**Motel - Hunting Lodge Business Plan**

**Executive Summary**

**Introduction**

The long-term goal of Lowland Heights Roadhouse for temporary lodging, restaurant, bar and RV Park by creating a differentiated experience capitalizing on personal service, the historical nature of the Roadhouse buildings, and its unique location in one of the most attractive parts of South Central Weststate. We plan to be more than a great lodging, restaurant, bar and RV Park. We plan to create an environment of pampered luxury that surpasses the standard fare for Dusty Corners. Expanding our exposure via the Internet and introducing the Greenhorn Valley to people that have not yet discovered this year-round paradise will allow us to maintain a higher than average occupancy rate and above average profits.

**Location**

The Lowland Heights Roadhouse is located in South Central Weststate at the northern end of the Greenhorn Valley and is surrounded by the Ombligo de Dios mountain range on the east and the Lost Pony hills on the west. The Roadhouse is located on a main thoroughfare Route 173, located approximately 52 miles north of Silver Gulch and 47 miles southwest of Friday Falls.

**The Company**

Lowland Heights Roadhouse is an established Motel and RV Park, and has been in operation for the last forty-four years as Thirsty Creek Lodge and The Lodge at Lowland Heights. After taking possession and a brief period of becoming established, we added a restaurant to ensure a steady flow of patrons (hunters, tourists and locals) through its doors. The past four owners had only owned the property for two to three years each, the business has not been operated to its fullest capacity and was run down. Next spring we plan on adding a full service coin-operated laundry facility (washing, drying, and optional folding) along with a four bay self-serve car wash.

The Lowland Heights Roadhouse is a dba of Golden Cholla Enterprises LLC, a Weststate Corporation owned and operated by Tory Britts and assisted by her husband Gisli Njerdginsyn.

Britts and Njerdginsyn will operate the Roadhouse as a hunting resort during the months of September to December. During the rest of the year it will operate as a vacation resort (January to August). The lodge will be opened year round 24 hours a day, 7 days a week.

**Our Services**

The Lowland Heights Roadhouse was originally built in 1954. Each of our rooms is equipped with two double beds or a queen bed, and rooms with a second bedroom or kitchenette are available. We have a full-service restaurant, a bar with a dance floor that provides live entertainment, and eight RV sites with hook-ups. Next spring we will be putting in full-service coin-operated laundry facilities (washing, drying, and optional folding) along with a four-bay self-serve car wash. The Roadhouse also has on-site front desk service. The buildings have undergone a number of restorations and we plan more, possibly adding 10 more motel units next spring.

As the Roadhouse becomes established through the peak season, we plan to expand our services to the residents of Dusty Corners and surrounding cities in time for the off-season. The large dance floor area is ideal for formal or informal gatherings (e.g. wedding receptions, club meetings, Christmas parties, family reunions, etc.).

The Market

Lowland Heights Roadhouse's target market strategy is based on becoming a destination choice for the people in the Greenhorn Valley who are looking for a place to relax or recharge. The target markets that we are going to pursue are people or families looking for a vacation destination, honeymooners, family reunions, hunters, and drop-in customers. Our setting and facility is a natural for people or families to visit, what with the Greenhorn Valley having so many outdoor things to do. A modest projection for increased unit rental is 30% per year, and since there is no laundromat or car wash within 50 miles the sky's the limit since there is no competition.

The restaurant has increased in sales weekly as the only competition is a Mexican food restaurant in town and nothing else for 20 miles. This projection is without any significant increase in advertising or exposure, but is based on the general average increase in tourism.

Our three major customer segments are tourists, hunters from all over the United States since this area is known for great hunting of elk and deer, and local patrons who need the facilities for various events. Subscriptions to various Web services will provide international exposure to potential customers for nominal annual fees, plus we have a website The Roadhouse would like to see a 10% increase in customers on a yearly basis.

Financial Considerations

Golden Cholla Enterprises LLC dba the Lowland Heights Roadhouse will be acquired via a Small Business Administration (SBA) loan with the buyers supplying 20% down. We are assuming an initial capital start-up, as shown in the Start-up table, for operating expenses which we have already contributed.

We estimate average monthly fixed costs, including operating expenses and mortgage payment, as presented in the Financial Plan chapter below. Peak and off-season will have significant impact on the monthly earnings. For the first year, on-season revenues will offset off-season losses. As Lowland Heights Roadhouse builds its market position among the local patrons, we anticipate that off-season revenues will be enough to break even during that season.

1.1 Objectives

The objective of the Lowland Heights Roadhouse for the first three years of operation include:

Open the Lowland Heights Roadhouse "turnkey operation" with existing bookings from the previous owners, and new bookings under an uncreased rental rate after possession.

Exceeding the customer's expectations for hunting and vacationing accommodations.

Maintaining a 90% occupancy rate each month.

Assembling an experience and effective staff.

To increase the number of clients by 10% each year.

Increase exposure and market using Internet technology and direct advertising.

Through incentives and increased exposure on the Internet, we hope to increase off-season occupancy by 30% the first year.

Increase off-season use by expanding into other uses for property (cater parties, receptions, weddings, etc.).

1.2 Keys to Success

The primary keys to success for the Lowland Heights Roadhouse will be based on the following factors:

Provide a facility that is first class with attention to detail.

Give each guest a sense that he or she is our top priority.

Provide quality meals.

Retain our guests to ensure repeat bookings and referrals.

1.3 Mission

The mission of Lowland Heights Roadhouse is to become the best choice in Prickly Pear County for temporary lodging by expanding our exposure via the Internet (with multiple networks and links), and introducing the area to market segments that have not yet discovered this year-round hunter's dream. We plan to be more than a great Roadhouse. We plan to create an environment of conveniences that surpasses the standard fare for Dusty Corners.

The Roadhouse guests will have every need met to ensure his/her comfort. For special occasions, catered meals, chilled wine, etc. can be provided for an additional fee. During the weekends, guests will return to the Roadhouse in the evening and find a fine restaurant to dine at before turning in.

As the Lowland Heights Roadhouse becomes established through the peak season, we plan to expand our services to the residents of Dusty Corners and neighboring cities in time for the off-season. The large dining area can convert into a large area, ideal for formal or informal gatherings (i.e. wedding receptions, family reunions, Christmas parties, etc.). The outdoors, with its access to the mountains, opens several additional opportunities. With the capability for a catered reception inside, the Roadhouse will make events smooth and easy for the guests. As owners we intend to see that attention to detail and service and good food will be followed by a staff dedicated to each guest.