

Marketing plan

1. Company & Product Overview//Overall Concept

Our concept stands for a unique restaurant located in the countryside of Sal island, in Cabo Verde. It is not just another restaurant for locals or tourists to have a meal, but it is an enriching experience that no one wants to miss, while visiting the island.

The restaurant will include the pleasures that most appeal to our senses:

- Traditional Cape Verdean music (we will always have live music during the serving of the meal) for our ears
- High quality food, locally sourced, with incredible flavours - for our smell and taste
- The most traditional/local drinks in the country - for our smell and taste
- Artfully and naturally decorated interior - for our sight

Venue description:

- relaxed,
- open-air environment,
- a roof over the top.
- very traditional decor, with simple nature elements that show the local culture, with a social/ waiting area, in addition to the restaurant tables
- decoration theme: the 9 inhabited islands of Cape Verde, showing a little of the typical elements of each island.

Timetable:

- The restaurant will only be open for dinner, every day of the week.

MENU:

Our menu stands out and is truly innovative because of 2 main reasons:

1. it is the only restaurant on the island with a Tasting Menu,
2. we will try to make the most of the products of each season and as much as possible, local, fresh and organic ingredients, whenever possible.

Description of the menu

- It will be the same menu for all customers, ideally served at the same time – obviously this issue will have to be adapted to the flow and schedule of our customers.
- The menu will have 3 starters, 3 main courses and 2 desserts, all with typical ingredients, recreating the most traditional dishes in the country, but in a very original, creative way and with a "gourmet" presentation.
- The menu will consist of ingredients such as passion fruit, corn dishes, local seafood, fresh fish, fried moray, manioc, green banana, yam, goat cheese, fruit

jams, and each dish will be accompanied by a different drink, including the 4 varieties of wine from Fogo island, as well as local aperitifs and digestives.

- The meal ends with tea made from local plants or a coffee from Fogo island.

2. OBJECTIVE/GOALS

- Build a local loyal clientele within 3 months (a minimum of 70 regular customers)
- Obtain a minimum of 90% occupancy every evening, within 6-months
- Be considered as one of the TOP 3 restaurants in the island in 12-months, for platforms such as TripAdvisor
- Become an attraction in the island (much more than just a restaurant) in the first 12 months since the grand opening
- Become one of the most desired places to watch the best music of the island, while having an amazing meal, within 24 months