Team 9
Blue Raven Bar & Grill

Part I:
Our team has created many ways to communicate such as our own TRACS page, Facebook, emails, and cellphone numbers. Despite all of our attempts to communicate with Aaron Hester, he has not responded and disregarded his duties. All other members contributed to the FSTALL&R.

Part II:
If we were to work together on this project, here is what we would keep in the FS-
- How Blue Raven Bar & Grill makes money
- Details about the location, build up, and equipment costs
- Details on our concept of fresh and naturally grown/raised ingredients
- Multiple communication resources
- Delegation of duties and its deadlines
- Separation into sub-groups to improve accountability and efficiency

If we were to work together on this project, here is what we would change in the FS-
- Explain Blue Raven Bar & Grill “farm to table” style of menu
- Build Christie’s credibility by including information of her ownership of Billie Jean’s food trailer
- Improve layout of the menu
- Include more information about Blue Raven Bar & Grill prices and COGS to better explain our profit potential
- Demonstrate projected sales on a monthly basis
- Clear description about differentiation of food and alcohol costs in the operating section
- Explain how the Turbo Tap system can reduce Blue Raven Bar & Grill's COGS

Team Lessons-
- Communication is an essential key in keeping everyone involved and organized
- Under good management, it’s easy to recognize the positive and negative work of others
- Setting deadlines led to team motivation and organization
- Set expectations upfront to hold people accountable for their actions
- Use various channels of communication to reach out to all team members

Part III:
Ms. White took a $16,000 investment to launch Billie Jean’s food trailer. She proved to be successful by grossing $25,000 in sales on $6,000 COGS. The increasing popularity has been proven by five star reviews on Yelp, customer feedback on Facebook, and face-to-face customer comments.

Ms. White has decided to combine her highly praised menu with her love of mixology, provided in a casual/upscale location. Our menu items will range from $8-$13 per item and alcoholic drinks ranging from $4-$8. The average ticket price will be $24, resulting in gross monthly income of $83,000, and a net income of $18,000. Our focus on having a smaller menu will give our chefs the freedom to create weekly specials featuring seasonal and local foods which will showcase our culinary skills, and promote our “farm to table” concept.
I. Business Overview:

Blue Raven Bar and Grill will be located on S. Lamar in the heart of SOLA in Austin, TX. We will be renovating a 4,683 sq. ft building on a 14,549 sq. ft lot with a total of forty-five parking spaces. Blue Raven Bar and Grill will be owned and operated by Christie White. The business will be operated as an LLC, and will offer a “farm to table” style menu prepared in a full service kitchen and most importantly, well balanced cocktails, perfectly poured beers, and wine served from a full service bar.

II. Products and Services:

Christie White has successfully spent the last year as owner, operator, and creator of Billie Jean’s food trailer located at 8504 South Congress in Austin, TX. The menu consists of well portioned Angus burgers, ingredient rich veggie burgers, decadent hot dogs, a house cured Reuben sandwich, chili made with smoked brisket, and customized grilled cheese sandwiches. The increasing popularity has been proven by five star reviews on Yelp, customer feedback on Facebook, and face-to-face customer comments.

Ms. White has decided to combine her highly praised menu with her love for mixology, provided in a casual/upscale location. We have decided to add a few menu items such as: our spinach and goat cheese salad, Guinness battered fried mushrooms, and sliders. Our focus on having a smaller menu will also give our chefs the freedom to create weekly specials featuring seasonal and local foods that will allow our chefs to showcase their culinary skills.

III. Target Market and Competition:

Our target market in the SOLA area is women between the ages of twenty-two and thirty-nine; there are 34,899 women between those ages currently living in a five-mile radius of our location. We believe having a strong female presence is paramount to generating revenue from a complete target