

Erica Azucena

### Youthfulness Business Overview

Youthfulness will be an urban, DIY, edgy, easy-going comfortable restaurant with a lounge area that promotes community support for adolescences and young adults in the area of downtown San Jose, California. The main focus is on serving nutritious, fresh, flavorful food that's in variety and portioned. Youthfulness wants to promote adolescents and young adults in developing life skills in health wellness. Its mission statement is to enhance health wellness in youth; to help youth vision nutrition, physical activity and social engagement as a healthy, trendy habit. The lounge is spacious to hold professional health workshops to teach about nutrition, physical activity such as yoga, and to also hold youth performances. This operation will give youth the opportunity to be expressive by hanging out with their friends in the lounge or even volunteer to create workshops or having music or poetry events.

My target populations are adolescences and young adults' for Youthfulness because both groups are lively and fun. They need our support the most, so they can learn to achieve optimal health habits. As they get older, they will be more skillful and knowledgeable. They are in their prime of development and need life skills to prepare them in communication, social involvement, striving to be more educated, practicing stress management, healthy eating or engaging in physical activity etc. For example, I want to introduce healthy eating of flavorful, portioned and in variety foods early in our youth's lives, so they can appreciate the ability to cook with fresh foods. I want youthfulness to be a spot where youth can meet friends and mentors within community. Our youth have extra activities inside or outside of school, which can be expensive, so I want to give them a hangout, interactive studying and learning area that's affordable and beneficial to their optimal health. Also I want to focus this restaurant as an outlet for them to

have fun besides experimenting with alcohol and drugs. “Adolescent boys and girls share some protective factors relating to drug abuse, including positive family relationships and extracurricular activities; religious involvement is protective for both boys and girls (Insel, P., Roth W., 2010, p.30).” Building a protective force for our youth can help boost our community with future leaders and dreams. “Young people who start using drugs at a very young age have a great risk of dependence and health consequences (Insel, P., Roth W., 2010, p.238).” youthfulness is about helping youth to find opportunities for growth, passion for life, gain protective assets, and to feel safe.

The design of my restaurant Youthfulness will be a colorful and lively venue. Its will have a 250 minimum capacity with an eating area and a lounge area that has a mini stage. I want nutrition, physical activity and other health-related facts around the walls. I want to have a bulletin board for the youth to post events or current articles about the community. The theme will be an urban playful and fun design with great lighting, so youth can come to study or relax. Different events will occur there such as workshops ranging from mediation to interview tips. Youthfulness will also focus on guest speakers from activists to business officials. I want this to be a place where diverse forms of knowledge are welcomed. It will be in operation from 10am to 10pm. The setup will be similar to a bar/lounge/restaurant minus the alcohol and drug scene with a health wellness focus. Youthfulness will serve breakfast, lunch and dinner, for both the eating and juice bar area. It will have a selective menu that will range from a quick bite to a balanced meal for breakfast, lunch or dinner. For example, a customer can order a Salmon Mediterranean Salad that comes with a small roll of bread for lunch or a veggie omelet that comes 1 piece of toast and a 1 cup of fruit. The Beverage selection will be from water, fresh squeezed juices, and fresh made smoothies, tea, coffee and a few selected sodas. “Only 24% of Americans eat 5 or

more servings of fruit and vegetables daily according to behavioral risk factor surveillance system (Insel, P., Roth W., 2010, p.116).” Because vegetables vary in nutrients they provide, it’s important to consume a variety to obtain maximum nutrition. I want to introduce a variety of fresh nutritional dense food. Studies show that most people underestimate the size of food portions, so food portions sizes and servings will be according to dietary guidelines.

The setting of the Youthfulness will be in San Jose, California in the downtown area of an urban setting. This would be the perfect location because most adolescent and young adults can feel free to roam around the downtown area once they leave Youthfulness. Youthfulness will promote see community business support for San Jose’s downtown area. I want it to be near the San Jose State University as well, so on-campus living students can have access. This location will be a great area for those looking to still stay connected with the San Jose community. My focus is to grab adolescences and youth adults’ attention.

I chose this operation for our youth because our America culture is full of diverse individuals who are looking for outlets to connect with their community. I want to build this operation to promote community support. I want promote and help youth to set goals and have a passion for a healthy lifestyle of eating well, exercising, managing stress, and cultivating personal relationships. This operation will need a range of support from professionals in different health industries to hold workshops or offer resources. I want to collaborate with our youth as well to teach them leadership and build up their life skills, so they can be passionate about life. This can give them the opportunity to outreach to others and build social networks. Most of our health illnesses are due to lifestyle choices, and I believe that if we can make health wellness a priority for our youth, they will gain life skills and make more healthy choices for their bodies whether its individually, sociologically, environmental or at a policy level. Our youth are one of

the most important investments in our world who needs to thrive and strive excellently of adaption in our changing environment.

### Work Cited

Insel, P., Roth W. (2010). Core concepts in health. (11<sup>th</sup> ed.). New York, NY: The McGraw-Hill Company.