

Coast to coast

Concept Statement

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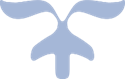


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Welcome message...

My love on seafood started when I was a kid, I was the only one of my brother that every time we go to the beach I would eat everything, but I remember when I ate my first oyster, it was a really hot morning, me and my mom where walking thru the beach around 5 or 6am when all fisherman are finishing fishing, some of them, they put an umbrella, they sit on a rock, put a sign, and just sell whatever they catch, and oh lord I saw that giant oyster, and the way he shucked those, just got my attention, when he open it and add some sauce, and eat it raw, that was the moment I knew it. Simple, but delicious, right out of water, those experiences change how you look at the world. My restaurant would be simple, but elegant. Fresh, making you feel you are eating right on the sea.

**Introduction...**

If you’ve ever been to Vancouver BC, you know there are two things you can count on every time you dine there, great service and great food. The atmosphere is amazing, there is a place for everyone, from Yaletown, Chinatown, East Van, Gastown. This is a city with so much multiculturalism, that gives the Vancouverites a more knowledgeable or "experienced" palad, having a close relationship with a lot of Asian cultures, Contemporary cuisine and different many styles, so much variety between each other gives us so many choices to dine, Getting fresh seafood from the south Bay in Surrey, even here in Chinatown. The organic and fresh food is becoming a bigger trend each day, I consider Vancouver the ideal city for a successful and sustainable seafood Restaurant.

**Situation overview**

Without a doubt Vancouver is a place to eat and have a good night out. Night life in Downtown area has become bigger for the last decade and still grows each day, the love for good looking food or as they say, "Instagram worthy", delicious and fresh. With the new organic trends, people want to know where their food comes from.

At Coast to Coast Seafood Restaurant we will guarantee and promote this movement, as that will not just impact on my Restaurant, Vancouver will grow economically and the demand for fresh produce will keep arising, having a sustainable purchase of produce, helping the local wild grown or caught supplies. Might not be a big change at first but big picture can always make a difference.

**Mission...**

For restaurants, having, mission is vital to ensure you own a strong business.

*Our mission at c2c is to be one of the most sustainable seafood restaurants in all Vancouver area by providing our ingredients locally, with farm raised and wild caught seafood, we are committed to get you the freshest dishes at your table.*

We want to inspire healthier communities by connecting the people with real food. We know that C2C is going to be a critical link between growers and consumers, we feel responsibility to protect the future of real food. To that end, were committed to supporting small and mid-size growers who are farming sustainably, to creating more accessibility to healthy, real food for more people.

Because here at C2C impact is not an arm of our business, it is our business, and we reflect it in everything we will do, from what approved suppliers we get to who we hire and how we support local communities. We want to make an impact and leave people better than we found them, we will modify our approach in each market to reflects the needs of the customers and community.

**Location...**

My ideal location would be to start in Vancouver, Canada. One of the cities with most food variety, where food trend grows and change constantly. A lot of competition for sure but having all this supplier with farm on Surrey, Burnaby, etc. with organic produce, BC Oyster farms, Daily catch. We want to get the freshest and local grown, or seasonal caught at our restaurant. Gastown is a expanding area of the city with great places to eat, I find this place a great place for a seafood restaurant. Being on the heart of Gastown will give us the opportunity to serve a lot of tourist, so we will have to meet their expectations, having the cruises harbor right around the corner, and all the night activities and hotels C2C would be able to satisfy customer’s needs.

Our total seat capacity will be 70, including 8 seats at the bar, that would be enough for our kitchen and bar to provide to customers enough space so they can have a great time.

**Style of Cuisine...**

My cuisine style would be Contemporary seafood, not from any country, but all would be local. Serving from Fresh shucked Raw Oysters daily, Lunch to Appetizers, Entrees, Desserts and a biweekly Chefs specials that of course would be depending on season and catch.

Seafood is known to be a very elegant style of cuisine, but for ancient cultures such as Japan that is really big on seafood, surrounded by seas depends almost entirely on the seafood market, having one of the biggest fresh caught seafood markets on the world. Vancouver has a big Japanese and other culture influences, I know my menu will satisfy those differences but gives that special C2C touch, with room for modifications on the menu depending on current trends and local opinions.

Bi-weekly special will be the opportunity to show our creativity, and to experiment with flavors complementing different styles of cuisine. This one is more focused on our future regular customers, that can have something different in the same place, but always having the option of getting your favorite dish

**Style of service...**

The style of service we will offer to our guest would be the American style, a service of pre plated food to the guest by the restaurant staff carried out from the right-hand side of the guest.

Offering Sour bread and whipped butter on the table. The reason I chose it it’s a simple service to teach to learn, service is fast, less dining room space is required, quality control can be excellent. The personal touch is important at C2C that’s why we make sure all our staff is properly trained and happy with their jobs, a happy employee is key to a make a business successful.

In the kitchen food will be served at the window with the physical bill including all the items ordered for the kitchen or bar station accordingly, the expo will make sure the dish is ready to go and food runner will take order.

**Menu (A la Carte) ...**

The menu I will have on my Restaurant will form in thee different menus, the first being the Breakfast Menu followed by the Lunch Menu and finally Dinner Menu. Dinner Menu would have a Chefs special Entree every Friday and Saturday, offering the freshest catch and would be displayed on a board inside and outside of the restaurant, Lunch will be served at 10:00am with their own food items and at 3pm Happy hour Menu *or Low Tide* will be there until 6, less quantity in some items lunch items, special prices on wine, oysters and some Entrees. Lunch will have some breakfast items

The hours of operation will be

Monday to Friday

* 10:00am-3:00pm Lunch will be served
* 3:00pm to 6:00pm Low tide will be available
* 6:00pm to 11:00pm

Saturday and Sunday

* 11:00am to 3:00pm lunch will be served
* 3:00pm to 12:00pm dinner will be served

We will be closed on Christams and Boxing day.

We accept all mayor credit and debit cards and cash

**Atmosphere...**

The restaurant will have paintings and drawings from some of the areas in and around Vancouver with a sea point of view, with most notable new artists. Once a month the we will feature a new artist and their work. This will give the art community an opportunity to show their work in a friendly and exciting atmosphere. We will send out special invitations for the opening night and attract many people and newspapers

With a nice and friendly service, that’s my goal, that customers can talk comftably with each other, or if your alone, sit at the bar. Moderate volume music.

Restaurant must feel comtable, but not at the boring level, always keeping a sociable atmosphere having customer engaging servers and oyster shuckers, they are going to be in front of the bar serving some dishes, shucking, and making drinks.

**Customer Profile/Target Market...**

C2C Restaurant intends to serve to a wide group of people. We want everyone to feel welcome and relaxed in a cozy atmosphere with a wide and varied menu. It is our goal to fulfill your needs every day on our menu and service, our target market will be the following groups:

* Businessman: Hard working, he needs a good establishment that helps impress his client, then they go out for food and drinks.
* Couples: Gastown is full of happy couples every day, having so many nice romantic restaurants in the area, this place will have a sophisticated environment that makes people to bring their couples.
* Family: Great place for a family, they can come because of our flexible menu and friendly service.
* High end Singles: Our great layout and decor will attract them, excellent engaging clientele will confirm the feeling of being in "the coolest place" in Vancouver
* Tourist: As I spoke before, our location will be a hot spot for international tourists, attracting them more during the months of April to September

From business meetings, eating out with friends, your partner, family you are welcome to come.

We want all of that mentioned, businessman, couples, image seekers, and compulsive spenders, we focus on them because these are the types of people who frequent other places nearby.

**Keys to Success**

The creation of a unique and innovative dining atmosphere will differentiate us from the competition. The restaurant will stand out from the other restaurants in the area because of the unique design and decor. We will offer a fine dining experience in a cozy atmosphere.

* Product quality. Not only great food but great service and atmosphere.
* The menu will appeal to a wide and varied clientele. It is International with an interesting twist.
* We will have special theme nights like restaurant nights, local artist's openings, Easter dinners, Labor Day, wine tasting dinners, special ethnic food nights. All this Will attract a varied clientele to C2C
* Controlling costs always without exception.

**Strategies and Actions**

Our strategy is simple, we intend to succeed by giving people a combination of excellent and interesting food in an environment that appeals to a wide and varied group of successful people. We will focus on maintaining quality and establishing a strong identity in our community

Our focus in marketing will be to increase customer awareness in the surrounding communities. We will direct all of our tactics and programs toward the goal of explaining who we are and what we do. Social media will be our to go marketing strategy, constantly updating web pages and Instagram/Facebooks accounts

We will create an appealing and entertaining environment with unbeatable quality at an exceptional price. An exciting and friendly restaurant, we will be the talk of the town. Therefore, the execution of our concept is the most critical element of our plan. All menu items are moderately priced for the area. While we are not striving to be the lowest-priced restaurant, we are aiming to be the value leader.

**All Menus attached below.**

**Part V**

**Management By Menu**

**Restaurant Layout Exercise**

**1) Calculate the size of the kitchen (in Square Feet),** assuming total back of house area per dining area seat is 10 to 12 Square Feet, you would need, at the very least, \_\_\_\_960\_\_\_\_ Square Feet to properly accommodate a \_\_\_160\_\_\_ seat Restaurant (dining room). 1600 total 640 kitchen and others

**2) Locate the different sections on to the Floor layout plan sheet according to No. 3 scale.**

1. **Receiving and Storing area**
2. **Preparation area**
3. **Production area (Hot and Cold)**
4. **Pastry and baking area**
5. **Serving and holding area**
6. **Dishwashing area**
7. **Pots and pans area**
8. **Office/changing area**

**3) Calculate the size of each section (in Square Feet).**

|  |  |  |
| --- | --- | --- |
| Area | Allocation - % | Allocation - SQFT |
|  | 100 | 640 |
| Receiving | 3 | 19.2 |
| Refrigeration | 12 | 76.8 |
| Freezer | 7 | 44.8 |
| Unrefrigerated Storerooms | 14 | 89.6 |
| Meat Peperation | 3 | 19.2 |
| Vegetable and Salad Preperation | 8 | 51.2 |
| Production Cooking | 14 | 89.6 |
| Dish/Pot Washing + Storage | 16 | 102.4 |
| Bakery | 6 | 38.4 |
| Office | 5 | 32 |
| Serving Line | 12 | 76.8 |

**4) On the following page draw your restaurant floor pan taking in consideration all you have learned to date. List your equipment numerically and place it on your "Floor Plan", (according to your menu).**

(See attached floor layout).

**Your Layout**

**Equipment list**

|  |  |  |  |
| --- | --- | --- | --- |
| **No.** | **Equipment** | **No.** | **Equipment** |
| **1** | **Dishwasher** |  | **Water hose** |
|  | **Coffebrewer** |  | **Dish racks** |
|  | **handsinks** |  | **Dirty dish bins** |
|  | **Food warmer** |  | **Sanitizers** |
|  | **Line coolers** |  | **Bleach** |
|  | **Walk in cooler** |  | **Detergent** |
|  | **Freezer** |  | **Pot and pan Liquid** |
|  | **Burners** |  | **Metal scrubbies** |
|  | **Oven** |  | **Robo coupe** |
|  | **Pans** |  | **Food processer** |
|  | **Tongs** |  | **Garbage bins** |
|  | **Linen service** |  | **Garbage bags** |
|  | **Spatulas** |  | **Grill** |
|  | **Side plates** |  | **Thermometers** |
|  | **Main plates** |  | **Mesuring cups** |
|  | **Champaigne glass** |  | **Metal bowls** |
|  | **Water glass** |  | **Knifes** |
|  | **Beer glass** |  | **Cutlery** |
|  | **Food inserts** |  | **Bill Screen** |
|  | **Cambros** |  | **Countertops** |
|  | **Torch** |  | **Grater** |
|  | **Deep Fryer** |  | **Cooware set** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |