

**TIPSY TROLLEY**

S H O T S F O R E V E R Y O N E

**BUSINESS PLAN**

## A. BUSINESS CATEGORY

Shot Bar

## B. EXECUTIVE SUMMARY

Tipsy Trolley is a bar in the form of a trolley, serving only shots, to be specific a hundred and one different shots, which come in all forms from loads of candy immersed into some whip cream with a cherry on top to a lit, literally and figuratively shot. Located in City Market in Savannah, Georgia at 219 W Bryan St, our goal is to introduce a unique, exciting and affordable drinking experience for the people of Savannah. A place where individuals can detach themselves from their stress and worries just for a few hours and immerse themselves into this wild adventure of trying out all these crazy shots. Why shot you may ask, because who doesn't love shots, it's fast, "funner" and we just added a whole lot of funky to the mix by taking our shots to a whole other level.

According to the Park Street Advisory Service, the alcohol industry is always growing, and wherever you may be in the world people are always ready to drink at some point of the week. Savannah happens to be a great location, already reputable for its bar scene, due to their open cup policy and the big celebration of St. Patrick's Day, Savannah sees around 10 million tourists annually. Also being home to the Savannah College of Art and Design, Armstrong University and Georgia State and couple other colleges, this ensures a constant flow of young adults into the downtown area of the city, which would be our primary audience around 40,000 students. Our location allows us to expand to a couple other demographics as well.

We would be competing with other bars (20) around city market which serve all kinds of alcoholic beverages. However, our bar would be the only one with a menu specific to shots, we believe our unique concept and affordable prices; serving shots for \$3 will give us a competitive edge. Our primary competitor with a similar idea is Jen and Friends, who offer 300 different flavors of martinis and 200 types of beer. However, the offerings are still different, and they aren't directly located in city market, a bit further out.

We will be operational from Monday through Saturday, with 6 employees in total, all part time. Our vision is to see this bloom into a franchise in the future, located all over the country.

## C. BUSINESS DESCRIPTION

The Tipsy Trolley would only be serving only shots, according to glamour magazine, shots are about the moment, and with our very unique and different shots we hope to create a moment with each shot, each shot a moment of its own. It would be a 32' American Heritage trolley – 51350, fully revamped from the outside with shades of teal and orange and the seats on the inside would be removed to create a bar against one side of the trolley and then spaced for the employees to bartend in the middle, as people would stand against the trolley and take their shots.

As a new business we would have to obtain our Liquor License and a Business Tax Certificate to lawfully operate in the city of Savannah. The legal structure of the company will be a C Corp. We will be purchasing our alcohol on a monthly basis from alcohol stores around the area. We will also open our services for private events as a lot of weddings and bachelor/bachelorette parties take place in Savannah.

It will operate year-round from Monday to Saturday, located permanently in City Market, only moving to different locations for private events and community festivals taking place in Savannah. Our operating hours from Monday – Thursday are 5pm – 12am and on Fridays and Saturdays 5pm – 3am. We anticipate a lot more business on the weekends as students and locals will be out and about and tourists too. There will be a total of 6 employees working at Tipsy Trolley, split into two shifts that work either half of the week, there will be two bartenders and one cashier/manager working each shift.

Students and the younger age groups that live here find that over time Savannah gets mundane and repetitive, students are bored of having to go to the same bars have the same pregame at a friend's place prior, the same experience every weekend. We are here to shake things up, here for people to create memorable experiences, it's always more fun when you're doing shots and you never forget.

## D. MARKET ANALYSIS

### D1. INDUSTRY DESCRIPTION

The alcohol industry is ever growing, according to statista.com just from 2015 to 2019 the value has increased by 13% going to 250 billion dollars and is expected to grow further in 2020. While Craft Beer and Wine are always on the rise, currently Tequila, Whiskey, Brandy and Cognac are having their moment too.

When talking about Savannah, it has a fairly average drinking rate, due to its open cup policy which allows people to carry around their alcohol in a plastic cup in the downtown historic district, Savannah is popular for its bar scene.

“The national landmark Historic District is blessed with more mixologists that you can shake a swizzle stick at – and a host of legendary dive bars that’ll put some hair on your chest.” — The Thrillist Magazine.

## **D2. TARGET MARKET(S)**

### **Primary – College Students**

Age: 21 - 29 years old

Gender: Male and Female

Household Income: \$12-50k

Education Level: Student, Bachelor’s degree, Some college

Marital Status: Singles and couples

Occupation: Students, part-time employees

### **Psychographics – College Students**

Keywords: Independent, young, excited, creative, energetic

Interests: Travel, music, social media, going out, trends

Personality: Outgoing and adventurous, wants to try new things; confident and eager, well-educated and constantly on the move.

### **Secondary – Tourists**

Age: 30 - 49 years old

Gender: Male and Female

Household Income: \$40k – 120k

Education Level: Bachelor’s degree or higher

Marital Status: Single and couples, married with or without children

Occupation: Varied

### **Psychographics – Tourists**

Keywords: Busy, excited, groups, experimental

Interests: Photo taking, memories, holidays, let loose, outings  
Personality: Outgoing with a busy schedule, at night just want to lay back with some drinks, exploring the city of Savannah.

### **Tertiary – Active Duty Military Personnel**

Age: 21-35 years old  
Gender: Male and Female  
Household Income: \$20-60k  
Education Level: High school graduates and bachelor's degree  
Marital Status: Single and married  
Occupation: Military

### **Psychographics – Active Duty Military Personnel**

Keywords: Independent, patriotic, brave  
Interests: serving the country, letting loose, outgoing, family  
Personality: Strong sense of pride, honor and integrity, direct communicators

### **Quaternary – B2B Catering for Private Events / Pre-Wedding Parties**

Age: 25 – 39 years old  
Gender: Male and Female  
Household Income: \$50k – 120k  
Education Level: Bachelor's degree and higher  
Marital Status: Single and couples, married  
Occupation: Varied

## **D3. COMPETITIVE ANALYSIS**

City Market is filled with other bars and there are more around the area, but we believe that our unique offerings, as we are the only ones serving just shots in the area will give us a competitive edge over the others. With shots what we are trying to sell is the experience, the experience of letting go a little bit and experimenting with our range of shots which come with all kinds of special add on's such as fire, whipped cream, candy, cotton candy and more. The exciting experience of watch our bartenders make these

shots while our customers Instagram them, and then take these shots not knowing what to fully expect but come out the other side a lot more excited.

### **Jen and Friends:**

A cozy little bar located at 34 Bull St. This bar specializes in Martinis, serving 300 different flavored martinis and 200 different types of beers to pick from. They will be our main competitor, even though they offer different drinks they are the closest to us conceptually.

Pricing: \$5 -12

Strengths: Unique concept

- Variety of flavors

- Good pricing

- Attracts college students

Weakness: Not a central location, not everybody likes martini's and beer

Opportunities: Millennials craving new experiences

### **AlleyCat Lounge:**

A cozy, jazzy space not too far from City Market, with the interiors consisting of exposed brick and wood and the subtlety hidden location gives the place very speakeasy vibe. Great selection of cocktails and a variety of drinks to choose from, the menu goes up to 32 pages in the form of a newspaper.

Pricing:

Strengths: Wide variety

- Edgy

- Great ambience

- Quick bites

Weakness: Hidden location, slightly expensive

Opportunities: elegant vibe, attracts older demographics as well

### **Congress StreetUp:**

This bar is meant to embody an authentic 1920's speakeasy bar. Completed with a tin punch ceiling and parquat floors. Their speakeasy consists of wooden and brick back bars, period music and costumed bartenders.

Pricing: \$12 -51

Strengths: Good ambience

- Speakeasy

- Location

- Classic drinks

- Live music

Weakness: Expensive, attracts mainly older demographics

Opportunities: Showcasing local bands

### **Bar Bar**

At Bar Bar they pour drinks with high fidelity, digital quality, surround sound, wide screen, letterbox format and precision. Their objective is to offer a space that is inviting and unpretentious, where you can enjoy your favorite drink, play some foosball maybe a board game, shoot some pool or just hit the dancefloor.

Pricing: \$6 -15

Strengths: A lot of activities

- Affordable prices

- Chill atmosphere

- Good vibe

- Location

Weakness: Common Concept, similar bars as this one

Opportunities: More experimental menu

### **Wet Willies:**

A franchise started in 1988 by a small group of friends. The group began the research, required to fuse the daiquiri concept with a casual, upbeat atmosphere, yielding the right mix of flavor, fun, and success. It is a frozen drinks bar where the drinks come cold, iced, flavored and at a very affordable price.

Pricing: \$5 -15

Strengths: Reputable

- Location

- Affordable

- Unique concept

- Inclusive atmosphere

- Gives back to community

Weakness: Like a fast food chain, not everyone likes cold alcohol

Opportunities: Better health regulations

## **E. MARKETING AND SALES STRATEGIES**

### **E1. PRODUCT AND SERVICE**

**Shots:** Our main product would be a range of hundred and one different shots, that come in all kinds of crazy forms and flavors. There are so many places that will serve

you the same old drinks, we are here to shake things up, living on the wilder side, we are here to offer our guests only shots, this concept only exists in four other bars in the states and we believe this to give us a great competitive advantage.

**Merchandise:** A range of t-shirts, shot glasses and stickers all sold at the trolley. A set of quirky merchandise, all very relatable to our main target audience; young adults. These would be priced cheaply so visitors have a little something to remind them of us and they are fun.

All the bars in. and around the area serve all the alcohol that another bar would, with selling just shots we are trying to sell an experience, one that our customer would have hard time forgetting. There are only 4 other shot specific bars in the country giving us a great competitive advantage.

## E2. PRICE

**Shots:**

1 shot = \$3

6 shots = \$15

12 shots = \$24

24 shots = \$65

All the shots will be priced at \$3; this is to encourage people to dwell into the experience of trying out all these shots without worrying about it costing too much, cheaper costing will encourage them to purchase more shots. We anticipate getting a lot of groups and the strategic pricing is to motivate them to purchase multiple shots in one round.

**Merchandise:**

T-Shirts: \$10

Shot Glass: \$6

Stickers: \$2

## E3. PROMOTION

**Social Media:**

Tipsy Trolley will rely on social media such as Instagram, Facebook and Twitter to reach our target audience of young adults, let people know if we are having any pop ups at festivals, or simply just sharing experiences on stories of our customers



here at Topsy Trolley.

#### **Advertisement Campaign:**

We will put up a set of posters advertising the trolley all around town, letting tourists, guests and military personnel know about our little bar located in city market.

#### **Local Events:**

Savannah is always buzzing with some festival or the other. We want to be present in the community of Savannah, promoting ourselves through festivals and concerts around Forsyth park and city market, getting locals & students more familiarized with our business.

#### **Wedding Conventions and Wedding Magazine Ads:**

We would participate in wedding conventions that would take place around Savannah to expose our target audience for weddings and prewedding parties to our unique services. We would also be posting ads in wedding magazines, specifically designed for this audience.

### **E.4 DISTRIBUTION**

Topsy Trolley will be operating from City Market, Savannah as its main location. We would only move for private events catering, and special events such as festivals and fairs around the community of Savannah.

#### **Hours of Operation**

- Monday – Wednesday: 5pm to 12am
- Thursday – Saturday: 5pm to 3am

## **F. ORGANIZATION AND MANAGEMENT**

### **F1. KEY PERSONNEL**

Employees will be split into two shifts; one shift will work from Monday through Wednesday and the second shift will be from Thursday to Saturday.

Four personnel operating the trolley at all times.

#### **Bartenders (part time):**

There will be six bartender who will solely be in charge of making the drinks and serving them. Three bartenders on each shift. They would need to go through a training course prior to starting and know the menu inside out.

**Cashier (part time):**

There will be two people employed for this position, one for each shift. They will be in charge of the payments and overlook the day to day operations such as handling stock, opening and closing as well as updating our social media stories from on site.

**F2. INCENTIVES**

Being a small business employee incentive’s will be minimal but respectable. All employees will receive a yearly and Christmas bonus. Incentives are expected to grow with the business.

**F3. LEGAL STRUCTURE**

C Corp

**G. FUNDING REQUEST**

**STARTUP EXPENSES**

	Amount	Quantity	Freq	X in Year	Yearly Cost
<b>Equipment</b>					
Trolley	\$157,000.00	1	-	1	\$157000.00
Reach in Cooler	\$3894.00	1	5yr	1	\$3894.00
Cocktail Blender	\$100.00	2	5yr	1	\$200.00
Underbar Sink	\$441.00	1	-	1	\$441.00
Glass Washer	\$1791.00	1	-	1	\$1791.00
Point of Sale System	\$149.00	1	5yr	1	\$149.00
Shot Glasses	\$100.00	432	3yr	1	\$100.00
Containers	\$80.00	10	3yr	1	\$80.00
Landline	\$331.00	1	-	1	\$331.00
Smoke/Fire Alarm	\$40.00	1	-	1	\$40.00
First Aid	\$30.00	1	1yr	1	\$30.00
Misc. Expenses	\$1000.00	1	-	1	\$1000.00
				<b>Subtotal =</b>	<b>\$165056.00</b>
<b>Marketing</b>					
Website	\$90.00	1	/yr	1	\$90.00

Print Ads	\$750.00	300	/yr	1	\$750.00
Social Media	\$0.00	1	/yr	1	\$0.00
Misc. Expenses	\$500.00	1	/yr	1	\$500.00
				<b>Subtotal =</b>	<b>\$1340.00</b>
<b>Inventory</b>					
Alcohol	\$8500.00	-	/yr	1	\$8500.00
Paper Napkins	\$140.00	2	/yr	1	\$140.00
Non-Alcoholic Mixes	\$200.00	-	/yr	1	\$200.00
Electronic Lighter	\$200.00	1	/yr	1	\$200.00
Misc. Expenses	\$1000.00	-	/yr	1	\$1000.00
				<b>Subtotal =</b>	<b>\$10040.00</b>
<b>Renovations &amp; Maintenance</b>					
Trolley Insurance	\$2000.00	1	20yr	1	\$2000.00
General Liability Insurance	\$400.00	1	20yr	1	\$400.00
Liquor Liability Insurance	\$1000.00	1	20yr	1	\$1000.00
Paint Job	\$1500.00	1	10yr	1	\$1500.00
Lighting Fixtures	\$549.00	1	-	1	\$549.00
Remodeling Interiors	\$1000.00	1	-	1	\$1000.00
General Maintenance	\$50.00	1	/mo	1	\$50.00
				<b>Subtotal =</b>	<b>\$6499.00</b>
<b>Permits, Fee's &amp; Licensing</b>					
Liquor License	\$400.00	1	/yr	1	\$1100.00
New Business License Tax	\$51.00	1	/yr	1	\$51.00
New Business License Registration	\$25.00	1	/yr	1	\$25.00
Annual Health Permit	\$575.00	1	/yr	1	\$575.00
Permit for Site	\$2000.00	1	/yr	1	\$2000.00
Refuse Service	\$225.00	1	/qr	1	\$225.00

				Subtotal =	\$3976.00
				STARTUP SUBTOTAL =	\$186,911.00

**FIRST YEAR EXPENSES**

	Amount	Quantity	Freq	X in Year	Yearly Cost
<b>Marketing</b>					
Phone/Internet	\$70.00	1	/mo	12	\$840.00
				Subtotal =	\$840.00
<b>Employee Payroll</b>					
Owner	\$45,000.00	1	/yr	1	\$45,000.00
Manager	\$15/hr	2	/mo	12	\$10,440.00
Bartenders	\$13/hr	6	/mo	12	\$27144.00
				Subtotal =	\$82584.00
<b>Inventory</b>					
Alcohol	\$8500.00	-	/mo	12	\$102,000.00
Paper Napkins	\$140.00	2	/mo	6	\$1680.00
Non-Alcoholic Mixes	\$200.00	-	/mo	6	\$1200.00
Electronic Lighter	\$200.00	1	/yr	2	\$400.00
T-Shirts (merchandise)	\$400.00	50	/yr	1	\$400.00
Shot Glasses (merchandise)	\$750.00	50	/yr	1	\$750.00
Stickers (merchandise)	\$125.00	50	/yr	1	\$125.00
Misc. Expenses	\$1000.00	-	/yr	1	\$1000.00
				Subtotal =	\$107555.00
<b>Maintenance</b>					
General Maintenance	\$50.00	-	/mo	6	\$300.00
				Subtotal =	\$300.00
<b>Permits, Fee's &amp; Licensing</b>					
Refuse Service	\$225.00	-	/qr	4	\$1000.00

				Subtotal =	\$1000.00
				FIRST YEAR SUBTOTAL =	\$192,279

**SECOND YEAR EXPENSES**

	Amount	Quantity	Freq	X in Year	Yearly Cost
<b>Marketing</b>					
Phone/Internet	\$70.00	1	/mo	12	\$840.00
Print Ads	\$750.00	300	/yr	1	\$750.00
				Subtotal =	\$1590.00
<b>Employee Payroll</b>					
Owner	\$50,000.00	1	/yr	1	\$38,000.00
Manager	\$17/hr	2	/yr	12	\$11,832.00
Bartenders	\$15/hr	6	/mo	12	\$31,320.00
				Subtotal =	\$81,152.00
<b>Inventory</b>					
Alcohol	\$8500.00	-	/mo	12	\$102000.00
Paper Napkins	\$140.00		/mo	6	\$1680.00
Non-Alcoholic Mixes	\$200.00	-	/mo	6	\$1200.00
Electronic Lighter	\$200.00	1	/yr	2	\$400.00
T-Shirts (merchandise)	\$400.00	50	/yr	2	\$800.00
Shot Glasses (merchandise)	\$750.00	50	/yr	2	\$1500.00
Stickers (merchandise)	\$125.00	50	/yr	2	\$250.00
Misc. Expenses	\$1000.00	-	/yr	1	\$1000.00
				Subtotal =	\$108830.00
<b>Maintenance</b>					
General Maintenance	\$50.00	-	/mo	6	\$300.00
				Subtotal =	\$300.00
<b>Permits, Fee's &amp; Licensing</b>					
Refuse Service	\$225.00	-	/qr	4	\$900.00

				Subtotal =	\$900.00
				SECOND YEAR SUBTOTAL =	\$192,772.00
				FIRST YEAR + STARTUP SUBTOTAL=	\$379,190.00
				FIRST YEAR + SECOND YEAR + STARTUP SUBTOTAL=	\$571,962.00

**WHAT DOES THIS MEAN**

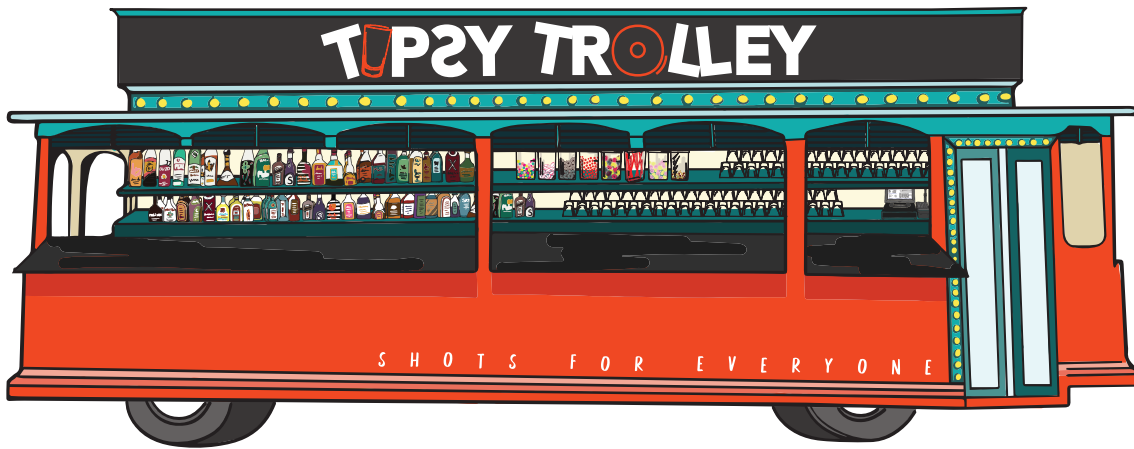
With a first-year investment totaling \$379,190.00, Tipsy Trolley’s goal is to serve around \$17,400 worth of shots in a week (running 50 weeks annually) and earn a gross revenue of about \$870,000.00 in its first year of business. This is not including the sales made on Saint Patrick’s Day and catered events. Making a net income of \$490,810.00.

It hopes to grow its revenue by 10% the second year, bringing in an overall amount of 957,000.00 worth of shots over the second year. Considering Tipsy Trolley’s second year expenses (set. \$192,772.00). The business would be able to earn a net income of \$764,228.00 and a total of \$1,255,038.00 during its first two years of operation.

Therefore, I will be asking to **loan \$320,000.00**, which would cover the startup expenses and carry me through more than half a year if business is slow.

Fast forwarding another 3 years, we see tipsy trolley being spread across more location in the states as we expose more to our new and exciting drinking experience.

## H. TROLLEY DETAILS



## I. ENVIORNMENT

City Market, Savannah, Georgia

