

# Executive Summary Joint Venture Business Plan

Offering a joint venture proposal to prospective investors to build a 14 story Hotel and Mix-use building in **the Business Improvement District of New Rochelle.**

Contact : +1 (914) 354-0135



## EXECUTIVE SUMMARY OVERVIEW

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We are pleased to propose for Joint Venture offers to develop a 14 story Hotel and a 7 Story Mix use buildings. The development site is in the midst of huge commercial hub, in New Rochelle, NY.

### PROPERTIES:

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#### LOT 1:

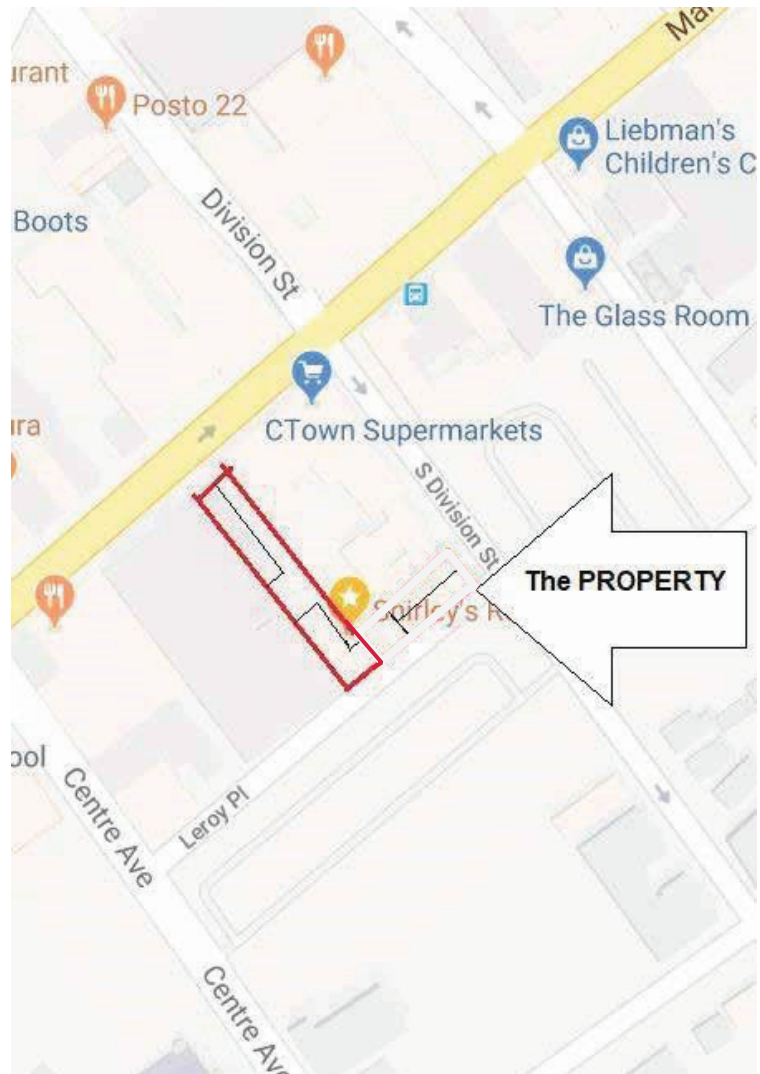
1. 548 Main Street (6970 Sq. Ft.) (in Contract)

#### LOT 2:

1. 15 Le Roy Place (4900 Sq. FT.) (Owned)

The above-mentioned Lots will be collectively known as **“Property”**.

The Property is primarily owned by **“Shylas Weight Watchers Delight Inc.”**.



## LOCATION:

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The Property is bordered by Main Street and by Leroy Place in New Rochelle.

The property is located in the prime Business Improvement **District zone of New Rochelle**, with **RXR MASTER DEVELOPER** across the street for two 28 story buildings.

Shopping centre, Home depot, and Costco are within 0.5 miles from the Property. Montefiore hospital, Public library, restaurants, New Roc Cinemas, Gym, YMCA are within 0.2 miles radius.

## LOCATION HIGHLIGHTS

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- ✚ NEXT TO THE PROPERTY RXR IS BUILDING A 28 STORY BUILDINGS ALREADY ABOVE GROUND
- ✚ METRO NORTH TRAIN STATION JUST 2 BLOCKS AWAY, 30 MINS TO MANHATTAN.
- ✚ MONTEFIORE HOSPITAL, PUBLIC LIBRARY 0.2 MILES AWAY
- ✚ COSTCO, HOME DEPOT WITT IN 0.1 MILE
- ✚ GLENN ISLAND BEACH 1.5 MILES
- ✚ MONROE COLLEGE 0.1 MILES, IONA COLLEGE 1.5 MILES

❖ **It is only one stop distance from Am track New Rochelle hub to the Penn Station.**

## DEVELOPMENT HIGHLIGHTS

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1. The project contains 12700 square foot for development with proposed 14 story Modular Steel structure Hotel building on Main street with Gross area of 10000 SFT (around 160 Rooms) and Mix use Building with Gross area of 10000 SFT and Banquet Hall with no Load bearing structure, steel and Glass enclosed.
2. Residential and Commercial units on 2nd, 3rd and 4th Floor on the Leroy side.
3. Entrance to the Banquet Hall and Lounge and the courtyard on the First Floor on the Leroy Side.

Our intention is to make parking arrangements with RXR and city of New Rochelle for the Parking on Prospect street Parking Lot. Expecting a Skyway from the Prospect street parking lot to the banquet Halls

## TOTAL DEVELOPMENT COST

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### Construction

### Budget

Gross Const Costs ( For 14000 SFT)

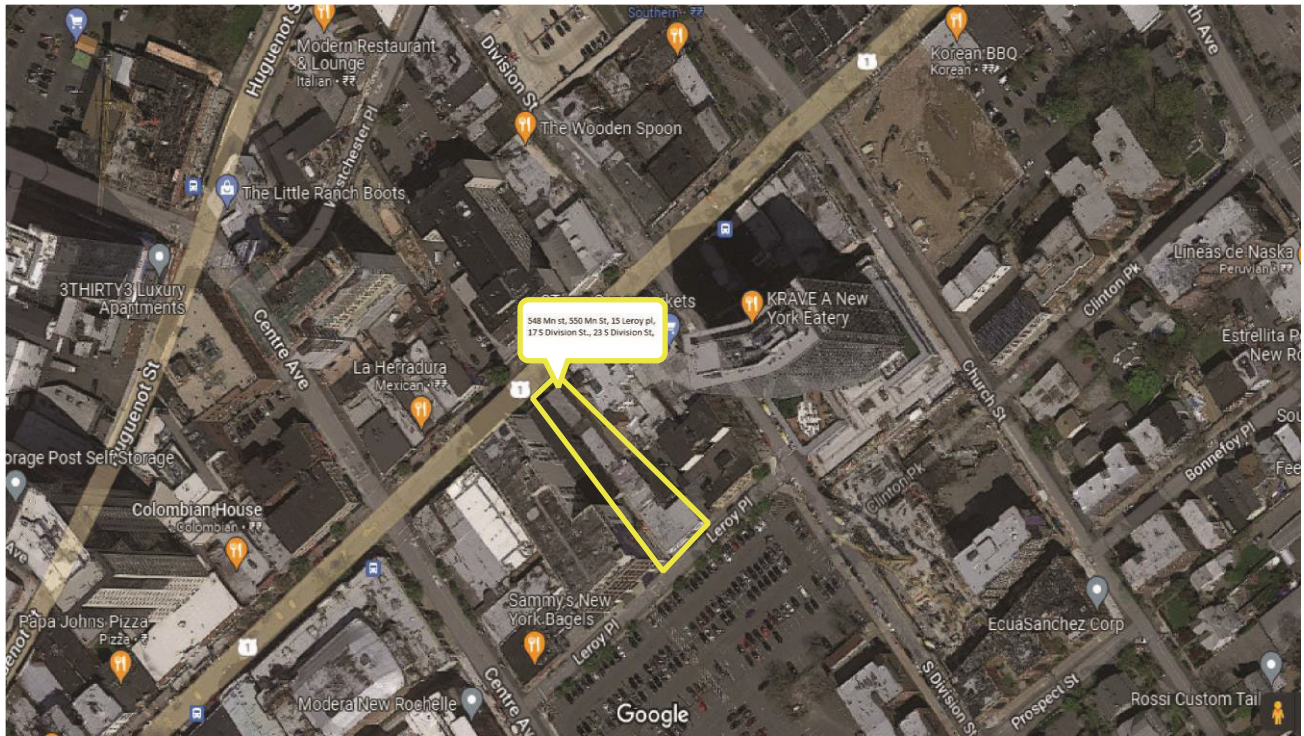
(\$220/SFT)

\$30,80,000



## PROPERTY PICTURES

### ARIAL VIEW:

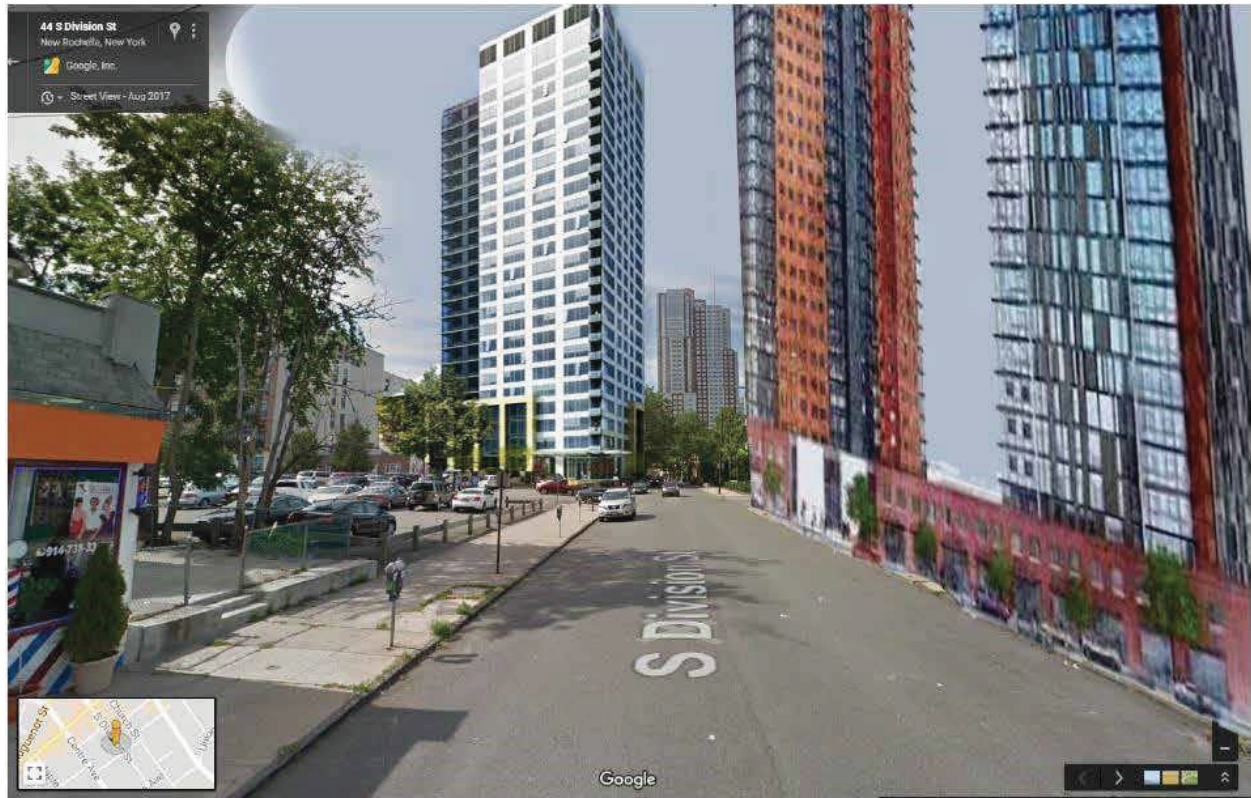


### 15 LEROY -548 MAIN STREET





**VIEW FROM SOUTH DIVISION STREET AFTER COMPLETION OF THE PROJECT**



**VIEW FROM CHURCH STREET WITH SKYWAY TO PARKING LOT**



Please check the video of the property on you tube. Link Below:

[https://www.youtube.com/watch?v=3nYL\\_yOA-Ec&t=15s](https://www.youtube.com/watch?v=3nYL_yOA-Ec&t=15s)

Please refer the below links for additional information:

🔗 [www.101010nr.com](http://www.101010nr.com)

🔗 <https://www.ideallynewrochelle.com/grow-here/development-map/>

**Only one stop distance from New Rochelle hub to the Penn station**



## **CurryDad.**

### **Executive Summary**

We present you an opportunity to finance in a large scale cuisine/restaurant and co-packing business venture along with wine and liquor, to be operative in a very busy area of New Rochelle, NY.

The funds will be utilised in the launch of proposed project of developing a multi-cuisine kitchen apparatus to produce 4000 to 5000 meals in a day, together with a restaurant and beer garden in the premises for customers to dine in. An automated conveyor belt system that runs with chipped trays will be used to direct the meals movement within.

Your support provides you the guarantee through a lien on properties 17 and 32 {depicted below}. The food will be prepared on the existing building on the back (lot 32) and will flow either towards Main Street (for people who are dining in) or Leroy Place (for pick up or to be delivered). Orders will be put through an in-house built app which will let customers access all kitchens. They will choose if they want the food to be delivered (nearby with business owned e-bikes), picked up (there will be cabinets/boxes that will hold up to 200 meals at a time and the food should be picked-up within 10 minutes of the requested time. Meals will be put down on trays that will have chips to keep control of the orders flow. The branding of the 5 different cuisines will be done through the creation of straight-through logos and simple menus, with 5 to 7 dishes to choose from under each restaurant. The App will help the business being independent from third parties when it comes down to Food Pick-up and delivery.

There will be at least 5 options of cuisines to choose from:

1. Pizza and Italian,
2. Vegan Cuisine,
3. Indian and Jamaican Kitchen,
4. Japanese and Chinese Cuisine, and



## 5. Burgers.

Beer Parlour in natural atmosphere is another attraction. Our top grade contract packaging facility will also bring in bulk customers of large businesses establishments, clubs, and retail outlets in and around the New Rochelle, NY.

New Rochelle, NY is now becoming the model metropolis for America's new economic boom. With a population of more than 8.5 million, New Rochelle's retail sector is now strong enough in the region, and getting even more and more populated day by day.

Ultimately, your financial assistance will enable us to utilise the opportunity to take position in one of the most prosperous ventures in New Rochelle and the possibility of leveraging the business by replicating the same business model at different densely populated locations, either in the Bronx, Yonkers or elsewhere in Westchester.

## **About the Founder**

CurryDad's founder Mr. Abraham Vaccachan is a veteran in the food and beverage industry with 4 decades of intense experience. He is a top-notch chef in the city who has profound knowledge about what works to flourish in the industry. He has worked as Chef Manager at St. John Riverside Hospital, Yonkers for around 40 years and has simultaneously run a major restaurant in New Rochelle, NY since the year 1982. He has tremendous experience in running and operating high end food joints. With a career F&B doyen like him the business is in safe hands.

## **The Property**

The land for the proposed business is located at 15 Leroy Place, New Rochelle, NY 10805., with a building of 5000 sqft in it., and its adjacent plot, which is located at 548 Main Street, New Rochelle, NY 10805., with a built up area of 7500 sqft. Both the land and buildings {12500 sqft} are part of a single plot with access from two streets, and will be used for the business, and are owned by the founder Mr Abraham Vaccachan. The land is 12,800 sqft of undeveloped plot which needs to be developed along with the existing building. The property could be accessed from, 15 Leroy Place Street and 548 Main Street, New Rochelle. Our new business will be setup on this land and building and is registered under the Shylas weight watchers delight Inc.

The proposed property is encircled by huge multi-storied buildings at its three sides. Genuine offer from a major developer to construct a 14 storied building at our properties is being considered and negotiations are going on with them.

## Objectives

- To establish our presence as a reputed multi-cuisine outlet with beer parlour and achieve our market share in New Rochelle's fast food industry.
- To launch premium high end dining experience, takeout service {Breakfast, Lunch, and Dinner} and high volume outdoor catering service in the market.
- Setup state of the art kitchen with most advanced appliances and machinery.
- Apart from dining and co-packaging customers, CurryDad will provide take away service to retail customers via food delivery applications like Grubhub, UberEats, DoorDash, etc. High end catering service of any cuisine will be provided for all kinds of occasion.
- Encourage the two most important values in fast food business: “brand” and “image”.
- To make CurryDad a searching destination spot for New Rochellers.
- To expand into several outlets and further sell the franchise to neighbouring metropolitan cities.

## Future of the Company

New Rochelle is a fast developing city in New York. It is touted to be the upcoming vibrant city in the making. Population in and around the city will grow exponentially in the immediate future. Always there is a place for delicious and healthy food with high quality packaging. Customers could enjoy exotic dishes with wine and spirit at natural atmosphere.

## Marketing Strategy

To promote the business, CurryDad's will do the following:

- Network at malls, clubs, business enterprises and hospitals in the city.
- Establish a company website that contains engaging multimedia content about our services
- As the business grows, advertise in publications that reach our target customers.
- Add new branches as business grows.

## Communicate with the Customer

CurryDad will communicate with its customers by:

- Meeting with local managers within targeted companies
- Using social media such as Twitter, YouTube, Facebook, LinkedIn and Instagram
- Providing contact information on the company website

## **Projected business growth and turnover**

We expect not less than \$1 million business turnover in the launching year, and we would be able to enhance it to the tune of \$12 million within the span of three years.

The growth prospects of this venture under the supervision and control of an extremely experienced business magnet in the field are remarkable.

We would achieve tremendous growth and reach unimaginable heights along with the progress and prosperity of New Rochelle, NY.

*Lot 32. 15 leroy pl .lot 17. 548 main st*

*Phase 1-548 Main Street*

***DEVELOPMENTS AROUND CURRYDAD***



***CurryDad - Video*** *(Click here)*

***Contact : +1 (914) 354-0135***