

Spice Kitchen Indian Cuisine.

Executive Summary

Spice Kitchen Indian Cuisine, a DBA, is a locally owned restaurant, catering, beer garden, and kiosk restaurant (**RCBK**) ordering system (breakfast, lunch, and dinner) outlet with a high-end bar and contract packaging facility that will be positioned as an international franchise through our creative approach to the company's image and state of the art equipment. Spice Kitchen Indian Cuisine (**SKIC**) will provide a combination of excellent food at value pricing, with fun packaging and atmosphere. **SKIC** is the answer to an increasing demand for good food with quality packaging as well as an excellent dining experience where the customers can enjoy good food with alcohol and vine.

In today's highly competitive environment, it is becoming increasingly difficult to differentiate one **RCBK** outlet from another. New Rochelle, NY is now becoming the model metropolis for America's new economic boom. With a population of more than 8.5 million, New Rochelle's retail sector is the strongest in the region.

Our main priority is to establish one outlet at 548 Main Street and 15 Leroy Place, New Rochelle, NY 10805. Later, our effort will be a further development of more retail outlets in the surrounding area.

This plan is prepared to obtain funding for the initial launch of this concept. Additional financing will need to be secured for subsequent built-out, depending on the covid situation. The financing, in addition to the capital contributions from shareholders, will allow **SKIC** to successfully open within 2 months. The initial capital investment will allow **SKIC** to provide its customers with a value-driven, entertaining experience through the creativity of its founders.

SKIC will entice youngsters to bring their friends and family with our innovative environment, American, Indian, and International Cuisine served along with a range of alcohol and wine. **SKIC** will also attract businesses and retail customers from New Rochelle, NY to avail its top-grade office, beer garden kiosk ordering system.

About the Founder

SKIC'Ss founder Mr. Abraham Vaccachan is a veteran in the food and beverage industry with more than 30 years of experience. He is a top-notch chef in the city who has inside out knowledge about what works to flourish in the industry. He has worked as Chef Manager at St. John Riverside Hospital, Yonkers for over 30 years and has successfully run a restaurant in New Rochelle, NY for over 43 years. He has tremendous experience in running and operating high-end food joints. With a career F&B doyen like him, the business is in safe hands.

The Property

The land for the proposed business is located at 15 Leroy Place, New Rochelle, NY 10805. Additionally, a building of 2400 sqft adjacent to the land is located at 548 Main Street, New Rochelle, NY 10805. The land and building are part of a single plot with access from two streets. Both land and building will be used for the business and are owned by our founder, Mr. Abraham Vaccachan through his company Shylas Weight Watchers Delight, which is a C Corp. The land is 12,800 sq/ft of undeveloped plot which needs to be developed along with the existing building. The property can be accessed from 15 Leroy Place Street and 548 Main Street, New Rochelle. Our new business will be set up on this land and building and is registered under the DBA – “Spice Kitchen Indian Cuisine”. Spice Kitchen Indian Cuisine is a S Corp which was incorporated on 09/14/2015. The tax returns of the entity for the last 2 years are available as per request for prospective investors. SPIC will not hold any land or building as its asset, land, and building will remain under Shylas Weight Watchers Delight. SPIC sole purpose is to run the business.

For the Investors

SKIC is planning to raise a total of \$4,000,000 by selling 200 shares of the company, i.e., \$20,000 per share. The investors can remain a shareholder for a period of up to 5 years. The shares will be bought back by the promoters at double the issue price at the end of 5 years. That is, the shares sold by **SKIC** will be bought back by the company within 5 years at \$40,000 per share, which gives a return of 14.5% per year for the shareholder. Apart from this, the shareholder will also enjoy a share in the profits of the company each year for the years in which the company generates profits. In case of buyback of shares by the company before 5 years, a penalty will be paid by the company to shareholders, which must be discussed.

The shareholders will have lean over the property in which the business will be set up. **Shareholders’ investment will be thus secured by the lean they will have over the property.** The ownership of land and building will remain under Shylas Weight Watchers Delight. The shareholders will have lean over the business (including land and building) during the period of their investment. The promoters have obligation to buy back the shares at double the issue price at the end of 5 years. The promoters have the right to buy back the shares at double the issue price during anytime within the 5 years of investment. The shareholders will not have lean over the business (including land and building) or enjoy profits from the business when their shares are bought back by the company at any time within 5 years.

It’s an excellent investment opportunity for prospective investors as they are guaranteed to double their investment in 5 years irrespective of whether the business will generate profit or not. At 14.5% per year, it is much higher than the rate provided by any bank in New York. The shareholder will also enjoy a share in the profits during investment. Apart from these benefits, shareholders can enjoy the restaurant, catering, and other services at a discount of 10% during the period.

Objectives

- To establish a presence as a successful multi-cuisine outlet with alcohol and gain a market share in New Rochelle's **RCBK** industry.
- To establish a high-quality co-packaging unit.
- To make **SKIC** a destination spot for New Rochellers.
- To expand into several outlets and sell the franchise to neighbouring metropolitan cities in the future.

Mission

Our main goal is to be one of the most successful fast-food outlets in New York, starting with one retail outlet located in New Rochelle, NY.

SKIC will strive to be a premium high-end dining experience, takeout service (breakfast, lunch, and dinner), and a high-volume catering service in the local marketplace. We want our customers to have the total experience when visiting our outlet and website as they will learn about this fascinating new hangout place in town. Our focus will be serving high-quality food at a competitive price with less contact. We will also focus on a live open kitchen with a standardized recipe.

Keys to Success

To succeed in this business, we must:

- Create a unique, innovative, entertaining menu that will differentiate us from the rest of the competition.
- Always control costs, in all areas and implement a conservative approach to growth policy.
- Setup a state-of-the-art kitchen with the most advanced appliances and machinery.
- Sell the products that are of the highest quality, as well as keeping the customers happy with all of our product categories from dining to co-packaging.
- Provide 100% satisfaction to our customers and maintaining the level of excellent services among other competitors.
- Encourage the two most important values in **RCBK** business: brand and image, as these two ingredients are a couple of main drivers in marketing communications.
- Get contract packaging business from nearby clubs and other business enterprises.
- Promote good values of company culture and business philosophy.

Future of the Company

New Rochelle is a fast developing city in New York. It is touted to be the upcoming vibrant city in the making. Population in and around the city will grow exponentially in the immediate future. Although the restaurant with bar and co-packaging business is highly competitive, we believe that there is a place for delicious and healthy food with high-quality packaging. Customers could enjoy exotic dishes with a wide variety of top-brand liquor and vine. Our goal is to build and market good food that will bring in loyal customers and stand the test of time.

Principal Members

Abraham Vaccachan — owner, proprietor

<Others involved can be mentioned here>

All day-to-day activities of the business will be outsourced to experts in the field. A Head Chef, Sous Chef, and employees will be hired as per requirement. Also, job opportunities to be discussed with the shareholders, clarification needed.

Start-up Summary

<i>Start-up</i>	
Requirements	
Start-up Expenses	
Kitchen and Fixtures	\$1,000,000
Furniture and Interior	\$200,000
Legal	\$3,000
Rent	\$380,000
Packaging and Stationary	\$100,000
Contingencies	\$120,000
Total Start-up Expenses	\$1,800,000
Start-up Assets	
Cash Required	\$100,000
Other Current Assets	\$0
Long-term Assets	\$0
Total Assets	\$100,000
Total Requirements	\$2,000,000

Company Location and Facilities

The business will be set up at 15 Leroy Place, New Rochelle, NY 10805. The whole available land parcel of 12,800 sqft will be developed into a restaurant with a bar and co-packaging unit. The location will feature its own originality in display and other brand-building attributes. We will equip the outlet with modern furniture and aim for cleanliness and an open feeling.

The location has got the following advantages:

- A population of over 1 million in New Rochelle and West Chester County combined.
- A large number of high-income population.
- Easy access.
- Lots of clubs and business centers within the city, which could generate co-packaging revenue.

All of these qualities are consistent with **SKIC's** goal of providing a top-quality dining and packaging experience. We want "word-of-mouth" to be our best form of marketing, where our customers value our brand as something exciting and cannot wait to tell their friends and neighbors.

Products

We want to focus on dining, alcohol, and co-packaging business. Ours will be a multi-cuisine restaurant format. We will serve all brands of alcohol available in New York.

Marketing & Sales

Growth Strategy

To grow the company, **SKIC's** will do the following:

- Network at malls, clubs, business enterprises, and hospitals in the city.
- Establish a company website that contains engaging multimedia content about our services
- As the business grows, advertise in publications that reach our target customers.
- Add new branches as the business grows.

Communicate with the Customer

SKIC will communicate with its customers by:

- Meeting with local managers within targeted companies
- Using social media such as Twitter, YouTube, Facebook, LinkedIn, and Instagram
- Providing contact information on the company website

How to Sell

Apart from dining and co-packaging customers, we will provide takeaway service to retail customers via food delivery applications like Grubhub, UberEats, DoorDash, etc. High-end catering service of any cuisine will be provided for all kinds of occasions.

Trends in Food Service Retail

According to surveys, New York's spending on "eating out" is continuing to increase. Spending on cooked food as a percentage of total average food-spend reached 45% in 2021. The growth in spending in the foodservice sector arises from several factors:

- Increased affluence amongst New Rochellers, especially those under the age of 40 years.
- Increased convenience-seeking amongst younger New Rochellers who live in a hectic city today compared to the much slower pace of life that existed 20 years ago.

For further details and discussion, please contact the promoter.

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