



Booked

210 S Main St
Ann Arbor, MI 48104

Anela Kettler
Professor Fischer
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Beverage Operations

Booked

210 S Main St

Ann Arbor, MI 48104

Hours: 10am-10pm

Description of the Concept

Booked is a new and used bookstore that offers beer, cider, and wine along with a small selection of coffee drinks. Booked sets into a different kind of niche, one that allows for book browsing and a calming atmosphere, while providing alcohol options to let the edge off a little from long days. Finding a bar that provides for more than just a drink can prove to be a challenge. A bookstore provides a place to shop a little while also being a fairly great place to study. It is widely known that many college students will have a drink, or a few, while doing a paper, or studying for a test. This allows a place with a great selection of craft beers, wines, and ciders, and great Wi-Fi as well.

Location Analysis

Booked is located in downtown Ann Arbor, within walking distance of the University of Michigan. Booked has a walkability score of 98 as reported by loopnet.com (210). Booked is located on a bus line and has a decent amount of parking. The businesses nearby Booked include a shoe store, a few restaurants, and a competing bookstore.

Market Analysis & Marketing Strategy

Booked

210 S Main St

Ann Arbor, MI 48104

Alley Bar

112 W Liberty Rd

Ann Arbor, MI 48104

Hours: 7pm-2am



Alley Bar provides a wide selection of quality bar options and a comfortable environment. Alley Bar offers a range of beer options including domestic and imported, and craft choices. They are long standing in downtown Ann Arbor.

(Alley)

Arbor Brewing Company

114 E Washington St.

Ann Arbor, MI 48104

HOURS

Mon-Thurs	11:30am-12am
Fri	11:30am-1am
Sat	11am-1am
Sun	11am-11pm



Arbor Brewing Company Brewpub was a pioneer in the brewpub world of Michigan. They opened in July 1995 and were only the fifth brewpub to open in Michigan. They have been open ever since. They serve their crafted beer, including sours, and have a full kitchen to provide bites to their customers. (Arbor)

Bill's Beer Garden

218 S. Ashley St

Ann Arbor, MI 48104

Thursday – Saturday: 6:00-11:00

Sunday: 5:00-9:00



Bill's Beer Garden is an outdoor drinking experience featuring Michigan craft beers and wines. They are a family friendly establishment that is community oriented.

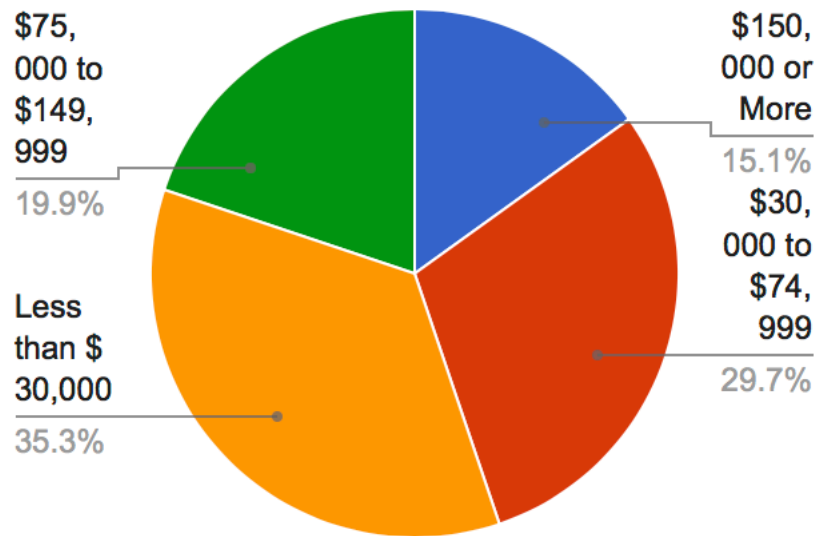
They are seasonal, usually open March through October. (2018)

How will we be different?

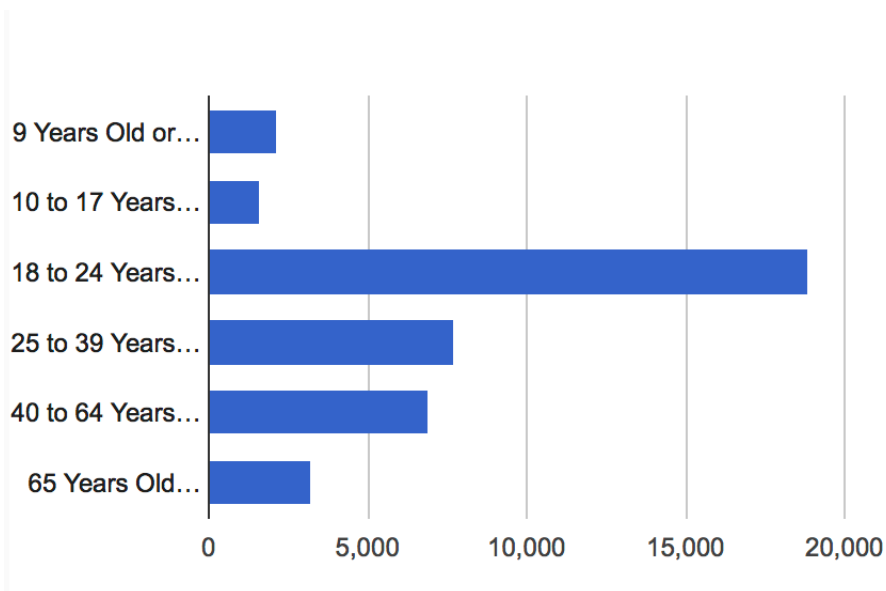
Bookstores with booze aren't super common. The ability to drink craft beer and wine while studying, browsing, and socializing allows for a larger market of customers to visit our establishment. College students are a large part of the Ann Arbor community. The fact that students tend to drink while studying or writing papers is not a secret. By providing a place for these students to study while drinking we are falling into a niche that is necessary but not well catered to. The addition of used and new books also provides an intrigue for book lovers everywhere.

Demographic Analysis of Ann Arbor, MI 48104

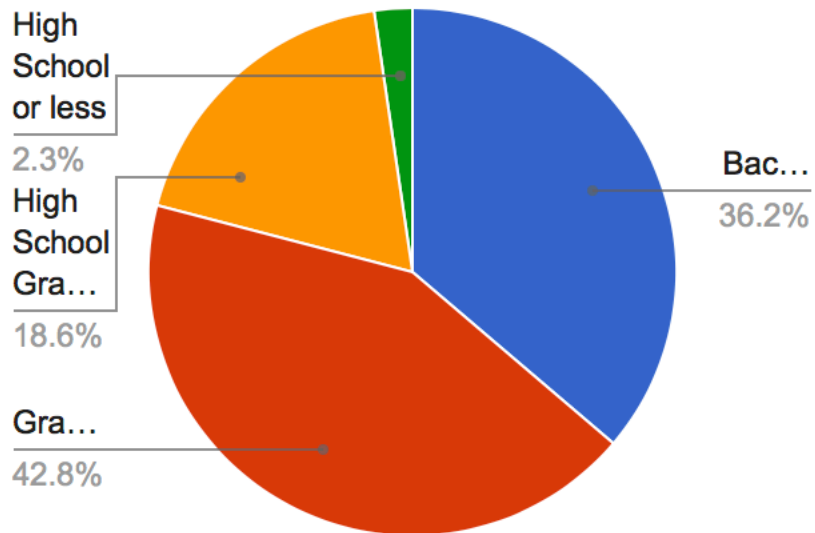
Household Income Levels



Population by Age



Education Levels



(Ann)

Advertising and Promotional Campaign

Website

Booked will create a comprehensive website that highlights the features of Booked, explains the story behind Booked, and showcases the food, coffee, and beverage menus. Booked will use a Wix.com website that allows for a unique domain name, free of wix.com associated advertisements (Premium).

Facebook Page

Booked will have a Facebook page to connect with current and potential guests. Booked will engage in promotional specials, advertising, and featuring new menu items on the Facebook page. Booked will also be advertising through Facebook for \$140 a month (Help).

Instagram

Booked will engage in an Instagram page that showcases the atmosphere and menu that Booked has to offer. The Instagram page will also be used for customer engagement and advertising to potential customers.

Snapchat

Booked will create a SnapChat account to engage one on one with customers and potential customers. Booked will also create and use a filter for potential customers within a certain range of Booked.

Trivia Night

Booked will host trivia nights every Tuesday with Sporcle. Sporcle is a company that does trivia nights at bars and pub to create more business for the company. Trivia nights has proven to draw in crowds and Booked plans to make every night a busy night.

Wine Wednesdays

Booked will be carrying out a promotional special on Wednesday nights to create a larger crowd on a typically slow night. Booked will be selling bottles of wine for 25% off. Booked will be handing out fliers around town and at local businesses to generate awareness of this discount.

Financial Data

Day	Number of Guests
Sunday	150
Monday	180
Tuesday	200
Wednesday	200
Thursday	240
Friday	260
Saturday	260

Total Guest per Week: 1,490

Drink per Guest: 3

Average Drink: \$8

Weeks Open: 52

Gross Sales: \$1,859,520

Estimate Costs

Rent (8%): \$148,762

Labor (33%): \$613,642

Product (20%): \$371,904

ROI for Investors (15%): \$278,928

Total Estimated Cost: \$1,413,236

Profit: \$446,284

Works Cited

"2018 Schedule." *Bills Beer Garden*, www.billsbeergarden.com/.

"210 S Main St, Ann Arbor, MI, 48104 - Storefront Retail/Residential Property for Lease on LoopNet.com." *LoopNet*, www.loopnet.com/Listing/210-S-Main-St-Ann-Arbor-MI/11647397/.

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