

MIAMI SEAFOOD RESTAURANT --- BUSINESS PLAN

2021

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1.0 Executive Summary

The purpose of this business plan is to secure funds to startup, purchase, marketing, and staffing requirements of Miami Seafood – a seafood specialized restaurant in Miami, Florida – USA. Miami Seafood was founded by Christ Smith who is having excellent experience in the food industry. The requested funds will help to start up the business and continue operations until the business is self-sustainable.

Our Mission

To improve the quality of our customers' lives by providing high-quality, delightful food conveniently and affordably.

Our Vision

To improve the happiness and comfort of our customers and community by providing good food.

Business Description of Miami Seafood

Miami Seafood is an interesting and modern restaurant business with a niche in seafood-style services. The restaurant is also going to provide a brilliant and relaxing atmosphere for people in Miami - Florida.

As a startup restaurant, we will offer lower prices on our menu compared to competitors, accompanied by high-quality service and food offerings. By using a combination of locally sourced fresh (without preservatives) ingredients, our core offerings will include a wide range of grilled and fried selections of shrimp, fish, oysters, chicken tenders, stuffed crabs, and many more. The owner has put plans, processes, and structures in place that will ensure that we are always at the top of the game when it comes to that. We have been able to secure permits from all relevant departments in Miami – Florida.

We will also use a combination of marketing methods, including social media, flyers, coupons, and word of mouth to effectively target individuals searching for

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good food as well as push the brand name of Miami Seafood Restaurant into the public eye.

Miami Seafood will ensure that we hold ourselves accountable to the highest standards by meeting our customers' needs precisely and completely whenever they patronize our food products. We will also cultivate a working environment that provides a human, sustainable approach to earning a living, and living in our world, for our partners, employees, and our customers.

Our Objectives

- To execute a professional marketing plan to continue Miami Seafood Restaurant's reputation.
- Be the premier seafood restaurant with quality menu items
- Become a well-known brand, reaching the target of net margin
- First-year revenue of \$ 300,000
- Have a strong community involvement
- Open additional locations in other neighboring areas

Food Offerings

We are in the restaurant industry to make profits and we will ensure we make available well-prepared local and intercontinental seafood-inspired dishes for our valuable customers. Our food product offerings are listed below;

- Grilled and fried selections of shrimp, fish, oysters, chicken tenders, stuffed crabs.
- Seafood meals - Fish and shellfish. Shellfish will include various species of mollusk (e.g. clams, oysters, and mussels; and cephalopods such as octopus and squid), crustaceans (e.g. shrimp, crabs, and lobster), and echinoderms.
- Beverage sales
- Fruits and salads
- Water

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Financial Requirements

The business expects a strong rate of growth at the start of operations. The startup cost is assumed approximately \$150,000. The startup expenses will contain rent, facilities, expenses on marketing, sales and promotion, building a website, license, and so on. The startup assets will include tables, chairs, kitchen facilities, various utensils, and computers.

Required Funds

The company start-up capital obtained through investments and loans will be used for equipment, kitchen supplies, food purchases, and associated permits and licensing.

Equipment will amount to approximately \$35,000, and the remaining costs are estimated to be around \$25,000. The owner will also invest \$10,000 for cash-on-hand at starting date.

Below are the expected financials over the next three years.

2.0 Company Overview

The restaurant is going to develop into a name-brand restaurant with unique authentic taste and establish modern casual dining with its trendy simple interior architecture. The restaurant will also offer customers honest care and comfortable enjoyment to make customers enjoy first-class food, service, and environment. Our delightful food contains various nutrients and traces elements, to enhance the quality of life of our customers.

Legal Structure

The name of the business is “MIAMI SEAFOOD” and it is going to register within the local authorities of Florida - USA. We will also ensure that we do all that is permitted by the law in the USA to accomplish our business goals and objectives.

Objective & Aim

The objective is to form a forum, community, and focus group in the cities where people meet and discuss the way forward to combat the modern living lifestyle.

The business aim is to create a brand in the long run and to become the first thought of the people living in Miami for their delightful, healthy, and authentic seafood dining needs.

Keys to Success

- Keep developing new clients.
- Using customer relationship management (CRM) to keep customers.
- Use both traditional and modern methods to make the marketing of the products and brand.
- Build a first-class marketing channel for the restaurant.
- Employ and train employees to first class.
- Establish a long-term partnership with suppliers
- At the mature stage, using expansion strategy and build “MIAMI SEAFOOD” branch restaurant nationally.

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Management

Christ Smith is the founder and the owner of Miami Seafood Restaurant. We will have a strong management team consisting of its owner. Through the owner's expertise, he will be able to bring the operations of the business to profitability within its first year of operations. He will also recruit the other managers and necessary staff to support business activities and continue the company operation.

Product Position

Miami Seafood will set up the position to be a top-grade restaurant with a healthy, enjoyment and seafood-style cultural atmosphere along with unique flavor food and excellent customer service. Our target customers are mainly healthy eating conscious people and others depending on their eating preferences. So, we will set the price at a reasonable level, the environment, atmosphere, service, and taste present mature, exquisite, brilliant, and elegant culture.

SWOT Analysis

Strengths <ul style="list-style-type: none">• Location• Unique food flavors• Easy access• Fast service• Large portions• Wide variety of offerings• High quality• Fresh ingredients	Weaknesses <ul style="list-style-type: none">• High operating cost• Lack of funds• Lack of marketing experience in the same field• The difficulty of arranging the marketing mix
Opportunities <ul style="list-style-type: none">• Getting the support for expansion• Partner with local vendors offering products that complement ours• Leverage existing relationships with local farmers markets	Threats <ul style="list-style-type: none">• Existing seafood restaurants are following our business model.• New seafood businesses entering the market and increasing competition• Changes in government rules and regulations

3.0 Market Overview

Target Market

A seafood restaurant is such a business where that we can hardly find someone who does not patronize them because everybody eats seafood dishes. According to the researchers, over one billion people rely on seafood as their primary source of animal protein. Hence, most seafood restaurants now have a menu designed specifically for healthy eating conscious people and others depending on their eating preferences.

In view of that, we will position our seafood restaurant to service the residence of Miami – Florida. We will conduct our market research and we have ideas of what our target market would be expecting from us. We are in this business to service the following groups of people;

- Bachelors
- Event/Party planners
- Households
- Busy corporate executives
- Sports Men and Women
- Students
- Tourists

Overview of the Seafood Industry

A wide variety of seafood products are available in the U.S. marketplace from many different sources. In the U.S., wild fish and shellfish are harvested by commercial fishermen in both nearshore and open ocean waters, and in freshwater lakes or rivers. Farm-raised (aquacultured) seafood products are raised both on land in ponds (catfish), or re-circulating tanks (tilapia and hybrid bass), and in nearshore coastal waters (salmon and shellfish). These same methods are used to farm a wide variety of fish and shellfish in other countries around the world which are then imported into the U.S.

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Once seafood products are harvested, they are generally processed or packaged for distribution to retail stores and restaurants. Wild fish and shellfish are unloaded from harvest vessels and farmed products are harvested from facilities then transported and packed for distribution to processing plants or wholesalers. Processors convert the whole fish or shellfish to various other product forms such as fresh fish fillets or steaks or other items such as frozen products, breaded fish portions, and canned or smoked products. Some of these products may be further converted by secondary processors to heat and serve or ready-to-eat products like seafood salads, entrees, or other items. Wholesalers and foodservice distributors receive both raw and processed products from many different domestic and foreign sources and distribute them to retail stores and restaurants. Consumers purchase these products from retail stores for home consumption or at restaurants and other food service establishments.

Sources of Fish and Shellfish Consumed in the U.S.

The commercial seafood products consumed by Americans at home or in restaurants or other food service establishments primarily come from three different sources: U.S. commercial fisheries, U.S. aquaculture production, or imports brought into the U.S. from other countries. Seafood is also a unique food in that a large amount of fish and shellfish are harvested from the wild by individuals for recreational purposes and some of that harvest is also consumed. The following information provides an overview of the types of fish and shellfish that comes from these four different sources.

Seafood Processing

The processing sector of the seafood industry converts the whole fish or shellfish harvested by fishermen or produced by aquaculture operations in the U.S. or other countries into the products that are sold at retail stores or restaurants. The National Marine Fisheries Service estimated the estimated value of the 2017 domestic production of edible and nonedible processed fishery products was \$12 billion, up 1.2 billion (10.8%) from 2016. The value of edible products was \$11 billion—up 1.1 billion (10.7%) compared with 2016. The value of industrial products was \$903.1 million in 2017—up 96.3 million (11.9%) from 2016. The annual U.S. production of

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raw (uncooked) fish fillets and steaks, including blocks, includes several major species processed: Alaskan Pollock, salmon, cod, hake, flounders, and haddock.

Primary processors generally convert whole fish into fish fillets, steaks, or loins or shuck or cook raw shellfish or remove the edible meat. These edible portions are then packed in some way and distributed as fresh refrigerated products or are frozen before distribution to wholesalers or directly to retail stores or restaurants. Other processors pack these edible portions into cans or other containers and apply a heat process to eliminate microorganisms that could cause the product to spoil or cause foodborne illness. Canned products are treated to sterilize their contents and can be stored without refrigeration. Pasteurized products are heat-treated in a way that eliminates most but not all microorganisms and must be stored under refrigeration. Other processes could include the use of high pressure, irradiation, or other treatments to sterilize or pasteurize the seafood product.

Secondary processors convert fresh or frozen fish and shellfish products and other ingredients into the final products that are available in retail stores and restaurants. Examples of value-added finished seafood products could include smoked seafood products, sushi, seafood salads and sandwiches, and seafood entrees or meals.

Seafood Wholesale and Distribution

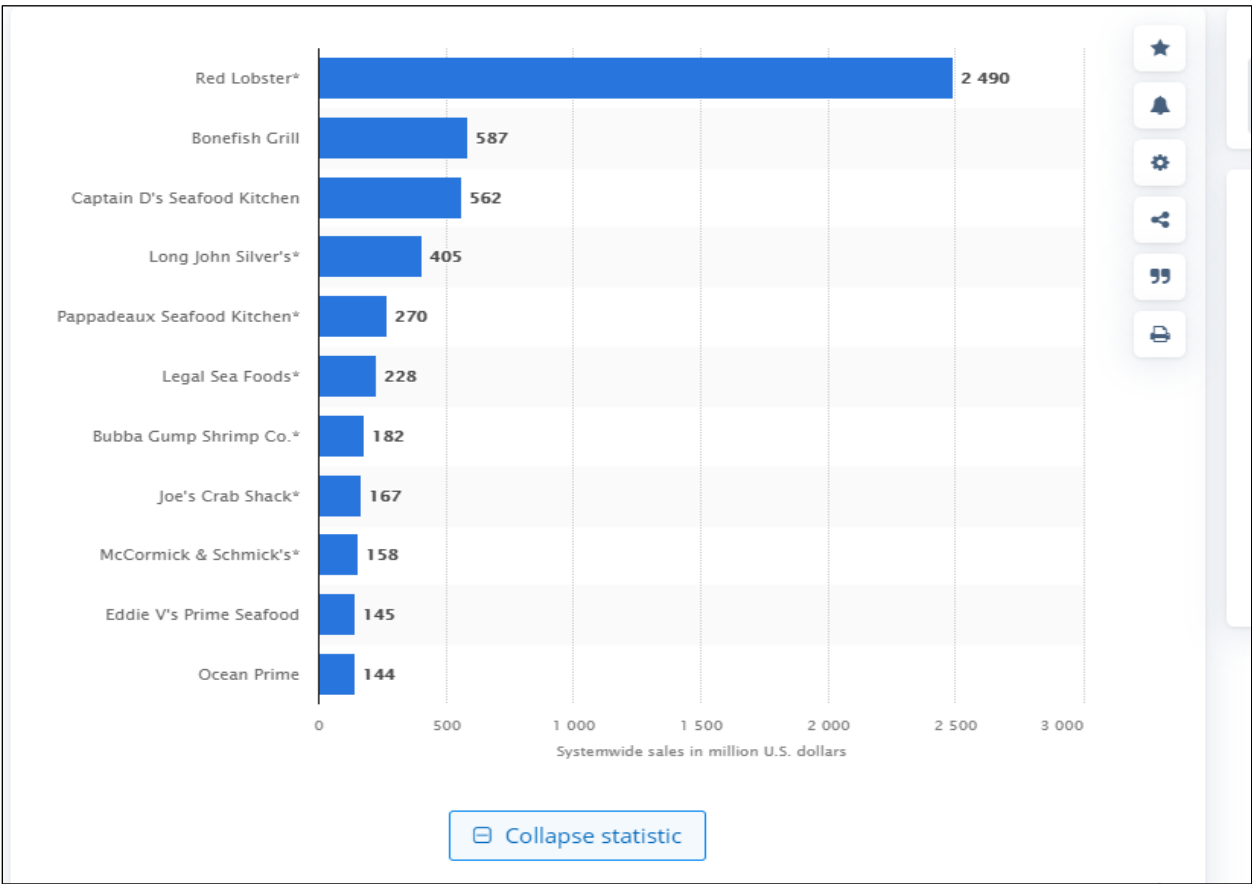
There is a large network of wholesale and distribution businesses in the U.S. that purchase seafood products from a variety of different sources, store them, assemble the items into orders for customers, and deliver them. There are many variations to this basic business model. Some businesses specialize in specific types of products or products from a specific geographic area. Other businesses called “broadline” distributors buy and sell a full line of all types of products to meet their customers’ needs. Other businesses may focus on the unique needs of specific customers such as retail stores, restaurants, or institutional buyers with the military, prisons, schools, or hospitals. This much-needed commercial business network is responsible for sourcing, purchasing, transporting, storing, and delivering the seafood products available in our Nation’s diverse markets.

Seafood Restaurants and Foodservice

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U.S. consumers spend about two-thirds of their annual expenditures on seafood in restaurants, cafeterias, or other types of food service businesses. Seafood is an important item on the menu for most foodservice operations and the selection varies depending on the type of consumer that is targeted and menu prices. Fish portions, breaded shrimp, clams, and other items are served in a variety of chain restaurants because of their consistent cost and good value. Portion sizes are easy to control and they can be prepared quickly and consistently. Seafood is frequently used as an ingredient in pasta or rice dishes and sandwiches, wraps, soups, and other entrees in a variety of mid-priced restaurants. Fresh seafood is also widely available in restaurants that feature one or more chefs that use their skills to creatively prepare different local or specialty items depending on availability and demand.

Leading seafood restaurant chains in the United States in 2019, by systemwide sales (in million U.S. dollars)



Seafood Industry Overview

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Seafood restaurant falls under the Chain Restaurant industry and the industry comprises a chain and franchised restaurants that provide food services to patrons who order and are served while seated. These establishments may provide this type of food service to patrons in combination with selling alcoholic and other beverages.

In the case of seafood restaurants, their main delicacy is seafood and seafood is any form of sea life regarded as food by humans, prominently including fish and shellfish. Shellfish include various species of mollusks (such as clams, oysters, and mussels and cephalopods e.g. octopus, and squid), crustaceans (e.g. shrimp, crabs, and lobster), and echinoderms (e.g. sea urchins).

A close observation of the Chain Restaurants industry shows that the industry experienced steady growth over the last half a decade. During the stated period, as per capita income increased and unemployment declined, consumer confidence improved, giving rise to greater spending on sit-down meals.

Even though the average industry profit margin remained slim, profit margins at most chains have increased over the last five years, as revenue has grown and costs have been kept under control.

The Chain Restaurants industry's run of steady growth is projected to moderate in the coming years. It is also projected that consumers will increase their spending at restaurants as the economy continues to improve and the unemployment rate drops.

The Chain Restaurants industry cum seafood restaurant business is indeed a large industry and pretty much active in most countries of the world. Statistics have it that in the United States of America alone, there are about 789 registered and licensed chains of restaurants (seafood restaurants inclusive), responsible for employing about 1,861,015 people, and the industry rakes in a whopping sum of \$108 billion annually.

The industry is projected to enjoy 4.3 percent annual growth within 2011 and 2016. The companies holding the largest market share in the Seafood Restaurants industry in the United States of America include Joe's Crab Shack, Long John Silvers, Red Lobster, and McCormick & Schmick's.

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A recent report published by IBISWorld shows that the Chain Restaurants industry has a low level of market share concentration. The report stated that in 2016, the four largest industry players accounted for about 21.2 percent of the available market share.

The industry is made up of a vast array of chain and franchised restaurant operators and food concepts, as well as the extensive number of sites they operate. Several chains and franchised operators have establishments that are spread nationally and even internationally.

The report further stated that in the past five years, the industry's concentration level has fallen slightly because several conglomerates have offloaded underperforming chains to private equity firms. Most recently in 2014, Darden Restaurants offloaded its 600-plus Red Lobster restaurants to Golden Gate Capital for \$2.1 billion.

In summary, it is safe to state that the seafood restaurant business is a profitable industry and it is open for any aspiring entrepreneur to come in and establish his or her business; you can choose to start on a small scale in a street corner like the average mom and pop business or you can choose to start on a large scale as a chain seafood restaurant with several outlets in key cities in the United States of America.

Reference:

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