

2040 W  
Bluemound Rd,  
Waukesha, WI 53186

**PROPOSAL**

# **PROPOSAL AND MARKETING PLAN**

## **Harika Foods**

Harika Foods was started by young entrepreneurs who have a passion in the food industry. Harika Foods specializes in manufacturing of food products such as spice-mix powders, snacks, sweets, dough, and paste sauce. The company was formed seventeen years ago in Chicago with the ultimate goal of delighting Indian customers with delicious, healthy, homemade-style south-Indian food. It has now become a popular brand throughout the United States, with products available across many well-known Indian grocery outlets across the country.

Harika Foods has a strong interest in making Waukesha a part of their business. There is a large population of citizens employed by major corporations in Waukesha and surrounding communities that desire Harika's specific food products. There are also many "foodies" who enjoy the diverse spice products produced daily.

The Bluemound Commerce Center building fits the business well and is situated in a desirable location for both employees and customers. Harika Foods will manufacture, process, prepare and package foods from their proposed Waukesha location and distribute to multiple locations across the U.S. At this proposed location just a few of the products they plan to manufacture are spice-mix powders, snacks, sweets, dough and paste sauces. Harika Foods will also bring approximately thirty full-time and part-time jobs to the area including a local management team.

In addition to the primary business of manufacturing at this location they plan to also have an eating and drinking establishment where consumers can come and enjoy Indian foods prepared with some of Harika Food's products produced at the same location.

Finally, consumers will be able to purchase Harika Food products and some additional everyday foods as an auxiliary use at the manufacturing facility. Being able to serve the community and able to provide a one stop convenience to consumers is an important component to Harika Foods and their customers. Consumers will also be able to purchase prepared, ready to eat foods at this location through their commercial onsite bakers, meat butchery preparation area and food counters.

Based on the total 16,833 square feet of usable area we are planning to use the facility (*square footages are approximate per attached plan*)

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|--|---------------|
| 1) Manufacturing & Warehousing –       | 6,652 sq. ft. |
| 2) Eating and Drinking Establishment - | 3,293 sq. ft. |
| 3) Product Area –                      | 3,372 sq. ft. |
| 4) Prepared Foods -                    | 1,685 sq. ft. |
| 5) Office -                            | 909 sq. ft.   |
| 6) Bathrooms/Mechanical Rooms -        | 922 sq. ft.   |

Harika Foods kindly requests your approval for our business plan and help us bring a new Manufacturing/Distribution/Eating and Drinking Establishment to this location. With the increasing number of international businesses in the area, this will help insure that employee’s food needs are met.

**Existing Facility Pictures for Reference**

The Blumeound Commerce Center building will be a combination of a few different concepts some of their existing facilities offer.

**PREPARED FOOD AREA**





**Proposed Sample Plan**

[See Attached Plan]

