

Detailed Planning Overview for CZH Licensing Partnerships

The CZH Hospitality Group, LLC



“There is no substitute for professionalism,
preparation and a continual pursuit of excellence.”

- *Carl A. Bruggemeier*
Founder & CEO

CZH Licensing Partnerships

CZH Licensing Partnerships

Detailed Planning: Opening a CZH Licensed Restaurant From 12 months to 6 months prior to opening:

- Letter of Intent
- Negotiation and execution of the licensing agreement
- **Creation of concept brief and capital budget**
 - Complete development of the concept and all necessary conceptual materials regarding a CZH licensed restaurant.
 - Preparation of the capital expenditure forecast for a CZH licensed restaurant.
 - The concept brief:
 - a. restaurant concept (philosophy, cuisine, atmosphere, etc.)
 - b. name of the restaurant
- **Selection of restaurant and kitchen designers**
 - Choose restaurant and kitchen designers
 - Utilization of both a restaurant and a kitchen designer is recommended. Selection of the design team is jointly approved by all stake holders.*
 - Execute contracts with the restaurant and kitchen designers.
- **Planning and capital expenditure forecast**
 - Detail pre-project
 - a. existing zoning, lay out, materials, main lines for table top and OS&E items.
 - Detail investment budget
 - Produce final execution plans

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Detailed Planning: Opening a CZH Licensed Restaurant From 12 months to 6 months prior to opening:

— Administrative procedures and approvals

- Apply for and follow up on all regulatory authorizations.
- Clarify all procedures and potential procurement of all other necessary items.

— Selection of restaurant and kitchen designers

- All stake holder approval of final designs.
- Make final selections of all restaurant equipment: kitchen & dining room
- Choose table top and all other OS&E.

— Personnel

- Decide on organization chart and all related staffing materials.
- Choose key staff members.

— Communications, PR, and marketing

- Select graphic designer and create brand identity program.
- Develop comprehensive marketing plan.
- Coordinate all PR activities and communication programs.

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Detailed Planning: Opening a CZH Licensed Restaurant
From 12 months to 6 months prior to opening:

— **Menu and wine list content**

- Decide on 1st draft of menu and wine list.
- Test and adjust recipe technical specifications.
- Check availability of wines locally in the market by CZH sommelier.

— **Identification of management systems**

- Identify and purchase management software.
- Identify and purchase all relevant management systems.

— **Other issues**

- Select a music and sound consultant for the restaurant.
- Create signage and brand identity programs.

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Detailed Planning: Opening a CZH Licensed Restaurant From 3 months to 1 month prior to opening:

- Select purveyors for all necessary items
- Marketing / PR
 - Finalize PR and marketing programs.
 - Approval and printing of all necessary communication pieces.
 - Finalize press package.
- Personnel
 - Interview candidates for kitchen and dining room
 - Select candidates for kitchen and dining room
 - Set up training programs for kitchen and dining room staff
 - Train kitchen staff

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Detailed Planning: Opening a CZH Licensed Restaurant From 1 month prior to opening and post opening:

— Personnel

- Finalization of all staff planning.
- Training of dining room staff.

— Opening

- Opening general rehearsal (with personnel, family, friends, VIP, ...) for a minimum of 3 days
- Soft opening on a minimum of 8 days (opening of 50% of the restaurant, then 75% of the restaurant, 100% of the restaurant)

— Follow-up of all pending issues

Post opening

— Control and follow up

- General control and follow-up of restaurant activities.
- Follow-up of quality standards.
- Regular review of business activities in accordance with the budget.

— Assistance to key staff (restaurant manager, chef de cuisine, pastry chef, sommelier)

— Update of menus on a regular basis.

— Update of wine lists on a regular basis.

Conclusion

CZH Hospitality Group Delivers:

- "Concepts for Profit"
- Targeted Client Engagements
- Licensing Partnerships
- Celebrity Chef Relationships
- Design Excellence
- Asset Protection and Growth
- Measurable Results



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