

# Harmony

A new take on culinary fusion



# ABOUT US

More than just a  
restaurant...we are  
a *harmony* of  
flavors, ideas, and  
cultures.



# Industry

- NAICS: 722511
- SIC: 5812
- 2015 Restaurant Industry Sales Revenue: \$709.2 billion
- Downtown Sacramento
  - approx. 318 restaurants
  - only 31 Fusion Cuisine restaurants



# Market

- Target Audience
  - Middle - upper class Millennials
  - Age 25 to 34
  - Income range of \$25,000 to \$59,000
  - Sacramento County - ages of 25 to 34, income range of \$25,000 to \$59,000  
= roughly 7,603 (U.S. Census Bureau)



# Management Team

**Vanessa Miranda**

Executive Chef and Kitchen Manager

**Oscar Puga**

General Manager

**Laura Rebollo**

Director of Finance

**Crystal Fabian**

Marketing Director

**Amna Afzal**

Director of Consumer Relations

# Financial Analysis

Startup Cost    \$ 300,000

## Net Income After Taxes

Year 1	\$	149,194
Year 2	\$	342,195
Year 3	\$	368,481

Break-even within year 1



