

## **Baseline Bar & Grill - Alex Hinke**

This restaurant is going to be a unique restaurant and sports-bar for the fun and athletic type. This restaurant is a flashy and attractive looking space that will draw in customers guaranteeing a profit for us. Our restaurant offers many unique benefits, they include and actual indoor basketball court for customers to have fun at before and after meals, and also an outdoor court for outside fun on nice days. Our restaurant is full of flat screen TVs and video projections on the walls of the building broadcasting all the big sporting events going on at that time. We offer a huge selection of juiciest steaks, burgers, pastas, salads and soups, along with delicious desserts.

The market potential of our is going to be a highly growing business because it is a place that has a chance to gain many customers and the restaurant has the ability to host many profitable events. The target market of this company is easily determined to draw young and old sports fans and athletes to our restaurant. This business idea would compete competitively and confidently against other companies because this restaurant will be flashy and attractive to make customer intake and easy task.

Mr. Hinke and Mr. Sheehan are experienced leaders that will have the ability to lead this restaurant and company on its new venture into become a successful idea. The fact that these two men have been playing on sports teams and doing active activities throughout their whole lives, gives them the advantage to knowing the sports lifestyle which will allow them to keep and maintain a sports bar and grill in a successful way. They have a passion for food, sports, business, and also success, and they will not stop until they are the best.

The new venture of Baseline Bar & Grill has a very high profitable potential. This profit potential is said to be high, because we are confident and know that with the growing number of athletes and sports fans throughout our area, our business has a huge chance of success.

Investors that we gain will be able to attain attractive returns as our companies success continues to grow. The start-up costs are not going to be very cheap, although will benefits of family wealth and help from investors, we will be able to produce an attractive, fun, and successful business that customers and our community will love. Also Mr. Sheehan is very strong and brave and smart and gets all the ladies and is a super cool kid and every one loves him. THE END! :D