilled and experienced management teams to pair with the team of our professionally trained chefs to produce the best service one can experience.

Our goal: at orchadsville is to increase our level of sales by 5% every year.

At orchadsville we are a market-oriented business. we research on the market and take into consideration what people want. Then we take this research to our test kitchens and bring you our spectacular menu.

SECTION 2

THE MENU AND STANDARD RECIPES.

GARLIC FRIES

GARLIC INFUSED OIL

YIELD 1L

STORAGE- 3 WEEKS

INGREDIENT	QUANTITY
Vegetable oil	1L
Garlic cloves - peeled	8

- Heat a pot over low heat and add the oil to it
- Don't let the oil heat over 40 Celsius
- Add the garlic cloves to the oil and let sit for 1 hour.
- Take the oil off the heat.
- Take the garlic cloves off the heat, Smash the garlic and return it to the oil.
- Cool the oil down to room temperature.
- Fill the oil into a squeeze bottle and place a cheesecloth over the bottle. Cover the lid and secure it tightly.
- Label with date and label must read GARLIC OIL

ROASTED GARLIC

YIELD:1L

STORAGE: 4 DAYS

INGREDIENT	QUANTITY
GARLIC – PEELED	1Kg
Canola oil	30ml

- Preheat an oven to 375F
- Place garlic into a robot coupe and pulse it for 2 seconds, stopping each time to check its doneness.
- Pulse till the garlic cloves break down to small chunks, but not a paste.
- In a large bowl place the garlic and toss it with the canola oil.
- On a baking tray, place a parchment sheet and spread out the garlic on to the tray.
- Place the tray into the oven for 7 minutes.
- Once the garlic has lightly browned, cool down, transfer into 1/9 inserts and cover tightly with seran wrap.
- label with date and label must read ROASTED GARLIC

GARLIC FRIES

YIELDS- 8 Oz

HOLDS-8 MINUTES

INGREDIENT	QUANTITY
Fries – cooked through	8oz
Garlic oil	15ml
Parsley	2g
Roasted garlic	2g

- Place frozen fries into a deep fryer for 3 minutes 30 seconds
- Transfer fries into a mixing bowl and toss with the garlic oil when hot.
- Toss with parsley and place into a white round bowl
- Garnish with the roasted garlic and serve hot.

POUSSIN FRIES

LEMON INFUSED BUTTER

YIELDS 3KG

STORAGE- KEEP REFRIGERATED FOR UP TO 2 WEEKS.

INGREDIENT	QUANTITY
Softened butter	3kg
Lemon zest	30g
Fresh Lemon juice	30ml

- Cream butter in a mixer fitted with a whip attachment for 4 minutes on a medium speed.
- Mix in the lemon juice and lemon zest.
- Whip for an additional 1 minute.
- Store in 1/9th insert wrapped well
- label with date and keep refrigerated. label must read LEMON BUTTER.

POUSSIN FRIES

YIELDS 8 Oz

HOLDS – 8 MINUTES

INGREDIENT	QUANTITY
Fries – cooked through	8oz
Lemon infused butter	5ml
Paprika smoke sweet	6g
Parsley	2g

- Place frozen fries into a deep fryer for 3 minutes 30 seconds
- transfer the fries into a mixing bowl and toss with the lemon infused butter
- toss with cajun and parsley
- place into a white round bowl.

SKEWERED CHICKEN TIKA

CHICKEN TIKA MARIGNATION

YIELDS 1L

HOLDS 2 DAYS UNDER REFRIGERATION

INGREDIENT	QUANTITY
Yoghurt	1L
Garlic- minced	90g
Ginger- grated	60g
Garam masala	120g
Red chili powder	60g
Cumin	60g
salt	60g

- combine all ingredients in a mixing bowl and mix thoroughly with a whisk.
- Transfer to a 1L Cambro
- label with date and keep refrigerated. label must read CHICKEN TIKA MARIGNATION.

CHICKEN TIKA SKEWERS

YIELDS 6 Oz portions

HOLDS 3 DAYS UNDER REFRIGERATION

INGREDIENT	QUANTITY
Chicken thigh cut to 1 inch cubes	6 Oz
Chicken tika margination	1Oz
Cilantro	6g
Skewers – soaked	As needed
Cilantro lime yoghurt	1 Oz

- soak skewers overnight
- dice the chicken up to 1 inch cubes
- portion chicken into 6 Oz portions
- in a sealable bag place the chicken and margination.
- Seal the bag and store in a full insert under refrigeration
- label with date and keep refrigerated. label must read chicken skewer mep
- allow 10 minutes before use.
- Take chicken out of portion bag into a mixing bowl
- Use a skewer to load pieces on to the skewer.
- Grill over the grill for 8 minutes (2 minutes each side) or till chicken is cooked through.
- Place 2 skewers on a long rectangle plate with a cilantro lime yoghurt

SALSA AND CHIPS

SALSA

YIELDS 2L

HOLDS 10 DAYS UNDER REFRIGERATION

INGREDIENT	QUANTITY
Fire roasted tomatoes	60 Oz – 4 cans
Garlic cloves – rough chop	8
Red onion- rough chop.	250g
Cilantro leaves	260g
Jalapeno – seeded, roughly chopped	40g
Lime juice	60ml
Sea salt	To taste

- Drain half the juice from each can of tomatoes.
- In a robot coupe, pulse the garlic to chop it more finely. Add the tomatoes and all of the remaining juice from the can.
- Add the onion, cilantro, jalapeño, lime juice, and salt.

Process the mixture until it is mostly smooth and no big chunks of tomato or onion remain, scraping down the sides as necessary.

- Transfer the salsa into a 2L Cambro
- label with date and keep refrigerated. label must read SALSA

CHIPS

YIELDS 25L

HOLDS 10 DAYS UNDER REFRIGERATION

INGREDIENT	QUANTITY
5inch flour tortillas	12 packs
Sea salt	As needed

- cut the tortilla disks into quarters.
- Store raw, label with date and keep refrigerated. label must read tortilla chips.
- Deep fry the tortilla chips for 2.5 minutes.
- Season with sea salt

SALSA AND CHIPS

YIELDS 1 PORTION

HOLDS 10 MINUTES

INGREDIENT	QUANTITY
salsa	6 Oz
Tortilla chips - fried	25 pieces

- Place a 6 Oz scoop of salsa into a large white ramekin and place it in the center of a round brown plate
- Place the chips around the ramekin and serve.

CAJUN CHICKEN TACOS

CAJUN CHICKEN

YIELDS 1 PORTION

HOLDS 10 MINUTES

INGREDIENT	QUANTITY
paprika spice	1 Oz
Chicken breast	1

- Butterfly a chicken breast and open up so it is almost shaped like a heart.
- Slice the butterflied chicken (heart shape) into 2 through the middle
- Spread the cajun spice over the chicken breast evenly
- Grill the chicken breast till it is cooked through

SLAW

YIELDS 1 PORTION

HOLDS 2 HOURS UNDER REFRIGERATION

INGREDIENT	QUANTITY
Spicy mayo	10ml
Cabbage	30g

- Place the cabbage into a mixing bowl and toss it with the spicy mayo
- For service, make 6 portions and store in a 1/3rd plastic insert over line cooler.

CAJUN CHICKEN TACOS

YIELDS 1 PORTION

HOLDS 10 MINUTES

INGREDIENT	QUANTITY
Tortillas	3
Chicken breast	½
Slaw	15g
Salsa	15ml
Spicy mayo	15ml
Lime wedges	3

- Warm up 3 tortillas for 15 seconds on each side
- Place 3 tortillas on a long black plate
- Grill ½ a chicken breast and Slice the chicken breast into 3 strips
- Place 5ml of spicy mayo vertically, top to bottom on a tortilla
- Place the cooked chicken slices over each tortilla
- Place 5g of slaw on each chicken
- Place 5ml of salsa over the slaw
- Serve with 3 lime wedges

CAJUN CHICKEN SANDWICH

YIELDS 1 PORTION

HOLDS 10 MINUTES

INGREDIENT	QUANTITY
Chicken breast	½
Spicy mayo	10ml
lettuce	10g
tomato	2 slices
burger bun	1
cheddar cheese slice	1

- Grill ½ a chicken breast on the grill for 3 minutes.
- Flip the chicken over the grill and cook a further 2 minutes.
- Place a slice of the cheese over the breast and grill a further 1 minute
- Slice a bun into half
- Lightly toast the bun in a toaster
- Spread 5ml of spicy mayo on both the bottom and the top bun
- Place the grilled chicken over the bottom bun
- Place the lettuce and tomato over the top bun.
- Secure the lettuce and tomato on the top bun with your fingers and place the bun over the chicken.
- Place a toothpick in the center of the bun to secure the sandwich

FETTUCCINE PASTA IN WHITE SAUCE

YIELDS 1 PORTION

HOLDS 10 MINUTES

INGREDIENT	QUANTITY
Penne pasta parboiled	10oz
Olive oil	5ml
shallots	20g
Flour	10g
butter	10g
Cream	100ml
Oregano	5g
Parmesan grated	20g
Parsley chopped	5g
Croutons	2

- Boil the pasta for an additional 3 minutes
- in a separate pan heat olive oil and add shallots.
- Cook the shallots for 2-3 minutes till translucent.
- add the butter and flour and cook for an additional 30 seconds.
- Add the cream oregano and cook for 2-3 minutes
- Add the cheese and turn off the heat
- Add the cooked pasta to the pan and toss.
- Place the pasta into a medium round bowl and top with parsley.
- Heat up 2 croutons in an oven and brush with olive oil

FETTUCCINE PASTA IN RED SAUCE

YIELDS 1 PORTION

HOLDS 10 MINUTES

INGREDIENT	QUANTITY
Olive oil	5ml
Penne pasta parboiled	10oz
Red sauce	4oz
Grated parmesan	15g

- Boil the pasta for an additional 3 minutes
- in a separate pan heat olive oil and the red sauce
- once the red sauce is fully heated, add the boiled pasta and turn off heat
- place the pasta into a medium round bowl
- top with the grated parmesan cheese.
- Heat up 2 croutons in an oven and brush with olive oil
- Serve the crouton over the bowl.

PARBOILED FETTUCCINE PASTA

YIELDS 105 PORTIONS

HOLDS 1 WEEK UNDER REFRIGERATION

INGREDIENT	QUANTITY
Water	15L
Sea Salt	150g
Pasta	3kg
oil	150ml

- Bring the water to a boil and add the salt
- Add the pasta and cook it for exactly 7 minutes stirring it through out
- Immediately transfer the pasta to a ice bath and cool down
- Drain the pasta and toss the olive oil through the pasta.
- Portion the pasta into 10oz portions and place on a sheet tray
- Keep the pasta refrigerated
- The pasta tray must be dated and labelled PARBOILED PASTA.

PASTA SAUCE – RED

YIELDS 15 LITERS – 126 PORTIONS

HOLDS 2 WEEKS UNDER REFRIGERATION

INGREDIENT	QUANTITY
Olive oil	200ml
Onions - minced	800g
Garlic – minced	300g
Basil – chiffonade	100g
Italian herbs mix	120g
Tomato puree	16L

- In a large heavy base pot heat up the olive oil over a high flame
- Once hot, add in the minced onions and garlic
- Keep stirring and cook till translucent 5-6 minutes
- Once cooked, stir in the basil and add the tomato puree
- Bring to a boil.
- Reduce the heat to low and keep stirring periodically. Ensure it does not burn on the bottom.
- Cook down for 45 minutes till the sauce thickens and reduces by 1 inch.
- Cool down the sauce immediately by placing it into a Cambro and placing the Cambro in ice.
- The cambro must be dated and labelled PASTA – RED SAUCE.

GARLIC THYME ROSEMARY STEAK

YIELDS 15 LITERS – 126 PORTIONS

HOLDS 10 MINUTES

INGREDIENT	QUANTITY
Grapeseed oil	15ml
butter	15g
Garlic	10g
Thyme	8g
Rosemary	8g
Sirloin steak prime – 8oz	1
Mashed potatoes	8oz
Green beans	4oz

- Heat a pan over high heat.
- Add in olive oil and butter
- Once hot, place the steak in.
- Add the garlic thyme and rosemary to the pan.
- Cook for 2 minutes and flip. Cook for an additional 3 minutes.
- Adjust times on both sides to accommodate doneness of steak.
- Place the mashed potatoes in the center of a white round plate
- Place the green beans over and the steak against the mash.

CHOCOLATE LAVA CAKE

YIELDS 4 PORTIONS

HOLDS 5 DAYS

INGREDIENT	QUANTITY
170g semi sweet chocolate	170g
115g unsalted butter	115g
All purpose flour	30g
Confectioners sugar	60g
Salt	1/8 tsp
Eggs	100g
Egg yolk	40g

- Preheat an oven to 425F
- Over a double boiler, melt the butter and chocolate. Stir till combined and smooth.
- Whisk together the egg yolks and eggs in a separate bowl. Once mixed well, add this mixture to the chocolate mixture.
- Whisk in the flour, sugar and salt.
- Spray 4 rings and place over a parchment sheet.
- Scoop 6oz of the mixture into the rings.
- Bake for 12 minutes and let rest.
- Cool the cakes and store the cakes on a lined tray in a refrigerator
- The tray must be dated and labelled CHOCOLATE LAVA CAKES

CHILLED BLUEBERRY SOUP WITH TARRAGON & MASCARPONE

YIELDS 4 PORTIONS

HOLDS 1 WEEK

INGREDIENT	QUANTITY
Fresh blueberries	500ml
Lemons and zest	2
Honey	125ml
Dry wine	250ml
Water	250ml
Tarragon leaves	15ml
Thyme leaves	5ml
Mascarpone	250ml
yoghurt	As needed

- Place all the ingredients, except the mascarpone and yoghurt in a pot. Bring the mixture to a boil and reduce heat to a simmer. Cook till the fruit softens, about 5 minutes and remove from the heat
- Once cooled, transfer the mixture to a blender and add the mascarpone cheese. Puree until smooth and refrigerate until chilled.
- Ladle 8oz of soup into a soup bowl and garnish with 1oz of yoghurt swirl.

THE MENU

MENU

APPETIZERS

GARLIC FRIES – 4

Tossed with parsley garlic and cheese

POUSSINE FRIES - 5

Spicy and tangy fries

CHICKEN TIKKA - 16

Skewered chicken marinated in yoghurt

MAINS

GARLIC THYME AND ROSEMARY STEAK - 23

8oz prime AAA steak with mash potatoes and green beans

FETTUCCHINE PASTA IN RED SAUCE - 21

Al dente pasta in a rich red sauce

FETTUCCHINE PASTA IN WHITE SAUCE - 21

Al dente pasta in a rich white sauce

CAJUN CHICKEN SANDWICH - 15

CHILLED BLUEBERRY SOUP – 21

Tangy sweet and refreshing with tarragon, mascarpone and yoghurt

DESERT

CHOCOLATE LAVAE CAKE – 9

Silky smooth textured lavae cake

SECTION 3

SPECIFICATIONS

FURNITURE

Item Specification	Manufacturer	Quantity	Unit	Price	Total Price
Entrance / Lobby					
Host / Hostess Desk	Custom Made	1	Each	\$137.87	\$137.87
Waiting Bench	Martha Sturdy	1	Each	\$105.90	\$105.90
Dining Room					
Dark Brown Stained Wood Booth Dining Table	Martha Sturdy	12	Each	\$187.99	\$2,255.88
Dark Brown Stained Wood Lounge Table	Martha Sturdy	14	Each	\$128.98	\$1,805.72
Four Top Resin Dining Table	Martha Sturdy	8	Each	\$232.64	\$1,861.12
Cushioned Booth Seating (6 ppl capacity)	ISA	6	Each	\$120.99	\$725.94
Sectional Lounge Couch (Low)	ISA	8	Each	\$139.09	\$1,112.72
Leather Dining Chair (High Back)	ISA	60	Each	\$69.00	\$4,140.00
Bar					
Dark Brown Stained Wood Rail Table	Martha Sturdy	4	Each	\$174.66	\$698.64
Bar Stool (Stainless Steel & Fabric Covered)	ISA	48	Each	\$55.00	\$2,640.00
Office					
Computer Workstation	Bestar	2	Each	281	\$562.00
Ergonomic Office Chair	Global	3	Each	109.56	\$328.68
4 Drawer Filing Cabinet - 52 1/4" x 18" x 28"	Global	2	Each	78.22	\$156.44
Shelving Unit - Custom Build	Ikea	1	Each	54.67	\$54.67
Other					
Receiving Area Desk	Ikea	1	Each	99.75	\$99.75
Receiving Area Chair	Ikea	1	Each	35.68	\$35.68
Staff Change Loom Locker Unit - 10" x 2"	Ikea	1	Each	58.91	\$58.91

TOTAL Furniture = \$16,779.92

CAPITAL EQUIPMENT

Item Specification	Manufacturer	Quantity	Unit	Price	Total Price
Food Storage					
Walk-In Fridge	Custom Made	1	Each	\$15,000.00	\$15,000.00
Walk-In Freezer Unit	Custom Made	1	Each	\$15,000.00	\$15,000.00
S.S. Wire Storage Shelving - 18" x 42"	Russell Olympic	2	Each	\$132.20	\$264.40
S.S. Wire Storage Shelving - 18" x 48"	Russell Olympic	10	Each	\$133.60	\$1,336.00
S.S. Wire Storage Shelving - 18" x 60"	Russell Olympic	2	Each	\$151.00	\$302.00
Ware Washing					
Dish Table: Dirty - 30" x 96"	Duke	1	Each	\$439.00	\$439.00
Dish Table: Clean - 30" x 36"	Duke	2	Each	\$219.00	\$438.00
Compact Pre-Rinse Unit	T&S	2	Each	\$399.00	\$798.00
Grease Trap - 150 lb.	Custom Made	1	Each	\$789.00	\$789.00
Triple Sink Unit	Quest	1	Each	\$809.00	\$809.00
Upright Door Washing Machine	Moyer Diebel	1	Each	\$9,235.00	\$9,235.00
Food Preparation					
Stainless Steel Work Table - 15" x 60"	Duke	1	Each	\$119.00	\$119.00
Stainless Steel Work Table - 30" x 36"	Duke	2	Each	\$199.00	\$398.00
Stainless Steel Work Table - 30" x 48"	Duke	4	Each	\$219.00	\$876.00
Stainless Steel Work Table - 30" x 60"	Duke	3	Each	\$239.00	\$717.00
Meat Grinder - 1 hp (250lbs/hour)	Globe	0	Each	\$689.00	\$0.00
Meat Slicer - 10" (1/3hp)	Globe	1	Each	\$1,135.00	\$1,135.00
Food Processor - 1 hp (Stainless Steel Kit)	Robot Coupe	2	Each	\$1,025.00	\$1,025.00
Cooking Line/Pass					
Hood Vent	Custom Made	1	Each	\$25,000.00	\$25,000.00
Two Door Under Counter Refrigerator Unit	Carrier	4	Each	\$2,560.00	\$10,240.00
Gas Stock Pot Range - 2 Burner Hot Plates	Quest	0	Each	\$756.00	\$0.00
6 Top Gas Burner	Vulcan	2	Each	\$2,297.00	\$4,594.00
Standard Oven	Vulcan	1	Each	\$2,099.00	\$2,099.00
36" Grill	Vulcan	1	Each	\$2,013.00	\$2,013.00

36" Griddle	Vulcan	0	Each	\$1,755.00	\$0.00
Salamander	Vulcan	0	Each	\$897.00	\$0.00
Gas Deep Fryer	Quest	3	Each	\$2,225.00	\$6,675.00
Steamer	Quest	1	Each	\$975.00	\$975.00
Item Specification	Manufacturer	Quantity	Unit	Price	Total Price
Reach-In Refrigerator - 1 Door / 17.2 cu. ft.	Habco	1	Each	\$2,532.00	\$2,532.00
Baking/Pastry					
Planetary Mixer - 20 qt./ .50 hp	Globe	1	Each	\$2,308.00	\$2,308.00
Convection Oven - Electric 11Kw	Duke	1	Each	\$7,046.00	\$7,046.00
Counter Top Proofer - 120 V (3 Pan Capacity)	Doyon	0	Each	\$3,200.00	\$0.00
Wood Baking Surface	Duke	1	Each	\$250.00	\$250.00
Bar					
Glass Washer w/ Drain Tray & Waste Collector	Moyer Diebel	2	Each	\$5,685.50	\$11,371.00
Ice Machine - 320lbs / 24hours	Ice-O-Matic	1	Each	\$2,763.00	\$2,763.00
Under Counter Ice Maker - 84lbs / 24hours	Ice-O-Matic	1	Each	\$2,205.00	\$2,205.00
Two Door Under Counter Refrigerator Unit	Carrier	6	Each	\$2,560.00	\$15,360.00
Blue Glass Resin Bar	Custom	1	Each	\$2,650.00	\$2,650.00
Stainless Steel Bar Countertops	Duke	1	Each	\$547.00	\$547.00
Back Bar Storage Unit & Glass Storage Shelving	Custom	1	Each	\$995.00	\$995.00
Other					
Wine Cellar - 900 Bottle Capacity	Custom				
Round Frosted Glass Stage - 15' Diameter	Made	1	Each	\$1,600.00	\$1,600.00
Grand Piano w/ Bench	Custom				
Wait Station Cupboards & Countertops	Made	1	Each	\$2,354.00	\$2,354.00
	Grotrian	0	Each	\$6,888.00	\$0.00
	Custom				
	Made	1	Each	\$597.00	\$597.00
Espresso Machine - 2 Set	Gaggia -				
	Deco	1	Each	\$1,154.00	\$1,154.00
	Gaggia -				
	Deco	1	Each	\$158.00	\$158.00
Espresso Bean Grinder	Deco	1	Each	\$158.00	\$158.00
POS Terminal	Auphan	6	Each	\$1,200.00	\$7,200.00
iMac - 9.40" Screen	Apple	2	Each	\$1,399.00	\$2,798.00
iPod Touch (Auphan POS Compatible)	Apple	5	Each	\$259.00	\$1,295.00
Phone	Nortel	6	Each	\$38.00	\$228.00
S.S. Wire Storage Shelving - 18" x 48"	Russell				
	Olympic	10	Each	\$133.60	\$1,336.00
Highline Comfort Height 1.4 gpf Toilet	Kohler	6	Each	\$778.00	\$4,668.00
Caxton Undercounter Lavatory	Kohler	6	Each	\$151.00	\$906.00
Steward "S" Waterless Urinal	Kohler	3	Each	\$734.00	\$2,202.00
Stainless Steel Hand Washing Sink	Quest	6	Each	\$46.00	\$276.00
Flooring (Various)	Various	N / A	Total	N / A	\$3,500.00
Light Fixtures (Various)	Various	N / A	Total	N / A	\$2,300.00

Food inventory

ORCHADSVILLE

Start
Date:31
march
End
Date:
April 13

Product ID	Description	Unit Price	Quantity in Stock	Inventory Value on Hand	Reorder Level	Reorder Date	Reorder Quantity	Total Inventory Value	Discontinued?
green beans	Vegetable	\$11.28	20	\$225.60	2	2020-08-31	18	\$428.64	No
Cabbage, Green	Vegetable	1.17	6	7.02	2	2020-08-31	4	11.70	No
Garlic, Whole Jumbo	Vegetable	7.45	5	37.25	4	2020-08-31	4	67.05	No
Ginger Root	Vegetable	2.94	10	29.4	2	2020-08-31	8	52.92	No
Lettuce, Iceberg	Vegetable	4.79	40	191.6	10	2020-08-31	35	359.25	No
Onions, Red	Vegetable	1.92	8	15.36	2	2020-08-31	8	30.72	No
Onions, Yellow	Vegetable	0.64	20	12.8	2	2020-08-31	20	25.6	No
Peppers, Jalapeno	Vegetable	9.79	4	39.16	1	2020-08-31	4	78.32	No
Potatoes, Russets	Vegetable	1.74	40	69.6	5	2020-08-31	40	139.2	No

Shallots, whole	Vegetabl e	10.53	6	63.18	2	2020- 08-31	6	126.36	No
Tomato, Tomatillos	Vegetabl e	6.56	8	52.48	4	2020- 08-31	8	104.96	No
Berries, Blueberries	Vegetabl e	4.46	20	89.2	4	2020- 08-31	20	178.4	No
Lemons	Vegetabl e	0.44	200	88	10	2020- 08-31	200	176	No
Limes	Vegetabl e	2.65	5	13.25	2	2020- 08-31	5	26.5	No
Herbs	herb			0		2020- 08-31	0	0	No
Basil	herb	1.66	20	33.2	2	2020- 08-31	20	66.4	No
Cilantro	herb	1.04	40	41.6	2	2020- 08-31	40	83.2	No
Oregano	herb	1.4	20	28	2	2020- 08-31	20	56	No
Parsley, Curly	herb	1.06	20	21.2	2	2020- 08-31	20	42.4	No
Tarragon	herb	2.38	20	47.6	2	2020- 08-31	20	95.2	No
Thyme	herb	1.39	40	55.6	4	2020- 08-31	40	111.2	No

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Total Inventory Value

##

Product ID	Descripti on	Unit Price	Quantit y in Stock	Inven tory Value on Hand	Reord er Level	Reorde r Date	Reord er Quant ity	Total Invento ry Value	Discont inued?
Chicken breast	Meat	\$7.63	60	\$ 457.8 0	5	2020- 08-31	60	\$ 915.60	No
Beef top sirloin	Meat	\$6.21	40	248.4 0	8	2020- 08-31	40	496.80	No
cicken thigh	Meat	\$4.99	50	249.5 0	4	2020- 08-31	200	1,247.5 0	No

##

[illegible]

product id	Descripti on	Unit Price	Quantit y in Stock	Inven tory Value on Hand	Reord er Level	Reorde r Date	Reord er Quant ity	Total Invento ry Value	Discont inued?
mascarpone	Cheese	\$9.82	8	\$ 78.56	2	2020-08-31	8	\$ 157.12	No
Cheddar cheese	Cheese	\$17.52	6	105.12	2	2020-08-31	6	210.24	No
Parmesan Cheese	Cheese	\$37.21	8	297.68	2	2020-08-31	8	595.36	No
				0				0	
\$ 962.72									

Product ID	Descripti on	Unit Price	Quantit y in Stock	Inven tory Value on Hand	Reord er Level	Reorde r Date	Reord er Quant ity	Total Invento ry Value	Discont inued?
yoghurt	Lacotse products	\$3.53	20	\$ 70.60	4	2020-08-31	20	\$ 141.20	No
Butter	Lacotse products	\$5.20	30	156.00	4	2020-08-31	30	312.00	No
eggs	Lacotse products	\$7.62	12	91.44	2	2020-08-31	12	182.88	No
Whipping cream	Lacotse products	\$5.73	20	114.6	2	2020-08-31	20	229.2	No
\$ 865.28									

Product ID	Descripti on	Unit Price	Quantit y in Stock	Inven tory Value on Hand	Reord er Level	Reorde r Date	Reord er Quant ity	Total Invento ry Value	Discont inued?
Chile Powder, Mexican	spices	\$0.88	100	88	4	2020-08-31	100	176	
Cumin, Ground	spices	\$0.02	1000	20	4	2020-08-31	1000	40	
Paprika, Spanish smoke sweet	spices	\$0.79	100	79	4	2020-08-31	100	158	

Costing and menu engineering

[illegible]

Recipe Name:		Fettuccine pasta in red sauce				Price on Menu: \$21.00				
Original Total Yield:		1				Budgeted Food Cost: 30.0%				
Portion Size:		10 Oz				Q-factor (for entrees only): \$0.50				
Number of Portions:		1								

<i>Ingredient</i>	<i>AP Pack Cost</i>	<i>Pack Size</i>	<i>Pack Unit</i>	<i>Unit Conversion (How many "EP Units" make up a "Pack Unit"?)</i>	<i>AP Price</i>	<i>Yield %</i>	<i>EP Price</i>	<i>Recipe Quantity</i>	<i>EP Unit</i>	<i>Item Cost</i>
pasta- penne	\$4.74	1.0	kg	35	\$0.14 / oz	100%	\$0.14 / oz	10.0	oz	\$1.35
olive oil	\$4.75	1.0	l	1000	\$0.00 / ml	100%	\$0.00 / ml	5.0	ml	\$0.02
onions	\$0.64	1.0	#	453	\$0.00 / g	100%	\$0.00 / g	6.3	g	\$0.01
garlic	\$2.93	1.0	#	453	\$0.01 / g	100%	\$0.01 / g	2.4	g	\$0.02
basil	\$1.66	1.0	oz	28	\$0.06 / g	100%	\$0.06 / g	0.8	g	\$0.05
italian herb mix	\$2.00	1.0	oz	28	\$0.07 / ml	100%	\$0.07 / ml	1.0	ml	\$0.07
tomato puree	\$1.14	1.0	can	398	\$0.00 / ml	100%	\$0.00 / ml	0.1	ml	\$0.00
parmesan cheese	\$29.63	4.0	kg	1000	\$0.01 / g	100%	\$0.01 / g	15.0	g	\$0.11
Total Cost										\$1.63
Cost per portion										\$1.63
Cost per portion + Q-factor										\$2.13
Item's Food Cost Percent										10.1%
Suggested Selling Price at Budgeted Food Cost										\$7.10

Recipe Name:		chocolate lavae cake				Price on Menu: \$9.00				
Original Total Yield:		1				Budgeted Food Cost: 30.0%				
Portion Size:		1				Q-factor (for entrees only): \$0.00				
Number of Portions:		4								
Ingredient	AP Pack Cost	Pack Size	Pack Unit	Unit Conversion (How many "EP Units" make up a "Pack Unit"?)	AP Price	Yield %	EP Price	Recipe Quantity	EP Unit	Item Cost
semi sweet chocolate	\$10.22	1.0	kg	1000	\$0.01 / g	100%	\$0.01 / g	170.0	g	\$1.74
unsalted butter	\$5.20	1.0	#	453	\$0.01 / g	100%	\$0.01 / g	115.0	g	\$1.32
flour	\$0.90	1.0	kg	1000	\$0.00 / g	100%	\$0.00 / g	30.0	g	\$0.03
sugar	\$1.28	1.0	kg	1000	\$0.00 / g	100%	\$0.00 / g	60.0	g	\$0.08
egg yolk	\$7.62	30.0	each	1	\$0.25 each	40%	\$0.64 each	2.0	each	\$1.27
eggs	\$7.62	30.0	each	1	\$0.25 / each	100%	\$0.25 / each	2.0	each	\$0.51
Total Cost										\$4.94
Cost per portion										\$1.23
Cost per portion + Q-factor										\$1.23
Item's Food Cost Percent										13.7%
Suggested Selling Price at Budgeted Food Cost										\$4.12

ORCHADSVILLE

Menu Engineering Analysis: Entrees

Menu Item	Number Sold Menu Mix	Menu Mix %	Food Cost	Menu Price	Item CM	Menu Costs	Menu Rev	Menu CM	CM Category	MM% Category	Menu Item Classific.
		# Sold total covers	(from cost sheets)	(from menu)	Menu Price- Food Cost	Food Cost X Number Sold	Menu Price X Number Sold	Item CM X Number Sold	Item CM < or > Average CM	Compare to MM% Popularity Rate	Stars, Dogs, Puzzles, or Plowhorses
chilled blueberry soup	22	25.3%	\$1.23	\$21.00	\$19.77	\$27.17	\$462.00	\$434.83	high	high	star
steak	14	16.1%	\$4.17	\$23.00	\$18.83	\$58.38	\$322.00	\$263.62	high	high	star
fettuccine white sauce	16	18.4%	\$2.79	\$21.00	\$18.21	\$44.64	\$336.00	\$291.36	high	high	star
fettuccine red sauce	11	12.6%	\$1.63	\$21.00	\$19.37	\$17.93	\$231.00	\$213.07	high	low	puzzle
cajun chicken sandwich	24	27.6%	\$2.63	\$15.00	\$12.37	\$63.12	\$360.00	\$296.88	low	high	plowhorse
	Total Number of Covers					Total Menu Food Cost	Total Menu Revenue	Menu Power Index			
Totals	87					\$211.24	\$1,711.00	\$1,499.76			

Potential Food Cost % = $\frac{\text{food cost}}{\text{food sales}}$ = 12.35%

Average Menu Contribution Margin = $\frac{\text{Menu Power Index}}{\text{Total Number of Covers}}$ = \$17.24

Menu Mix % Popularity Rate = (100% / number of items) X 70% = 14.00%

ORCHADSVILLE

Menu Engineering Analysis: Category 4

Menu Item	Number Sold Menu Mix	Menu Mix %	Food Cost	Menu Price	Item CM	Menu Costs	Menu Rev	Menu CM	CM Category	MM% Category	Menu Item Classific.
		# Sold total covers	(from cost sheets)	(from menu)	Menu Price- Food Cost	Food Cost X Number Sold	Menu Price X Number Sold	Item CM X Number Sold	Item CM < or > Average CM	Compare to MM% Popularity Rate	Stars, Dogs, Puzzles, or Plowhorses
garlic fries	45	28.7%	\$0.55	\$4.00	\$3.45	\$24.80	\$180.00	\$155.20	low	high	plowhorse
poussine fries	64	40.8%	\$1.22	\$5.00	\$3.78	\$78.21	\$320.00	\$241.79	low	high	plowhorse
chicken tikka	48	30.6%	\$4.58	\$16.00	\$11.42	\$219.65	\$768.00	\$548.35	high	high	star
salsa and chips											
	Total Number of Covers					Total Menu Food Cost	Total Menu Revenue	Menu Power Index			
Totals	157					\$322.66	\$1,268.00	\$945.34			

Potential Food Cost %

=

food cost

food sales

=

25.45%

Average Menu Contribution Margin

=

Menu Power Index

Total Number of Covers

=

\$6.02

Menu Mix % Popularity Rate = (100% / number of items) X 70%

=

23.33%

ORCHADSVILLE

Menu Engineering Analysis: Category 5

Menu Item	Number Sold Menu Mix	Menu Mix %	Food Cost	Menu Price	Item CM	Menu Costs	Menu Rev	Menu CM	CM Category	MM% Category	Menu Item Classific.
		# Sold total covers	(from cost sheets)	(from menu)	Menu Price Food Cost	Food Cost X Number Sold	Menu Price X Number Sold	Item CM X Number Sold	Item CM < or > Average CM	Compare to MM% Popularity Rate	Stars, Dogs, Puzzles, or Plowhorses
chocolate lavae cake	61	100.0%	\$1.23	\$9.00	\$7.77	\$75.03	\$549.00	\$473.97	low	high	plowhorse
	Total Number of Covers					Total Menu Food Cost	Total Menu Revenue	Menu Power Index			
Totals	61					\$75.03	\$549.00	\$473.97			

Potential Food Cost %

=

$$\frac{\text{food cost}}{\text{food sales}}$$

=

13.67%

Average Menu Contribution Margin

=

$$\frac{\text{Menu Power Index}}{\text{Total Number of Covers}}$$

=

\$7.77

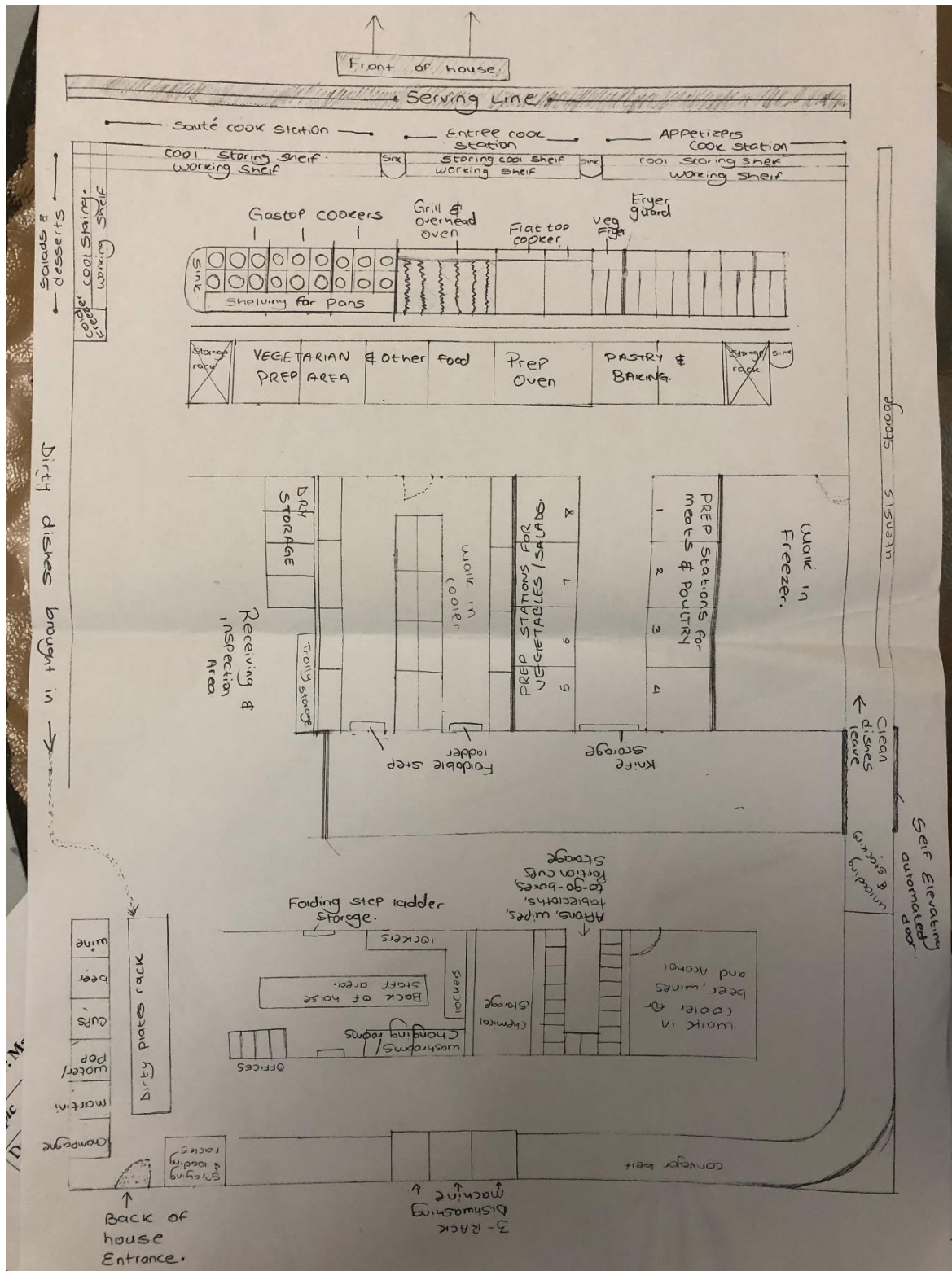
Menu Mix % Popularity Rate = (100% / number of items) X 70%

=

70.00%

SECTION 5

FACILITY DESIGN



SECTION 6

HUMAN RESOURCES



JOB DESCRIPTIONS

Chief owner –owns the business and makes all the decisions

Admin assistant – makes decisions when chef is not available

General manager – overall well being of the business

Assistant leader – manages the business on the daily basis and run the front of house

Chef – head of the kitchen and deals with all back of house

Server- serve food and represent the business

Host- welcoming guests

Driver – makes trips to suppliers

Pantry – keeps track of stock of store and reordering

Bartender – handles the bar

Sous chef – runs the kitchen with the chef/ supervise interns

Intern – new trainees for the industry

LABOR COST

PERSON	SALARY
Chief owner	10,000
Admin assistant	8,000
General manager	6,000
Assistant leader	6,000
Chef	9,000
Server	14 p/h
Host	13.85 p/h
Driver	14 p/h
Pantry	14 p/h
bartender	18 p/h
Sous chef	5,000
intern	14 p/h

SECTION 7

MARKETING PLAN

INDUSTRY TRENDS

In a recent article, according to the Forbes magazine, food industry leaders and innovators weigh in on top trends driving change toward a healthier and more sustainable food future.

The trends shaping the food industry are:

- consumers demand for transparency
- increasing demand for plant-based food
- health and wellness

CONSUMERS DEMAND FOR TRANSPARENCY

some of the articles posted in the Forbes magazine about people's views on transparency.

Consumers want to know and understand what ingredients are going into their products, which is why we are seeing so many innovative products with shorter ingredient lists that you can pronounce. Consumers are seeking simplicity in addition to better quality foods. Before now, it was rare to flip to the back of a product on shelf and read it before putting it in your cart.

Consumers are reading the back of packages now more than ever. “- **Samantha Abrams, Co-founder Emmy Organics**

Consumers are looking for brands that share transparency to the product, as well as reflect their own personal values. The brands consumers eat, drink and wear have become an expression of who they aspire to be, which is why they seek out a company's origin story, sustainability efforts, social consciousness, and corporate transparency. Clean labels with high ethical values are more important than ever, particularly to a growing segment of consumers with special dietary needs, which means, lab-created artificial and “natural” flavors are not in demand; consumers want real ingredients from nature. Consumers are seeing their purchasing decisions as a form of activism – they are “voting with their dollars,” supporting companies that align with their personal beliefs and hope for the future. There are pioneering companies that have embodied these sustainable values before it hit mainstream consciousness, and now we're seeing the broader food industry get on board. Now, the biggest food conglomerates in the world are taking heed and listening to the demands of consumers – these companies realize that they need to make enormous, systemic changes for the better of our people and planet in order to stay competitive.-**Ahmed Rahim, Founder & CEO, Numi Organic Tea**

I believe that consumers' growing need and interest for transparency within the food industry is continuing to hold food companies accountable and driving change within the industry. I predict that this 'trend' will influence food labeling, food products and marketing claims, causing companies to even share information about their work culture and inclusion measures. This is a change-maker because consumers are increasing their education about the products they eat and are starting to embrace whole, minimally processed foods to meet their nutritional needs. This means they are moving away from heavily fortified products and replacing them with whole options that are inherently nutrient-rich. Though, it's still important to emphasize variety, as individuals continue to fall short on certain nutrients, so communicating the positive nutrient attributes of certain foods will be essential in the year

ahead. It's because of this new education and awareness that consumers can demand change from the food companies they have come to rely on.-**Stephanie Perruzza RN, KIND Healthy Snacks**

What people look for now days is when a seller tells you the real deal about a product, than to sugar coat an item with benefits. People are becoming more nutritionally educated and bringing huge changes to their diet. A healthy lifestyle is the next big stop in most peoples lives. Customers are likely to choose a product that has a higher nutritional value over a product that has good taste.

At orchadsville, our mission statement is "WHERE NUTRITION MEETS THE TASTE YOU DESERVE". To achieve this, we consistently meet with our suppliers and always source for the best quality products. We then use these high-quality products and bring out the best flavors out of these products, keeping true to the natural flavors of these products.

INCREASING DEMAND FOR PLANT-BASED FOOD

some of the articles posted in the Forbes magazine about people's views on increasing demand for plant-based food.

Through an internal proprietary research, we found that 17% of US population and 23% of Canadian consumers consider themselves 'plant-forward'. Being 'plant-forward' does not necessarily require you to be vegan or vegetarian, rather that you prefer approximately 70 percent of your meals to contain plant-based, 100% clean ingredients. As consumer needs rapidly evolve, food companies must re-imagine the way fresh, plant-based foods are grown, prepared, delivered and ultimately brought to the table. To deliver foods that are fresh and contain only natural ingredients – the supply chain infrastructure throughout our country will need to be re-structured to manage fresh or short shelf-life foods that do not contain artificial preservatives or ingredients.. This is an extremely large task.- **Molly Hemmeter, President & CEO - Landec Corporation**

Plant-based, non-dairy alternatives are driving big change. Plant-based is a long-term format shift that I believe is gravitational and dramatically changes the choices that consumers make. I worked in the music industry when it was going through the format shift from physical to digital and I recognize all the signs signifying that this shift from dairy to non-dairy is of similar magnitude.-**Edward Averdieck, Co-founder and President, The Coconut Collaborative**

The sixth mass extinction

The Holocene extinction, otherwise referred to as the sixth mass extinction or Anthropocene extinction, is an ongoing extinction event of species during the present Holocene epoch (with

the more recent time sometimes called Anthropocene) as a result of human activity. The included extinctions span numerous families of plants and animals, including mammals, birds, amphibians, reptiles and arthropods. With widespread degradation of highly biodiverse habitats such as coral reefs and rainforests, as well as other areas, the vast majority of these extinctions are thought to be *undocumented*, as the species are undiscovered at the time of their extinction, or no one has yet discovered their extinction. The current rate of extinction of species is estimated at 100 to 1,000 times higher than natural background rates

Other effects animal consumption includes loss of clean water bodies, green house gas emissions, air pollution, energy consumption, animal waste, grazing and land instability. Due to all these effects, people choose to consume plant-based options. At orchadsville we care about your choice of lifestyle, therefore we can substitute a meat for tofu or a vegetarian option available for the dish.

HEALTH AND WELLNESS

some of the articles posted in the Forbes magazine about people's views on health and wellness.

Health and Wellness is a trend that has been the fundamental driver of change in food and beverages worldwide, and we not only expect this trend to continue, but also accelerate. Over the past five years, we've seen this trend manifested in cleaner and clearer labels, the growth of organic and "better for you" offerings from major retailers, the growth in new entrants across categories. The three drivers of this trend include: 1) Consumers becoming more educated on the benefits of healthier choices. 2) Retailers taking positions with new, smaller, more innovative companies out of a need to diversify and drive higher margins. 3) Companies changing products that have been established over the past 100 years and re-creating popular items with no sugar alternatives, saturated fats, artificial coloring, GMO free, and fewer preservatives. Recently, we've seen growth in probiotics, collagen, protein and plant-based food and beverages. In the near future, we believe we will see the same growth with CBD in the industry, as well.

Over the past five years, there has been decrease in sales from traditional CPG leaders across the board and newer, healthier-focused companies are filling the void by driving change in a much faster, better, and more innovative way than the legacy leaders can execute. As the big companies have continued to struggle for growth, it's those tapping the health and wellness trend that are offering retailers change in the smallest of ways to drive change with consumers to choose healthy.- **Brent Willis, CEO, New Age Beverages**

Functional ingredients in food and beverages are dominating the industry. Consumers are demanding an all in one solution. Those products that meet multiple requirements are capturing consumer attention and making a mark. Catering for multiple dietary requirements as well as offering a specific functional element to products is key to differentiating yourself to other brands and stand out. -**Janine Zappini, Co-founder & CEO, Gutsii**

People these days are more aware of what they eat. It's not about the reddest looking watermelon this day's. It's about what's organic and what's grown using GMO's. People know the nutritional value and almost everyone reads labels before we pick products. We all want the healthy life style. At Orchardsville we use highly nutritious and organically outsourced foods to bring out the best flavors out of the food.

THE MARKETING ENVIRONMENT

Political factors: The health and safety regulations in Vancouver need you to be food safe certified to work for a food establishment. This ensures that food is handled well, and measures are taken to meet the standards of food safety. Another factor that is good for the business is the labour law in Vancouver. The labor law in Canada allows you to work once you turn 16. This gives Orchardsville an opportunity to hire people at minimum wage for base jobs that don't require much training like dish washing.

Economic factors: Vancouver is economically growing, which means it has a low inflation rate. This means consumers have a higher disposable income to spend on restaurants and other luxuries. Therefore opening up Orchardsville in Vancouver would be a good decision in terms of sales growth.

Social factors: People nowadays are more health conscious and educated on nutrition. Orchardsville takes these into account when developing the menu. Therefore, locating Orchardsville in Vancouver is a good choice.

Technological factors: Orchardsville uses the POS system for service. The kitchen is equipped with high quality equipment that makes service smooth.

DEMOGRAPHICS

Orchardsville is located in the heart of Vancouver in downtown. At Orchardsville we create casual dining food that is elevated to a high-end level and sold at an affordable price. Our demographic is young adults. Vancouver is a very fast-growing city, with most of its population being young adults. Young adults around Vancouver usually spend about 40% of their income on food. Therefore, locating Orchardsville in downtown Vancouver, would be a great idea.

COMPETITION

Downtown is the hub for bars, restaurants, clubs, and food outlets. The strategy Orchardsville is implying to ensure we will have customers on the first day is advertising. For the opening of Orchardsville, we are opening during the Vancouver Dine In Festival. This is a great opportunity to

market our restaurant and bring new cuisines and flavors to Vancouver. This is going to be amazing for sales too as we will be able to sell out more and rotate our inventory at orchadsville. Rotation of inventory is really important, especially when you open a restaurant. Because new restaurants aren't usually able to rotate inventory due to lack of customers. So usually they just have to throw out products if they aren't able to sell them.

Orchadsville sources high quality food. This has led to the costs to be higher than usual, however bulk buying gets us discounts and we are able to cope with price competitors offer.

SWOT ANALYSIS

Strengths: Orchadsville is based in Vancouver. Vancouver is a rapidly growing city and due to this, people have more disposable income due to the increased availability of jobs. This gives them a chance to spend on luxuries and fancy restaurants

Weaknesses: as a new business, it will be hard to break into the market and have

Opportunities: To ensure customers return back, we have come up with schemes to implement. For instance, a loyalty program in which after 7 visits in the restaurant, you get a 40% off on your whole bill.

Other schemes we use will be gift cards. This is one of the promotional strategies we want to use. Any long weekends, holidays and events, we want to use them to the best to sell out our gift cards

Threats: Locating in Vancouver means that the level of competition is very high. There may be many people willing to spend on fancy restaurants, but the key point here would be keeping the customers loyal to your restaurant. Long term guaranteed sales in a restaurant usually come from returning customers.

OVERVIEW AND COMPETITIVE ADVANTAGE

Orchadsville is a casual dining restaurant in Vancouver downtown. It is easily accessible to customers and is a 320 seats restaurant. The location has an iconic sea view with breath taking sunset views in the summer with chilled cocktails, a summer vibe and a heated indoor warm experience in the cold winters. As an adaptive measure, we adjust our menus according to the seasons. We buy products that are in season and this way we are able to get the most nutritious products, as every plant is at its highest nutritional value when grown in the season of its bloom. At orchadsville when we change menus, we are able to take out the products that are dogs and replace them with new products in our menu. This is an extension strategy we use to increase sales.

A healthy lifestyle is the new trend, at orchadsville we are trying to do something new by using nutrition filled ingredients and infusing flavors into them, to make healthy dishes. No other

restaurant is doing this. Yes, they provide nutritional information, but none go out of their comfort zone to source for the best ingredients. We grind our own spices rather than buying pre-ground spices. This keeps the flavors natural and more intense. In our test kitchen we test samples till we get the right taste we look for. In our test kitchen we come together with food scientists to learn and sample with different ingredients till we don't get the perfect recipe.

DISTRIBUTION AND MARKET SEGMENT ANALYSIS

Target market: Vancouver's population is vastly made up of the age group of 18 – 25 followed by the 25-55 age group. Based on this, we conducted a market research to find out what these people usually like in their meals and took this into consideration when making our menu. What we realised during our research was that most of the young generation focuses on flavor and quantity, while the adults focus on a healthy lifestyle choice. To meet both these needs, we at Orchardville have decided to use healthy food and flavors to make cuisines everyone can enjoy.

The 4p's

Product: developing our menus at Orchardville, we start by asking people what they want. We take the market orientation approach, then we take this in the test kitchen and try different ways of making a dish. During this process we keep many things in mind like, will this ingredient be available throughout the season. What is the cost. Will the revenue cover for the cost of research? How long can this dish last? How long does it take to prepare it?

Price: when pricing a dish, we take into account the labor cost, food cost, and the cost of research that went into making this dish when making it in the test kitchen. Then we add a profit margin of 6% to this and that gives us our selling price

Place: this is one of the key components we have to watch out for. When we find an ingredient for a dish, its availability throughout the season is really important. We like consistency. If something has fluctuating prices, it can get harsh on sales, as buying the product could become more expensive than the cost at which we sell it. This is because we can not change menu prices every day. This leads to a very poor image, leading to loss of customers. To ensure this does not happen, we find places where we can get supplies regularly at a fixed price.

Promotion: without promoting a business in this era, you can't really go that far. Advertising plays a very crucial part in your sales. However, we ensure we have a control on how much we spend on our advertising. We ensure we are getting to the right market. We use social media to promote our target market because our target market is from the age group that uses social media. Most of our advertisements are on Facebook, Instagram and the television. This ensures

we cover a wide network of people, and through internet cookies we are able to keep a track of people interested in food and restaurants.

GOALS

Orchadsville`s goal is to have a 5% increase in sales over the period of 1 year

Using our first year`s sales mix, we were able to know which of our products contributed to the highest market growth, and which product contributed to the highest market share.

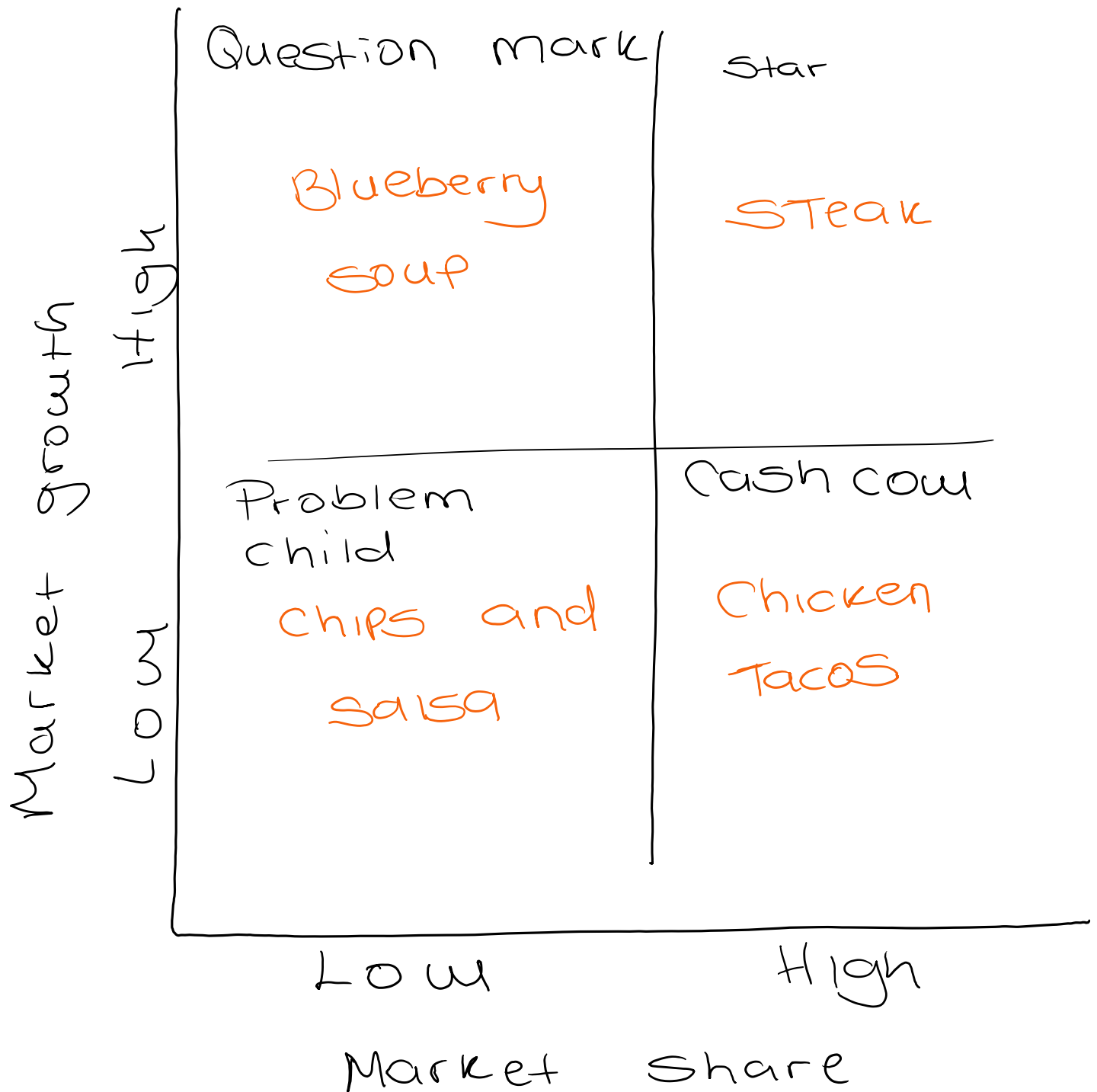
In this case the product that led to the highest market share and highest market growth were our **steaks** making it **the star**

The item that led to the highest market growth, but low market share was the **blueberry soup** making it the **question mark**

The product that contributed to the lowest market growth but had a high market share was the **chicken tacos**, making it **the cash cow**.

The product that had the lowest market share and market growth was the **salsa and nachos** making it **the problem child**.

We have made the decision, that we would change up the chips and salsa and replace the dish with a nachos and guacamole dish which would have nachos, pork cheddar cheese, gem tomatoes olives and guacamole. This would be sold as an appetizer and the cost would change to \$16 or a happy hour smaller portion at \$12



Over the next 5 years, orchadsville would like to open up a branch in Toronto. To this we must meet our goal and have a 5% increase in sales every year.

STRATEGIES

To reach our goals, we are implementing new strategies. Some of them include.

- Previously when orchadsville opened we would only hire highly trained professional people, however over time, we started hiring new interns who would work for lower wages to gain more experience. This helped us reduce our labor cost by a huge percentage.
- We were slowly able to start buying in bulk. This gave us a chance to lower our food cost, because buying in bulk brought in many discounts and continuous buying allowed us to buy products on credit for when we needed to buy product for income.
- Another strategy we have implied at orchadsville is that we insist the waiters to always offer the customer with a drink. 8 out of 10 times, the customer always says yes for a drink. To get the most out of the money from drinks, we always offer the most expensive/royal drink first, and the customer mostly tends to agree on consuming it.
- Every 6 months, we re evaluate our menus and we check for our products that brought in the least sales. We try to find where we are lacking in terms of strategies and lower the price or promote the food to a daily special. This way we promote the food item and upsell it.
- We also encourage customers to take up questionnaires by offering them with an incentive, either a gift card or a voucher. This way we are able to see ourselves from the point of view of a customer and make unbiased decisions.
- At orchadsville we also cross train people. This way we are able to cut on costs, as we can cut on labor during periods when there is no rush, and one person can handle 2 or more tasks. This gives us flexibility of operation, as if someone calls in sick, we can have a covered shift by the cross trained employee

SECTION 8

FINANCIAL PLAN

SALES PROJECTIONS WEEKLY

ORCHADSVILLE

Sales Projections: Forecasted Weekly Sales Calculation

	<u>Monday</u>	<u>Tuesday</u>	<u>Wednesday</u>	<u>Thursday</u>	<u>Friday</u>	<u>Saturday</u>	<u>Sunday</u>	<u>Total Covers</u>	<u>Food</u> <u>Check</u> <u>Average</u>	<u>Beverage</u> <u>Check</u> <u>Average</u> (85/15)	<u>Total</u> <u>Check</u> <u>Average</u>	<u>Average</u> <u>Weekly</u> <u>Revenue</u>
Capacity	250	120	120	120	120	120	120					
X % Full	65%	70%	70%	60%	90%	90%	80%					
Occupied Seats	163	84	84	72	108	108	96					
X Turns	0.8	0.9	1.3	1.9	2.0	2.1	1.5					
Total Covers	130	76	109	137	216	227	144	1,038	\$ 44.10	\$ 7.78	\$ 51.88	\$ 53,875

Notes:

This projection is based on occupancy rates once the restaurant is established. These rates will be reduced in the early forecasts and will gradually increase over time to reach this projection by the end of the first year of operations. See the first and second year detailed sales projections for those adjustments.

Food is calculated at 85% of total check average; beverage is calculated as 15% of total check average.

SALES PROJECTION – YEAR 1

ORCHADSVILLE

Forecasted Sales - First Fiscal Year

Adjustments to Revenue

Week	Beginning Date (Monday)	Forecasted Average Weekly Revenue	Decreased Occupancy	Holidays & Special Days	Notes on Special Days	Adjusted Revenue	Revenue by Month	
1	1-3-05	\$ 53,875	-50%			\$ 26,937		
2	1-10-05	\$ 53,875	-50%			\$ 26,937		
3	1-17-05	\$ 53,875	-50%			\$ 26,937		
4	1-24-05	\$ 53,875	-50%			\$ 26,937	\$ 111,982	January
5	1-31-05	\$ 53,875	-45%			\$ 29,631		
6	2-7-05	\$ 53,875	-45%		Family day	\$ 29,631		
7	2-14-05	\$ 53,875	-45%		Valentine's Day	\$ 29,631		
8	2-21-05	\$ 53,875	-45%			\$ 29,631	\$ 118,909	February
9	2-28-05	\$ 53,875	-40%			\$ 32,325		
10	3-7-05	\$ 53,875	-40%			\$ 32,325		
11	3-14-05	\$ 53,875	-40%			\$ 32,325		
12	3-21-05	\$ 53,875	-40%			\$ 32,325	\$ 144,692	March
13	3-28-05	\$ 53,875	-35%			\$ 35,019		
14	4-4-05	\$ 53,875	-35%		Good Friday	\$ 35,019		
15	4-11-05	\$ 53,875	-35%			\$ 35,019		
16	4-18-05	\$ 53,875	-35%			\$ 35,019		
17	4-25-05	\$ 53,875	-30%			\$ 37,712	\$ 152,388	April
18	5-2-05	\$ 53,875	-30%	\$ 11,000	Mother's Day	\$ 48,712		
19	5-9-05	\$ 53,875	-30%			\$ 37,712		
20	5-16-05	\$ 53,875	-30%		Victoria Day	\$ 37,712		
21	5-23-05	\$ 53,875	-25%			\$ 40,406		
22	5-30-05	\$ 53,875	-25%			\$ 40,406	\$ 181,475	May
23	6-6-05	\$ 53,875	-25%			\$ 40,406		
24	6-13-05	\$ 53,875	-25%			\$ 40,406		
25	6-20-05	\$ 53,875	-20%			\$ 43,100		
26	6-27-05	\$ 53,875	-20%			\$ 43,100	\$ 177,401	June
27	7-4-05	\$ 53,875	-20%	\$ 10,000	Canada Day	\$ 53,100		
28	7-11-05	\$ 53,875	-20%			\$ 43,100		
29	7-18-05	\$ 53,875	-15%			\$ 45,793		
30	7-25-05	\$ 53,875	-15%			\$ 45,793	\$ 206,258	July
31	8-1-05	\$ 53,875	-15%		Civic Holiday	\$ 45,793		
32	8-8-05	\$ 53,875	-15%			\$ 45,793		
33	8-15-05	\$ 53,875	-10%			\$ 48,487		
34	8-22-05	\$ 53,875	-10%			\$ 48,487		
35	8-29-05	\$ 53,875	-10%			\$ 48,487	\$ 209,341	August
36	9-5-05	\$ 53,875	-10%		Labour Day	\$ 48,487		
37	9-12-05	\$ 53,875	-5%			\$ 51,181		
38	9-19-05	\$ 53,875	-5%			\$ 51,181		
39	9-26-05	\$ 53,875	-5%			\$ 51,181	\$ 215,114	September
40	10-3-05	\$ 53,875	-5%			\$ 51,181		
41	10-10-05	\$ 53,875			Thanksgiving Day	\$ 53,875		
42	10-17-05	\$ 53,875				\$ 53,875		
43	10-24-05	\$ 53,875				\$ 53,875		
44	10-31-05	\$ 53,875				\$ 53,875	\$ 235,124	October
45	11-7-05	\$ 53,875				\$ 53,875		
46	11-14-05	\$ 53,875			Remembrance Day	\$ 53,875		
47	11-21-05	\$ 53,875				\$ 53,875		
48	11-28-05	\$ 53,875				\$ 53,875	\$ 230,891	November
49	12-5-05	\$ 53,875				\$ 53,875		
50	12-12-05	\$ 53,875				\$ 53,875		
51	12-19-05	\$ 53,875		\$ 15,000	Christmas	\$ 68,875		
52	12-26-05	\$ 53,875		\$ 17,000	New Year's	\$ 70,875	\$ 278,284	December
Totals		\$ 2,801,481		\$ 53,000		\$ 2,261,860	\$ 2,261,860	

SALES PROJECTIONS- YEAR 2

ORCHADSVILLE

Forecasted Sales - Second Fiscal Year

Month	Forecasted Monthly Revenue	Adjustments for Special Days	Adjusted Forecasted Revenue	Quarterly Total Sales
January	\$ 238,588		\$ 238,588	
February	\$ 215,499		\$ 215,499	
March	\$ 238,588		\$ 238,588	\$ 692,674
April	\$ 230,891		\$ 230,891	
May	\$ 238,588		\$ 238,588	
June	\$ 230,891		\$ 230,891	\$ 700,370
July	\$ 238,588		\$ 238,588	
August	\$ 238,588		\$ 238,588	
September	\$ 230,891		\$ 230,891	\$ 708,067
October	\$ 238,588		\$ 238,588	
November	\$ 230,891		\$ 230,891	
December	\$ 238,588		\$ 238,588	\$ 708,067
Total	\$ 2,809,177	\$ -	\$ 2,809,177	\$ 2,809,177

Notes:

Forecasted Monthly Revenue is calculated as: Projected Weekly Revenue divided by 7 for an average daily revenue. The average daily revenue is then multiplied by 28, 30, or 31 for the number of days in the month.

The **Quarterly Total Sales** are carried to the second year Income Statement.

INCOME STATEMENT

	ORCHADSVILLE															
	Pro Forma Income Statement															
	First Fiscal Year															
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	%		
Sales																
Beverage	-	-	-	-	-	-	-	-	-	-	-	-	-	28.1%	28.1%	31.8%
Total Cost of Sales	33,595	35,673	43,408	45,716	54,443	53,220	61,877	62,802	64,534	70,537	69,267	83,485	678,558	30.0%		
Gross Profit	78,387	83,236	101,284	106,672	127,033	124,181	144,381	146,539	150,580	164,587	161,624	194,799	1,583,301	70.0%		
Operating Expenses																
Salaries & Wages	15,000	15,000	15,000	44,000	44,000	44,000	44,000	44,000	44,000	44,000	44,000	44,000	528,000	23.3%	31.0%	30.7%
Employee Benefits	2,912	3,092	3,762	3,962	4,718	4,612	5,363	5,443	5,593	6,113	6,003	7,235	58,808	2.0%	2.0%	3.7%
Direct Operating Expenses	6,383	6,778	8,247	8,686	10,344	10,112	11,757	11,932	12,261	13,402	13,161	15,862	128,926	5.7%	5.7%	5.3%
Music and Entertainment	224	238	289	305	363	355	413	419	430	470	462	557	4,524	0.2%	0.2%	0.3%
Marketing	2,128	2,259	2,749	2,895	3,448	3,371	3,919	3,977	4,087	4,467	4,387	5,287	42,975	1.9%	1.9%	2.5%
Utilities	3,807	4,043	4,920	5,181	6,170	6,032	7,013	7,118	7,314	7,594	7,850	9,462	76,903	3.4%	3.4%	2.6%
Repairs & Maintenance	1,680	1,784	2,170	2,286	2,722	2,661	3,094	3,140	3,227	3,527	3,463	4,174	33,928	1.5%	1.5%	1.4%
General & Administrative Expenses	4,031	4,281	5,209	5,486	6,533	6,386	7,425	7,536	7,744	8,464	8,312	10,018	81,427	3.6%	3.6%	4.2%
Total Operating Expenses	36,165	37,474	42,347	72,801	78,299	77,529	82,983	83,565	84,657	88,438	87,638	96,596	955,491	42.2%		
Operating Profit	42,223	45,762	58,938	33,870	48,734	46,652	61,398	62,973	65,923	76,148	73,985	98,203	627,810	27.8%		
Rent and Other Occupation Costs	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	-	5.5%	5.5%	5.5%
EBITDA	34,223	37,762	50,938	25,870	40,734	38,652	53,398	54,973	57,923	68,148	65,985	90,203	627,810	27.8%		
Interest	1,232	1,308	1,592	1,676	1,996	1,951	2,299	2,303	2,366	2,586	2,540	3,061	24,880	1.1%	0.9%	0.8%
Income Tax	7,839	8,324	10,128	10,667	12,703	12,418	14,435	14,654	15,058	16,459	16,162	19,480	158,330	7.0%		
Depreciation	2,128	2,259	2,749	2,895	3,448	3,371	3,919	3,977	4,087	4,467	4,387	5,287	42,975	1.9%	1.9%	1.6%
Net Income	23,025	25,872	36,468	10,631	22,586	20,912	32,772	34,039	36,412	44,636	42,896	62,375	401,624	17.8%		

BALANCESHEET

ORCHADSVILLE

Pro Forma Balance Sheet

Date

Assets

Current Assets:

Cash		\$	2,000,000.00	
Accounts Receivable	\$	300,000.00		
Less: Reserve for Bad Debts	\$	25,000.00	\$	275,000.00
Food Inventory			\$	15,000.00
Prepaid expenses			\$	1,200.00
<i>Total Current Assets</i>				\$ 2,291,200.00

Fixed Assets:

Furniture and Fixtures	\$	1,400,000.00		
Less: Accumulated Depreciation	\$	1,200.00		
			\$	1,398,800.00
Equipment	\$	1,200,000.00		
Less: Accumulated Depreciation	\$	1,100.00		
			\$	1,198,900.00
<i>Total Fixed Assets</i>				\$ 2,597,700.00

Total Assets				\$ 4,888,900.00
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Liabilities and Capital

Current Liabilities:

Accounts Payable		\$	400,000.00	
Sales Taxes Payable		\$	120,000.00	
Payroll Taxes Payable		\$	200,000.00	
Accrued Wages Payable		\$	400,000.00	
Unearned Revenues		\$	120.00	
Short-Term Notes Payable		\$	20,000.00	
Short-Term Bank Loan Payable		\$	700,155.95	
<i>Total Current Liabilities</i>				\$ 1,840,275.95

Long-Term Liabilities:

Long-Term Notes Payable		\$	1,647,000.00	
Mortgage Payable		\$	-	
<i>Total Long-Term Liabilities</i>				\$ 1,647,000.00

Total Liabilities				\$ 3,487,275.95
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Capital:

Owner's Equity		\$	1,000,000.00	
Net Profit		\$	401,624.05	

Total Capital				\$ 1,401,624.05
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Total Liabilities and Capital				\$ 4,888,900.00
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