

Strategic Financial & Operational Roadmap

Operationalising the 'Buffet Bliss'
Premium Dining Concept

Confidential | Jan 2026 Strategic Plan

Executive Summary: High-Yield Ambition Meets Financial Discipline



The Vision (Situation)

Positioning Buffet Bliss as a destination venue.

Target AOV: **\$150 – \$250.**



The Challenge (Complication)

Current modelling indicates a critical flaw.

Variable Cost Rate: **180%**
(Mathematically Impossible).

Contribution Margin: **-80%**.

Staffing: **12 FTEs** (Critically Lean).



The Resolution (Roadmap)

7-Step Execution Roadmap.

Restructure Variable Costs: **<55%**.

Secure Funding: **\$610k**
CAPEX + **\$520k** Cash Buffer.


2030 Goal: Scale to **205 FTEs**
& **\$457m** EBITDA.




The Commercial Proposition: Justifying the Premium Price Anchor

Midweek Profile


Header: Target AOV: \$150

 **Strategy:** Volume Driven

 **Beverage Mix:** 25%


 **Target:** Corporate Groups

Value Drivers:
Live Cooking,
Premium Ingredients



Weekend Profile

Header: Target AOV: \$250

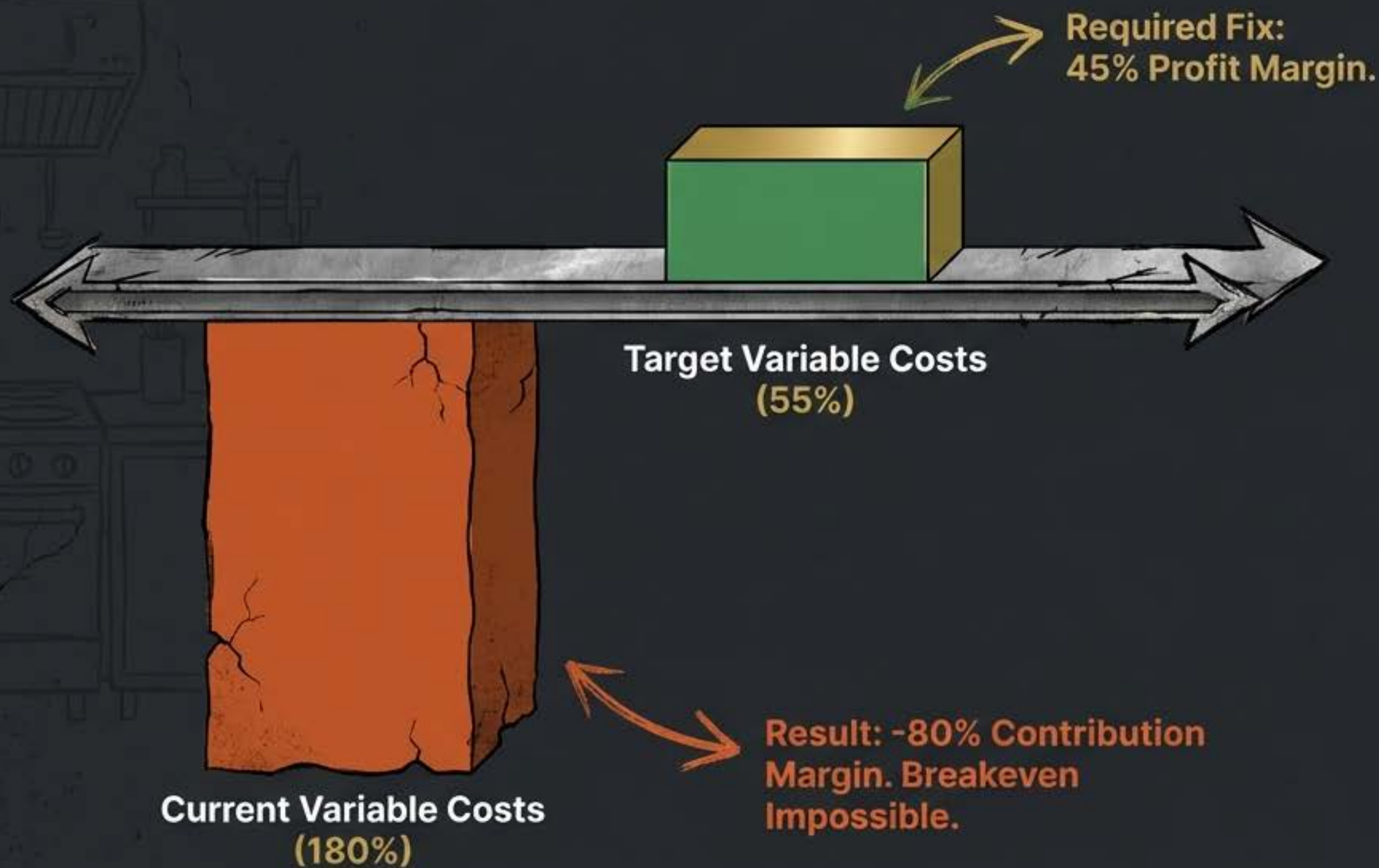
 **Strategy:** Yield Driven

 **Beverage Mix:** 35%

 **Target:** Affluent Families

Requires premium seafood & live stations to justify price floor.

Financial Viability Alert: The Cost Structure Correction



Survival Metric: To cover costs at 45% margin, Monthly Revenue must hit \$19.44M. Requires ~14,400 daily covers at \$45 avg.

Action: Immediate restructuring of COGS and labour efficiency required.

Operational Stress Test: Mitigating Service Failure Risks

Low Pressure

Current Plan: 12 FTEs /
300 Weekly Covers

High Pressure - Red Zone

Peak Load:
Friday/Saturday Volume



**Risk: 14+ Day
Onboarding Time = High
Churn Vulnerability.**

The Solution



Target Ratio: 1 Service FTE per 30 Guests (Peak).



Mandatory Cross-Training (2 Stations).



Manage 14-day lead time for new hires.

Capital Requirements & Funding Structure

CAPEX (\$610,000)



Cash Buffer (\$520,000)



The Execution Roadmap: January – July 2026



Phase 1: Market Validation & Financial Stress Testing

Step 1: Price Anchor



Benchmark: Local competitors avg \$120. We must validate market support for \$150–\$250. Failure here = Model Failure.

Step 2: P&L Viability



Goal: Prove coverage within 3-month breakeven window.

Phase 2: Asset Security & Location Lock

Step 3: Funding (Q1 2026)

- **Equity:** Immediate Commitment.
- **Debt:** Secured against **\$150,000 Kitchen Equipment** (Longest Lead Time).

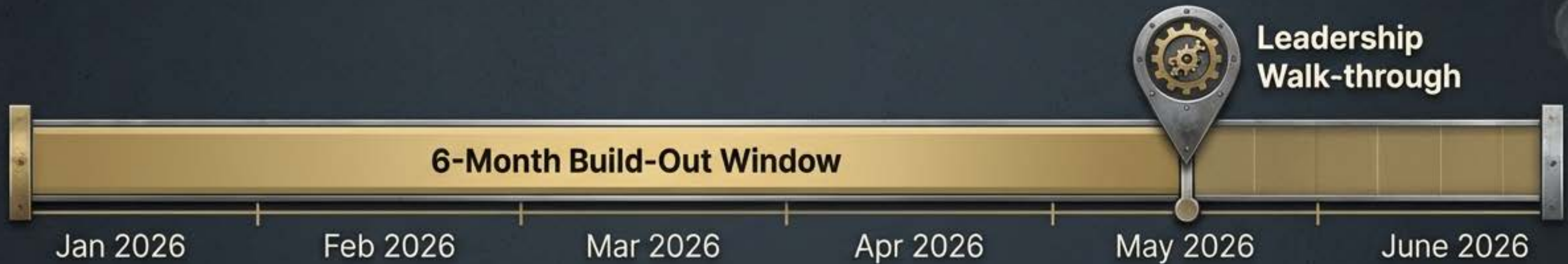


Step 4: Lease Negotiation

- **Target Rent:** **\$15,000 / month.**
- **Critical Term:** Align start date with end of build-out.
- **Check:** Security deposits must not cannibalise **\$610k CAPEX.**



Phase 3: Construction & Design Management



Financial Control

- **Budget: \$200,000** (Interiors)
- **Contingency Rule:** If >10% overrun, draw from **\$91,500** contingency.
- **Warning:** DO NOT touch **\$520k** Operating Cash.
- **Risk:** Delays burn **\$26.5k/month** in OPEX.

Phase 4: Operational Readiness & Inventory

Step 6: Key Leadership






Exec Chef (\$150k)



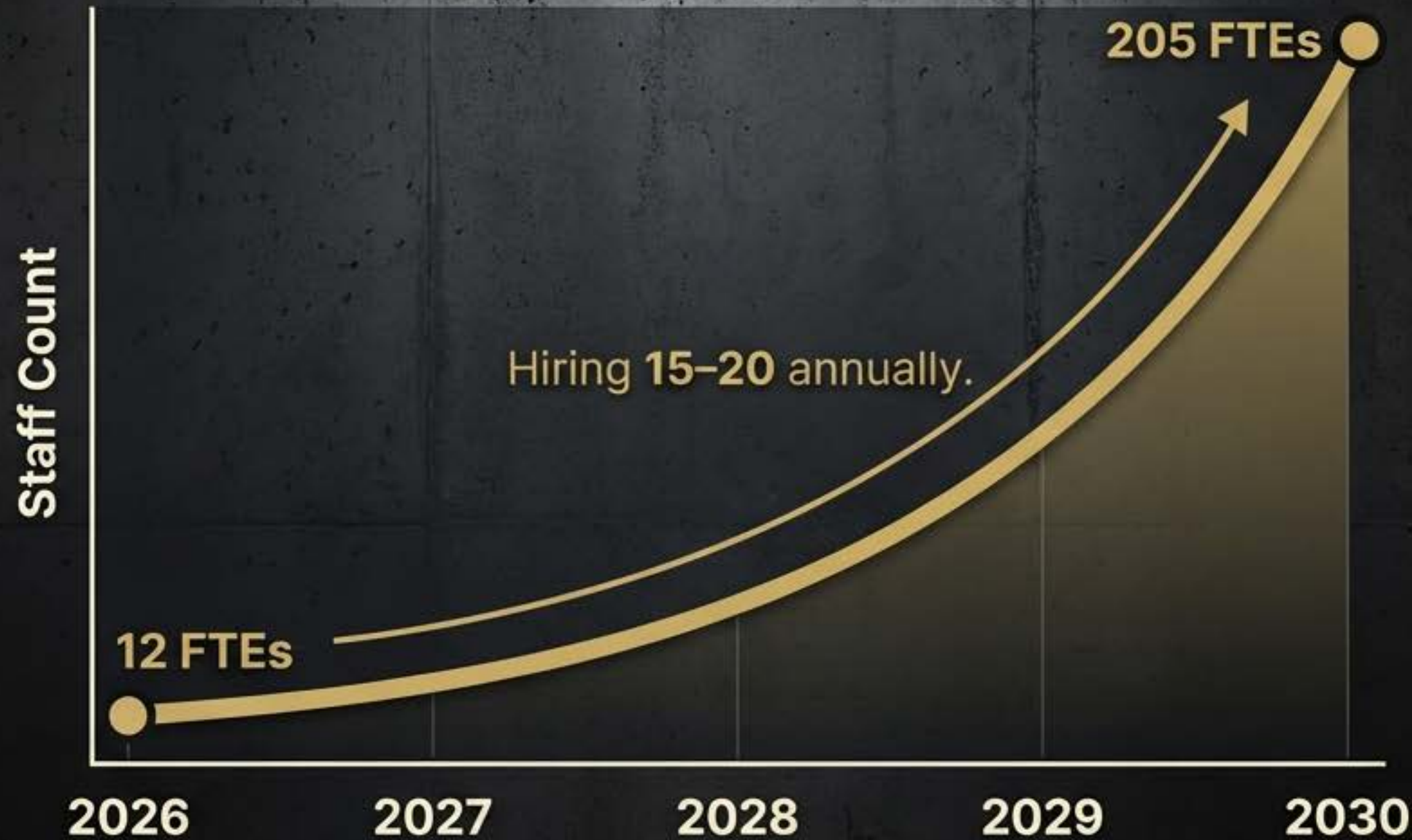
Manager (\$90k)

Must start DURING build-out.
Task: Menu & Kitchen Layout
Validation.

Step 7: Inventory & Liquidity

- Vendor Commitments for Premium Ingredients. 
- Verify **\$520k** Cash Buffer is LIQUID. 
- Sign Inventory Orders (July 2026). 

Future Outlook: Scaling to 2030



Financial Ambition

Financial Ambition:
\$457m EBITDA
Potential.

Revenue Driver:
Weekend AOV ceiling
increased to \$350.

Strategy: Retention &
Tenure rewards.

Critical Success Factors

1. Cost Discipline

Reduce Variable Cost from **180%** to **<55%** immediately.



2. Cash Preservation

The **\$520k** buffer is sacrosanct.
30-day payables cycle.



3. Price Integrity

Validate **\$150+** price point
against **\$120** competitors.



4. Leadership

Onboard Chef & Manager
during construction.





Buffet Bliss

Strategic Roadmap Complete.
Next Action: Phase 1 Market Validation.

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