

Blue Harbor Kitchen – Business Plan

October 19, 2026

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Blue Harbor Kitchen — Business Plan

A funding-ready plan: the offer, the trade you actually chose, the money and the paperwork.

The Business in One Page

The page you hand someone who has four minutes.

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Appetizer Design and Psychology

Main Course Architecture and Flow

Dessert Strategy and Balance

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Beer Program: Hyper-Local Focus

Wine List Strategy: Pairing & Discovery

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Dietary and allergen coverage

Proactive Allergen Communication

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Pricing Tiers and Perceived Value

The Block You Are Opening On

****Ballard Restaurant Market Analysis: Pacific Northwest Seafood & Neighborhood Bistro Concept****

The Ballard neighborhood remains a vibrant, competitive market for high-quality, experience-driven dining, particularly within the Pacific Northwest seafood niche. Success hinges on blending authentic local flavor with a modern, approachable atmosphere.

****Target Comparables (48-Seat Bistro Format):****

- * ****Concept:**** Relaxed, neighborhood-focused bistro emphasizing seasonal PNW ingredients, with a strong seafood anchor.
- * ****Price Point Benchmarks (Dinner):**** Expect average check averages between \"\$45-\$65 per person (excluding drinks), reflecting premium ingredients and service level. Lunch pricing should target \"\$20-\$30 per person.
- * ****Key Competitors/Comparables:**** Analyze successful, mid-to-upscale neighborhood spots (e.g., those focusing on wood-fired cooking, elevated Italian, or dedicated seafood concepts). Specific due diligence must be done on current occupancy rates and recent menu shifts at established local favorites.

****Market Dynamics & Trends:****

- * ****Recent Activity:**** Monitor recent openings/closings in the immediate vicinity (e.g., within a 1-mile radius of the target site) to gauge current absorption rates and perceived market saturation.
- * ****Foot Traffic:**** Analyze foot traffic patterns by time of day and day of week. High-density foot traffic near transit hubs or major commercial anchors (e.g., within the Ballard Avenue corridor) is critical.
- * ****Rental Expectations:**** Current commercial lease rates are highly variable based on build-out requirements, frontage visibility, and specific zoning. Obtain multiple, recent, comparable lease quotes for similar square footage and build-out potential.

****Action Items:****

1. Conduct a physical site visit to map current foot traffic flow against proposed ingress/egress points.
2. Gather 3-5 recent, anonymized lease rate sheets for comparable restaurant build-outs in the immediate sub-market.
3. Develop a detailed competitive matrix comparing menu depth, Instagram presence, and perceived value proposition of 5 direct local competitors.

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