



**South Dakota 2024**  
**T.F. Riggs High School**  
**Ciara Tipton (Manager)**  
**Destiny Strait**  
**MacKenzie Newell**  
**Chesney Kalda**  
**Ayden Syll**

# Restaurant Concept

## **Type of Establishment**

A brick and mortar restaurant, setup in the business district of Prostartville.

We have an industrial exposed building elements interior with splashes of color

Housing local art pieces and acting a hub for business, study, leisure, and socializing with open mic nights, local comedians and singers. We also offer space rentals for all ages and movie nights.

## **Purpose and Impact**

The purpose of our restaurant is to serve as a comfortable and inviting space to relax over a home-cooked meal and unwind with top-notch entertainment.

We pride ourselves on supporting local artists and performers by inviting them to showcase their work at our establishment.

## **Meals Served**

Breakfast, Lunch, sweets, and after hour snacks

## **Types of Cuisine Served**

Our popular items are our handmade sweets prepped daily in house and our Gear House branded coffees.

Our menu also includes savory breakfast and lunch options perfect for a quick grab-and-go lunch for the office or power fuel during a study break.

Along with our daily menu we offer after hours light snacks and drinks.

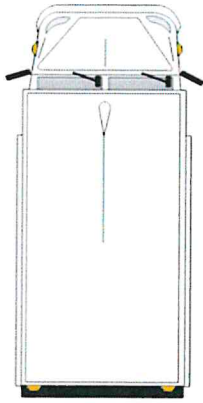
## **Hours of Operation**

- Open 7 days a week from 6:00 am - 11:00 pm
  - With extended operation hours **Thursdays, Fridays, Saturdays** open from 6:00 am- 12:00 am
- Kitchen open till 9:00pm, Drinks and Snack until 11:30 pm
- Employees staffed from 5:00 am - 1:00 am

**Target Market**

ProStartville has a diverse group of residents, and our target market during the day is families and college students. The target market for at night is college students.

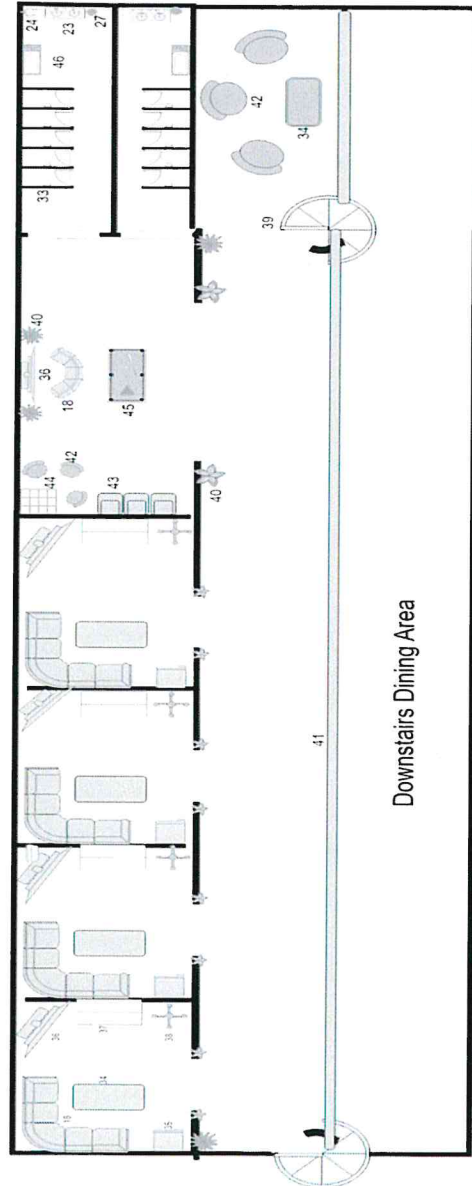
# Floor Plan



16 17



Main Restaurant Level



Downstairs Dining Area

Upper Loft Level

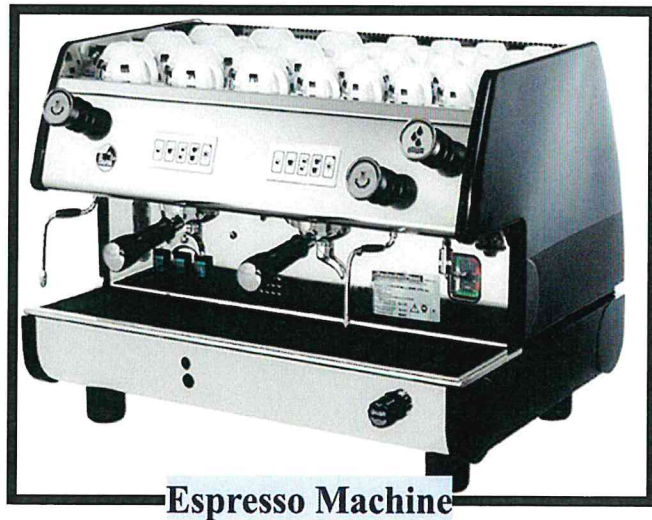
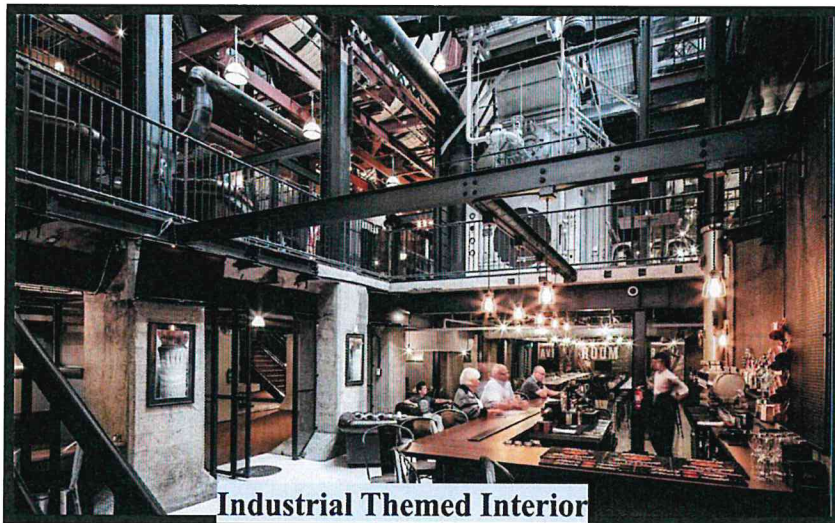
- 1. Kitchen sink
- 2. Counter space
- 3. Dough sheeter
- 4. Double oven
- 5. Bread proofer
- 6. Oven
- 7. Oven with grill
- 8. Emergency aid station
- 9. Dish washer
- 10. Holding racks
- 11. Order pick-up window (staff)
- 12. Refrigerator
- 13. Table rack
- 14. Chair rack
- 15. Food & tool storage
- 16. Garage door
- 17. Import truck
- 18. Couch
- 19. Table
- 20. Microwave
- 21. Bench
- 22. Lockers
- 23. Sink
- 24. Hand dryer
- 25. Toilet paper
- 26. Toilet
- 27. Trash bin
- 28. Booth
- 29. Table
- 30. Window seating
- 31. Stage
- 32. Bar/service counter
- 33. Stalls
- 34. Coffee table
- 35. Minibar
- 36. TV
- 37. Shelf
- 38. Coat rack
- 39. Staircase
- 40. Decorative plants
- 41. Balcony railing
- 42. Comfort seating
- 43. Arcade games
- 44. Book shelves
- 45. Pool table
- 46. Changing table



# Interior & Decor

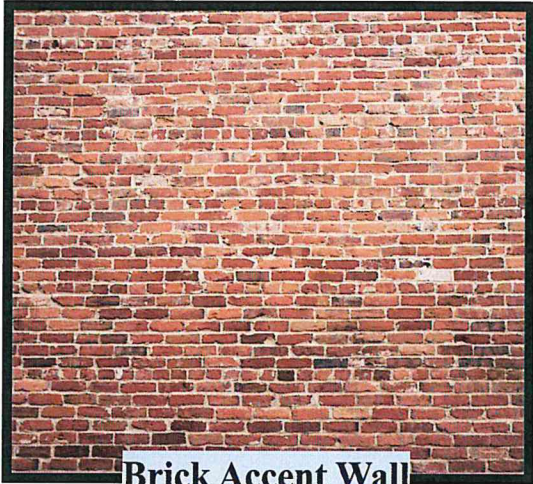
## Interior Concept:

- Industrial elements with dark metal, exposed brick, hard wood and stone flooring
- Pops of rich jewel tone colors in cooler shades
- Local art pieces (sculptures and paintings)
- Warm lighting fixtures hanging from the rafters and over the booths
- Recycled decor

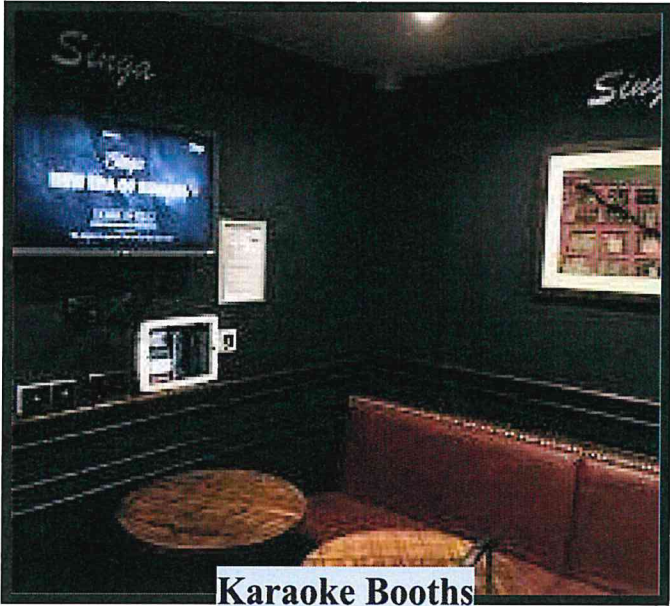




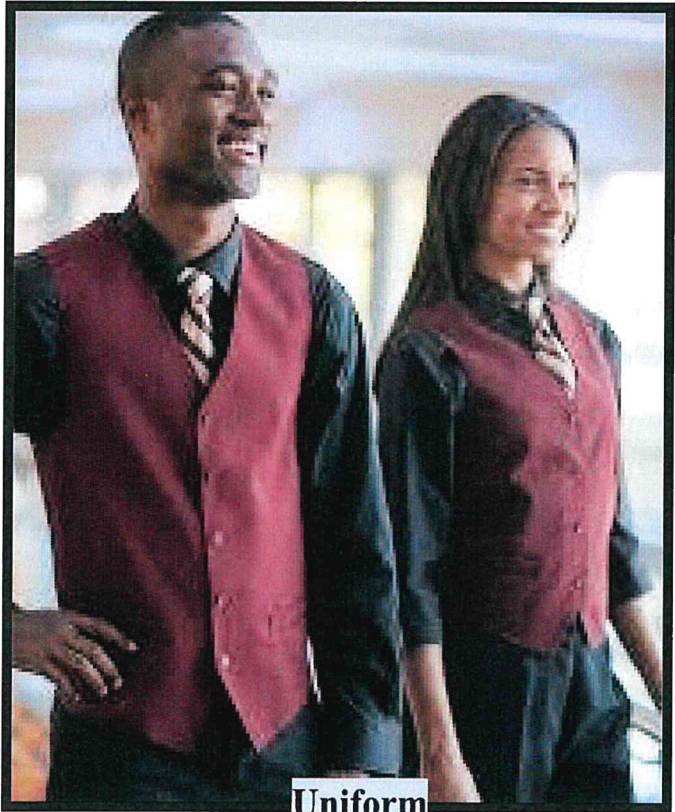
**In-House Dining Chairs**



**Brick Accent Wall**



**Karaoke Booths**



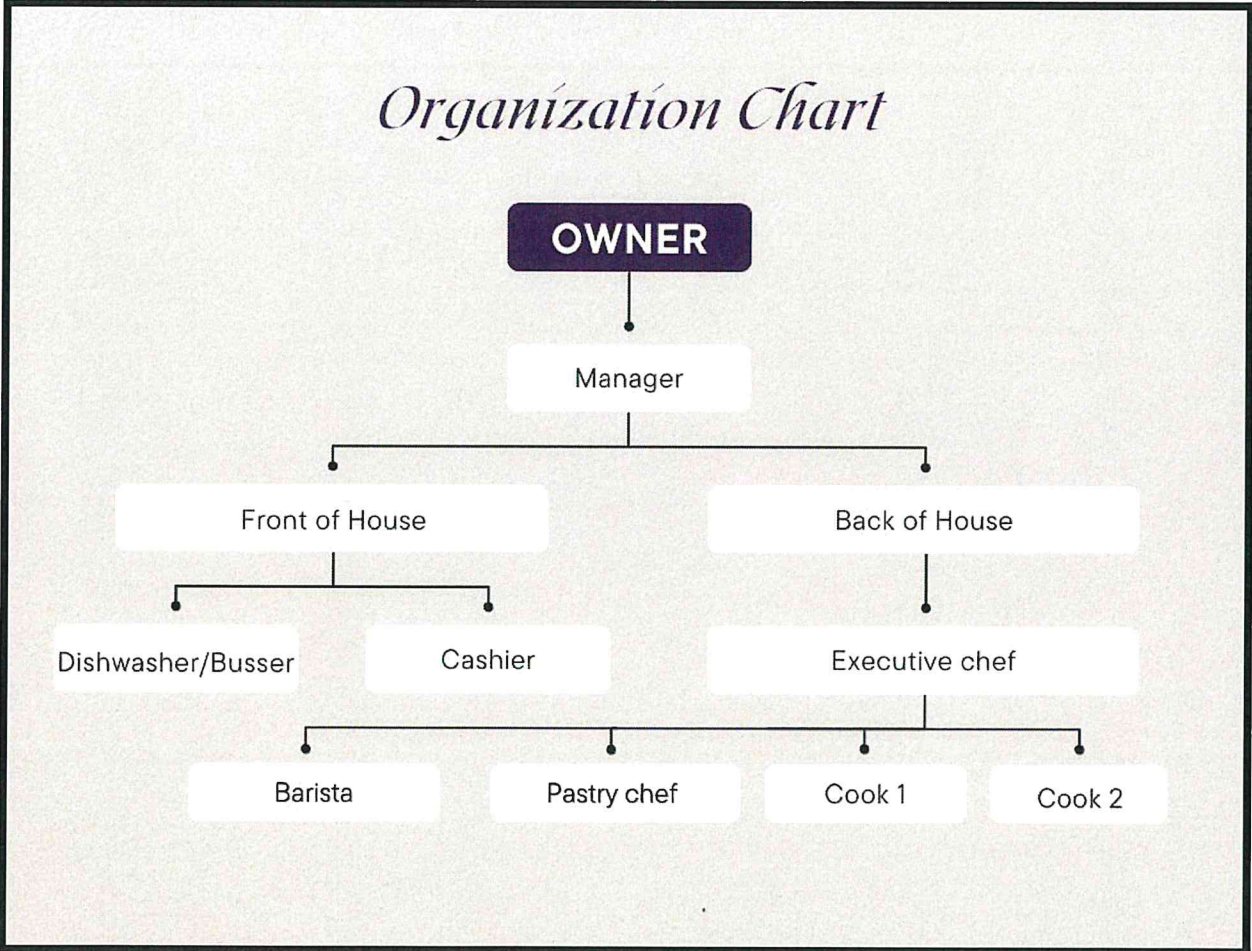
**Uniform**



# SWOT Analysis



# Organizational Chart





BISTRO & CLUB  
**GEAR HOUSE**  
 EST. 2024

BREAKFAST AND LUNCH MENU

**APPETIZERS**

**WEEKLY SOUP & SANDWICH \$4.50**  
 Changes weekly and seasonally - Ask your server for whats available!



**ENTRÉES**

**TOASTED ITALIAN SUB \$12.00**  
 toasted ciabatta bread brushed with pesto, sliced ham and turkey pepperoni, smoked ham, black pepper salami w fresh mozzarella and crushed red tomatoes

**BREAKFAST BURRITO \$8.00**  
 fresh corn tortilla with choice of bacon or sausage, scrambled eggs, grilled pepper and avocado salsa, and cheddar cheese

**HONEY PORK SCALLOPINI \$13.50**  
 tender pork tenderloin draped in a honey garlic sauce served with pickled red onions, carrot puree, fondant potatoes and a freshly made chimichurri shown in picture above

**SALMON POKE SALAD BOWL \$9.00**  
 \*raw cubed salmon, sliced avocado, zucchini, noodles, all topped over fresh white rice and homemade sriracha mayonnaise sauce

GLUTEN FREE OPTION AVAILABLE  
 OFFERS MEAT SUBSTITUTE

Gear House B&C offers products with peanuts, tree nuts, soy, milk, eggs and wheat. While we take steps to minimize the risk of cross contamination, we cannot guarantee that any of our products are safe to consume for people with peanut, tree nut, soy, milk, and egg or wheat allergies.  
 \*CONSUMING RAW OR UNDERCOOKED MEATS, POULTRY, SEAFOOD, SHELLFISH OR EGGS MAY INCREASE YOUR RISK OF FOODBORNE ILLNESS.



**PASTRIES**

**HANDMADE CROISSANT \$3.50**  
 handmade flakey and buttery croissant

**CHEESE DANISH \$3.00**  
 a delicious creamy cream cheese filling wrapped up in a handmade flakey puff pastry

**BUTTERMILK WAFFLES \$8.50**  
 fluffy buttermilk waffles with whipped cream and topped with a assorted berry compote

**HOMEMADE MUFFIN \$2.00**  
 flavors change weekly - ask your server for different flavors of homemade muffins

**DRINKS**

**COFFEE \$2.50**  
 \*ask server for different flavors

**BOBA TEA \$2.50**  
 classic brown sugar, taro and matcha flavors

**TAP SODA \$2.00**  
 Coke and Pepsi Products



## Recipe Worksheet

<b>School Name</b>	T.F. Riggs Pierre
<b>Educator Name</b>	La Kisha Jordan

<b>Menu Item</b>	Croissant		
<b>Number of Portions</b>	8	<b>Portion Size</b>	1
<b>Cooking Method(s)</b>	Baking		
<b>Recipe Source (MLA)</b>	Saffitz, Claire. "Croissants Recipe - NYT Cooking." <i>NYT Cooking</i> , <a href="https://cooking.nytimes.com/recipes/1022053-croissants">https://cooking.nytimes.com/recipes/1022053-croissants</a> . Accessed 12 February 2024.		

Ingredients	
Item	Amount
Flour	4 $\frac{2}{3}$ C.
Sugar	$\frac{1}{3}$ C.
Kosher Salt	7.5 tbsp.
Dry Yeast	2 $\frac{1}{4}$ tsp.
Water	2 $\frac{3}{4}$ tbsp.
Whole milk	$\frac{1}{2}$ C.
Unsalted butter	$\frac{1}{4}$ C.
Unsalted European butter	1 $\frac{1}{2}$ C.
1 large egg yolk	2 oz.
Heavy cream	1 tbsp.

Procedure
<ul style="list-style-type: none"> <li>● Make the dough- Cut the butter in four 1- Tablespoon pieces and place in the bowl of an electric mixer then add flour, sugar, salt and yeast. Turn the mixture on low-medium speed to gently combine for 1 minute. With the mixture running slowly pour in the milk. Then turn the mixture up to medium speed for at least 5 minutes. Put dough on a floured sheet pan and roll out to a rectangle, cover with plastic wrap and refrigerate.</li> <li>● Roll dough into a 14x10-inch rectangle and put bac, in the fridge overnight</li> <li>● Beat your butter for your butter block until it's slightly softened, flatten it until it's a 7x10-inch rectangle and even on the top.</li> <li>● Then you will need to laminate the dough, place the butter block in the center of the dough, fold it over and flatten it until it's a 10x20-inch rectangle. This is the first turn.</li> <li>● Second turn- place the dough short end facing you, roll the dough out once again into a 10x20-inch, then put in the refrigerator.</li> <li>● Then repeat steps for turn three</li> </ul>

- Shaping the croissants- roll out dough into a 8x20-inch rectangle, using a pizza cutter or sharp knife slice the dough in half vertically. Each skinny rectangle will be 4-inches wide. The cut 3 even slices horizontal, then cut rectangles diagonally to make 2 triangles. Stretch the triangles to be about 8 inches long. Cut a small slit in the wide end of the triangle, then tightly roll up into a crescent shape. Cover loosely in plastic wrap and rest at room temperature for 1 hour. The place in fridge to rest for 1 hour or up to 12 hours
- Preheat oven to 400 degrees fahrenheit
- Brush the egg wash over the croissants and bake until golden brown for about 20 minutes, rotate the pan halfway through.



### Recipe Cost Worksheet

<b>School Name</b>	T.F. Riggs Pierre		
<b>Educator Name</b>	La Kisha. Jordan		
<b>Menu Item</b>	Croissants		
<b>Number of Portions</b>	8	<b>Portion Size</b>	1

<b>Ingredient</b>	<b>Purchase Unit</b>	<b>Purchase cost</b>	<b>Unit cost</b>	<b>Amount Needed</b>	<b>Ingredient Cost</b>
4 ⅔ C. flour (605 grams)	32 oz	\$ 1.32	\$0.041	4 ⅔ C. (37.33 oz)	\$1.530
⅓ C. granulated sugar (66 grams)	20 oz	\$ 2.12	\$ 0.106	⅓ C. (2.667 oz)	\$0.282
12 g. kosher salt	16 oz	\$ 2.12	\$ 0.132	12 g. (0.423 oz)	\$0.055
2 ¼ tsp. dry yeast ( 7 grams)	2.25 oz	\$ 1.88	\$ 0.835	2 ¼ tsp. (0.173oz)	\$0.144
¾ and 2 tbsp. water ( 214 grams)	128 oz	\$ 1.34	\$0.010	¾ and 2 tbsp. (1.375 oz)	\$0.013
½ C. ( 120 grams) whole milk	64 fl oz	\$ 1.96	\$ 0.030	½ C. ( 4 oz)	\$0.12
¼ C. (57 grams) unsalted butter	16 oz	\$ 3.98	\$ 0.248	¼ C. ( 2oz)	\$0.496
1 ½ C. (340 grams) Unsalted European butter	8 oz	\$ 3.47	\$ 0.433	1 ½ C. ( 12 oz)	\$5.196
1 large egg yolk	12 oz	\$ 1.34	\$ 0.111	1 (2oz)	\$0.222
1 tbsp. heavy cream	16 oz	\$ 3.37	\$ 0.210	1 tbsp. (0.5 oz)	\$0.105

<b>Subtotal</b>	\$8.16
<b>1 % for small amounts of spices (Q Factor)</b>	
<b>2 % for frying oil</b>	
<b>Total Recipe Cost</b>	
<b>Portion Cost</b>	\$1.02

### Menu Price Worksheet

<b>School Name</b>	TF Riggs Pierre
<b>Educator Name</b>	LaKisha Jordan
<b>Menu Item</b>	Croissant
<b>Number of Portions</b>	1

Item	Portion Cost
Croissant	\$1.02

<b>Total Item Portion Cost</b>	\$1.02
<b>Item Menu Price at 33% Food Cost</b>	\$3.09
<b>Actual Price on Menu</b>	\$3.50

# Photographs



*Honey Pork Scallopini*



*Handmade Croissants*



# Marketing Tactic #1–Newspaper Ad

## Description

- A small to medium sized square posted in the local newspaper
- Distributed around the college campus and local neighborhoods
- Earn a free cup of coffee by bringing in the paper

## Budget & Goal

- 200 copies from Capital Journal for a total estimated cost of \$1800
- Papers will be distributed at local college and through delivery
- We hope to try and reach as many potential customers as possible

## ROI

- Based on the ROI formula used by most businesses, if we were to get a single customer to act on our free coffee offer, we would be losing roughly \$500 on the spot. Accounting for an additional profit of roughly \$5,000, our estimated ROI for the ad would be 150%

Sample-Print Ad



# Marketing Tactic #2– Instagram

## Description

- A social media page created by the staff
- Used for displaying new product and event announcements
- Updated regularly

## Budget & Goal

- Starting budget \$3,500 and we will adjust based on clicks.
- We're hoping to average 100 clicks per day

## ROI

- The standard cost-per-click of an instagram page is \$3.56 per click
- With a projected following of 25,000 people after opening, our ROI comeback to a total of 105,237%
- ROI was calculated using figures from Vaisle ROI calculator



# Sample-Instagram

