



## Executive Summary

Boomer's Mobile Bistro is a fleet of high-end food trucks that will provide on-site catering service throughout Westchester County, New York. We will target the business community, special interest groups, and events. Boomer's Mobile Bistro will serve upscale fare that, along with the atmosphere of the event, may be customized to the patron's liking and be theme-related. Boomer's will focus on outdoor events such as corporate gatherings, employee recognition celebrations, team building activities, as well as catering smaller parties during the spring, summer, and fall. Boomer's looks to remove the logistical difficulties associated with hosting a special event by bringing the kitchen, tables, seating, décor, lighting, and most importantly, great food, right to the customer.

The principal owner and general manager will be Christopher Finn. The co-owner and executive chef will be Sean Kenniff. Mr. Finn has over 8 years of restaurant and catering experience ranging from manager to kitchen prep. Mr. Finn is a graduate of Pace University with an MBA in Management and a concentration in Entrepreneurial Studies. He also holds a Bachelor's of Communication from the University of Miami, where he majored in Public Relations. Chef Kenniff is a graduate from the highly acclaimed and respected Culinary Institute of America in Hyde Park, New York, where he graduated at the top of his class. Chef Kenniff is currently employed as a personal chef and caterer for elite New York City socialites and has past restaurant experience.

Boomer's looks to take advantage of the beautiful sprawling outdoor settings that can be seen throughout Westchester County's many corporate and public parks, waterfront areas, and private estates that will provide the perfect venue for an outdoor event. Boomer's Mobile Bistro will be clean, fun and reliable. Boomer's will look to form strategic alliances and corporate partnerships with small to medium sized businesses employing between 50-1,000 people, certain departments or sectors of larger corporations, and various special interest groups such as [www.westchesterfoodieonline.com](http://www.westchesterfoodieonline.com) and [www.westchestereats.com](http://www.westchestereats.com), as well as cycling clubs and baseball/softball leagues.

Boomer's will face competition from catering companies, restaurants, delivery food options, catering halls and conference centers, but will benefit from delivering a unique, fun, custom experience offering high quality food and superior customer service. Our fleet of food trucks and the overall catering experience, coupled with lower overhead costs and the skills and experience of the owners, will allow Boomer's to gain a strong foothold in the Westchester market.

Boomer's will secure the required capital through investments from the owners and bank loans. The owners will invest \$200,000 of their own funds and look to secure approximately \$300,000 in loans for initial start-up costs and working capital.