

Company Profiles You must pick one to design a postcard and flyer for

Fire Fountain Grille

Products and Services

The Fire Fountain Grille is a comfortable, inviting restaurant designed to make our customers feel as if they are enjoying VIP services in a world all to themselves. The decor and theme is centered around the custom made "Fire Fountain", a unique show kitchen grill that has a cascading water fountain combined with flame throwing torches on the dining room side, and is a sizzling 48" gas powered steak grill on the kitchen side. The energy and atmosphere of the restaurant is high, and draws some of its power from the dazzling "Fire Fountain".

The real power and energy of the restaurant comes from the attentive and courteous service provided by our floor staff, and the indescribably delicious steaks and other entrees caringly prepared by our motivated kitchen team. Each night that we are open, two managers are on duty. One manager carefully orchestrates the proper execution of the kitchen, so that all food comes out prepared perfectly, and on time. The other manager attends to the flow of the dining room, there to facilitate outstanding customer service and satisfaction. Our floor managers are extremely high profile, taking the time to greet every customer at some point in their stay. Our customer service policy is simple: All customers must leave happy about our service and food!

We are a dinner-house, but we do offer lunch on Friday, Saturday and Sunday. We have a "late-night seating" 10:00 pm-1:00 am Friday and Saturday. The lights come way down, and customers enjoy light jazz music, and a discount on certain food and beverage items. Gift Certificates are always available. We have private dining facilities for group events, and we offer full catering services for events at any location! We offer "take-out" food for those on the run! Visitors to our website will find upcoming events, specials, and catering and gift certificate information.

SmokeJumpers

SmokeJumpers will offer youth-oriented products and clothing that are popular in the large urban areas but not currently available local small towns. John Steward, owner of SmokeJumpers, will create a cost-effective operation that will quickly bring new alternative clothing and products to the customer.

The mission of SmokeJumpers is to offer distinctive youth-oriented fashion and products to our target customers. SmokeJumpers will offer young customers the youth-oriented products and clothing that are popular in large urban areas but not available locally.

The target customer is "Generation Y," age 11-18, who listens to alternative music, participates in youth sports like skateboarding and snowboarding, and looks toward alternative clothing trends in large urban areas for inspiration. SmokeJumpers will provide the distinctive clothing, shoes and products that are just ahead of the fashion curve. It will offer shoes, jackets, sweaters, shirts, pants, bags, hats, t-shirts, shorts, dresses and skirts.

Java Culture (A coffee shop)

Java Culture will offer its customers the best tasting coffee beverages in the area. This will be achieved by using high-quality ingredients and strictly following preparation guidelines. The store layout, menu listings and marketing activities will be focused on maximizing the sales of higher margin espresso drinks. Along with the espresso drinks, brewed coffee and teas, as well as some refreshment beverages, will be sold in the coffee bar. Java Culture will also offer its clients pastries, small salads and sandwiches. For the gourmet clientele that prefers to prepare its coffee at home, Java Culture will also be selling coffee beans. The menu offerings will be supplemented by free books and magazines that customers can read inside the coffee bar.

Company Description

Java Culture will be a coffee house / café located in the Overland Park, Kansas. Located in the Kansas City area, the cozy café will be located in the newly completed Market Square Plaza. The café will serve gourmet coffees, espresso and drip coffee, lattes, and smoothies. The simple pastry offerings may vary with seasonality but the primary line will be muffins, breads, cookies, scones, and rolls. All pastries will be supplied daily by a local bakery. The café will be owned and operated by Owen Jones, a veteran restaurateur with several years of experience running and managing chain restaurants. The café will be open for business Monday – Thursday 7-10, Fridays and Saturdays 7-11 and closed Sundays.

De Kliek Style Studio (an upscale women's clothing boutique)

De Kliek Style Studio is an upscale women's clothing boutique that will open in July this year. De Kliek means "the clique" or "circle of friends" in Dutch. De Kliek's clothing selections and exclusive personal style services, which include a detailed Style Assessment, will ensure that our customers are well dressed. De Kliek is a woman-owned business currently organized as a Sole Proprietorship.

*De Kliek will carry Ready-to-Wear (RTW) designer and casual/contemporary apparel & accessories for women, and will be the exclusive U.S. home of the German line, Herr Frau. In addition to the fabulous Herr Frau line, De Kliek will feature other choice selections by American and European designers such as Hocken, Weekend MaxMini, Tosca and Catherine the Great. **The De Kliek customer is a busy professional woman who lives in Los Angeles with a household income over \$100K. She enjoys the boutique fashions and wants a place where she can go to get services that meet her busy lifestyle.***

Products and Services

De Kliek will carry Ready-to-Wear (RTW) designer diffusion lines and casual/contemporary apparel & accessories for women. De Kliek will carry three main RTW lines (Herr Frau, Hocken & Weekend MaxMini) along with various American & European labels such as Catherine the Great, Language, Vince, James Perse and James Jeans. De Kliek will also carry designer fashion accessories such as Jamin Puech handbags, Achoo Panto scarves and wardrobe accessories such as Tosca Delicate, sachets, lint brushes and various De Kliek branded items.

Mahogany Western Wear

Mahogany Western Wear is a new apparel store that caters to the African-American cowboy community in Houston, Texas. As our name suggests our focus is to provide western wear apparel and accessories, and position ourselves as the top retail store servicing this particular market. We are the first and only African-American owned western apparel store in the city of Houston. Our intentions are to obtain 80% market share and become a central hub of shopping activity for the local African-American cowboy population as well others who enjoy wearing western apparel.

Products

Mahogany Western Wear will carry nationally recognized American western wear brands (see list below). Our selection will range from the basics of Wrangler to the trendy western style of Western Ethics. We will be purchasing through sales representatives and manufacturers in a variety of sizes, colors and style to fit our target market base. The greatest percentage of merchandise will be in apparel, followed by accessories, hats, and gifts. Our goal is to carry a selection of labels from the hardcore western wear to the more sophisticated southwestern styles.

Some of the labels we will carry are listed below:

Cinch	Rouchrider of Circle T
Circle Y of Yoakum	Silver Strike Buckles
Cowboy Hardware	Sunbody Hats
Hat 'N' Hand	20X by Wrangler
Lawman Jeans	Urgent Gear
Panhandle Slim	Western Ethics
Rocky Mountains	Wrangler

Jolly's Java and Bakery (JJB)

Jolly's Java and Bakery (JJB) is a start-up coffee and bakery retail establishment located in southwest Washington. JJB expects to catch the interest of a regular loyal customer base with its broad variety of coffee and pastry products. The company plans to build a strong market position in the town, due to the partners' industry experience and mild competitive climate in the area.

JJB aims to offer its products at a competitive price to meet the demand of the middle-to higher-income local market area residents and tourists.

Products and Services

JJB offers a broad range of coffee and espresso products, all from high quality Columbian grown imported coffee beans. JJB caters to all of its customers by providing each customer coffee and espresso products made to suit the customer, down to the smallest detail.

The bakery provides freshly prepared bakery and pastry products at all times during business operations. Six to eight moderate batches of bakery and pastry products are prepared during the day to assure fresh baked goods are always available.

Pretty Little Cakes Bakery

Bakers of quirky, fun cupcakes with unusual flavors, our favorite being Raspberry Fudge!

Company Summary

Pretty Little Cakes is a bakery that is located in Somerset West on a street front shop. The company's quirky and fun corporate image will play a leading role in attracting new customers.

The bakery is owned by two sisters, who are equal partners in the company. The company plans to build a strong market position in the town, due to the partners' industry experience and relative low competition in the area.

Products

Company Ownership Pretty Little Cakes Bakery offers a wide variety of unusual flavored cupcakes, including: Rainbow Cupcake, Gingerbread flavor, Banana Rum, Rose Petal, Raspberry Fudge and old time favorites like Red Velvet, Vanilla and Strawberry. The bakery will provide a fresh batch of cupcakes at all times during business hours and will also bake to order for orders larger than 12 cupcakes.

Pretty Little Cakes Bakery focuses on the middle- and upper-income markets for its customer base.

Our competitive edge is our unique flavors of cupcakes. We will invent new flavors and recipes regularly to keep our product offering fun and interesting and to motivate our customers to return to our bakery.

Keith's Sporting Goods (KSG)

Executive Summary

Keith's Sporting Goods (KSG) will be in the business of selling athletic equipment to people at every fitness level, from aspiring college athletes to weekend warriors. With our knowledgeable staff we will provide an environment where everyone feels comfortable coming in and asking for training advice and discussing equipment needs.

Products

Keith's Sporting Goods will be a high quality fitness store that focuses on athletic performance and maximization of athletic potential. In other words, KSG will be designed to supply athletes with the essential products that are necessary for active lives. The core products we will carry are:

Shoes

Apparel

Athletic equipment

To complement these goods, we will also carry training equipment like:

Polymeric boxes

Medicine balls

Health supplements

Training literature

Kingfishers

Products and Services

Kingfishers will offer a variety of products and services to leverage all aspects of outdoors fly fishing and hunting activities, to include:

Fly Fishing Equipment, Clothing and Accessories: We will provide both top-quality and economical products to Anglers through our retail shop and on our website. Examples of our product brand names include R.L. Winston, Orvis, Umpqua, Filson, Columbia, Dr. Slick, Scientific Anglers, and more. We will also carry the largest selection of fishing Flies in the state (one key point in our advertising campaign).

Hunting Equipment, Clothing and Accessories: We will provide a full line of hunting clothing and accessories for the large hunting market in the area. Our product line will include camouflage clothing and outerwear, ammunition and gun maintenance products, as well as a selection of related safety and convenience items.

Drift Boat Rentals: Our central location gives us a tremendous advantage over our competition, as well as providing great benefit to our customers. For customers who prefer not to hire a guide because of experience or monetary reasons, we will offer a superb compromise. By renting drift boats by the day to anglers who do not have boats of their own, or prefer not to transport them long distances, we can satisfy a substantial customer need and gain high margin revenue.

Laser Tag

Laser Tag will be located in the Big Mall shopping center, which serves many of the 115,000 people who live in the MyTown metropolitan area. Big Mall shopping center is well located at 415 North West Birch Road, a road that carries well over 30,000 vehicles per day.

Laser Tag is a state-of-the-art "laser" tag game played in a darkened 4,500 square foot arena in which the players seek to capture the opponents' base. Smoke swirls around your feet. Lights flash. Music pounds. You fire your "laser" through the din to strike your opponents and capture their base while trying to avoid being shot. Laser Tag is a heart-pounding, adrenalin-pumping game, in which strategy and luck are joined to defeat your opponents.

After playing, the players collect their score sheets in the lobby that is elaborately decorated with a theme that will create a "WOW" effect.

Products and Services

This chapter describes Zone System's laser tag game. The description cannot properly instill an appreciation of the adrenalin-pumping thrill a participant gets from the game. This can only be understood by playing the game. Consistent with the principals' philosophy and objective, the complex will also offer the area's finest selection of video games to its customers for their amusement before and after they play laser tag.

Parkdale Meats

Parkdale Meats is a startup specialty butcher shop to be launched in the coming year. It will sell a wide menu of meats to customers including medium- and high-income residents of Parkdale, as well as high-income residents of neighboring towns, and high-end caterers.

Parkdale Meats is established as a limited liability company owned by its two co-founders: Robert and Eryka Auroch.

Products and Service

Parkdale Meats will sell aged beef, free-range poultry, fresh pork and domestic lamb. Upon request, the store will sell wild game such as buffalo, alligator, kangaroo, quail, and other specially requested items. The products will be purchased from suppliers within a 100-mile radius of the store to have minimal impact on the environment and to maintain product freshness. Products will be purchased as whole animals and butchered in the store by trained butchers. The sales staff will offer suggestions of substitutions or help customers fulfill their orders through special orders in order to make sure all customers leave satisfied.

Competitors for Parkdale Meats fall into the following categories:

Grocery Stores - 7 stores in greater Parkdale area

Big box retailers (Wal-Mart and Costco)

Butcher shops (Red's Meats and Bay Avenue Butchers)

Parkdale Meats will establish its competitive edge through the expertise of its founders. Robert Suidae brings with him existing relationships with the best suppliers of meat as well as an understanding of the craft of butchering. Coupled with Eryka Auroch's understanding of food service management, sales record in business to business sales, and financial acumen, the pair will have an edge over the town's other butcher shops and grocery stores within its niche market.

Dog Haus

Dog Haus' gourmet all beef skinless hot dogs, hand crafted sausages and premium burgers made with 100% all-natural humanely raised hormone and antibiotic free beef, all served on grilled Hawaiian rolls, coupled with premium shakes and soft-serve ice cream, plus a beer program that spotlights local brews, have garnered critical acclaim and national attention. Open for lunch and dinner daily, guests can choose from signature, one-of-kind Haus creations or customize their own from a selection of more than 30+ quality toppings.

Founded by partners Hagop Giragossian, Quasim Riaz and Andre Vener, three friends who share a passion for creativity, quality and commitment to community, the first Dog Haus opened in Pasadena, California in 2010.

Holey Moley (a food truck)

Holey Moley will sell three products, burritos, tacos, and chips and guacamole. All products will be hand-made on site and at the time of purchase. Holey Moley will only use the highest quality ingredients, including USDA grade A beef and fresh avocados. By keeping our menu simple, Holey Moley is able to reduce costs and streamline the cooking process. Our easy menu allows us to serve our food quickly to customers at a price that won't hurt their wallets. The products will be made with locally sourced ingredients and will be promoted as having large portion sizes, a cheap price, and a delicious taste.

CUSTOMERS

Customers will include the community of shoppers and professionals in the 5 block radius around K-Street, where our food truck will be located. We estimate 22 to 40 year-olds will make up 75% of our revenue. We anticipate the completion of a new Chevy Chase business plaza near K-Street to significantly increase our revenue at the end of year two.

COMPETITORS

There are numerous food truck vendors in Washington D.C. Currently there are seven food trucks operating near Holey Moley's planned location. While these trucks sell very unique products, none of our competitors sell Mexican food, so Holey Moleys will be able to fill that niche.

In a five block radius of our location there are over 10 Mexican restaurants providing similar products. However, when it comes to guacamole, their quality comes nowhere near that of our award winning guac. Each of these restaurants offer their products at a higher price than ours and at a serving time that is also much slower.

Hole Doughnuts

Here at Hole, your doughnut is always made-to-order and served piping hot. Come on in and order yourself two or three, or thirteen. Enjoy a hot cup of coffee freshly roasted by our neighbors at PennyCup Coffee. Feel free to take a load off and let the outside world melt away as the entire process of making yeasted doughnuts by hand rolls out before your eyes in our open kitchen. Most importantly, let us share with you our favorite pastry at what we believe to be its finest moment: seconds out of the fryer, glazed and delivered right to you. Our hope is that when you bite into one of our delicately crispy-on-the-outside, fluffy-on-the-inside doughnuts, you will be escorted to the glorious realm of the simplest of pleasures, the place where our fondest childhood memories live.

<https://www.hole-doughnuts.com/>

rue21

Fashion plays an important role in the journey to self-discovery. Choose a style, make it your own. You're an individual, and you need fresh, feel-good pieces that let you totally own it. That's why we work to make the latest trends affordable and available to anyone. Our mission is to make fashion everyone's playground.

rue21 is the largest fast-fashion growth retailer in the nation. is an American specialty retailer of young men and women's casual apparel and accessories headquartered in the Pittsburgh suburb of Warrendale, Pennsylvania. Its clothes are designed to appeal to 11- to 17-year-olds who aspire to be 21 and adults who want to look and feel 21.[1] Rue in French means street.

By working directly with the market, we can react instantly to produce new trends and must-have styles that don't exist anywhere else.

We're young, fun and fresh. We're energetic and playful. We believe in changing things up while staying true to yourself. And we're passionate about giving you a voice and the right to express yourself the way you want. It's why we never stand still.

The freedom to be you is rue.

Ariella

Ariella designs, manufactures, wholesales and retails exclusive and **original Ladies fashion, cocktail and eveningwear** to UK and European department stores and multiple retailers, under the Ariella brand, the Ariella Couture brand or Client's own Labels.

Ariella has always been at the forefront of British Fashion since it was founded in 1966 and is acclaimed as one of Europe's leading fashion houses for Cocktail, Evening and Special Occasion wear. It proudly celebrates over 45 years of continuous trading, always offering exclusive, original and feminine styles for the fashion conscious woman of today.

Ariella is a leading member of various Trade Associations including:

- UKFT The UK Fashion and Textiles Association, of all major trade bodies in the industry, including the
- British Fashion Council (of which Ariella was a founder member) and The Savile Row Bespoke
- Tailor's Guild.
- FDPA The Fashion & Design Protection Association, of which Ariella is a Founder Member.
- SEDEX The Supplier Ethical Data Exchange which is a nonprofit membership organization dedicated to driving improvements in responsible and ethical business practices in global

Available from the website www.ariella.com

Fresin Fries

Fresin Fries sells gourmet fries in a cone with a choice of sauce. We use the concept of Belgian Fries, where the fries are all made from fresh potatoes and fried twice. Our outlet also provides excellent and friendly customer service to support the ambience of fun, energetic and youthful lifestyle. Fresin Fries will entice youngsters to bring their friends and family with our innovative environment, fresh-cut Belgian fries, and selection of unique signature dipping sauces.

Youthful and fresh surroundings

We will imitate successful establishments, such as Jamba Juice and Starbucks, which represent the majority of our core target market, between 18 to 35 years of age. Our store will feature display cooking of our featured Belgian Fries from cutting to frying. Our customers will also be able to read our in-house brochures in regards to all knowledge about Belgian Fries and our featured sauces. Our store will be decorated with fast food setting, such as a bright counter and display menu on the wall.

Quality food

Each store will offer nothing but freshly fried Belgian fries, sandwiches and variety of unique blend sauces, all served with old-fashioned home-style care.

Open everyday

Our store is open everyday from 10 am to 9 pm.

Alpro

Alpro is a European company based in Ghent, Belgium that markets organic and non-organic, non-genetically modified, plant-based products, such as foods and drinks made from soy, almonds, hazelnuts, cashew, rice, oats or coconut.[6][7][8] Alpro employs over 1200 employees in Europe and has three production facilities in Belgium, France and the United Kingdom. Alpro markets its products in Europe and beyond with the majority of its business in Europe.[9][10]