

Company Name

Cabernet Café & Wine Bar

Date 2012

STEP 1

Company Vision

Vision

What will this company look like after 5 -10 years? What will this company be known for? Use the present tense.

The Cabernet Café and Wine Bar is the premier hang out café for upscale clientele bringing in \$1.5 Million annually. Connoisseurs, socializers, and wine lovers alike drop by at least once per week for fine wine and food and our innovative events.

We are known for our superior wines, fine food, and friendly social atmosphere where patrons are known to discuss issues from travel and leisure to politics and economic policies.

Our patrons are lawyers, financial planners, professionals, and small business owners who want a friendly yet upscale location where they can drop by to sample fine wine, grab a bite to eat, and where they feel welcome.

STEP 2

Mission Statement

Mission

What is the purpose of this business? Use no more than 1-2 sentences.

We promise to provide a selection of delicious fine wine and food for the connoisseur and non expert alike in an atmosphere of comfort and joy. Our goal is to educate, excite and open customers to a world beyond the norm.

STEP 3

Branding

Branding

How will this business differentiate itself in the Market Place? List your strategy to tie your brand and colors into your business cards, tagline, website, blog, and marketing materials.

1. Colors: Browns, Purples, Reds – vibrant alive colors.
2. Décor: Leather bar stools, custom concrete counters, maple bistro tables and chair
3. Brand: Upscale American wine bar with custom designed identity
4. Website: www.cabernetcafe.com
5. Tagline: A Wine Café for Wine Lovers

STEP 4 Creating Meaningful Goals

Create goals that are meaningful to you. Add target dates. How are you going to measure your success?

- Annual revenue goal 2012: \$850,000
- Total clients on mailing list by the end of the year: 4000
- Number of website unique visitors: 5000 per month
- Host 2 boutique tastings and 2 winemakers dinners per month
- 50 patrons per evening with average bar tab of \$40 each during the week
- 80-120 patrons per evening with average bar tab of \$60 weekends
- Create 10 twitter posts per day and deliver using Tweetlater.com
- Increase revenue from passive revenue products to 20% of income in 2012

STEP 5 Strategies



How will you build this company over time?

- **Survey** patrons to find out what events they would like
- **Convert** newcomers into regulars by offering a wine class for beginners
- **Become** known as wine experts via writing, teaching, and speaking about wine
- **Passive Revenue Products** - available on our website such as [Wine Basics E-course](#) delivered by autoresponder, [World of Wine E-book](#), and [Which Wine Should I Serve With Food? E-book](#)
- **Utilize** music, decorations, and furniture to create a warm and inviting ambiance

STEP 6 Marketing Activities



Your marketing activities are the actions used to build your business and achieve your Meaningful Goals. Include: Internet Marketing, Referral Marketing, Advertising, Promotions, Publicity, & Customer Contact. Make sure to include Target Dates.

1. Email blasts to our list of 2500 *weekly* with events, wine tastings, country specific wine events, and fine cheese events.
2. Wine Down Wednesdays - \$29 for flight of wine and appetizer – *every Wednesday*
3. 4 week class Wine Basics for beginners \$99 – *every other month*
4. Wine Maker Dinners *monthly*
5. Weekly Wine tips – delivered via 1shoppingcart and available as articles on our website
6. Participate in the *annual* Food and Wine Festival
7. Twitter marketing: CabernetWine – 10 posts *per day*
8. Press Releases *monthly* advertising events
9. Advertising: the Business Journal “After Hours” *twice monthly*
10. Create a Wine Meetup Group with weekly activities
11. Email Sign up card – offer something free to sign up – promote through wait staff *nightly*