

SEELOUNGE MATTSEE

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CONTENT

- **Goals**
 - **Target group and positioning**
 - **Floor planning and size**
 - **Cost calculation**
 - **Menu**
 - **Style and design**
- 

GOALS

- "Ziel am See"
- Attractive for both tourists and locals
- Gastronomy facility on the water
- Floating solution (fixed)
- Ship docking possibility

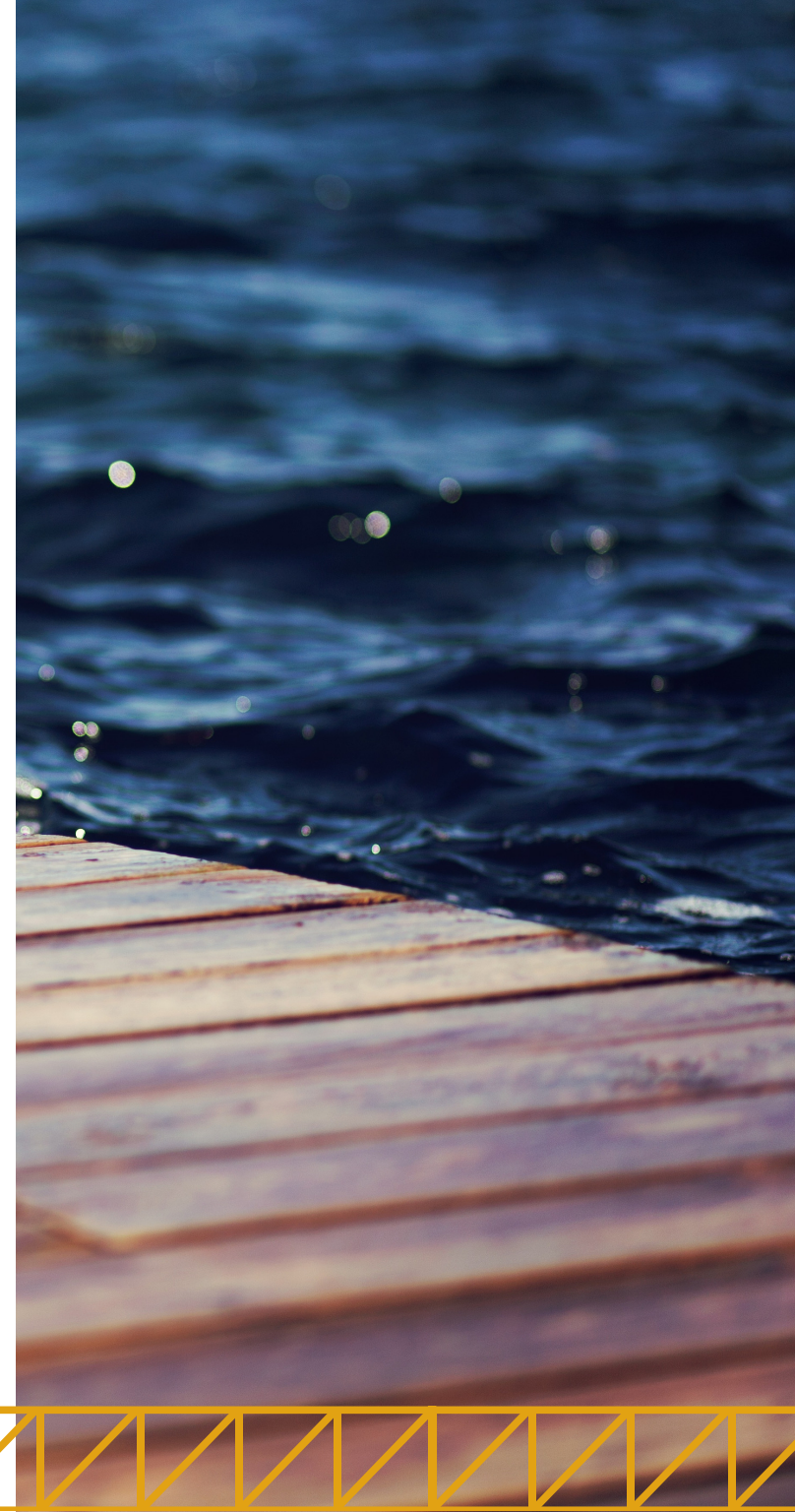
Target group:

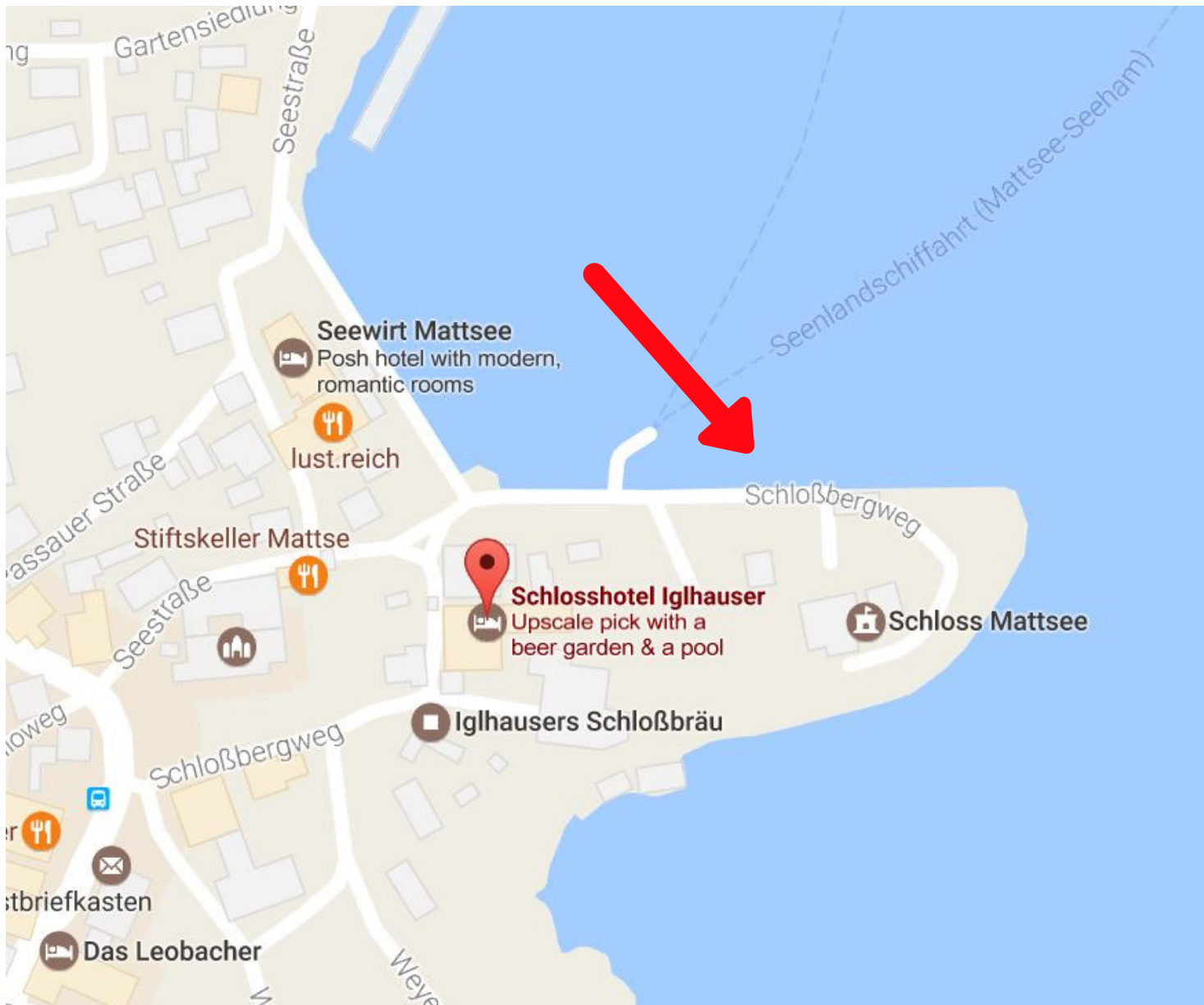
- Age: 25-60
- Middle to high disposable income



CONCEPT OVERVIEW

- Fixed floating solution
- Lounge concept focusing on drinks and fingerfood
- Middle to upper scale prices
- Modern and contemporary design
- Unique event location
- Lounge as destination itself



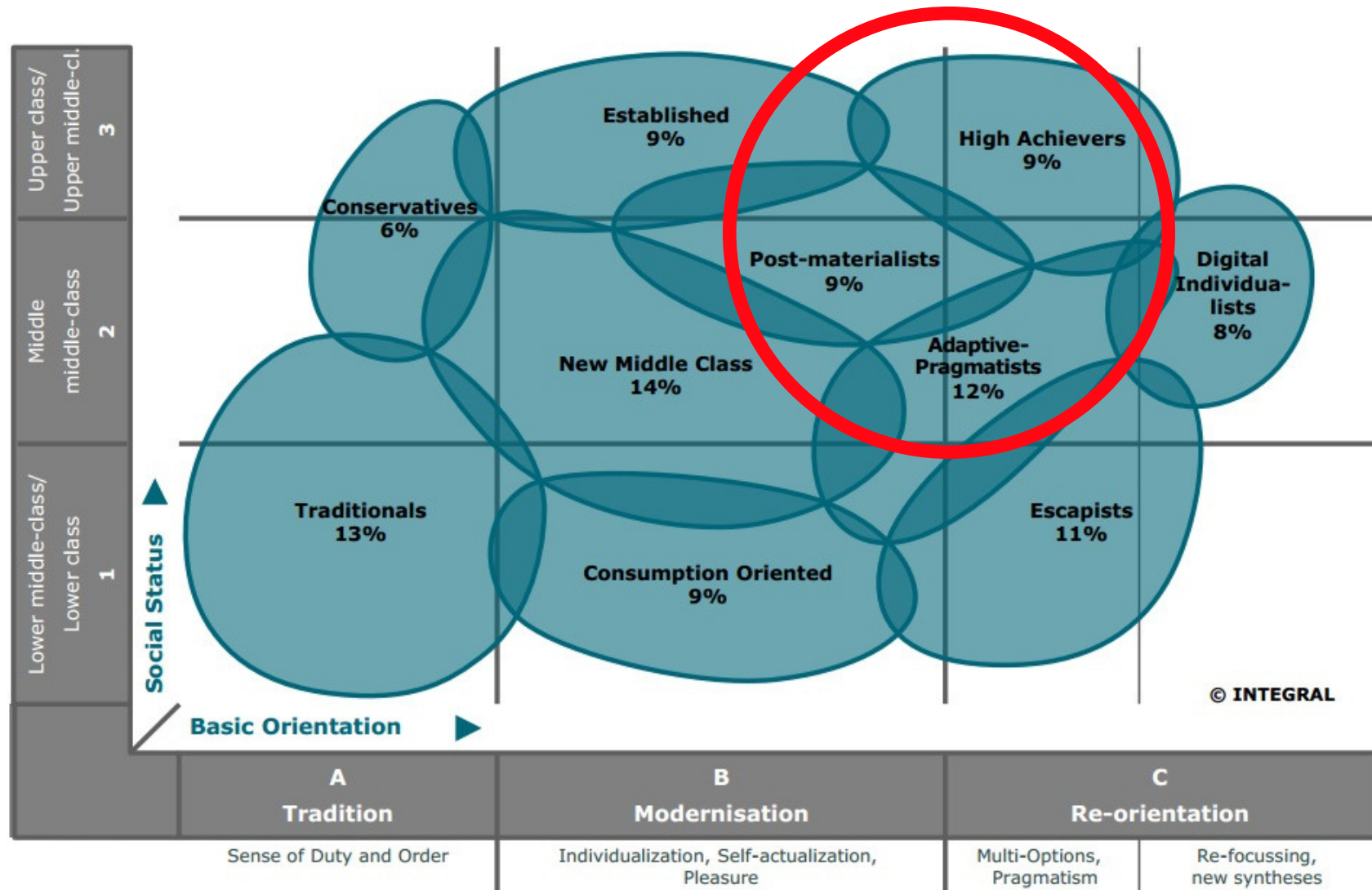


TARGET GROUP AND POSITIONING

- Catarina & Julio
- Argentina and Spain
- 32 & 36
- Management position (Marketing & Controlling)
- Sailing, Golfing, Badminton, Skiing, Tennis
- Visited Salzburg for the Salzburg Festival – sneak peak into the lakes of Salzburg

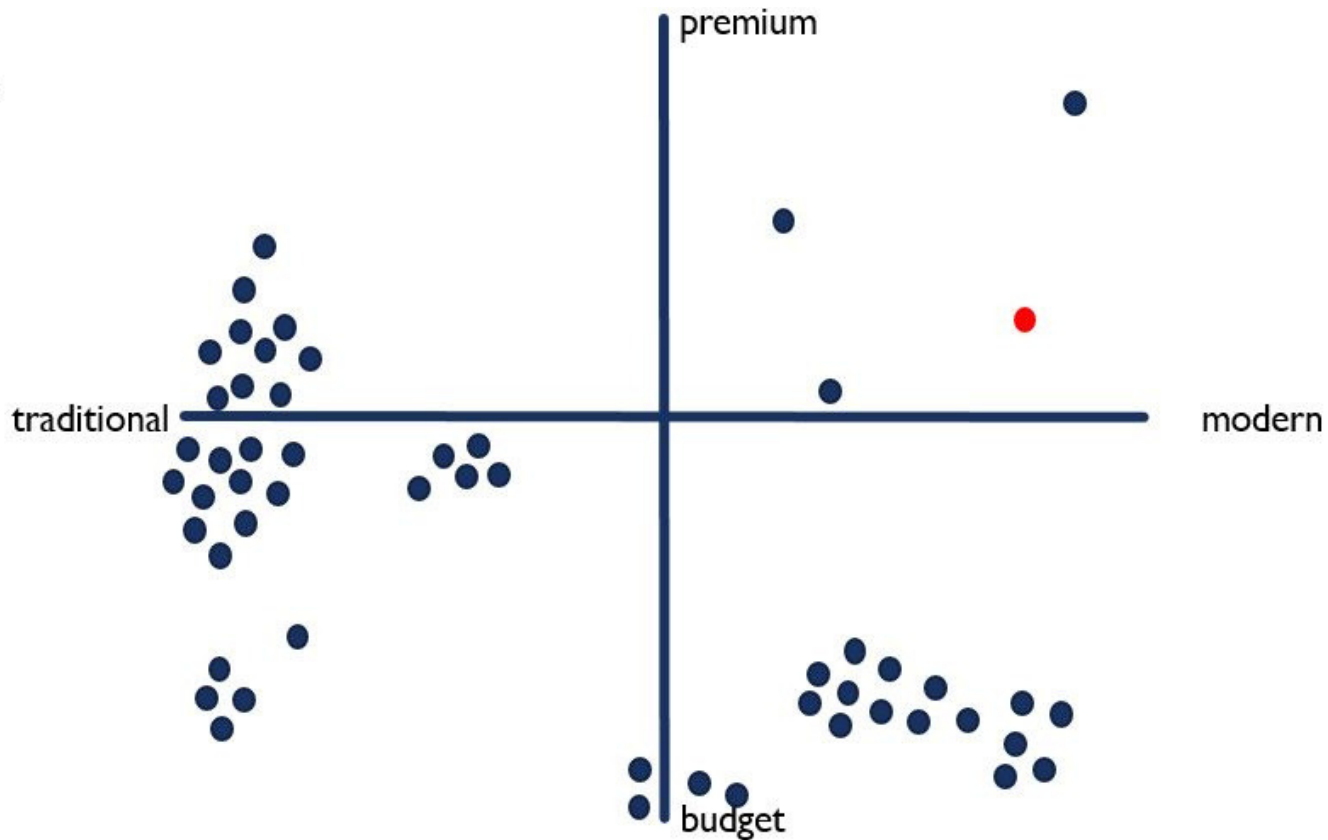


TARGET GROUP AND POSITIONING




POSITIONING OF COMPETITORS

Vertical: price range
Horizontal: offer

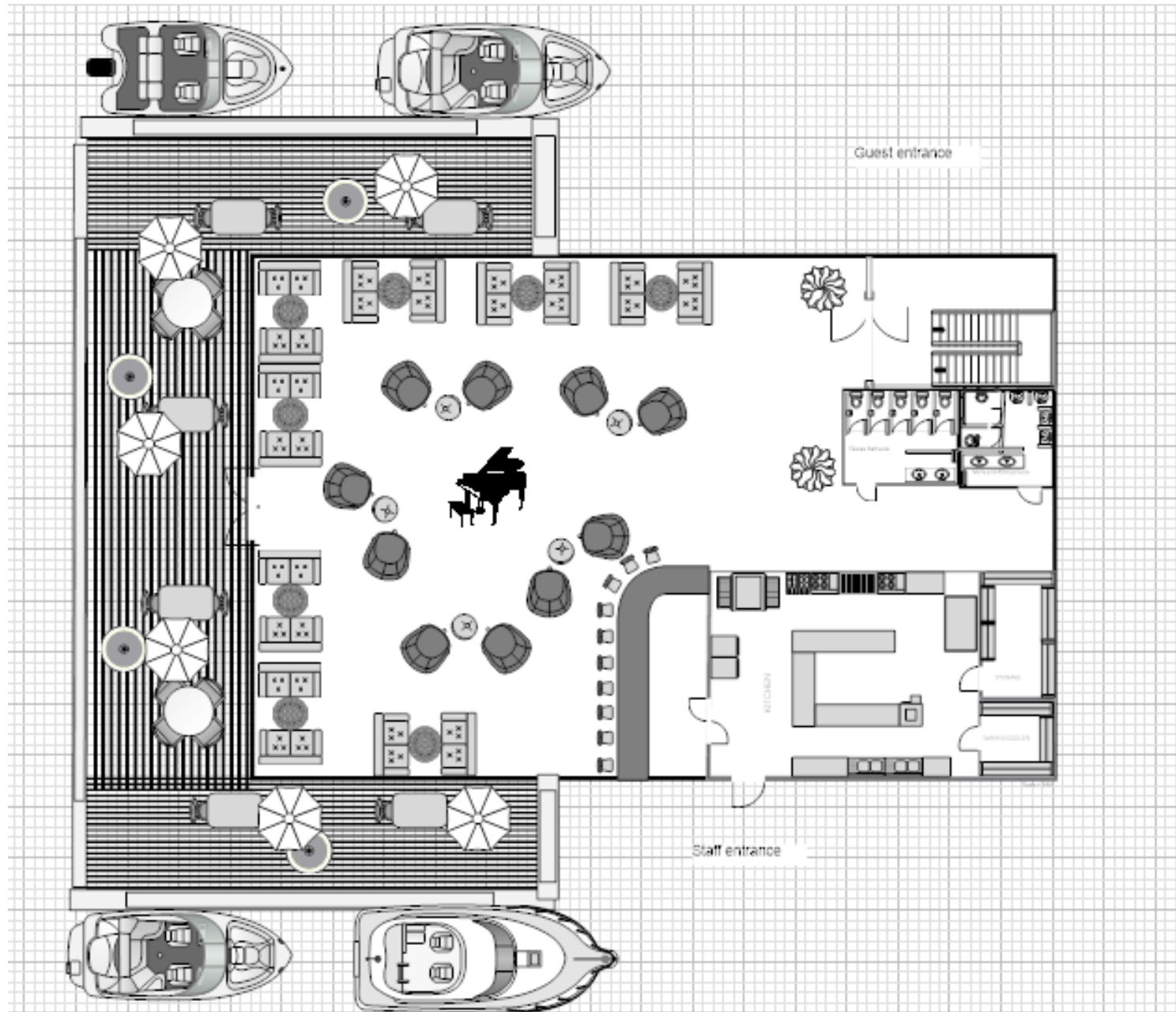




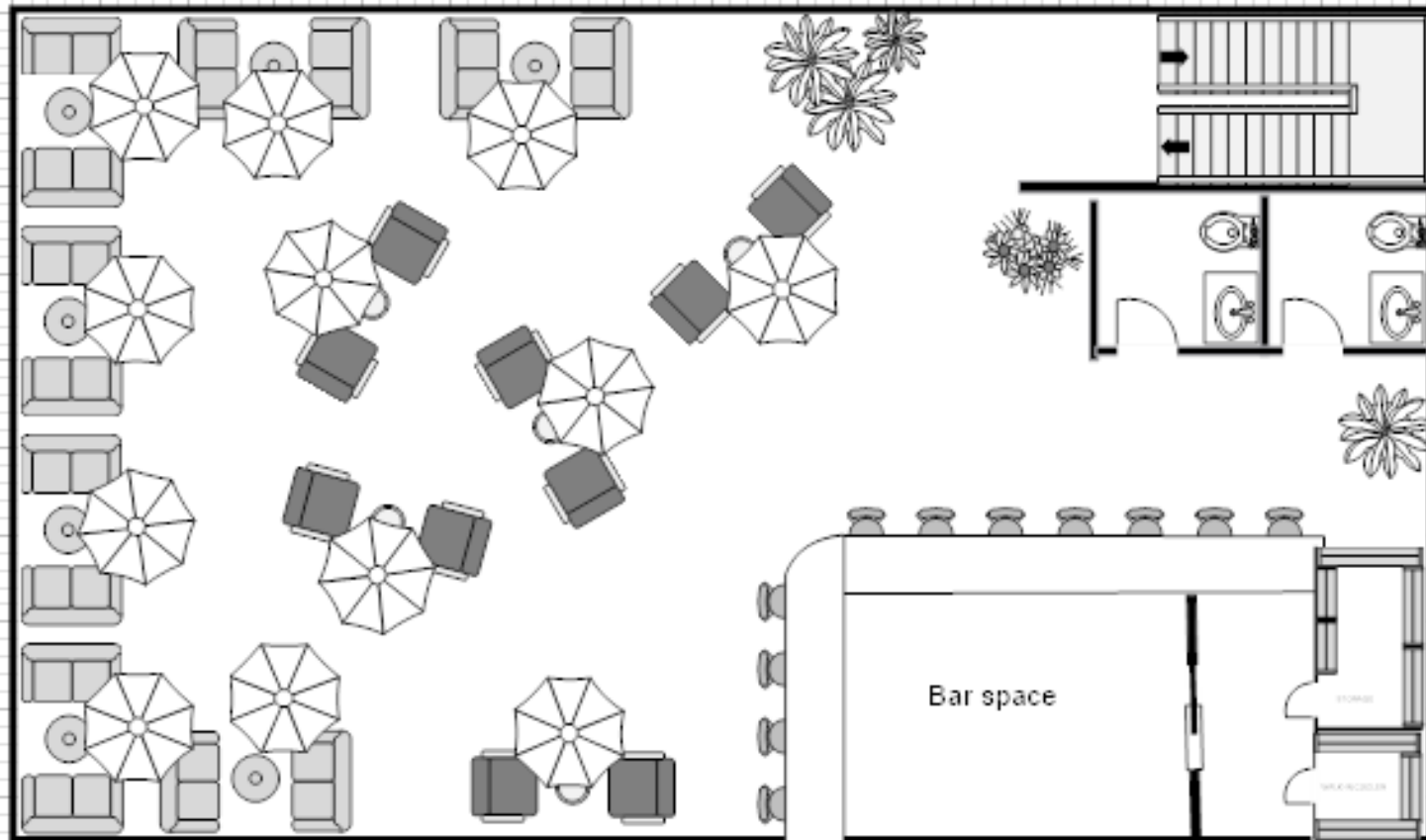
SIZE

- Ground floor: 42 seats inside
+ 20 seats terrace
 - Second floor: 38 seats
 - Bar seating
 - Lounge seating
 - Benchmark: 1,5 m² per seat +
50 % for kitchen, storage
rooms, bathroom, moving
space etc. = 2,25 m² per seat
 - Seelounge: in total 120 m²
- 

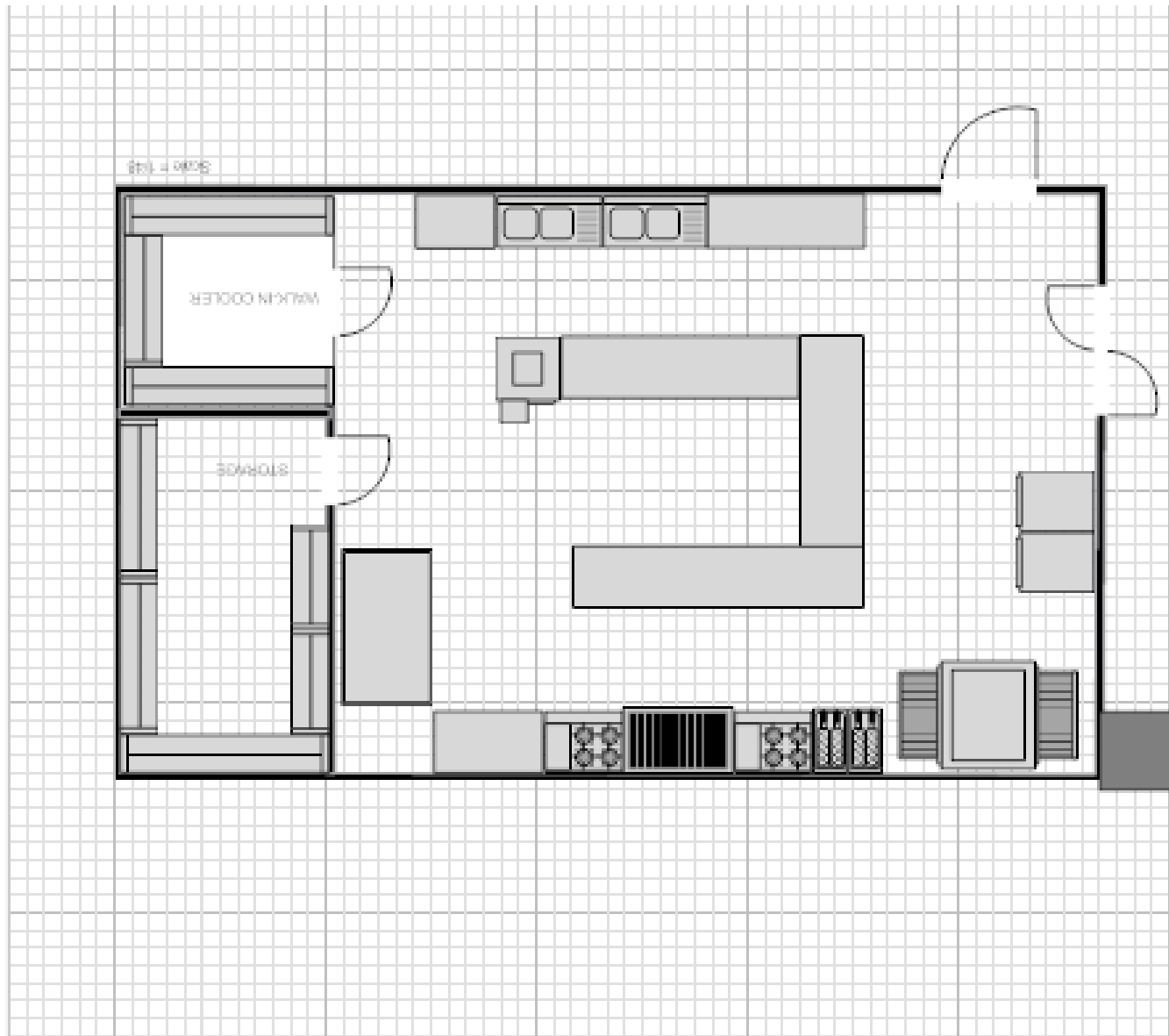
GROUND FLOOR



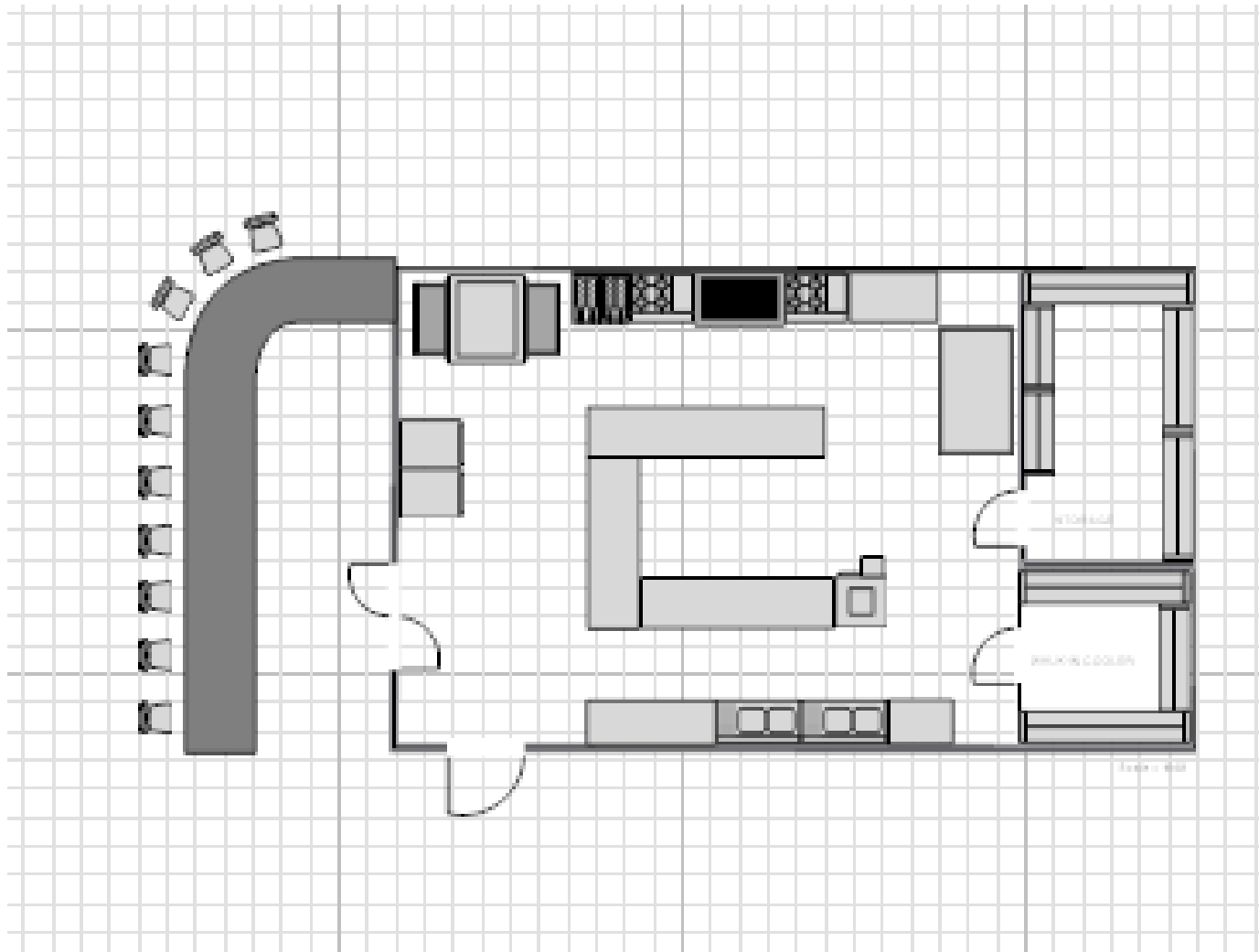
TERRACE FLOOR



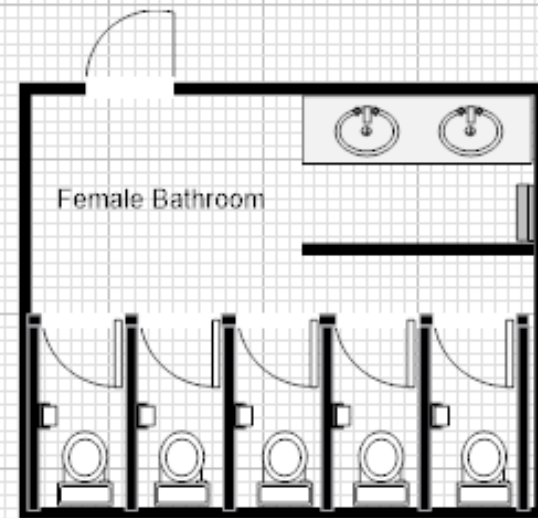
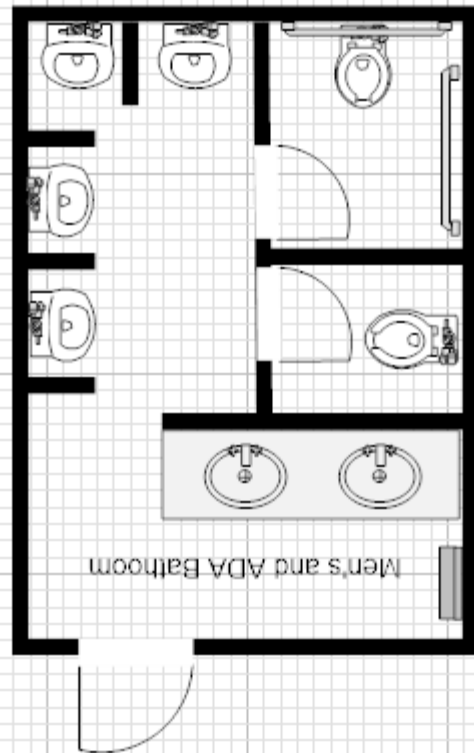
KITCHEN



BAR



BATHROOM FACILITIES



BUILDING COSTS

- **Benchmark: upper class restaurant € 5.000 - 6.000 per seat incl. everything**
- **Approx. € 3.500 - 4.000 for Seelounge**



COST REVENUE STRUCTURE

Kitchen

- Revenue 20 %
- Costs 45 %

Bar

- Revenue 80 %
- Costs 20 %

Staff

- Costs 35-45%

GOP

- 20-25 %



STAFF REQUIRED

Winter season/Minimum all year round

- 42 seats 85% occupancy = 36 persons
- 1 waiters, 1 bartender, 1 chef, 1 helper, 1 dishwasher (fixed minimum)

Summer season

- 100 seats 85% occupancy = 85 persons
- 3 waiters, 2 bartenders fixed minimum, 1 chef, 2 helpers, 1 dishwasher (fixed minimum)
- Operating hours 13:00 - 23:00



LABOUR COST CALCULATION

Mandays

- 365 days - 104 days off - 13 bank holidays - 25 vacation days - 8 sick days = 215 mandays

Operation days

- 365 days - 30 of closing - 25 days (7 months, 6 days opened a week) = 310 operation days
- 5 people on duty (winter season/minimum all year round) x 310 operation days / 215 mandays = 7,2
- Minimum manning of 8 people winter season/all year round



MENU

- **Fingerfood and
Cocktailbar**
- **3 reasons**



MENU

SEELOUNGE

finest fingerfood & cocktail bar

Mattsee, Austria



FINGERFOOD

CUP OF CAESAR SALAD
with crackers 8,50

MINI BURGERS
Sea Lounge Mattsee specials 9,70

ORIGINAL BRUSCHETTA
with fresh tomatoes, garlic and basil 5,50

RED CHICKEN WINGS
with sweet corn & spicy dip in a red pepper-cone 7,00

MINI WIENER SCHNITZEL
with potato salad 10,70

CUBA LIBRE
Havana Club 3years, lime, Coca Cola 11,80

HAKUNA MATATA
Havana Club 3years, butter scotch, raspberry, passion
fruit, peach 12,00

DAIQUIRI
Old Pascas White, lemon, sugar 11,00

MELON COLADA
Melon liqueur, Coconut Cream, pineapple, passion
fruit, cream 11,50





WINTER MENU

- Hot drinks (hot chocolate, hot honey etc.)
- Winter cocktails (hot aperol etc.)
- Homemade cookies





COCKTAIL COST CALCULATOR

COCKTAIL COST CALCULATOR



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CUBA LIBRE

SELLING PRICE	€	11,80
TOTAL COST	€	2,30
GROSS PROFIT	€	9,50
GROSS PROFIT MARGIN	%	80,51

REGULAR BEVERAGE

Description	Portion		Cost	
Havana Club 3years	4	CL	€	1,20

MIXING BEVERAGE

Description	Portion		Cost	

FIZZ BEVERAGE

Description	Portion		Cost	
Coca Cola	0,2	Ltr	€	0,80

MIXES

Description	Portion		Cost	

MENU

Seelounge Sunday Brunch

- Twice a month
- Open buffet
- Approx. € 20,00



STYLE AND DESIGN

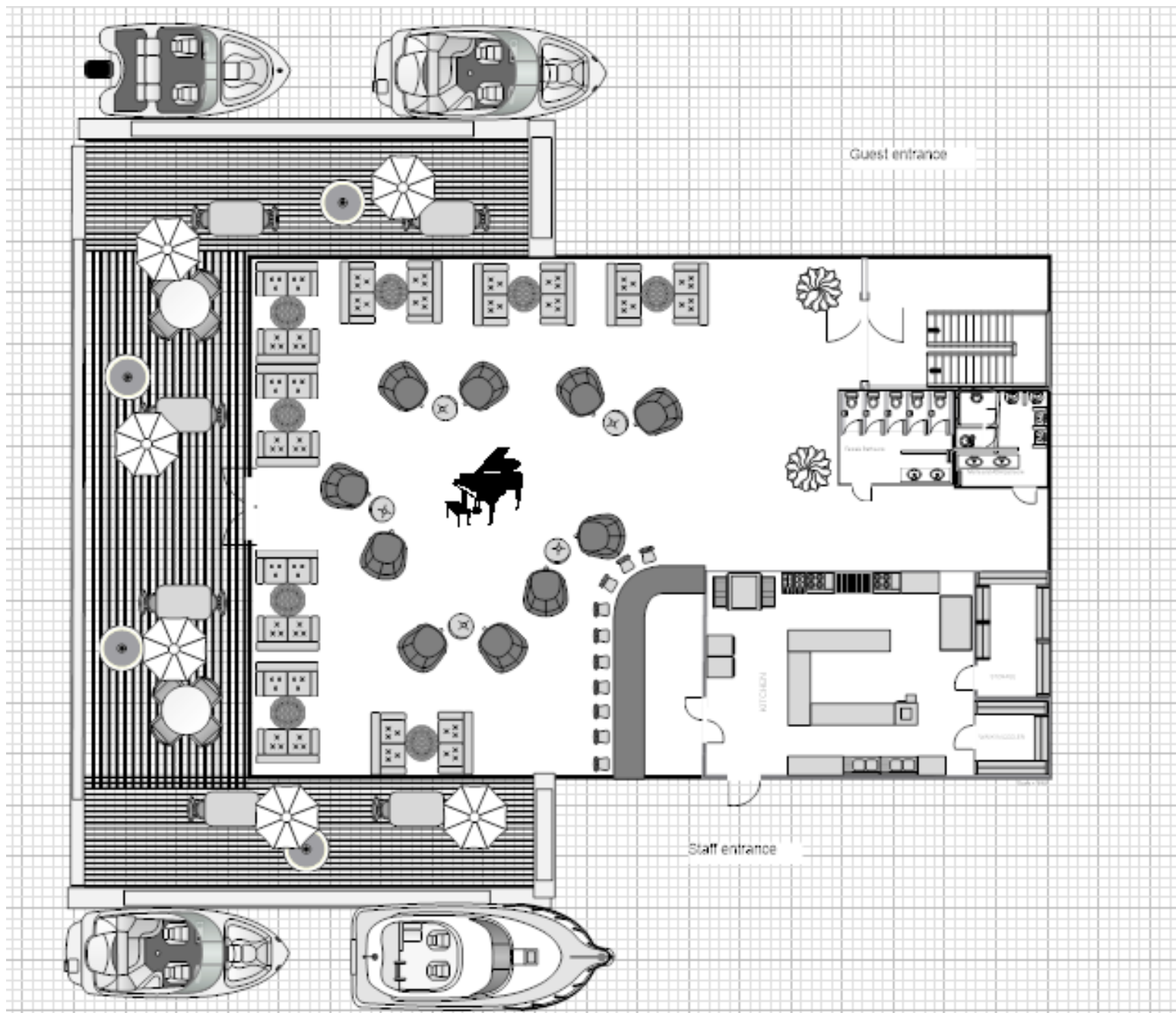
Exterior features:

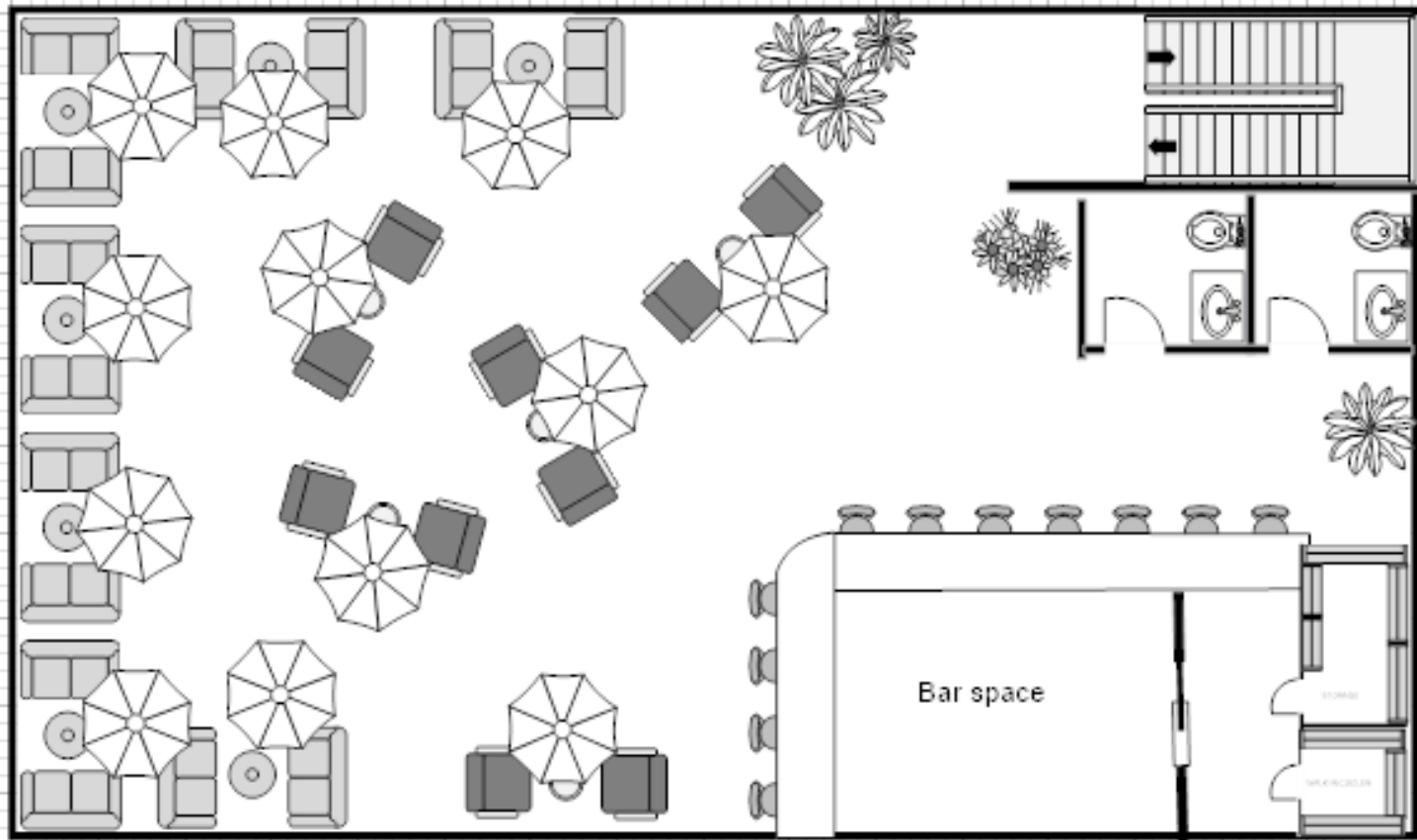
- Wood and glass as central elements
- Local focus
- Sun protection/shutters out of wood
- Wooden floors on terraces
- Wooden balcony on terrace floor
- Sliding doors out of glass to access the terrace on main floor
- Umbrellas instead of roof on the terraces (main floor + terrace floor)
- Partly covered entrance area

















STYLE AND DESIGN

Interior features:

- Modern focus
- No traditional elements
- Lounge chairs in some parts of the restaurant
- Bar seating
- Combination of several colours
- Fireplace in winter















REFERENCES*

Target group and positioning

- <http://www.integral.co.at/en/sinus/milieus.php>

Menu

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* In chronological order according to presentation



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* In chronological order according to presentation



**THANK
YOU!**