

“THE BRUNCH BAR” will be an upscale brunch restaurant, which will offer a variety of breakfast dishes, entrée salads, and sandwiches. It will feature a bar that specializes in breakfast cocktails. Hours of operation will be Monday through Sunday 7am-3pm.

Concept

The menu will offer a variety of house made specialty breakfast dishes such as, different types of eggs benedict, extravagant pancake, and French toast options. The restaurant will also offer salad, soup, and sandwich options to cater to the lunch crowd. The bar will be the focal point of the restaurant and offer specialty coffee drinks, freshly squeezed juices, smoothies, breakfast, and traditional cocktails as well as a selection of craft beers.

The Brunch Bar will offer exceptional service in a relaxed setting intended to promote cheerful rejuvenation, social interaction, and unhurried dining. The servers will be knowledgeable on each menu item as well as the full bar menu.

Market Position and Competitive Advantage

Our target customer group focuses on professionals of all ages, young families with children, and a combination of generation Z's and millennials. Rochester Hills commercial and residential demographic combined with a median household income greater than \$100,000 provides us with the ideal urban setting that will allow us to cater to all professionals, friends, and families.

Although there is a lot of competition in the city of Rochester Hills, our experience in serving high quality food, paired with exceptional service, will set us apart from the competition. In our current business we have spent the last decade creating, updating, and executing a menu that utilizes fresh ingredients for our homemade specialty dishes. Focusing on our customer demographics, as well as maintaining a strong online presence will be a key factor to the overall success of the business.

Management and Ownership

Ownership will be in TCA Group, LLC, whose members are Peter Christoff, Thomas Christoff, and Anastasia Stathis - Thomas Christoff and Anastasia Stathis each with a 45% interest, and Peter Christoff with a 10% interest. Daily operations will be managed by Thomas Christoff and Anastasia Stathis. The three partners have almost 100 years of combined restaurant experience, of which Thomas and Anastasia together account for over 40 years.

Thomas specializes in controlling and directing the food preparation process from start to finish. He has over 20 years' experience working in a kitchen environment creating and executing various menu items. He has experience in managing a kitchen staff of approximately 10-14 employees and full responsibility of all hiring, managing, and training. His display of outstanding communication and leadership skills that have allowed him to maintain a loyal, dependable, and knowledgeable team throughout the years.

Anastasia specializes in “front of house operations”. She has a business management degree from Wayne State University and nearly 20 years of experience effectively managing day-to-day operations. She is responsible for all hiring, training, and shift planning for the entire wait and host staff. Her attention to detail and high level of organization, combined with excellent communication skills, have allowed her to effectively manage a staff that caters to creating a wonderful dining experience for each guest.

Staff

The Brunch Bar staff required to operate will consist

of: Front of house

10-12 full time servers, 3-5 hosts, and 3-6

bartenders. Back of house

6-8-line cooks, 2-3 prep cooks, and 3-4 dishwashers/bus people