

Alejandro Nava
The Sketch Cafe
313 W Jefferson Blvd
Dallas, TX 75208

March 25th, 2021

Chris Varughese
Bank of Dallas
1987 Buckner Terrace
Dallas, TX 79902

Dear Chris Varughese,

The Sketch Cafe is a new mixture of the arts and coffee not seen before in Dallas. We are a cafe focused on bringing attention to the artists of Dallas and their work. Our cafe will provide exemplary services, and products that will quickly popularize in the area such as drinks and handmade desserts. Our main service and source of income will be renting out supplies for artists such as the basic supplies like pencils, paints and canvases, but also higher end supplies such as P.C.s, tablets, and higher end studio spaces at daily and monthly rates. The way we aim to keep customers is by providing incentives such as public exposure for artists and live shows for customers such as art sessions and live music. Artists require exposure to thrive in their field, and as such, our business will provide this exposure in order to gain their business. Customers will be attracted to the aesthetic of the cafe along with the beverages and desserts. The Sketch Cafe will gain exposure through multiple events in the community to increase its reach and clients as well as the constant flow of art work and social media provided by the artist.

Our shop is located at 313 W Jefferson Blvd, Dallas, TX 75208 in the Bishop Arts District. This is a prime location for our business as it is in the currently bustling Bishop Arts District which shows strong support of businesses involved in the Arts. Alongside this, there is a large portion of the community around our target range of 16-30 year olds as well as college students. This is

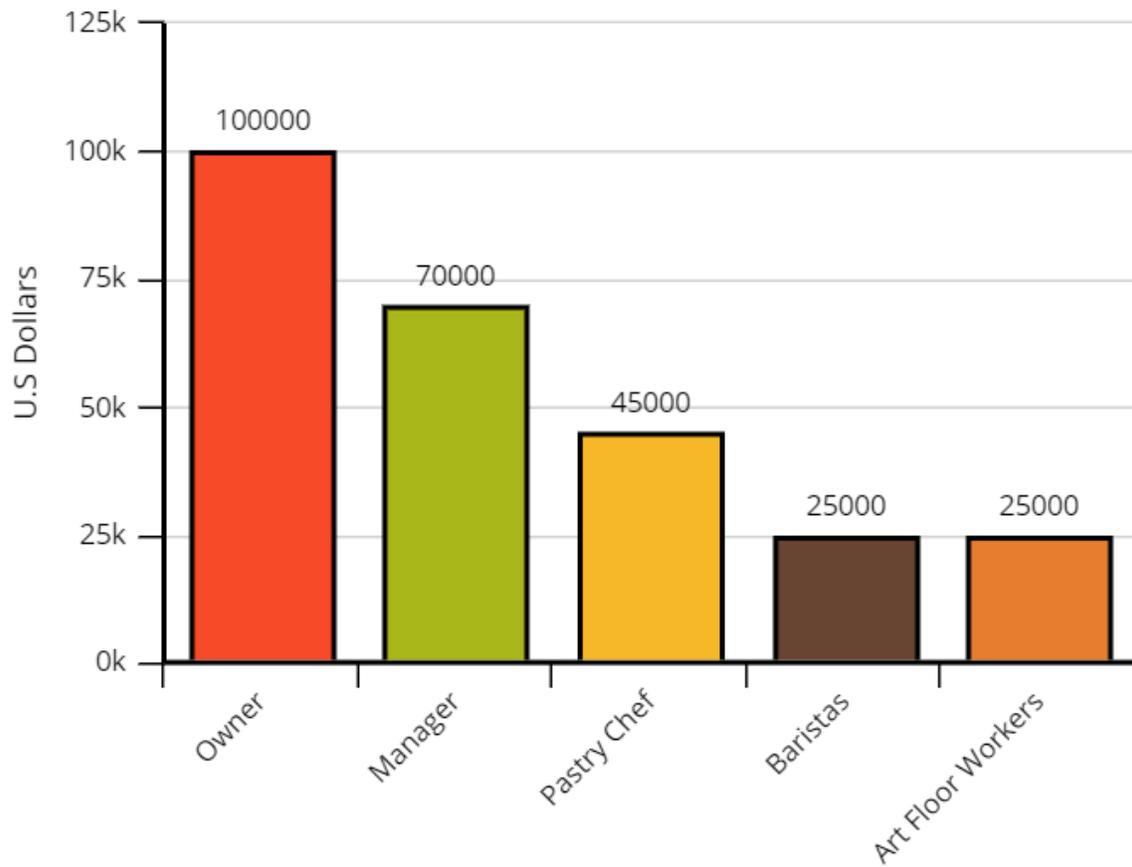
our target demographic which we believe will be most interested in our products and services. Also, the location is located right on an intersection of two busy streets which will provide prime exposure. The nearby shops also appeal to our target demographic as well which will improve our foot traffic.

As mentioned earlier, we have high confidence in the success of The Sketch Cafe. It is very unique in its services and theme which will catch the eye of many. It is built upon a mutually beneficial relationship between the business and customer which will foster a strong community bond to further support its growth. Alongside this, it is in a prime location that supports the arts, has an abundance of targeted demographic, and high traffic. Our business costs are initially going to be high, but as time continues, our costs will lower quickly as our supplies and services are long lasting but generate revenue constantly. The cafe products such as beverages and desserts are also high profit margins due to our connections with suppliers that allow low-cost supply. Within five years, we expect to be a well-known business that will soon open chains in other areas nationwide. Our unique business will quickly become a revolution to the cafe industry.

Best Regards,

Alejandro Nava
C.E.O of The Sketch Cafe

Yearly Salary Per Employee



Business Profits Over Next 5 years

