

Bringing Investors Together to Initiate Operations

BACKGROUND

Our client, a young lady of Spanish descent, and her sister loved their native country and its culinary delights. One of the sisters frequently visited South Florida, and she craved authentic Spanish food in a setting like what she was accustomed to in her native country. Disappointed by the local Spanish restaurants in the area, she embarked on making her ideal restaurant a reality. To this end, she put together the original concept for the restaurant and attracted the interest and commitment of several key international investors.

THE CHALLENGE: Bring Investors Together

Based on extensive conversations, meetings and agreements, the group of investors was committed to moving forward with the ambitious project. Financial backing was not an issue, but a unified plan of their vision was. During the course of their many discussions, the original concept took on a life of its own with each investor having his/her own vision. To get the venture off the ground, the group needed one single plan that articulated their common goals for the restaurant's concept and operation.

To produce the plan, the engagement focused on the following:

- ✦ Meetings with Investors and a brand consultant to determine the consensus vision
- ✦ Review of existing notes and projections
- ✦ Review of various market data and their validation based on local market knowledge
- ✦ Review and validation of financial projections and assumptions

THE SOLUTION: An Operational Plan

Given that funding and the desire to move forward with the project were never in question, the investment group did not need a typical business plan. However, it was clear to the group that a unified plan detailing initial operation was fundamental. This plan was a key element, as the group anticipated concept expansion across the U.S. and ultimately internationally. Pigs on the Roof delivered the following in support of the project:

- ✦ Consultations on various aspects of the project, such as: location, format and branding
- ✦ Translation of notes and market data to English
- ✦ Incorporation of key notes, information and data into a cohesive operational plan
- ✦ Validation of financial assumptions

