

# Bishop Paiute Development Corporation

270 See Vee Lane, Box 1  
Bishop, California 93514  
Phone (760) 872-4172

## Bishop Paiute Development Corporation (BPDC) Bishop, California Request for Proposal for Food Services Enterprises

Notice is hereby given that proposals will be received by the Bishop Paiute Development Corporation for the purpose of attracting a food services enterprise to the Bishop Paiute Reservation. The proposed site for development is located on the North West Corner of Tu Su Lane and U.S. Highway 395.



Tourism is the Number One industry in Inyo County and on the Bishop Indian Reservation. A major enterprise that is missing from the Bishop Indian Reservation is fast food. The typical Burger King provides up to 50 jobs and has annual revenues in the neighborhood of \$1,400,000.

Review of the various potential franchises and independent operators will inform the BPDC of job growth potential and spin off benefits of locating near other Tribal profit centers with U.S. Highway 395 frontage including the Bishop Paiute Gas Station and pending 60 unit Bishop Paiute Hotel.

Selected franchise or independent enterprises resulting from the request for proposals will be costed for funding investment and sources of financing will be identified and pursued as part of an implementation plan. Thus, at the end of the year, the project will be ready to implement.

The brown parcel on the corner itself is .55 acres

**Submittal Instructions:**

The Bishop Paiute Development Corporation will accept proposals up to April 30, 2017 at 5:00 PM. Each proposal must be prepared in the format shown below. Proposals can be delivered to:

Attention: Gloriana Bailey, Director  
Bishop Paiute Development Corporation  
270 See Vee Lane, Box 1  
Bishop, California 93514.

For additional information you may contact Gloriana Bailey, Director, at (760) 872-4172 or by email [gloriana.bailey@bishoppaiute.org](mailto:gloriana.bailey@bishoppaiute.org). BPDC reserves the right to reject any and all submitted proposals.

**I) EXECUTIVE SUMMARY:**

Explain the fundamentals of the proposed business: What will your product be? Who will your customers be? Who are the owners?

**II) GENERAL COMPANY DESCRIPTION:**

What business will you be in? What will you do? Company Goals and Objectives: Goals are destinations—where you want your business to be. Objectives are progress markers along the way to goal achievement. Business Philosophy: What is important to you in business?

Describe your most important company strengths and core competencies. What factors will make the company succeed? What do you think your major competitive strengths will be? What background experience, skills, and strengths do you personally bring to this new venture?

**III) PRODUCTS AND SERVICES:**

Describe in detail your products and menu (please attach a sample menu). What factors will give you competitive advantages or disadvantages? Examples include level of quality or unique or proprietary features. What is the pricing structure for your products or services?

**IV) SWOT ANALYSIS:**

Strengths in your concept; Weaknesses in your concept; Opportunities to expand your menu or your concept; Threats to the viability of your business concept.

**V) MARKETING PLAN:****Features and Benefits:**

List all of your major products and describe important features and benefits.

**Customers:**

Identify your targeted customers, their characteristics, and their geographic locations, otherwise known as their demographics. You may have more than one customer group. Identify the most important groups. Then, for each customer group, construct what is called a demographic profile and include their: age, gender, location of residence, income level, occupation, education.

**Competition:**

What products and companies will compete with you? Will they compete with you across the board, or

just for certain products, certain customers, or in certain locations? How will your products or services compare with the competition?

### **Promotion/Marketing:**

How will you get the word out to potential customers and demographic groups? Advertising: What media, why, and how often? Will you use social media? Which sites and to what extent? Would you participate in group co-op advertising buys or promotions?

### **Pricing:**

Explain your method or methods of setting prices. Note: For most small businesses, having the lowest price is not a good policy – It robs you of needed profit margin. Customers may not care as much about price as you think, and large competitors can undercut you. Usually you will do better to have average prices and compete on quality and service.

## **VI) OPERATIONAL PLAN**

### **Special Equipment Requirements:**

Besides the following equipment that is included in the space: sinks, cooktops, grill/oven, fryer, front counter/ pas system front counter, and cash register. What other equipment would you require? Note: Additional equipment can be installed at tenant cost.

### **Inventory:**

How much inventory will you require, average value of stock, rate of turnover, lead time to ordering.

## **VII) MANAGEMENT AND ORGANIZATION**

Who will manage and work the business on a daily basis, what experience does that person bring to the business – please include detailed resumes and letters of reference for all managers, owners, and operators.

## **VIII) STATEMENTS AND FINANCIAL PLANNING**

### **Please provide a:**

- *Spreadsheet for Startup expenses and Capitalization;*
- *Sales Forecast* - Now that you have described your products, services, customers, markets, and marketing plans in detail, it's time to attach some numbers to your plan. Use a sales forecast spreadsheet to prepare a month by-month projection. The forecast should be based on historical sales, the marketing strategies that you have just described in your market research, and industry data, if available;
- *Wage cost analysis* – Analyze your wage cost based on the following hours of operation: Saturday to Thursday, 9:30am to 6:30pm; Friday, 9:30am to 9pm in the off season, and Monday to Saturday 9:30am to 9pm and Sunday 9:30am to 6:30pm during July, August and two weeks in December;
- *Personal Financial Statement for each owner;*
- *Financial Plan including a 6 month profit and loss projection and projected cash flow;*