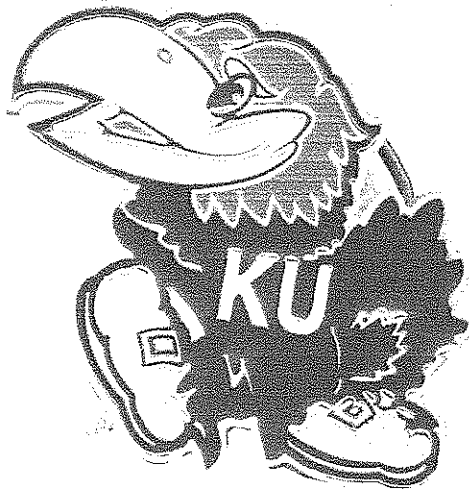


Last Stop Snack Shop

Lawrence, Kansas



Owners:

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1121 Kentucky St.
Lawrence, KS.

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Letter of Intent

“Last Stop Snack Shop”

To the Lawrence City Council,

My name is Jason Mandel. My business partner, Justin Sharkan, and I have been formulating a business plan for a new small business here in Lawrence. The two of us are college students who have previously run small businesses in the Chicago-land area. I originally decided that opening a late night food stand would be a commercially attractive and successful venture here in downtown Lawrence, much as it has been in numerous other college campuses around the country. Early on in the business development stages, we were alerted that two of our business features conflict with pre-set city ordinances. The first deals with the time at which the city has deemed appropriate for food stands to be off the streets. With our target market being primarily late night bar attendees, the 9 p.m. curfew is an issue. The second deals with the locations on Massachusetts St. where food stands are presently allowed. Due to the nature of our business, we feel that the optimal location for our stand would be on the sidewalk near the corner of 6th and Massachusetts/New Hampshire, in front of the entrance to Abe and Jakes and in close proximity of Quinton’s and Dempsey’s.

After meeting with Mr. Meyer at the business school at KU and then with Will Katz at the Small Business Development Center, we were ultimately directed to submit to your office this letter of intent. Having started and managed small businesses before, we can assure that this one will be run with utmost professionalism, not to mention that a business such as ours will undoubtedly add to the comfortable feel of our small, friendly, college town. The College Tuition Hot Dogs in Pittsburgh, Nate Dogs in Cincinnati, and Marco’s at the University of Iowa, are some of numerous successful illustrations of the type of thoughtful and well-run convenience-food services we intend to offer. Quality, integrity and, with positive resolution of the above referenced ordinance conflict, convenience will be hallmarks of our operation.

Please feel free to contact us any time by phone or email.

Thank you,

Jason Mandel
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Executive Summary

Two students at the University of Kansas, Jason Mandel and Justin Sharkan, have created a plan to establish a late night food stand on Massachusetts Street in downtown Lawrence, Kansas and will fully fund it. The start-up costs have been estimated between \$3,000- \$5,000 which will be backed completely by the owners personal funds. Late night food stands have proven quite profitable in similar college towns and no less is projected here in Lawrence. The concept and likely success of a convenience food stand in the proposed area is precisely based on:

- 1) The present absence of any food vending in the proposed area during most of the proposed hours of operation. In addition to conveniently satisfying the appetites of the general public, this will especially accommodate the hunger of students after “last call” from the numerous bars in the immediate vicinity whose food services have closed for hours. The proposed hours of operation will be between 10:30pm and 2:30am, Wednesday through Saturday.
- 2) The variety and presentation of food offered will be a welcome sight to all, but especially to the average student on a tight budget.
- 3) Convenience cannot be overstated; seating is not an issue and all food is already prepared.
- 4) Important to note, the lion’s share of the targeted consumer (no pun intended) are students, mostly comprised of teenagers and young adults, most of whom characteristically possess an inherently (enviable to those older) endless appetite and cherish immediate gratification. This operation will be well suited to satisfy that demand in a mutually affordable manner. Ideal economics.

Description of Business

A late night food stand donning the name, Last Stop Snack Shop, will be stationed at various locations, depending upon the night, throughout downtown Lawrence, Kansas. Between the hours of 10:30pm and 2:30am on Wednesday, Thursday, Friday and Saturday nights, The Last Stop Snack Shop will serve Hot Dogs, Hamburgers, Walking Tacos, etc, and a variety of drinks complying with local health and fire codes. On Wednesday night, our food stand will be located on the corner of 14th Street and Ohio Street near the Jayhawk Café. On Thursday night the stand will relocate to 6th Street and New Hampshire where patrons from Abe and Jakes Landing, as well as other bars on the North end of Massachusetts Street, frequently wait for the Safe Bus and Safe Ride services. Friday and Saturday nights the Last Stop Snack Shop will most likely be strategically placed near 9th Street and Massachusetts Street as it centrally located in downtown Lawrence, Kansas. These last locations are still being contemplated. All the locations listed have a high volume of pedestrian traffic on the corresponding evenings; ideally, this will maximize profits of The Last Stop Snack Shop while minimizing any noise disturbances to the nearby areas that may otherwise be absent.

Start-up Costs

- Sources of Funds
 - All business expenses will be paid using personal funds
- Expenditure Summary
 - Rent----- \$?
 - Cart----- \$1,000-3,000
 - Food----- \$200 (as needed)
 - Permits----- \$?
 - Wage expense----- \$minimum wage

Market Analysis

- Target Market and Demographics
 - The target market is the bar-goer's between Wednesday and Saturday nights.
 - The Last Stop Snack Shop is equally appealing to both men and women of all ages. Although it is geared toward college students, any people of any occupation will find our products affordable.
- Quantify Market Potential
 - Estimated 120 costumers per evening
 - This number is based on a forecasted 10% of the estimated attendances at Quinton's and Abe and Jake's on a Thursday night, about 400 and 800 respectively.
 - There will be one unit that will be placed to stated locations depending on the night.
 - Trends in consumption
 - As the knowledge of our presence increases so will our costumer basis.
- Future projections
 - Looking at the history of similar businesses in similar college campuses, it can be expected that within a year or two our net profit will be enough to support up to three carts.
- Competitive analysis
 - List of competetors
 - Jimmy John's
 - Tryaki
 - Pizza restaurants
 - Pita Pit
 - In general all our competitors provide sandwiches, pizza and Chinese food. The Last Stop Snack Shop provides a genre of food which our competitors fail to produce for a fraction of the price.
 - The Last Stop Snack Shop will sell a completely different array of food that should not take away from its competitors. It will not support a delivery system and purely rely on people wanting a snack while walking away from the bars, whereas our competitors primarily rely on people at home that would like a late night meal.

Operations Plan and Human Resources

The Last Stop Snack Shop will be fully funded, managed and operated by the two owners, Jason Mandel and Justin Sharkan. Both owners are comfortable with the responsibilities at hand as both Mandel and Sharkan have been in managerial type positions before. Mandel has held positions from the age of fourteen from pool management to running a small handy-man business to working independently as a used motorcycle salesman. Sharkan has risen the ranks of the Boy Scouts to become an Eagle Scout since age six, also working starting at age 15 as a bicycle mechanic in a small bicycle shop, camp councilor positions and managing a small landscape, painting and handy-man business. Our research consists of the patrons at the nearest bars on the nights we plan to work. Based on our research there should be a healthy amount of sales every night we plan to operate. We plan to buy our inventory in bulk from CostCo and the cart we plan to purchase allows us to prepare a wide variety of food on site with no additional equipment. Recruiting for hire will be based on reliability, personality and the abilities to perform the duties at hand.

Financial Plan

- Key assumptions
 - Based on our research, in each area there will be a minimum of 800-1000 people in attendance at the bars. If 10% of these people become customers and spends three dollars then, our minimum nightly revenues should range from \$240- \$300 per night. The Last Stop Snack Stop will be in operation four nights per week, thus our weekly revenue should be at minimum \$960- \$1200 before expenses.
- Break even analysis
 - **Expenses:**
 - Start-Up Costs: \$4000
 - Weekly Expenses:
 - Supplies- \$100
 - Wage Expense- \$70Sales tax not included
 - **Revenue:**
 - Estimated: \$960-1200/week
 - =\$800-1000/week in revenue.
 - Roughly 4-5 weeks to break even.**

News and opinions for

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Hot dog stand on campus is delicious business

By Amanda Woodruff | The News Record

Published: Tuesday, November 3, 2009

Updated: Tuesday, November 3, 2009

The financial success of hot dog vending has long remained a secret among vendors until Nate Dumtschin, 23, discovered the potential earnings of a self-operated, food-selling business.

Then people caught on and gave Dumtschin a taste of healthy competition.

A hot dog vendor has the potential income of \$100,000 per year if he or she operates Monday through Friday for approximately eight hours selling an average of 175 hot dogs working day, according to TheHotDogCart.com.



Photo courtesy of Nate Dumtschin
Nate Dogs is owned and operated by Nate Dumtschin, a 23-year-old student. The hot dog stand can be found across from Papa Dino's on Calhoun Street on weekend nights.

Nate Dogs sets up shop across from Papa Dino's on Calhoun Street during the late-night hours of the weekend.

"It helps the nightlife because when all those restaurants (McDonald's, Taco Bell, Arby's, Hardee's) were torn down, there wasn't late-night food here anymore," Dumtschin said. "It keeps people out at night."

The job requires a certain personality to successfully do business with a range of customers. Dumtschin remembers a sexually inclined woman approaching him to sing a hot dog man song and a man once attempted to rob him.

"I chased him down, got the money back and he was arrested," Dumtschin said. "I usually carry a taser on me."

The young entrepreneur crafted the idea when he was facing a financial debacle within his fraternity. At the risk of personally losing thousands of dollars, Dumtschin frantically searched for a solution. As one of the founding fathers of Alpha Epsilon Pi, a Jewish-based fraternity, he was responsible for collecting rent and dues from his fraternity brothers.

"A lot of the brothers in the fraternity were having trouble coming up with rent money and paying their dues," Dumtschin said. "So I got this idea of selling food and one of the fraternity's next door was having a party and I thought I'd make some money off of it."

After purchasing bread and cheese from a local Kroger store, Dumtschin set up shop in the front yard of his fraternity house and sold 120 grilled cheese sandwiches within two hours.

"I'm thinking, 'Wow, there is something with this food thing,'" Dumtschin said.

It wasn't until he made a trip to Ball State University that the idea came full circle. He saw a hot dog vendor on campus and tried to pick his brain about the business idea.

"This guy put five kids through college on a hot dog stand," Dumtschin said. "So I put together my business plan and pulled the trigger, and Nate Dogs was born."

He bought his starter stand from a Web site called worldsbesthotdogcarts.com. It took Dumtschin approximately five months from the time he purchased his starter hot dog cart to the time he became a legal operation by completing the necessary paperwork in spring 2007.

The process was a one-day venture for Dumtschin's new partner, Joel Miller. He obtained his City of Cincinnati Peddler's License in one afternoon.

Miller and Dumtschin are in a cooperative agreement sharing one cart. During the daytime, Miller

operates his hot dog cart on Calhoun Street across from DuBois Bookstore. His operation is known as Kaimelsky's, but during late-night hours, it becomes Nate Dogs.

"I was looking to do a cart on campus daily," Miller said. "I wanted to get a bigger cart so Nate and I started looking at ways to help one another out."

The partnership began approximately two months ago and the new daytime operation, Kaimelsky's, is nearing the fourth week of official operation.

The cooperative business plan between Miller and Dumtschin functions in terms created on a weekly basis. Dumtschin requests use of the cart for the weekend when weather permits.

"Besides being an outstanding young man with a real keen sense of entrepreneurship, he listened to me and my ideas and I listened to his," Miller said. "We respect each other a lot."

This is Miller's first experience with a mobile food business and the feedback so far is very good. Kaimelsky's sells hot dogs as well as sausages, hamburgers and vegetarian alternatives.

Dumtschin has added brats, Mets, grilled cheese and chili cheese dogs to his menu alongside kosher hot dogs produced by Hebrew National. He offers eight toppings: ketchup, mustard, relish, sauerkraut, jalapeno peppers, onions, chili and cheese.

"I have a membership at Sam's Club and go to Restaurant Depot," Dumtschin said. "It's really close to campus, but you have to own a business in order to shop there. They have everything you could possibly need in a restaurant business."

In order to become an owner of a food business, entrepreneurs must go through the local county and the Ohio Department of Taxation and pay a \$25 fee. Obtaining a vendor's license not only makes it a legal operation, but also allows the customers to understand the orientation of the business, according to the License Division of Hamilton County.

"I definitely think Nate Dogs is going to continue to expand as early as the spring," Dumtschin said.

Owning and operating a business is nothing new to Dumtschin.

"I'm a born entrepreneur," Dumtschin said.

In the fifth grade, he established a small lawn and landscaping company in Dayton that eventually grew into an entire commercial fleet of equipment. He sold the company equipment when he moved to Cincinnati for school.

Dumtschin's original intent to study architectural engineering at the University of Cincinnati faded away once he realized it wasn't for him. He transferred to Cincinnati State to study real estate.

"College and getting a degree is not a big priority for me because I've always kind of worked for myself," Dumtschin said. "I've learned everything I'm going to need to use for real estate. I'll get the degree and make my parents happy, but that's about it."

Dumtschin and a friend are already managing their own real estate company with one house on Victor Street. This company will eventually expand to something more as well, Dumtschin said.

"My main goal in life is philanthropy. So I'll do whatever I can to help out the community," Dumtschin said. "Anything I can do in our immediate surrounding community to improve the quality of life for all the residents here is my goal."

Aside from Nate Dogs and his real estate company, Dumtschin spends his time in a toy shipping and receiving dock with a company called Group Sales. The income from the latter job will help him stay afloat through the winter.

Although Nate Dogs is taking a vacation during the colder months, Kaimelsky's owner plans to continue the daytime operation and open Wednesday, Nov. 4, on Calhoun Street from 11 a.m. to 4 p.m. Nate Dogs should be open Friday, Nov. 6 during the evening hours.

"I want to get two more carts, one being a taco stand," Dumtschin said. "I love trying new things. Always."

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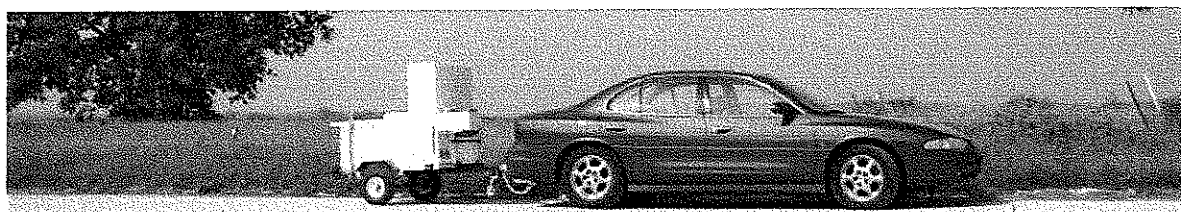
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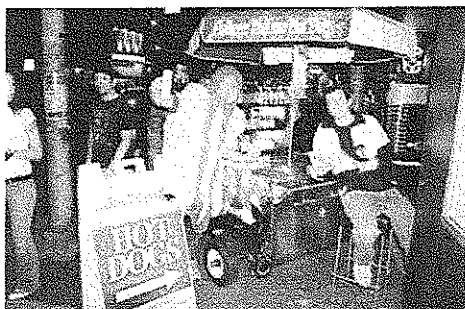
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College Tuition Hot Dogs

April 8th, 2009 · [1 Comment](#) · [Fun Stuff, Hot Dog Cart Business Tips, In The News](#)



This has to be one of my favorite stories of all time. These guys have what it takes to be successful in whatever they decide to do. They take ACTION...

It has been said that the way to a man's heart is through his stomach.

Two Sewickley brothers also are finding out food can be a direct path to a good education.

Lee Drake, a Quaker Valley High School senior and his brother Chris, a sophomore at Hobart William Smith College in New York, came up with the idea for College Tuition Hot Dogs while tossing around ideas for summer jobs earlier this year over breakfast.

Uninterested in the typical summer jobs usually sought out by students, the brothers, following the advice of their father who works in Pittsburgh's South Side, decided to become hot dog vendors in the town peppered with bars, taverns and clubs all along its main street.

To get the ball rolling on their new business venture, Lee and Chris thought up a name, logo, slogan — "Hot dog technicians on a mission for college tuition" — ordered a [hot dog vending cart](#) online and proceeded with obtaining the necessary permits to sell on the streets of Pittsburgh.

It was a long process, Lee said, but finally, by mid-summer, the brothers were approved for two spots in the city, the corner of Fifth and Liberty Avenue downtown and in the South Side.

Though they knew a hot dog vending business would go over well during afternoon lunch hours downtown, Lee and Chris, instead, opted for the South Side location, Lee said, because many restaurants closed before the early morning hours, aside from the occasional pizza or burrito joint.

They viewed East Carson Street as an untapped market; a location that would provide the perfect opportunity to cater to a hungry bar crowd after a night of drinking.

Lee and Chris first thought about selling other food, like kielbasa or pierogies, before finally settling on the delicious dogs.

Through trial and error, the brothers found the perfect way to cook the hot dogs to maintain “the perfect temperature for the maximum amount of time,” Lee said.

“The key to a good business is a good product,” he added.

College Tuition Hot Dogs also offers condiments like saurkraut and onion free of charge, in addition to mustard and, of course, Heinz ketchup.

Cost is one hot dog for \$3 or two for \$5, but Sewickley residents who visit their stand will get one free dog.

Though they insist they sell “the best hot dogs in Pittsburgh,” it’s not only food that keeps the customers coming back, but their freestyle-dancing mascot, “The Wiggin’ Weiner.”

The idea was conceived after the brothers found a hot dog costume online and thought it would be the perfect addition to their business.

“We knew we needed a marketing theme since we were not an established business,” Lee said.

Now, he added, the dancing hot dog has turned into a South Side celebrity.

“Everyone on East Carson knows him, Lee said.

Though he declined to say how much they have made from their hot dog vending business, Lee said it’s been pretty successful, providing the brothers with money for college as well as “light spending cash.”

With Chris away at college, Lee enlists the help of his friends to man the cart on Friday and Saturday nights from 10 p.m. to 3 a.m. However, as the temperature begins to drop, Lee said they will likely pack up their cart until next summer.

With the brothers both away at school next year, they’d still like to keep the business going by hiring people to work when they are not there and possibly branching out to other areas.

“We’re going to be the next Heinz ketchup,” Lee said.

Find out exactly what you need to know to start making REAL money with your own hot dog cart at HotDogBiz101.com.

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