
Molto Meatballs

EXECUTIVE SUMMARY

“Molto Meatballs - is a multi-unit fast-casual restaurant concept located in Las Vegas, Nevada, with plans for national expansion.”

“Fast-casual is the fastest growing segment of the restaurant business where customers expect food quality in line with fine dining restaurants, coupled with the speed and convenience of fast food.”

“By using high quality ingredients, classic cooking styles, distinctive interior design, with friendly people to take care of our customers, we have taken our inspiration from the world of fine dining.”

“At Molto Meatballs we have a novel approach to the fast-casual business. We believe people are beginning to change the way they eat and look at fast food and even food in general. We also believe people want to do business with companies that share their values”

Introduction

Molto Meatballs - is a multi-unit restaurant concept to be located in Las Vegas, Nevada, with plans for regional expansion. The Molto Meatballs philosophy is simple: demonstrate that great tasting food doesn't need to be expensive and time consuming. By using high quality ingredients, classic cooking styles, distinctive interior design, with friendly people to take care of our customers, we have taken our inspiration from the world of fine dining. We compete in the fastest growing segment of the restaurant business known as “fast-casual,” where customers expect food quality in line with fine dining restaurants, coupled with the speed and convenience of fast food.

Differentiation

At Molto Meatballs we have a novel approach to the fast-casual business. We believe people are beginning to change the way they eat and look at fast food and even food in general. There is a greater awareness of how animals are raised and vegetables are grown. Molto Meatballs will source the best ingredients we can, whenever possible naturally raised and organically grown. We believe people want to do business with companies that share their values, and that the more people understand we source only the best ingredients, the more they'll want to eat with us.

Product

Molto Meatballs's core focus will be on running great restaurants, beginning with serving great food. Our menu will be simple-focusing on several items and preparing them exceptionally well using high quality ingredients and classic cooking methods. Meatballs, a staple in the diet of many cultures, will be our menu's “food platform”. Molto means “lots of” and while our focus will be on Italian food, we will have daily specials featuring the cuisine of other regions such as Asia, South East Asia and others. With our selection of meatballs, sauces, cheese and herbs, there's enough choice to extend to hundreds of choices, making our version of variety not dependent on continually adding new menu items.

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The Business

A major change has been occurring recently in the restaurant industry that we believe will factor in the success of this plan. As rising energy costs and the housing crisis have slowed personal consumption expenditures, same store sales have declined sharply among casual dining chains.

At the same time, the fast-casual segment of the business is estimated at \$10-11 billion in sales per year and growing rapidly. Fast-casual restaurants have enjoyed strong consumer appeal by providing fresh high-quality food, fast service and moderate check averages. Once a novelty in the restaurant industry, the fast-casual segment has grown into a major standalone category.

Management Team

Molto Meatballs is currently the sole creative idea of Ross Tanenbaum. As the company is small in nature, it requires a simple organizational structure. Implementation of this organization form calls for Ross Tanenbaum and the Assistant Manager to make all of the major management decisions in addition to monitoring all business activities.

Ross Tanenbaum

A highly accomplished Executive with over 20 years experience in domestic and international operations, P&L management, product distribution, strategic positioning, product development, and strategic planning with both startup and growth organizations.

- Owner/operator of a critically acclaimed fine dining restaurant.
- Served as President and CEO for a \$100 million consumer electronics firm with operations in five countries.

New Hire, Assistant Manager