

Executive Summary: Long-Term Business Plan

Ho-Made Café opened its first restaurant in 2006 in the village of Wauwatosa. Since then we have expanded to over 15 locations in the greater-Milwaukee area. Key to our growth is personal service, skilled chefs, and an emphasis on entrees and desserts that are made the old-fashion way with natural & wholesome ingredients and no artificial additives, colorings, or preservatives. We pride ourselves on real food, not highly-processed edible food-like substances.

We plan on opening 5 new restaurants in 2017 and more in 2018. Listed in no particular order are the communities where we have identified potential franchisees:

- Pewaukee
- Dousman
- Hartford
- Watertown
- Jefferson
- Racine
- Waterford
- East Troy
- Lake Geneva
- Janesville
- Beloit
- Port Washington
- Menomonee Falls
- Mequon

The criteria we are using to evaluate and select locations and respective franchisees are:

1. Communities with household incomes of at least \$35,000
2. Population centers of at least 20,000 including nearby communities within 7 miles
3. Available frontage property on at least 1 major highway and preferably more
4. Communities with at least 2 major retail chain or strip malls with at least 7 stores
5. Local owner/operators that can demonstrate a net worth of at least \$500,000

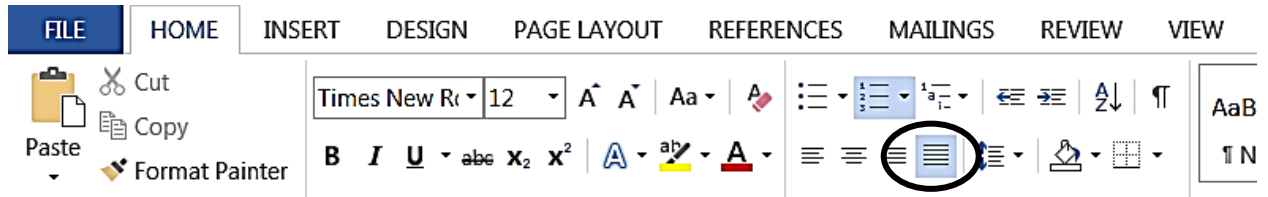
This report identifies parties interested in joining our chain of Ho-Made cafés that meet most of our initial selection criterion. Demographic data on communities listed above is presented in Appendix B to rank each location according to the 5 criterion listed above.

The information contained within is preliminary and strictly confidential. All recommendations in the “Conclusions” section are subject to revisions and change.

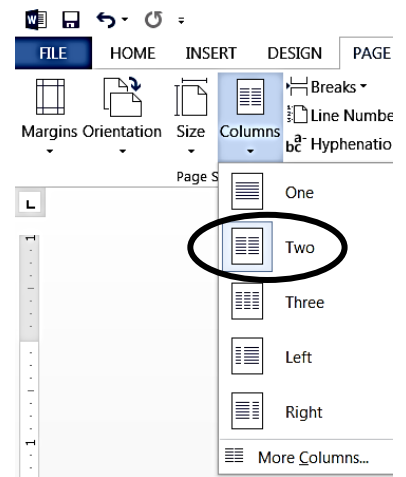
YOUR NAME, CEO, Ho-Made Café

Directions: Ho-Made Café Executive Summary

1. Please key this document with **TIME NEW ROMAN, SIZE 12** or choose another font that will be **LARGER** than Calibri 11 – the default font for MS Word 2016. This is too small a font for most business print documents.
2. Please use **FULL JUSTIFICATION** – this creates a formal style and emphasizes the precision the document was created with.



3. Key the all text, leaving the cities/communities as a **SINGLE COLUMN** as you create the document. Then highlight the bulleted list of cities/communities, **LAYOUT** tab, click on the pull-down menu for **COLUMNS**, and select **TWO**.



4. After you create the columns for the bulleted list, we need to adjust the **INDENT MARKERS** on the **RULER** to create a balanced look. For this document, **TIMES NEW ROMAN, 12**, the **LEFT INDENT MARKER** for the first column of cities/communities should be at **1 ¼"** as shown below (CLICK ON AN ENTRY IN THE FIRST COLUMN)



5. The **LEFT INDENT MARKER** for the second column of cities/communities should be at **½"** as shown below:



Executive Summary: Long-Term Business Plan

Ho-Made Café opened its first restaurant in 2006 in the village of Wauwatosa. Since then, we have grown to over 15 locations in the greater-Milwaukee area. Key to our growth has been our talented chefs, and an emphasis on entrees and desserts that are made from scratch – natural & wholesome with no artificial additives. We pride ourselves on real food, not highly-processed edible food.

We are currently opening 5 new restaurants in 2017 and more in 2018. Listed in no particular order are the communities where we have potential franchisees:

- Pewaukee
- East Troy
- Dousman
- Lake Geneva

Long-Term Business Plan

NOTE: We will not have to move the **RIGHT INDENT MARKER FOR EITHER COLUMN**