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Executive Summary

Ethan's Burgers is a fast-casual restaurant designed to provide affordable, high-quality meals with a focus on serving students and young adults. Located near Ponderosa High School, the business benefits from direct access to an estimated 1,000–3,000 potential customers who regularly seek convenient dining options before, during, and after school. With many high school students earning between \$20,000 and \$30,000 annually and millions of teens participating in the U.S. workforce, this demographic has meaningful spending power and a strong familiarity with quick-service restaurants. Ethan's Burgers targets customers ages 16–40, aligning with the core consumer base for burger restaurants, which is largely made up of Gen Z and Millennials. The restaurant offers a variety of budget-friendly meals and beverages crafted to meet the needs of students looking for fast, flavorful, and affordable food. Operations are supported by a small, efficient team consisting of a cashier, cook, and manager, all committed to maintaining a welcoming and respectful environment. Marketing efforts focus on social media engagement and word-of-mouth within the school community to build visibility and customer loyalty. Financial planning accounts for major expenses such as construction, staffing, utilities, equipment, and fresh ingredients, ensuring a strong foundation for sustainable growth. With a mission centered on accessibility, quality, and student-focused service—and a long-term vision of expanding to school-adjacent locations. worldwide—Ethan's Burgers is positioned for strong market traction and long-term success.

Mission/Vision Statement

Students and teachers are frustrated by the long 15-minute car trips required to reach the nearest fast-food options during their limited breaks. This distance causes them to waste valuable time, feel rushed, and sometimes even return late to class. Many try to solve the problem by leaving early or skipping parts of class, which can lead to stress, missed instruction, or getting in trouble. They want food that is close, quick, clean, and reliable, but nothing nearby currently meets those needs.

Research shows that convenience is one of the biggest factors influencing where people choose to eat, especially when they're on tight schedules. Our mission and vision statement tries to solve these problems for our customers

Mission Statement	Vision Statement
<p><i>“Provide easy access, delicious, and affordable meals designed with students in mind offering fast service, great flavor, and a welcoming space where everyone can refuel, relax, and enjoy quality food without breaking their budget.”</i></p>	<p><i>Build Multiple restaurants all around the world near schools to provide students with delicious budget friendly meals.</i></p>

Target Market

- Ethan's Burgers is targeting customers ages 16–40, a demographic that aligns with the core consumer base for burger restaurants and is largely composed of Gen Z and Millennials, as supported by industry insights from Restaurant Business and similar food-service reports.

- Our location near Ponderosa High School provides direct access to roughly 1,000–3,000 potential customers who regularly seek convenient, affordable meals during lunch breaks or after school. High school students typically earn between \$20,000 and \$30,000 per year, giving them meaningful disposable income to spend on quick-service dining.
- Additionally, Pew Research Center data shows that millions of teens ages 16–19 participate in the U.S. workforce, further reinforcing their spending power and familiarity with fast-casual environments. Together, these factors create a well-defined, financially capable customer base that positions Ethan's Burgers for strong market traction.

Products and Services

Ethan's Burgers has a variety of budget-friendly meal choices and beverages available within a decent price range for the average high school student. By keeping the menu cheap for students, we will be able to attract and keep a consistent customer base.

Our menu consists of Burger meals, Wing meals, Single burgers, sides, and drinks. By keeping our menu appealing and delicious, we will be able to keep a consistent customer base to help our business thrive. With plans of expansion and new menu items, we are sure of exponential growth over the next few years.



Organization and Management

Ethan's Burgers relies on a small but essential team to keep daily operations running smoothly. The cashier handles customer orders, payments, and friendly service at the front counter. Our chef/cook is responsible for preparing fresh, high-quality meals quickly and safely. Overseeing everything is the manager, who handles scheduling, inventory, and making sure the restaurant stays organized and efficient. Together, these roles create a reliable and well-coordinated team that supports the success of the business.

We prioritize kindness and responsibility within our workforce, and we expect every team member to uphold those values. Employees are encouraged to treat both customers and coworkers with respect at all times. When someone chooses to act disrespectfully, it goes against the culture we work hard to maintain. Because of that, serious disrespectful behavior can lead to termination. In most cases, the employee will be fired and replaced to protect the integrity of our workplace environment.

Marketing and Sales

Ethan's Burgers relies on two main marketing techniques:

Social Media	Word-to-Mouth
<p>We use platforms like Instagram and TikTok to share photos, updates, and short videos that keep students excited about new menu items and daily specials. These posts help us stay connected with our school community in a fun, fast-moving way. They also let us highlight student favorites and build anticipation for what's coming next. By keeping our content fresh and engaging, we make sure everyone knows what delicious options are available each day.</p>	<p>At the same time, we encourage natural word-of-mouth by building strong relationships within the school community and creating a positive, memorable experience that students want to talk about. To elevate this even further, we focus on delivering moments that feel genuinely personal and exciting, so sharing our program becomes something students <i>want</i> to do, not something they feel asked to do.</p>

Together, these approaches help us stay visible, trusted, and connected to our customers.

Financials

Ethan's Burgers has several key expenses that keep the business running smoothly each day.

<p>Construction and building: We are starting fresh with constructing the entire restaurant from scratch. This will most likely be our largest expense for the business.</p>	<p>Renting and maintaining the store space: This will provide a clean and welcoming environment for customers and employees.</p>
<p>Employee pay: This expense ensures that our staff is fairly compensated for their time and effort.</p>	<p>Utilities: Power, Water, and Internet bills are essential to keeping the restaurant running and keeping our customers satisfied.</p>
<p>Tools and Ingredients: Grills, fryers, cleaning supplies, and maintenance services add to overall operating costs for the restaurant.</p>	<p>Fresh Ingredients: Fresh meats, vegetables and drinks will be key to keeping our burgers tasty and our wings delicious.</p>

Our [Spreadsheet](#) shows projected expenses and the growth of our company.

Appendices

Target Market

- KidsMoney.org
- <https://www.pewresearch.org>

Competitor Research

- mcdonalds.com
- www.bk.com