

Catch n Cook BBQ

Hook it. Cook it. Love it.



Executive Summary.

Catch n Cook BBQ is an experiential restaurant that transforms ordinary dining into an interactive adventure by letting guests catch their own fish before enjoying a custom prepared meal. The restaurant features safe, curated indoor fishing pools where diners take part in selecting the freshest possible entrée. After the catch, guests work with our culinary team to choose BBQ styles, seasonings, and sides, creating a meal that feels personal and memorable. This hands-on approach blends fun, freshness, and flavor, offering an experience far more exciting than traditional dining. Catch n Cook BBQ appeals to families, food lovers, and groups looking for something unique to do together. With a focus on sustainability, high quality ingredients, and immersive service, the restaurant stands out in the growing market for experiential dining. Ultimately, Catch n Cook BBQ turns mealtime into an engaging event guests will want to return to again.

Mission Statement

Catch n Cook BBQ exists to transform ordinary meals into unforgettable experiences by empowering guests to catch their own fish and enjoy fresh, chef crafted barbecue. Our mission is to blend fun, flavor, and hands-on engagement in a welcoming environment where

families and friends can connect, create memories, and enjoy sustainably sourced food. We are committed to delivering exceptional service, high quality ingredients, and a dining adventure that keeps guests excited to return.

Vision Statement

Our vision is to become the leading experiential dining destination, redefining how people think about eating out by combining interactive fishing, innovative barbecue, and community centered hospitality. Catch n Cook BBQ aims to inspire a new generation of restaurants that prioritize freshness, sustainability, and immersive experiences. We envision a future where dining is not just a meal but a meaningful adventure shared with the people you care about.

Business Description

Catch n Cook BBQ was created to address a major problem in today's dining landscape: people are tired of repetitive, predictable restaurant experiences that offer nothing memorable. To solve this, Catch n Cook BBQ delivers an immersive, hands-on adventure where guests catch their own fish from our temperature controlled indoor pools and then watch our chefs transform their catch into a fresh, customizable BBQ meal. This interactive model blends entertainment with exceptional food quality, giving diners a sense of ownership and excitement that traditional restaurants lack. The business operates through a streamlined system that includes sustainable aquaculture practices, guided fishing experiences led by trained staff, a transparent prep area where guests can observe the cleaning process, and a BBQ kitchen specializing in diverse cooking styles and flavors. By combining activity, freshness, and flavor under one roof, Catch n Cook BBQ positions itself as a standout destination for families, groups, and food lovers seeking a dining experience that is engaging, memorable, and truly unique.

Market Analysis

Catch n Cook BBQ enters a dining market where consumers increasingly seek memorable, interactive experiences rather than traditional sit down meals, yet few restaurants offer true participation based dining. Our primary competitors include experiential chains like The Melting Pot, Benihana, and Rainforest Café, as well as regional seafood concepts such as Joe's Crab Shack and Bonefish Grill, which offer fresh seafood but lack the hands on engagement we provide. We also compete indirectly with family entertainment venues like Dave & Buster's and Topgolf, which attract groups seeking activities paired with food. Catch n Cook BBQ differentiates itself by combining entertainment, sustainability, and fresh BBQ cuisine through a unique catch your own model no competitor currently offers. Our target market includes families seeking memorable outings, young adults and teens looking for social, Instagram worthy experiences, food enthusiasts who value freshness and novelty, and group events such as birthdays, team building activities, and school outings. By appealing to customers who want more than a meal they want an adventure Catch n Cook BBQ positions itself to capture a growing segment of diners who prioritize experience, personalization, and fun.

Products and Services

Catch n Cook BBQ offers a fresh, interactive menu centered around our Famous Fish Package, where guests fish for their own entrée from our indoor pools and then choose how our chefs prepare it using BBQ, Cajun, lemon pepper, honey garlic, or classic seasoning styles, with the full experience typically priced between \$20–\$32 depending on fish size. For guests who prefer ready to order options, we serve BBQ chicken plates, smoked brisket sandwiches, and pulled pork bowls, each ranging from \$12–\$16, along with sides like mac and cheese, cornbread, coleslaw, BBQ fries, and grilled vegetables priced at \$3–\$6. Families and groups can enjoy shareable BBQ platters featuring a mix of proteins and sides for \$35–\$55, while younger diners can choose the Kids' Catch Combo or a BBQ chicken option for \$8–\$10. Every menu item is designed to match our mission: fresh, customizable, and fun, giving guests a meal that's both delicious and memorable.



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Organization and Management

Luciah Giaccio runs the business as the Founder & Executive Director, setting the vision, overseeing strategy, and ensuring all departments work toward the same goals, while the rest of the team operates with clearly defined responsibilities: an Operations Manager handling daily workflow and internal processes, a Finance & Compliance Lead managing budgets, reporting, and regulatory obligations, a Marketing & Communications Director shaping brand identity and outreach, a Product Development Lead driving innovation and improving the core offering, and a Client Relations Manager maintaining customer satisfaction and communication, all team members including Luciah receive the same annual salary of \$120,000, reinforcing a culture of equity, and shared accountability across the organization.

Marketing and Sales

A company can attract customers by combining strong branding with five distinct advertising methods while also applying the four Ps of marketing and maintaining a clear sales process supported by long term customer retention practices. The foundation begins with branding which shapes how the company is recognized and remembered through consistent visuals messaging values and personality. This brand identity becomes the anchor for all advertising efforts. The first advertising method is digital advertising which includes social media posts search engine ads and online video content. These channels allow the company to reach targeted audiences quickly while reinforcing the brand image and driving traffic to the website. The second method is traditional print advertising such as flyers brochures and local magazine placements which help build credibility in the community and reach customers who prefer physical media. The third method is outdoor advertising including signs banners and vehicle wraps which increase visibility in high traffic areas and keep the brand top of mind. The fourth method is email marketing which allows the company to send personalized updates promotions and educational content to potential and existing customers helping nurture relationships over time. The fifth method is event based advertising such as attending trade shows hosting workshops or participating in community events which creates face to face engagement and builds trust through direct interaction.

These advertising methods work best when aligned with the **four Ps** of marketing. The product must be clearly defined with features and benefits that solve customer problems. The price must reflect value while staying competitive in the market. The place refers to where the product or service is offered whether online in person or through partners. Promotion includes all advertising activities and ensures the message reaches the right audience at the right time. Together these elements create a cohesive marketing strategy that supports customer attraction and conversion.

Marketing activities extend beyond advertising and include market research content creation customer feedback collection and ongoing communication efforts. These activities help the company understand customer needs refine messaging and adjust offerings based on real

data. The sales process then guides customers from initial awareness to final purchase through steps such as lead generation qualification consultation presentation and closing. A clear and consistent sales process ensures customers feel supported and informed at every stage.

Customer retention is maintained through excellent service loyalty programs follow up communication and consistent delivery of value. Retention efforts may include personalized check ins helpful resources exclusive offers and quick responses to concerns. When customers feel valued they are more likely to return and recommend the company to others. By combining strong branding multiple advertising methods the four Ps of marketing strategic marketing activities a structured sales process and thoughtful retention practices the company builds a sustainable system for attracting and keeping customers.

Financials

The company generates revenue through multiple streams including direct product or service sales subscription or membership based offerings and optional add on services that increase customer value. These streams create steady income while allowing the business to scale through both one time and recurring purchases. By diversifying how money comes in the company stays financially stable and can continue investing in growth and customer experience.

projected income	
year 1	\$2,500,000.00
year 2	\$2,875,000.00
year 3	\$3,306,250.00
projected expenses	
year 1	\$1,978,000.00
year 2	\$2,156,000.00
year3	\$2,512,000.00
profit/loss	
year 1	\$522,000.00
year 2	\$719,000.00
year 3	\$994,000.00

costs	
land	\$10,000.00
furniture	\$50,000.00
building	\$1,100,000.00
pond	\$47,000.00
kitchen utencils	\$1,500.00
fishing rods	\$4,000.00
kitchen machine	\$20,000.00
cameras	\$600.00
locks	\$200.00
total	\$1,233,300.00

variable costs	monthly	yearly
employee salary	\$100,000.00	\$1,200,000.00
wifi	\$100.00	\$1,200.00
electricity	\$167.00	\$2,000.00
food	\$34,000.00	\$400,000.00
fish	\$417.00	\$5,000.00
pond matenince	\$583.00	\$7,000.00
water	\$750.00	\$9,000.00
boxes and bags	\$50.00	\$600.00
gassoline	\$84.00	\$1,000.00
merch	\$59.00	\$700.00
trasportation	\$125.00	\$1,500.00
total	\$136,335.00	\$1,628,000.00

sales numbers	
selling price per	\$50.00
cost per unit	\$7.00
profit per unit	\$43.00

Appendices

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A full marketing plan begins with defining the company's identity and outlining how it will reach and convert customers through clear strategies that guide every action. The plan includes branding which establishes the company's personality voice and visual style so customers immediately recognize and trust the business. It also includes the four Ps of marketing which ensure the product is valuable the price is competitive the place or distribution is accessible and the promotion strategy reaches the right audience. Advertising will use five methods including digital ads print materials outdoor displays email campaigns and event based outreach all working together to build awareness and generate leads. Marketing activities such as content creation social media engagement customer feedback collection and community involvement help maintain visibility and strengthen relationships. The sales process moves customers from awareness to purchase through steps like lead generation consultation presentation and closing followed by consistent follow up to encourage long term loyalty. Customer retention is supported through excellent service personalized communication loyalty incentives and ongoing value delivery. The product and service menu includes core offerings that meet customer needs along with optional add ons that increase convenience and satisfaction. Each item is designed to be easy to understand and clearly priced so customers know exactly what they are receiving. Market research involves studying customer demographics preferences spending habits and unmet needs to ensure the company's offerings match what people are actively looking for. Competitor research examines other businesses in the same space by reviewing their pricing marketing tactics strengths and weaknesses which helps the company position itself more effectively and identify opportunities for differentiation. Milestones include launching the brand completing the first marketing campaign reaching the first one hundred customers expanding the service menu and achieving consistent monthly revenue targets. These milestones help track progress and guide future decisions. The company generates revenue through multiple streams including direct sales subscription or membership based offerings and optional add on services that increase customer value. These streams create steady income while allowing the business to grow through both one time and recurring purchases. By diversifying how money comes in the company stays financially stable and can continue improving the customer experience.