

Formal Letter of Application

6001 Monona Drive, Monona, Wisconsin 53716

We are formally submitting a request to have the site located at 6001 Monona Drive reviewed by the Planning Commission of Monona, WI. The plan for the site would be to lease the 6001 Monona Drive unit and run it as a restaurant, Jeng's Asian Kitchen.

Below is information on the scope requested of our business, which also includes the Executive Summary portion of our business plan, and our menu outline.

Management Team & Employees

Owners and management of the restaurant business will consist of Jeng Tong Vue and Jamie Xiong. Both Jeng Tong and Jamie currently reside in Windsor, WI, but once their current residential lease ends, they will be renting and moving upstairs to the apartment above the proposed restaurant located at 6001 Monona Drive. Jeng's Asian Kitchen will have approximately 15 full and part time employees (including Jeng Tong and Jamie).

Business

We anticipate serving approximately 100 people during the weekdays, and aiming to serve 175 people on Fridays and Saturdays.

Restaurant Hours

We will be open 7 days a week at 10:30 a.m. On Sundays to Wednesdays, closing time will be at 9:00 p.m., and on Thursdays to Fridays, will at 10:00 p.m. We will also be serving food and drinks on the outdoor patio that will be open during the same business hours.

Parking Stalls

The restaurant will have 20 parking stalls, which should be sufficient for our business operations. Additional on-street parking on the north side of Frost Woods Road can be used for some employee parking.

Seating Capacity

We will be looking for a seating capacity of 40-50. We feel and believe that the size of the unit, along with bathrooms and parking will be sufficient in serving 40-50 customers.

Deliveries

Deliveries will be accepted from Frost Woods Road to the back door of the building.

Interior Changes

Inside changes to the restaurant will include installing a kitchen hood system and repainting the interior walls of the building a new set of colors. The basement will be used as a storage area.

Exterior Changes

Most of the exterior of the building will remain the same (same color entrance), with the exception of our signage logo which will be located on the north side of the building.

Conclusion

We are excited to have this opportunity to become a part of the Monona community. We hope that you, along with the Monona community, feel the same. If you believe that is any issues with what we have outlined in our formal letter of application, please feel free to bring them up, and we will do our best to answer or seek the answer, to ensure satisfaction between both parties.

Executive Summary

OVERVIEW

Jeng's Asian Kitchen will be a privately and locally owned, fast-casual Asian restaurant, dedicated to meet today's customer demand of affordable pricing, great food, served in a timely manner, to fit their busy lifestyle. At Jeng's Asian Kitchen, we will feature freshly prepared dishes, inspired by a combination of Asian cuisines of Hmong, Chinese, Japanese, and Thai.

MISSION

Mission Statement: "By inspiring our people to create a company culture where our values will be upheld through our service and quality, exceeding our guest's expectations and dining experiences."

Our vision is to establish a successful chain of fast-casual Asian restaurants in the restaurant industry, starting in the Monona community as a premier Asian dining establishment. Jeng's Asian Kitchen will be an inspiring restaurant- consisting of a modern, yet classy atmosphere with a carefully selected variety of Asian stir-fried and grilled dishes,

Our fast casual restaurant concept will combine a variety of Asian culinary dishes, ambiance, modern background music entertainment, and a superior team- to reach our goal of obtaining the highest level of customer satisfaction

OBJECTIVES

- 1. To become the best premier Asian restaurant in Monona, offering a great selection of Asian dishes and great customer service.**
- 2. To ensure every customer is happy and enjoys dining in at Jeng's Asian Kitchen.**
- 3. To create a safe and friendly environment that our employees will be proud to work at and thrive in.**

KEYS TO SUCCESS

1. Menu Design

Our creation of a creative and modernized dining atmosphere and experience will differentiate us from the rest of our Asian restaurant competitors. Jeng's Asian Kitchen will stand out from the other typical Chinese/Asian restaurants in the area because of

our diverse selection of Asian dishes that will be incorporated with the touch of our modernized Hmong-American cooking.

2. Customer Satisfaction

Our customers are our number one priority- to ensure they are happy and satisfied when they order from Jeng's Asian Kitchen.

3. Cost Control

Our cost control focus is to reduce the cost of goods sold to meet our profit margin goals by managing the following crucial elements of cost- purchasing, receiving, storage, inventory, portioning, cash receipts, bank deposits, accounts payable, etc.

4. Company Culture

We will promote good values in our company and create a business philosophy by focusing on our employees and creating a rewarding and equal work environment- a place where our employees are proud to work at and be able to thrive in.

MANAGEMENT HISTORY

At an early age of 7, Jeng Tong Vue was first introduced to the idea of business, selling watermelon slices on the streets in the refugee camps of Thailand- raising the selling price above the price that he bought them for, enough to make a small profit, yet low enough for customers to be able to afford. Eventually, he would help his father's sewing business by attracting potential customers and taking orders. It wasn't until 1991 when Jeng Tong left the refugee camps of Thailand with his family to Wisconsin, that at the age of 15, he joined his father and together they both started to work in the Asian restaurant industry- as cashier and cook. Jeng Tong later attended Madison Area Technical College, taking the major core courses in the Business Management degree field.

Jeng Tong, 32, is now currently a restaurant business owner (5+ years) of Chi-Pan Fresh Asian Grill located in Portage, Wisconsin. His wife, Jamie Xiong, (4+ years) has been taking care of all legal and administrative work, and along with the help of professional CPA's in the area, she also manages the accounting/bookkeeping work of the restaurant. She has taken technical accounting courses at Madison Area Technical College, and is still slowly taking transfer courses to the University of Wisconsin, Madison, with intentions of majoring in Finance, Investment, and Banking at the Wisconsin School of Business. Jamie is also self-teaching general business management, accounting, and finance using online resources, books.

It was here, through hands-on, that both Jeng Tong and Jamie was able to gain knowledge of the restaurant industry as a whole- from menu price points, creating and analyzing financial

statements, to daily operations management, payroll, accounting, researching current trends and news in the restaurant industry (particularly in the Asian restaurant market), etc.

TARGET MARKET

Many consumers today are looking for something better than a quick-service restaurant, but their spending money might be limited and may not have the time to visit a full-service restaurant. On top of that, consumers are looking for fresh quality ingredients, a contemporary décor, and interactive services to offer something unique to enhance the customer experience.

Jeng's Asian Kitchen's fast casual concept will appeal to a variety of customers. Our target market will fall into three distinct groups.

1. College students, young adults, and working adults because of our fresh and affordable, easy-on-the-go meals along with a having a contemporary dining environment with modern music for them to enjoy.
2. Busy, working professionals who would like to have small meetings with a fellow co-worker or a friend during lunch or over dinner, who values speed, quality, and convenience.
3. Small families (up to four family members) and or couples who are looking for an Asian restaurant to dine in for lunch or dinner.

Start-Up Summary

In addition to the interior changes of the unit, the following list will detail the expenses associated with the start-up of the business and restaurant:

- **Kitchen Equipment:** Necessary for cooking and serving food and beverage. The main pieces of equipment will be the commercial griddle and the wok range.
- **Furniture:** Tables and chairs
- **Initial Inventory**
- **Legal / Attorney Fees:** Necessary legal / financial services including business formation at the state and federal level
- **Marketing and Advertising:** Online website hosting, Menus, Brochures, Grand Opening flyers, etc.

Competition & Competitive Edge

With an understanding that the restaurant industry is highly competitive with respect to price, value and promotions, service, location, and food quality, we also understand that friendly

restaurant competition is necessary- to keep us focused on having great customer service and being able to serve great tasting food.

As current Asian restaurant business owners (who not only researches and keep up with the latest restaurant trends, but also travel to experience other Asian restaurants), we know what it takes to take the Asian dining experience to a whole new level. Best of all, we are passionate about serving our customers great food, and will continuously strive for excellence and opportunities to grow our brand. Our standards go beyond just food- from quality to atmosphere and to the friendliness of our service.

Jeng's Asian Kitchen – Menu

Jeng's Asian Kitchen will offer our customers diverse, healthy, and affordable dishes from around Asia. Our menu is our pride. It is a culmination of over 20 years of cooking experience in the Asian restaurant industry. Our menu incorporate the many different Asian cuisines all in one restaurant and are differentiated through the use of fresh ingredients and unique house-made sauces that cannot be found anywhere else. Many customers are not aware of how much better our dishes taste when they are freshly prepared and served steaming hot, right from our kitchen.

Appetizers

- Cream Cheese Wontons
- Dumplings
- Egg Rolls (Vegetable or Pork)

Drinks

- Fountain Drinks
- Bottled Water
- Premium Drinks (Roasted Coconut Drink, Sobe, Gatorade, etc.)

Wok'd Entrees

- Citrus Ginger Chicken
- Glazed Chicken
- Wild Mongolian
- Sweet N' Sour Chicken
- Mixed Vegetables
- Spicy Kung Pao
- Thai Curry Spice

Noodles

- Pad Thai
- Lo Mein

Grilled Entrees

- Regular Teriyaki / Hibachi
- Teriyaki / Hibachi Combo
(Combo of 2 or 3 types of meat)

Choose from 2 different sizes

- Small
- Regular

Choose Your Side

- Brown Rice
- Steamed, White Rice
- Fried Rice

Choose Your Protein

- White-Meat Chicken
- Steak
- Shrimp
- Tofu

FROST WOODS ROAD

N 89°59'27"E124.77'

ASPHALT DRIVE

2 XTG PARKING STALLS

4 XTG PARKING STALLS

NEW LANDSCAPING

FENCING

OUTDOOR SEATING AREA

NEW 12" BUMP OUT

NEW ENTRY TOWER

BUILDING
BASEMENT = 100.00'
FIRST FLOOR = 108.7'

(3) NEW
EMPLOYEE OR
APARTMENT
PARKING STALLS

NEW 5' CONC. WALK

8 XTG PARKING STALLS

ASPHALT DRIVE

60.21'

S 04°47'30"E81.37'

8 XTG PARKING STALLS

21.16'

MONONA DRIVE

S 89°59'33"W 131.56'

ERODED ASPHALT

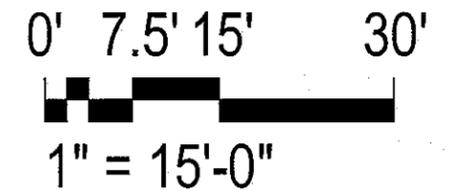
BUILDING
FIRST FLOOR = 108.6'

NEW 12" BUMP OUT

NEW CANOPY

4 XTG PARKING STALLS

N 00°00'10"W 168.36'



SITE PLAN
1" = 15'-0"

6001 MONONA DR

SITE PLAN

