

Submission to Planning Authority Notice

Council Planning Permit No.	PLN-22-851	Council notice date	18/01/2023
TasWater details			
TasWater Reference No.	TWDA 2023/00071-HCC	Date of response	25/01/2023
TasWater Contact	Jake Walley	Phone No.	0467 625 805
Response issued to			
Council name	CITY OF HOBART		
Contact details	coh@hobartcity.com.au		
Development details			
Address	87 GOULBURN ST, HOBART	Property ID (PID)	5546213
Description of development	Partial Demolition, Alterations, Signage, and Partial Change of Use to Food Services		
Schedule of drawings/documents			
Prepared by	Drawing/document No.	Revision No.	Date of Issue
Applicant	Westside Laundry Cafe / Bistro	--	--
Conditions			
<p>Pursuant to the <i>Water and Sewerage Industry Act 2008 (TAS)</i> Section 56P(1) TasWater imposes the following conditions on the permit for this application:</p> <p>CONNECTIONS, METERING & BACKFLOW</p> <ol style="list-style-type: none"> 1. A suitably sized water supply with metered connection and sewerage system and connection to the development must be designed and constructed to TasWater's satisfaction and be in accordance with any other conditions in this permit. 2. Any removal/supply and installation of water meters and/or the removal of redundant and/or installation of new and modified property service connections must be carried out by TasWater at the developer's cost. 3. Prior to commencing construction/use of the development, any water connection utilised for construction/the development must have a backflow prevention device and water meter installed, to the satisfaction of TasWater. <p>TRADE WASTE</p> <ol style="list-style-type: none"> 4. Prior to the commencement of operation the developer/property owner must obtain Consent to discharge Trade Waste from TasWater. 5. The developer must install appropriately sized and suitable pre-treatment devices prior to gaining Consent to discharge. 6. The Developer/property owner must comply with all TasWater conditions prescribed in the Trade Waste Consent. <p>DEVELOPMENT ASSESSMENT FEES</p> <ol style="list-style-type: none"> 7. The applicant or landowner as the case may be, must pay a development assessment fee of \$226.71 to TasWater, as approved by the Economic Regulator and the fee will be indexed, until the date paid to TasWater. <p>The payment is required within 30 days of the issue of an invoice by TasWater.</p>			

Advice

General

For information on TasWater development standards, please visit <https://www.taswater.com.au/building-and-development/technical-standards>

For application forms please visit <https://www.taswater.com.au/building-and-development/development-application-form>

Service Locations

Please note that the developer is responsible for arranging to locate the existing TasWater infrastructure and clearly showing it on the drawings. Existing TasWater infrastructure may be located by a surveyor and/or a private contractor engaged at the developers cost to locate the infrastructure.

- (a) A permit is required to work within TasWater's easements or in the vicinity of its infrastructure. Further information can be obtained from TasWater.
- (b) TasWater has listed a number of service providers who can provide asset detection and location services should you require it. Visit www.taswater.com.au/Development/Service-location for a list of companies.
- (c) Sewer drainage plans or Inspection Openings (IO) for residential properties are available from your local council.

Trade Waste

Prior to any Building and/or Plumbing work being undertaken, the applicant will need a Certificate for Certifiable Work (Building and/or Plumbing). The Certificate for Certifiable Work (Building and/or Plumbing) must accompany all documentation submitted to Council. Documentation must include a floor and site plan with:

Location of all pre-treatment devices i.e. Grease Arrestor, Sink Dry Basket Arrestors

Schematic drawings and specification (including the size and type) of any proposed pre-treatment device and drainage design; and

Location of an accessible sampling point in accordance with the TasWater Trade Waste Sampling Specifications for sampling discharge.

At the time of submitting the application for a Certificate for Certifiable Work (Building and/or Plumbing) a Trade Waste Application form is also required.

The application forms are available at <http://www.taswater.com.au/Customers/Liquid-Trade-waste/Commercial>

Declaration


The drawings/documents and conditions stated above constitute TasWater's Submission to Planning Authority Notice.

TasWater Contact Details

Phone	13 6992	Email	development@taswater.com.au
Mail	GPO Box 1393 Hobart TAS 7001	Web	www.taswater.com.au

Application Information

▼ Application Details

PLN-22-851 Partial Demolition, Alterations, Signage, and Partial Change of Use to Food Services and Hotel Industry 

Submitted on: 16/12/2022

Accepted as Valid on: 16/12/2022

Target Time Frame: 42 Days.

Elapsed Time: 33 Days *(Stopped: 27 Days) = 6 Days* Expiry date: 23/02/2023

Officer: Adam Smee

Have you obtained pre application advice?

☒ No

If YES please provide the pre application advice number eg PAE-17-xx

Are you applying for permitted visitor accommodation as defined by the State Government Visitor Accommodation Standards? Click on help information button for definition. *

☒ No

Is the application for SIGNAGE ONLY? If yes, please enter \$0 in the cost of development, and you must enter the number of signs under Other Details below. *

☒ No

If this application is related to an enforcement action please enter Enforcement Number

Details

What is the current approved use of the land / building(s)? *

Inner-Residential

Please provide a full description of the proposed use or development (i.e. demolition and new dwelling, swimming pool and garage) *

Change of use from laurdromat to cafe/restaurant. Restaurant fitout inside.

Estimated cost of development *

30000.00

Existing floor area (m2)

Proposed floor area (m2)

Site area (m2)

75.00

75.00

78

Carparking on Site

Total parking spaces

Existing parking spaces

N/A

0

0

☒ Other (no selection chosen)

Hours of Business

Are the proposed hours of business different from the existing?

☒ Yes

What days and hours of operation are proposed for the business?

Existing		Proposed	
	<div>From</div> <div>To</div>	<div>From</div> <div>To</div>	<div>From</div> <div>To</div>
Monday to Friday	<div></div> <div></div>	Monday to Friday	<div>07:30</div> <div>21:00</div>
Saturday	<div></div> <div></div>	Saturday	<div>07:30</div> <div>21:00</div>
Sunday	<div></div> <div></div>	Sunday	<div>07:30</div> <div>21:00</div>

Number of Employees

List the total number of people who will be working on the site.

Proposed number of employees	Existing number of employees
<div>3</div>	<div>0</div>

Goods Deliveries

Will there be any commercial vehicles accessing the site?

☒ No

Type of Vehicle	Trips per Week
Very Large (Semi trailer)	<div></div>
Large	<div></div>
Medium	<div></div>
Small	<div></div>

Outdoor storage / seating / number of beds

Is outdoor storage proposed?

☒ No

Other Details

Does the application include signage? *

☒ No

How many signs, please enter 0 if there are none involved in this application? *

0

Tasmania Heritage Register

Is this property on the Tasmanian Heritage Register?

☒ Yes

CERTIFICATE OF TITLE

LAND TITLES ACT 1980



TASMANIA

TORRENS TITLE

VOLUME		FOLIO
139855		1
EDITION	DATE OF ISSUE	
3	07-Mar-2008	
Page 1		of 1

I certify that the person described in Schedule 1 is the registered proprietor of an estate in fee simple (or such other estate or interest as is set forth in that Schedule) in the land within described subject to such exceptions, encumbrances, interests and entries specified in Schedule 2 and to any additional entries in the Folio of the Register.

Alice Kawa

Recorder of Titles.



DESCRIPTION OF LAND

City of HOBART
Lot 1 on Diagram 139855
Derivation : (Section DD) Being the land described in
Conveyance No. 64/2056
Part of Location to Charles Provence
Prior CT 38380/1

SCHEDULE 1

C498450 TRANSFER to JUSTIN FRANCIS WILSON Registered
18-Dec-2003 at noon

SCHEDULE 2

Reservations and conditions in the Crown Grant if any

13/4041 CONVEYANCE: Benefiting Easement: Right to pass and
repass over the strip of land shown as right of way
on Diagram No. 38380

C435512 Benefiting Easement: Right of Footway and a right to
enter for the purpose defined therein over the Right
of Way variable width and marked ABCGHJD on Plan No.
139683 Registered 07-Nov-2003 at 12.01 PM

C435512 Benefiting Easement: Service easement to store gas
bottles over portion of the said land within
described land marked UMNFPRG on Plan No. 139683

C435512 Benefiting Easement: a right for the eaves, gutter
and spouting erected to overhang over portion of the
said land within described marked ESGHJD on Plan No.
139683

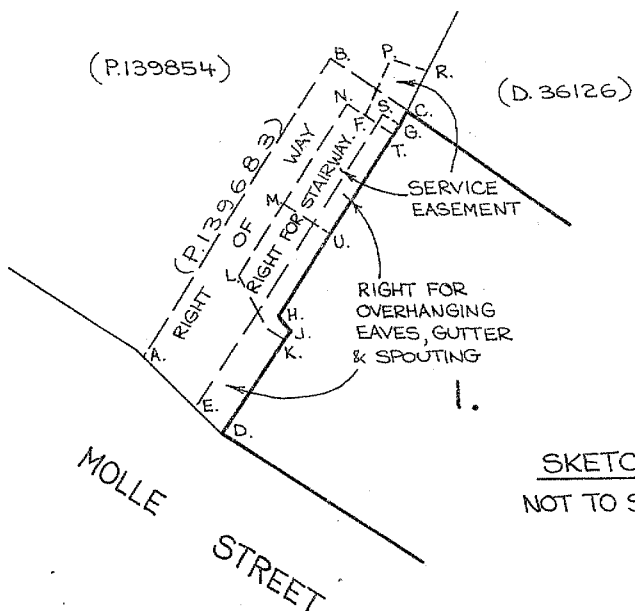
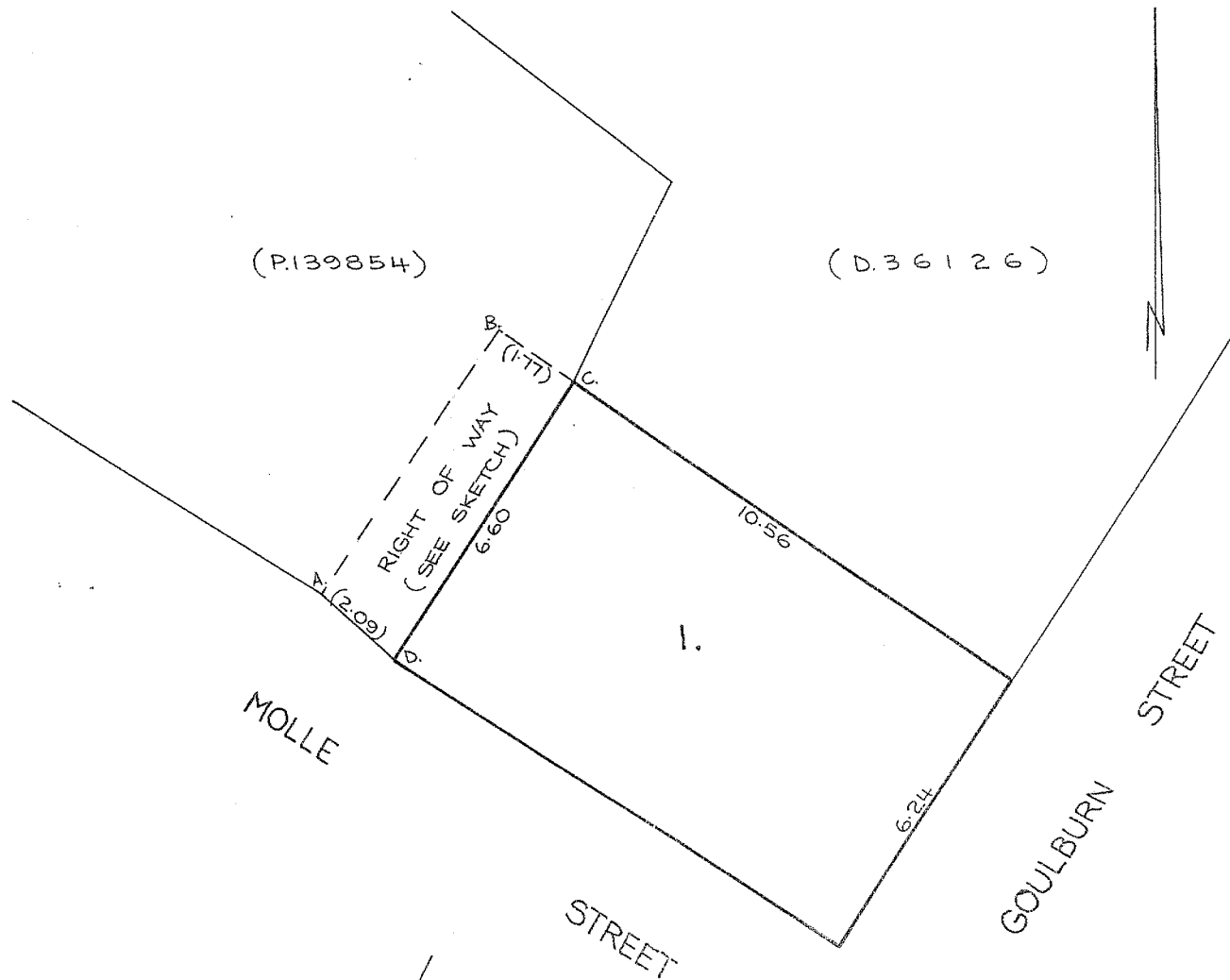
C435512 Benefiting Easement: a right for stairway erected to
overhang over portion of the said land within
described marked KLMNTUJH on Plan No. 139683

OWNER FOLIO REFERENCE F.R.38380/1 GRANTEE PART OF LOCATION TO CHARLES PROVENCE	<h1 style="text-align: center;">PLAN OF TITLE</h1> <p style="text-align: center;">LOCATION CITY OF HOBART SEC. DD</p> <p>CONVERTED BY PLAN No D.38380</p> <p>COMPILED BY L.D.R.B.</p> <p>NOT TO SCALE LENGTHS IN METRES</p>	REGISTERED NUMBER <h2 style="text-align: center;">P139855</h2> APPROVED <u>27 AUG 2003</u> <i>Alice Kawa</i> Recorder of Titles
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MAPSHEET MUNICIPAL CODE No. 114 (5225-52)	LAST UPI No G.C.T. 58	LAST PLAN No D.38380	ALL EXISTING SURVEY NUMBERS TO BE CROSS REFERENCED ON THIS PLAN
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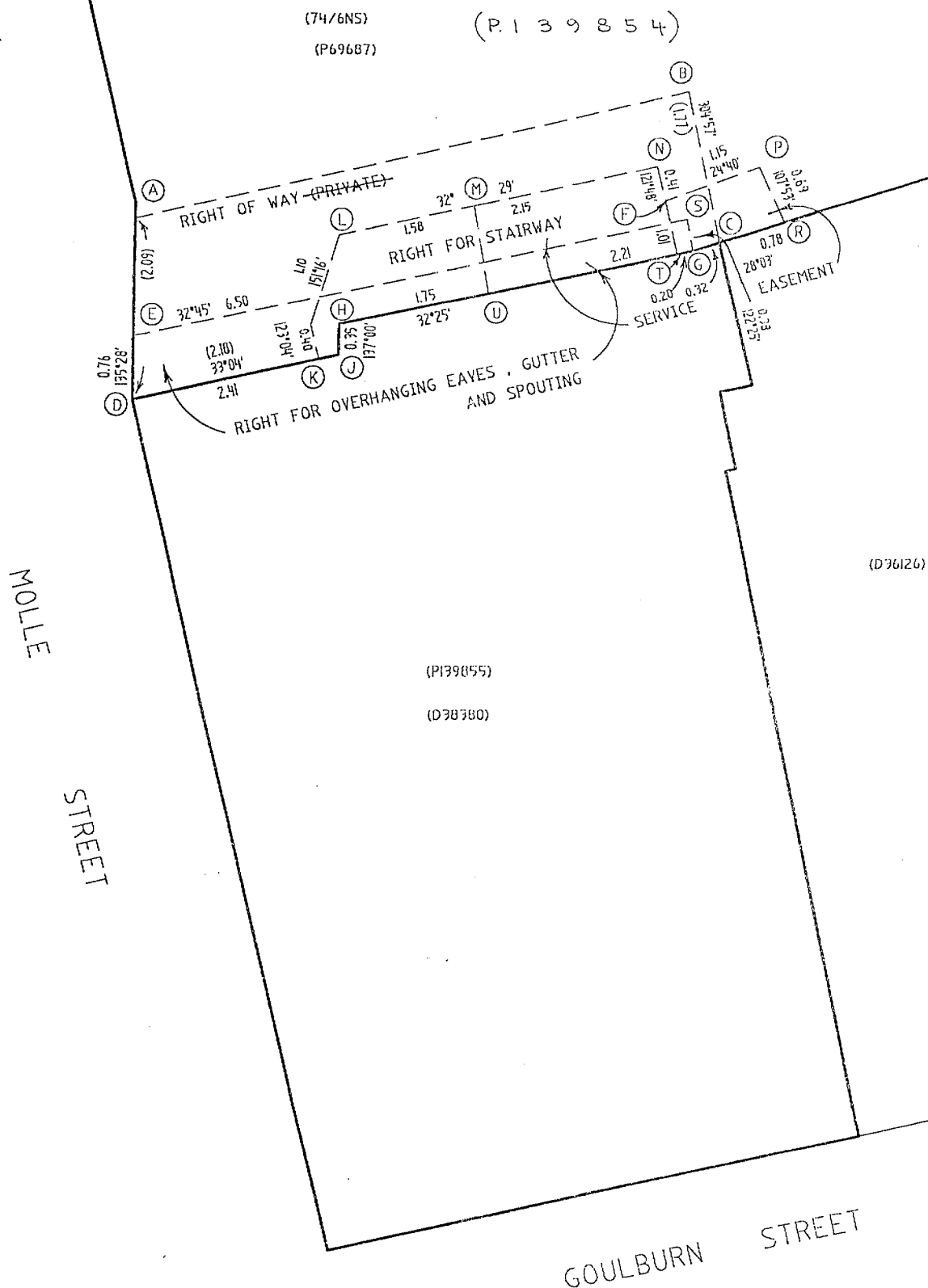
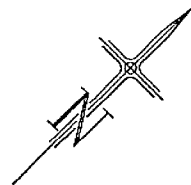
SKETCH BY WAY OF ILLUSTRATION ONLY
 "EXCEPTED LANDS"

~~BALANCE PLAN~~



OWNER STRATA CORPORATION NO. 59850 97,99,101,103,105,107 MOLLE STREET, HOBART FOLIO REFERENCE C.T. 59850-0 GRANTEE PART 0a Or 19.5p GTD TO F.J.WASLEY	<h2 style="text-align: center;">PLAN OF SURVEY</h2> <p>BY SURVEYOR N. D. LEARY of GRIGGS LEARY & CO P/L 295 ELIZABETH STREET, NORTH HOBART.</p> <p>LOCATION</p> <h3 style="text-align: center;">CITY OF HOBART SEC. D.D.</h3> <p>SCALE 1: 50 LENGTHS IN METRES</p>	<p>Registered Number</p> <h1 style="text-align: center;">P 139683</h1> <p>APPROVED 27 AUG 2003 EFFECTIVE FROM</p> <p><i>Alice Kawa</i> Recorder of Titles</p>	
MAPSHEET MUNICIPAL CODE No. 114 (5225-52)	LAST UPI No. GCT59	LAST PLAN No. STR 59850	ALL EXISTING SURVEY NUMBERS TO BE CROSS REFERENCED ON THIS PLAN

EASEMENT SURVEY



BRINE BROTHERS PTY LTD

Hobart, Tasmania

12th January 2023

Dear Sir/Madam,

RE: Application NO. PLN-22-851

Thank you for your time on the phone regarding the above application.

Please take a look at our response to your questions below.

1 -We aim to operate as a food and coffee service business with alcoholic beverages available to accompany meals only. We are installing a commercial-grade kitchen, and 1 of our partners, an experienced Chef (formerly of Mona, Home Hill Winery, and Henry Jones Art Hotel), will be working with us full-time to offer a full-day food menu in a cafe or small sized bistro. We will be applying for a Special License (Liquor) as a cafe/restaurant to permit the sale of liquor for consumption on the premises:

- between the set times of operation
- and will comply with any conditions, i.e. consumption of alcohol only permitted with food

Our principal activity is serving food for consumption on premises.

2 - No additional external lighting is proposed.


3 - The only commercial vehicle movements will be possible stock deliveries as standard with a small cafe between regular business hours, i.e. 9 am-5 pm.

4 - Please refer to page 2 of this document for the original layout of Westside Laundry and, page 3 for our new layout which clearly shows the kitchen, specific service areas and customer seating.

5 - No additional signage is proposed. Existing signage for Westside Laundromat will remain on the external front/facade.

If you require anything further, please let us know, and we can get that information to you promptly.

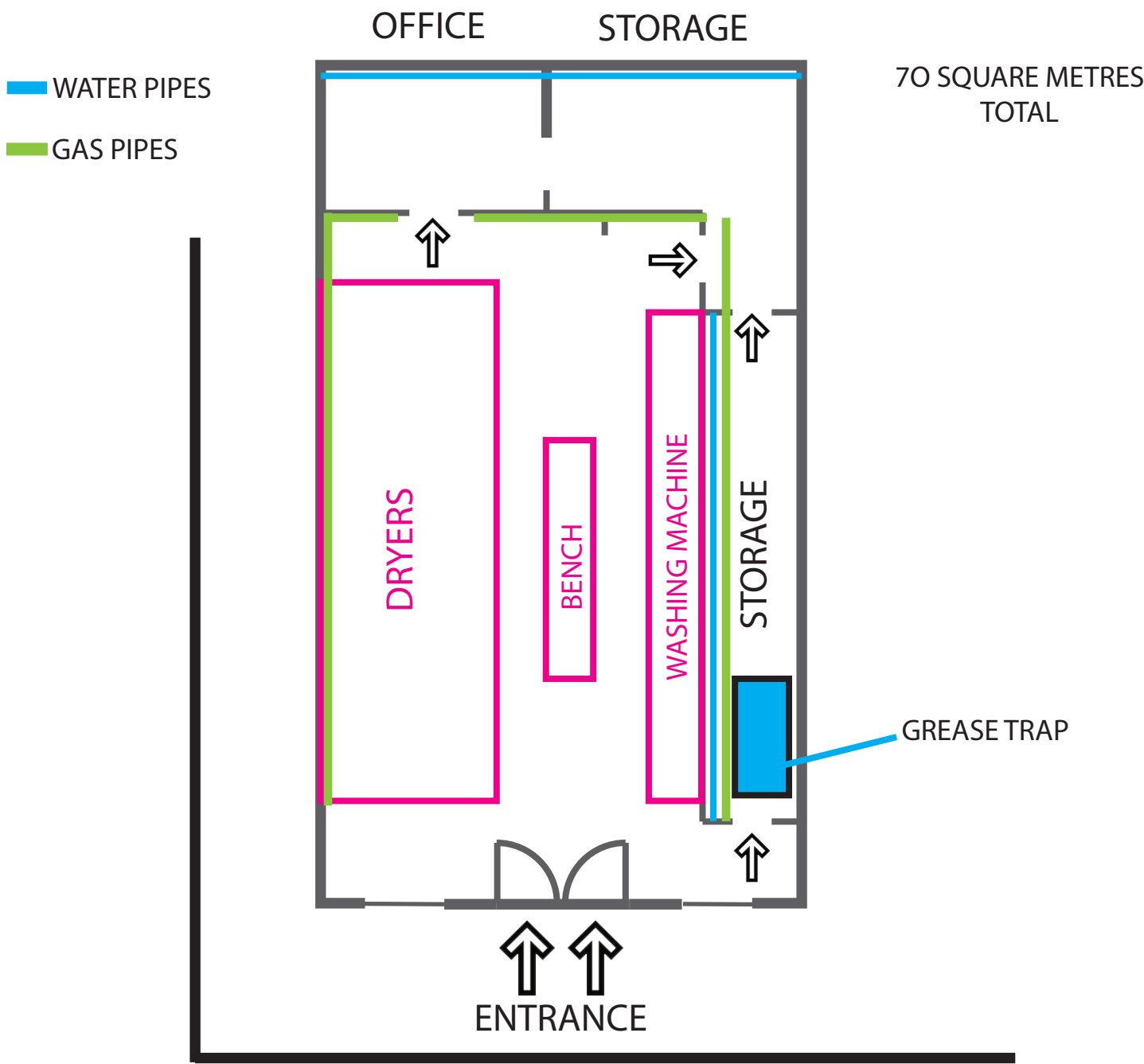
Sincerely,



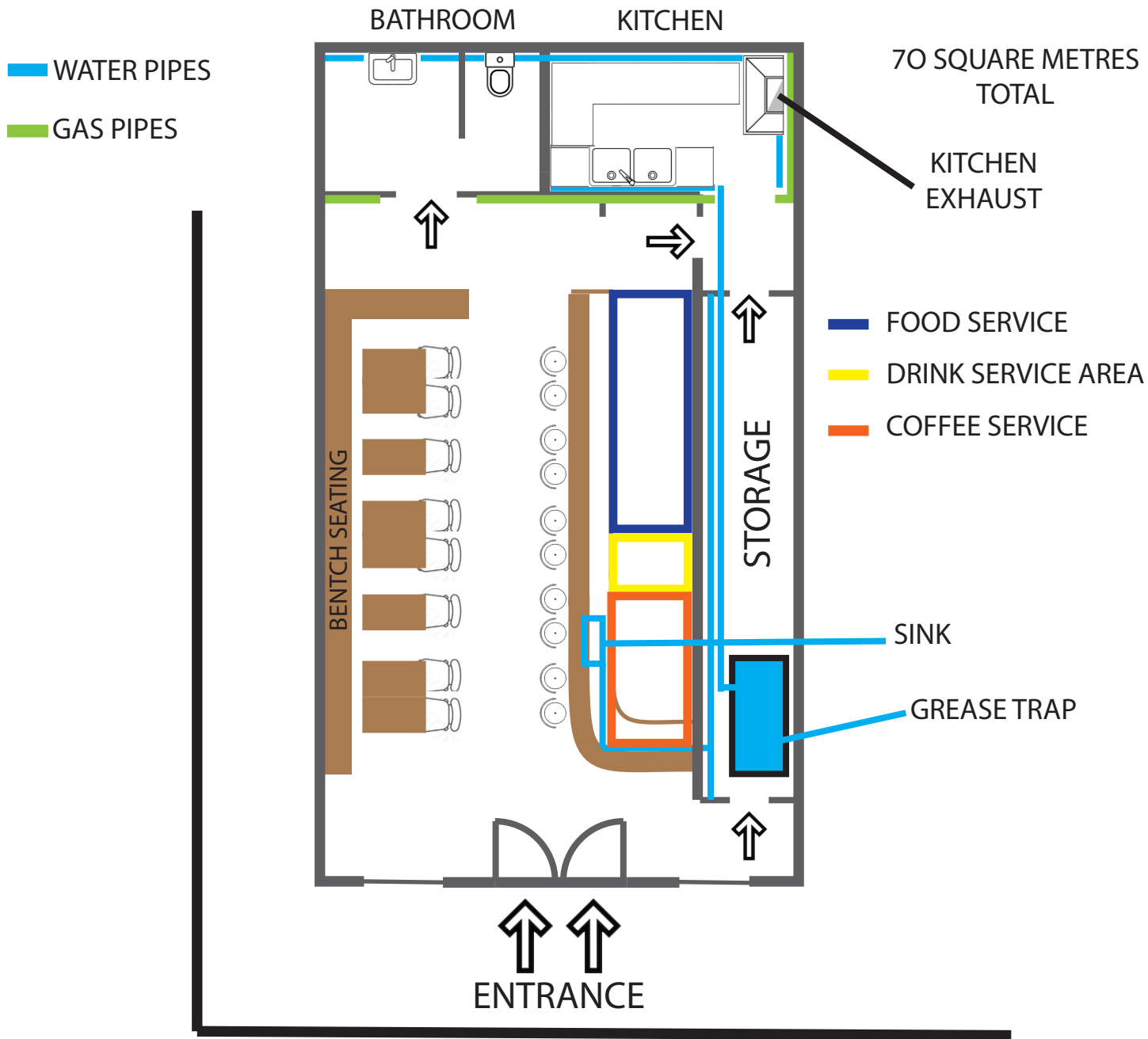
Fletcher Scott,

Brine Brothers Pty Ltd

WESTSIDE LAUNDRY BEFORE WE TOOK
OVER THE LEASE



WESTSIDE LAUNDRY CAFE / BISTRO



Westside Laundry Bar
Business Plan

1st November 2022

Brine Brothers Pty Ltd
Dom Walsh and Fletcher Scott

Table of Contents

1. Executive summary

2. Introduction

3. Mission Statement

4. Operations Plan

5. Cost Analysis

Mission Statement

To offer a unique venue where casual, destination diners and locals alike can enjoy a fresh take on the dining and drinking scene in Hobart. At our Bar and Diner, customers will enjoy open, “old school”, personalized hospitality and our staff will be encouraged to express their creativity and hone their hospitality skills. We will strive to make every customer visit a stand alone, memorable, dining experience.

Executive Summary

West Side Laundry will be a small local food and beverage outlet located in West Hobart.

It will operate as a 40 seat aperitivo bar and 40's style diner from 7.30am to 9pm (subject to council approval). Coffee will be the focus in the morning with pre-made breakfast and take away lunch options available. The kitchen will open for lunch from 12pm and the full menu will be offered the rest of the day till last orders at 8pm.

The Bar will be focused mainly on European style aperitivo offerings. Mostly light easy drinking wines and long, sparkling and refreshing cocktails. The idea is to promote an early drinking culture, as people are heading home from work or are on their way into the city for a night out.

The menu will lean towards a loose New York diner theme, with Italian, Spanish, N.Y.C Jewish and Eastern European foods as inspiration. We will highlight fresh Tasmanian produce, offering bar snacks, small plates and share platters. Whilst offering good value for money we are hoping to put together a unique and upmarket style diner menu using premium ingredients. We feel that a menu including spanish style tapas and fast food fusion (eg. MOVIDA, Melb; Continental, Syd.) will fill a niche in Hobart and will be well received by the locals of the bar's geography.

We intend to run the bar/diner “lean”, keeping overheads down by having drinks and food prepped in advance for service. Staff will be expected to be multi-skilled and be able to prepare food, run the floor and step behind the bar at all times. As long as the bar runs with good flow coming from the floor plan, menu design and experienced staff, we should be able to keep the overheads small. A minimal crew would be two during standard operations (full timers), three during busier times (+ 1 part timer) and four or five at peak times (+ 1-2 casuals/ on-call staff). Furthermore we will keep stock margins low by having a weekly stock plan. A small menu of 10-14 dishes, a minimal back bar, batched cocktails and a small rotating list of wines and beers as they come on special from suppliers.

The target market we are aiming for are those that generally have a high disposable income. Demographics including culturally aware locals, casual and destination diners and tourists aged between 18 and 60.

By creating a comfortable, relaxed atmosphere and attitude, while providing a dining experience with a friendly, high service standard we hope to stay unique and remain leaders in the Hobart Bar/Restaurant scene, maintaining growth for a minimum of five years.

Implementing this plan we forecast a soft opening by late January / early February 2023 with our focus to be operating smoothly by Dark MOFO 2023 (July).

Introduction

Purpose

This plan will provide a vision into the operations of the business, maintain our focus throughout the project and enable others such as investors to understand the vision that we convey.

Description of the product and service

West Side Laundry Bar will be an inner city aperitivo bar and diner with a subtle 1940's americana themed atmosphere.

Throughout the day, Westside Laundry will be open and bright, ideally with alfresco frontage, small cafe tables, booth dining and bar stools. Customers can order coffee, food and drinks from the bar, with a NY Deli style flow.

Early evening we will create a more sophisticated and intimate atmosphere around an aperitivo hour idea with table and bar service.

Feelings that we want to incorporate into the decor by day will be

- Grain wood furnishings/booths, with old and new pieces married together.
- Greens, Whites and Grungy Pastel (Vintage) colour scheme.
- Indoor plants and open doors, inviting sunlight during the day.
- Clean lines, different textures, exposed/original materials, pipes, tiles and brick.
- Vintage inspired art, photography and marketing material.
- Funky, fun music.
- All playing on the original Westside Laundromat Art Deco facade.

Feelings that we want to incorporate by night will be

- Early evening cocktail lounge feel.
- Warm inviting colours, heating, welcoming host.
- Candles or low lighting.
- Sophisticated, sexy, jazz and house music.

Description of the product and service

We will offer a small, dynamic wine list, including introductory level wines and more unusual/obscure but affordable options. Wines will be sourced locally when appropriate.

To start we will offer 6 wines. The hero wine will be an entry level medium dry Tasmanian sparkling or prosecco. This will be our push during the aperitivo hours and will be used in our sparkling cocktails.

Three whites on the list will be dry and fresh, with one light high acid style, one mineral italian/french style and one more oaked option.

Two reds will be easy drinking table wines, one fruit driven and one more tannic full bodied wine.

All wines will be available by glass and bottle. Prices will range between \$12 - \$22 per glass. \$45 - \$82 per btl. Wines will come on and off the list as available, keeping the list fresh and fun.

Beers will be local tinnies with two clean crisp lagers (to match aperitivo "afternoon/early evening drinking" idea), maybe one ale and one dark or stout.

The cocktail menu will be easy to navigate, colourful and fun. Drinks will be listed under Aperitivo, "Straight Up" and Mixed Drinks' headings. Aperitivo drinks will be the main focus with light, refreshing and delicious drinks throughout the list. Cocktails listed as Aperitivo will be long and sparkling, bitter-sweet, light, savoury, clean, easy drinking and make up most of the list (3 or 4). "Straight Up" cocktails will be a nod to the 1940's theme and short martini style (2). Mixed drinks will be two easy drinking cocktails over ice. All cocktails will be pre-batched when possible, with our aim to keep cocktail service fast, efficient, cheap and uniform.

The menu will be inspired by New York style diner and deli food. Heavily influenced by Spanish tapas, South American, Italian American, Jewish deli and Eastern European bar food, it will feature bar snacks, small plates, sandwiches and share platters.

Dishes will be simple contemporary takes on tapas and American/New York diner and bar food, highlighted by premium local produce. All food will be easily prepared vire suve, on the broiler or under the flat grill from pre-prepped portions.

We will have 10 to 14 offerings to start, presented on a one page menu. Some signature dishes could stick, but the goal would be to change the menu seasonally until we identify the "hero" dishes. Example menu with pricing as follows;

General Analysis

Business Mission

Mission Statement- To offer a unique food and beverage experience that will maintain financial growth and stability with the goal of eventually being considered an iconic venue of Hobart.

Goals

Open and run a successful and profitable restaurant/ bar.

Maintain public interest and business growth for at least 5 years.

Stay relative and become leaders within a growing Hobart bar scene.

Purpose of the service and need it fulfils

Offer Hobart a new, fun drinking and dining option that highlights an aperitivo experience.

We will satisfy a niche by offering a relaxed, cool, desirable atmosphere while maintaining high dining service standards with friendly and informed staff. Hobarts restaurants and bars offer one or the other but rarely deliver both.

The Market Served

The target market we are aiming for are those that generally have a high disposable income. Demographics including culturally aware locals, casual and destination diners and tourists aged between 18 and 60.

West Hobart is an affluent area with North Hobart, Newtown, South Hobart, Sandy Bay and the City CBD as neighbouring suburbs. We hope to tap into this local scene by marketing Westside Laundry as a local hub to meet for coffee, drinks and food.

As a secondary focus we hope to attract the local city students and budget conscious travelers by offering aperitivo drink and food specials during early evening hours and on Sundays for a recovery day themed special menu.

Business Structure and Management

Brine Brothers Pty Ltd

Shareholder & Director: Dom Walsh, Manager, Full Time

Shareholder & Director: Fletcher Scott, Manager, Full Time

Shareholder & Associate: Matt Sky

Guaranteed Part Time Supervisor (24hrs per wk)

Casual Staff (5-32hrs per wk)

Skills Assessment

Fletcher Scott: Over 20 years extensive hospitality experience and industry knowledge.

Dom Walsh: Over 20 years extensive hospitality experience and industry knowledge.

Justin Martin: Qualified accountant hospitality experience understanding.

Mathew Skye : Entrepreneur Investor

Market environment

The competition

10-20 similar venues in similar locations (City fringe). Hobart is experiencing some growth in the small bar/small business industry.

Pigeon Hole Cafe is direct competition geographically. It is a popular licensed cafe that serves breakfast and lunch.

Our unique concept eliminates direct competition, but will assist in growing a dining culture in the local area.

Pricing and service standards in the industry

Pricing and Service standards are relatively consistent across the industry. Pricing is standardized. Alcohol is approx 80-200% mark-up, Food is approx 30-50% mark-up. Depends on market and product standard used.

We will look to have some entry level pricing but ultimately our product will be middle to up market.

Industry or organization sales figures that are available

Benchmark figures taken from the Institute of Chartered Accountants, in relation to restaurants in capital cities, are used in the Income and Expenses Spreadsheets (see 4.3) to give an indication of accuracy of our estimates.

SWOT Analysis

STRENGTHS <ul style="list-style-type: none">• Young, ready, energetic, enthusiastic• 30+ years of combined hospitality experience• Contacts and support in all areas of industry• Good understanding of hospitality trends "Finger on the pulse"• Exceptional work ethic	WEAKNESSES <ul style="list-style-type: none">• First venture• Little experience in small business management• Only a partial understanding of logistics, running costs, leasing, licences etc• Minimal personal capital backing
OPPORTUNITY'S <ul style="list-style-type: none">• Opportunity provided for start up capital• Government small business incentives• Opportunity to satisfy a niche in the Hobart city bar scene	THREATS <ul style="list-style-type: none">• A downturn in the market recovering from the COVID, and timid spenders coping with inflation!• Fickle market that follow trends pose risk of young businesses falling out of favour after opening months• Other more established venues in the local area

Risk Analysis

Addressing Weaknesses

- Have experience in other management and supervisory positions in the industry.
- Confident people skills.
- Have a number of contacts and industry specialists on hand to offer advice at all times/ when needed.
- Planning to undertake business management courses to further our personal capabilities and understanding of small business management.
- Opportunity for personal investors.

Addressing Threats

- Bounce back in spending offers an opportunity to target the market.
- Need to establish a quality standard and benchmark for business that does not falter. The standards need to be assessed regularly and scrutinised to assure customer satisfaction. VIP's need to be identified and locals and regulars rewarded appropriately.
- Offer specials, unique products, services, menu items, cocktails and wine lists to keep patrons eager. VIP incentives and frequent diner rewards.
- Media and Marketing. Social Media strategies and "word of mouth" essential.

Operational Plan

Key Business Objectives

- Create a profitable business – Payoff business buy costs (investment and start up costs) within 2 years of operation.
- To create a restaurant where customers can enjoy food and wine that is of a very high standard.
- Get good reviews soon after opening (e.g. online and publications) – Get a good branding and good exposure by focusing efforts into getting good reviews. They are worth their weight in gold and can make or break a business. Therefore our standards of business and service must be of high quality and maintained CONSISTENTLY!
- Personal objectives are to develop into becoming good managers, by projecting the right image and attitude to our staff, customers and friends, and our business overall.
- Stay fresh and ahead of trends, keep customers interested and coming back. Use customer feedback to maintain high levels of awareness in their needs and industry trends.

Implementation strategy

A timeline of our objectives, allocating tasks on a monthly basis leading up to the Grand opening has been prepared, and shown on the following pages.

Marketing

Market research

Our own research and knowledge in bars and restaurants, involving our research sheets (see appendix 1), showing;

- What we like.
- What we dislike.
- What seems to be working for them.
- What doesn't work for them.
- How would we improve their business?
- Where are people spending their money – Small food, large food, cheap drinks, expensive wine/sparkling, cocktails?

Pricing strategy

Pricing will be:

- As to provide value for money.
- Medium to upmarket.
- Offer value options leading right up to luxury options. Targeting an inner city middle class average spender looking for indulgence and a fun night out.

Price Sensitivity

Mostly middle to upmarket pricing to reflect quality and inner city locale.

Offer introductory options on the wine list then price wines accordingly.

Keep cocktails simple, fun and accessible.

Offer specials on drinks, e.g. happy hours, aperitivo hour specials

Contemporary diner style/ seafood menu priced accordingly. Midweek/happy hour specials and cheaper share options to attract the budget conscious.

Target Market

Demographics of our target market are

- Locals
- Coffee drinkers on their way to work
- 9-5 workers on their way home
- City bound pre drinkers
- Aged 18 – 60
- Culturally aware, trend conscious diners
- Groups of friends/ Couples/ Daters
- Destination Diners

Motivation of our customers

- They want to experience something new and unique.
- They want to be somewhere that they're not excluded from but feel a "part of" the trend.
- Looking for a relaxed environment that doesn't relax on service or dining standards.

When will "they" buy?

- Celebrations
- Weekends
- After work drinks
- When dating
- Dining out
- When they want to try new styles in food/wine/cocktails
- Entertaining

What are their buying patterns?

Westside Laundry Bar needs and therefore will encourage repeat business by;

- Encouraging a healthy locals scene
- Changing menus and wine lists regularly
- Identifying VIP's and regulars

Distribution

What we are selling is an experience, an image and a stylized offering of drinks and food. To distribute the Westside Laundry experience we will rely heavily on customer's word of mouth. Westside Laundry will also aim to get our name in the public eye using social media, web and magazine articles, reviews and our website.

Promotional Strategy

1. New business

- Get good reviews- Work with contacts around Hobart to obtain a good review.
- Contact publications for opening mentions and interviews.
- Advertise in inner city magazines (specials only!).
- Offer specials, such as;

Happy hours, aperitivo hour cocktails specials.

Hospitality night, early week specials

Student nights, cheap beer/wine.

Mid week meal specials.

Sunday recovery day specials, "hair of the dog" food, Bloody Marys

2. Repeat business

- Regular's recognition.
- VIP/regulars coffee cards/tabs/discounts?
- Keep menus fresh and wine lists interesting.
- Stick to our standards in all aspects of the business including service and atmosphere so customers who know and enjoy the Westside style, and will always return.
- Menu and wine list testing nights for regulars/ friends to let us know what they like/dislike before it goes on the menu.

3. Past Clients

- Email/mailling lists regarding information and specials, party's, bands, DJ's?
- Vouchers and promotions.
- S.M.S texts.
- Westside Laundry Bar Merchandise.

Financial Plan

See Following pages for spreadsheet of Income and Expenses figures, and cash flow scenarios.

<https://docs.google.com/spreadsheets/d/1JbYpYC8QzcTWkW4JJ6qwFzmXHoLvo-Lb/edit#gid=59543243>

