Business Plan for Deli and Market

This Business Plan for a Deli and Market allows entrepreneurs or business owners to create a comprehensive and professional business plan. This template form allows a business to outline the company's objectives and detail both current company information as well as any past performance. Companies should include a complete market analysis in their plan to help showcase why their business strategy will be effective in the market. Future company plans, including production targets, management strategy, and financial forecasting, should be used to demonstrate and confirm that the company's short-term and long-term objective can and will be met. This model plan can be customized to best fit the unique needs of any entrepreneur or owner that is seeking to create a strong business plan.

[IMAGE/LOGO]

OWNER'S NAME

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Confidentiality Agreement

The undersigned reader acknowledges that the information provided by COMPANY NAME in this business plan is confidential; therefore, reader agrees not to disclose it without the express written permission of COMPANY NAME.

It is acknowledged by reader that information to be furnished in this business plan is in all respects confidential i rough other means and that any amage to COMPANY NAME.

Upon request

_____
Signature

_____
Name (typed

_____
Date

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Table of Contents

1.0 Executive Summary 1
Chart: Highlights 2
1.1 Objectives 2
1.2 Mission 2
1.3 Keys to Success 3
2.0 Company Summary 3
2.1 Com 3
2.2 Com 3
Table: 4
Chart: 5
3.0 Service 5
4.0 Market 6
4.1 Mark 8
Table: 8
Chart: 9
4.2 Targ 9
4.3 Serv 9
4.3.1 C 10
5.0 Strateg 10
5.1 SWO 10
5.1.1 S 11
5.1.2 W 11
5.1.3 O 11
5.1.4 T 11
5.2 Com 12
5.3 Mark 12
5.4 Sales 13
5.4.1 S 13
Table 13
Char 14
Char 14
5.5 Miles 15
Table: 15
6.0 Manag 15
6.1 Perso 15
Table: 15
7.0 Financi 17
7.1 Impo 17
7.2 Break-even Analysis 18
Table: Break-even Analysis 18
Chart: Break-even Analysis 18
7.3 Projected Profit and Loss 19
Table: Profit and Loss 19
Chart: Profit Monthly 20

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Chart: Profit Yearly 20
Chart: Gross Margin Monthly 21
Chart: Gross Margin Yearly 21
7.4 Projected Cash Flow 22
Table: Cash Flow 22
Chart: Cash 23
7.5 Proje 23
Table: 23
7.6 Busir 24
Table: 24
Table: Sale 1
Table: Pers 2
Table: Pers 2
Table: Prof 3
Table: Prof 3
Table: Cas 5
Table: Cas 5
Table: Bala 7
Table: Bala 7

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1.0 Executive Summary

INTRODUCTION

OWNER'S NAME will be taking over ownership of COMPANY NAME, bringing his extensive expertise in the food and beverage industry and his passion for preserving a local staple in the community while nurturing the business to be a desirable tourist destination.

COMPANY Head Provisions
and all na n delicacies,
both impo

ABOUT T

OWNER'S

COMPANY

[INSERT

As the ow nt experience.
Beginning ' to the business as
a dishwas ons such as prep
cook, sala with natural ability
for the cu

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OWNER'S ed mentors.
OWNER'S wasn't long before
he transit n the ranks.
After mar a General Manager
position w In Los Angeles,
OWNER'S was there where he
honed his owed OWNER'S
NAME to food and
beverage abilities for menu
structurin ars in the industry.
Just short Working with clients
and accou d the opportunity
to observ tices, accounting
procedure ghly seasoned
chefs and

All the ye COMPANY NAME a
skill set to properly take control of a business and ensure its appeal to customers, expand its market share, streamline the business model and successfully improve its fiscal viability.

Chart: Highlights

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1.1 Objective

COMPANY

- Keepi
- Stay a lent food and servic
- Expan y services during the w
- Promo rrounding areas to attrac
- Ensur a for both locals, touris
- Promo for tourists.
- Expan al and tourist morni

1.2 Mission

COMPANY here with excellent, high qual , but have efficient and frien NAME wants to be the restaurant choice for all families and singles, young and old, male or female. Employee welfare will be equally important to the company's success, creating jobs for the community and in turn stimulating the local economy. Everyone will be treated fairly and with the utmost respect. COMPANY NAME wants the company employees to feel a part of the success of the restaurant. Happy employees make happy guests.

COMPANY NAME will combine menu variety, atmosphere, ambiance, special theme nights and a friendly staff to create a sense of 'place' in order to reach the goal of over all value in the dining/entertainment experience. The company wants fair profits for the owner and a rewarding place to work for the employees.

1.3 Keys to Success

- The p ... erentiate COMPANY NAME ... r restaurants in the area b ... merch ... cozy atmosphere.
- Produ
- The m
- Old W ... birthdays, retiren
- Take-
- Contr

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2.0 Company

In additio ... lidays such as Memorial ... eekends 'down the shore' tha ... ty celebrating the holiday.

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With the ... ner does not have an intenti ... stability to the communi

COMPANY ... ed and also have access lo ... place for a quiet conversat ... assured that the catering c season/w

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2.1 Company

Upon ass ... rganization as a Limited L ... f the business will remain ur

2.2 Company

[INSERT COMPANY HISTORY AND BACKGROUND]

Table: Past Performance

Past Performance	FY 2009	FY 2010	FY 2011
Sales			$267,966
Gross Marg			$89,044
Gross Marg			33.23%
Operating E			$67,144
Balance Sh			FY 2011
Current Ass			
Cash			$12,267
Other Curre			$20,000
Total Curren			$32,267
Long-term A			
Long-term A			$402,169
Accumulate			$57,883
Total Long-t			$344,286
Total Assets			$376,553
Current Liab			
Accounts Pa			$1,000
Current Bor			$0
Other Curre			$0
Total Curren			$1,000
Long-term L			$0
Total Liabilit			$1,000
Paid-in Cap			$0
Retained Ea			$398,209
Earnings			($22,656)
Total Capita			$375,553
Total Capita			$376,553
Other Inputs			
Payment Da			30

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Chart: Past Performance

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3.0 Services

The owne ...gland Style Deli & Gourmet ...d Provisions and all natural W ...ies imported and domestic.

For Lunch ...of meat, cheese, veggie ar ...arella, fresh basil and plum ...signature vegetaria

There are ...f freshly baked breakfast

Other offe

- Seaso
- Chow
- "Bake
- The fa
- Gourn
- Fine wines (over 1000 bottles of domestic and imported wine, including Maine wine)
- Imported cheeses
- Fresh bread
- Craft beers
- Gourmet Gift Baskets
- Special "Made in Maine" basket (filled with only the "Best of Maine" products)
- Business Lunch catering
- Sandwich platters

- Box lunches (for that summer day at the beach. Picnic lunch, out on the boat)
- Online ordering for customer's convenience

OWNER'S NAME restaurant will be unique to the Freeport, Maine area. High quality food and a style of service that will make everyone feel welcome and special will be happily offered. COMPANY NAME food products will be of the finest quality and prepared with sensitivity and care. The company will 'go all the way' to satisfy it's guests. COMPANY NAME will offer daily ariety.

4.0 Market A

COMPANY have a desire for good food rue establishment that they ul in satisfying customer

Freeport ion was 7,800 at the 2000 L.L. Bean, Wolfe's Neck Woo tland–South Portland–

Freeport minutes north of Portland. world-famous L.L. Bean outd o be found throughou The historical town is often c neetings leading up to the sta s Jameson Tavern, which is s s, homes, and churches rical society. The town's de ds nicely with the new. Eve eel.

If visitors t the amount of green spa ods is one of several w king along the coast. On ocated in Freeport. The deser give way to sand. The sand

Freeport, st. With opportuni actions, Freeport is the perfe and there are plenty of

Just 20 m , MA, Freeport is easy to get to, but after being there for only a few hours, visitors will find it difficult to leave. Perhaps the one attraction Freeport is most known for is L.L. Bean. This century old establishment houses its flagship store in Freeport, as well as its factory store and hunting and fishing store. Families will enjoy browsing the clothing, footwear, home furnishings and outdoor equipment, as well as trying out the hiking hill in the footwear section and the rock climbing wall in the children's section. Children will love watching the giant trout swim casually through the indoor trout pond, and upstairs there is a small coffee stand offering delicious homemade

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cookies and treats. Perhaps the best part is that L.L. Bean is open 24 hours a day, every day of the year.

A short drive to South Freeport will take families to the home of Atlantic Seal Cruises where everyone in the family will enjoy a short boat ride. Cruises include seal watching trips, lobstering demonstrations, fall foliage viewings, and trips to Sequin Island Lighthouse and Eagle Island, the home of Admiral Peary. If a family enjoys light hiking, picnicking and camping, Bradbury Bradbury Mountain has a sce strooms, and a covered p longest only about a mile, ar e, flat rock where visitors w the town of Freeport, ffers incredible views.

For hiking s and bird watching opportuni a 600 acre farm dedicated r animal by-products. he barn, watching the sheep store.

The peop e. History buffs will want to p e beautiful Harringto alking tours, education rtifacts and publicatic through the historic b Freeport offers a plethora nd amazing delicacies visit the many area ice cream

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As of the ,151 families residing i ile (86.8/km²). There we m²). The racial makeup .31% Native American d 0.64% from two or more r

There we e of 18 living with them, 57 eholder with no husband re made up of individual older. The average household

In the tow 5.0% from 18 to 24, 29.4% from 25 to 44, 27.6% from 45 to 64, and 12.7% who were 65 years of age or older. The median age was 40 years. For every 100 females there were 94.5 males. For every 100 females age 18 and over, there were 89.9 males.

The median income for a household in the town was $52,023, and the median income for a family was $58,134. Males had a median income of $41,703 versus $27,490 for females. The per capita income for the town was $27,724. About 4.0% of families and 5.9% of the population were below the poverty line, including 7.0% of those under age 18 and 10.4% of those age 65 or over.

Nearby communities that COMPANY NAME is seeking to cross-market to is as follows:

[INSERT

4.1 Market S

COMPANY ant everyone to feel
welcome is COMPANY
NAME go ing at the market
analysis, ents.

The Busir nge city. He needs
a compet erward, they want
to relax a d the most on
drinks, fo

Happy Co sphere that
encourag IE wants to be a
search pl oung couples are
generally rinks.

The Fami accommodative
menu and PANY NAME in favor
with the p

High-end , striking
decor, wi confirm the feeling
of being i

Tourists: mmer months of
May throu ctive atmosphere
and diver

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Table: Marke

Market Ana

Potential C						2015	CAGR
Business Man	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	26,759	21.54%
Happy Couples	3%	14,280	10,175	11,600	13,224	15,075	1.36%
Tourists	20%	300,000	4,106	4,722	5,430	6,245	-62.02%
The Family	1%	6,720	6,051	6,838	7,727	8,732	6.77%
High-end Singles	12%	7,824	3,998	4,478	5,015	5,617	-7.95%
Total	-34.59%	341,087	41,038	47,186	54,267	62,428	-34.59%

Chart: Market Analysis (Pie)

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4.2 Target M

COMPANY -60 with an annual
income of

COMPANY families, tourists
with mon d dining and service
at a valu ne clientele with the
available

COMPANY ea, restaurant
patrons fr

4.3 Service E

OWNER'S ervice facility,
creating ours of operation
and the n broaden the variety
of service ned more in detail
later on t

4.3.1 Competition and Buying Patterns

Restaurant patrons understand the concept of service and excellent food, and are much more likely to pay for it when the offering is clearly stated.

COMPANY NAME focus is customer satisfaction. Customers think about price because that's all they ever see initially. COMPANY NAME has a very good indication that many would rather pay 10-20% r ... streamline the menu and ... highest quality.

- The n ... according to the NRA's ... on)
- The re ... ers. Restaurants emplo
- More ... ns (National Resta
- $1.5 b ... l Restaurant Assoc
- While ... consumes 76% of meals
- The U ... merican economy, and a ... s, billboards and comm
- 60% ... ub. (BizGrader consu
- 79% ... receive coupons or specia
- 62% ... onths (BizGrader consu

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5.0 Strategy

COMPANY ... ing people a combinat ... s to a wide and varied gr ... ing quality and establishi ... in marketing will be to increas ... NAME will direct all tactics an ... hey do. The C ... word-of-mouth and cross-ma

5.1 SWOT Ar

The S.W. ... gths and weakness ... portunities presented to COMPANY NAME as well as potential threats.

5.1.1 Strengths

Knowledgeable and friendly staff. The proposed owner, OWNER'S NAME, will go to great lengths at COMPANY NAME to find people with a passion for excellent food and high-quality customer service. The current and future staff will be knowledgeable and eager to please. OWNER'S NAME intends to hire and work with friendly and mature locals in the community who want stable employment in an easy-going, comfortable workplace.

Warm ar AME , they will feel welcome nployees that also have stro here.

Clear vis : running restauran led machine. He knows ıge of the revenue channels ıe streams. OWNER'S ıd he knows how to build the t.

Strong F ımily that has four generatio ıe. Having been away fror everage industry, OWNER'S

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5.1.2 Weakn

- Acces
- Locals e hours are exten
- Challe

5.1.3 Opport

- Growi market still not knowi
- Strate activities to exten ıl organizations).
- Promi e.
- Close rget area including sever ıstomers.
- Conve
- Interr
- Plans

5.1.4 Threats

- The downturn in the economy has impacted the tourism market which could correlate with sales.
- Possible future expansion of national restaurant chains into the local market.
- Continued price pressure due to competition or the weakening market reducing contribution margins.
- Seasonal and unexpected climate and weather patterns are a factor in the area.

5.2 Competitive Edge

COMPANY NAME competitive edge will be the menu, the chefs, the environment, the management, the service and a friendly place. COMPANY NAME environment will be comfortable and the decor is warm and relaxing. Great service is very important to COMPANY NAME . The management and servers will handle every detail to make customer's special evening or special event even more special. All this and a great atmosphere will make customers want to come back again and again.

The curre n when comparing
the restau fering merchandise
and a pro s experience and
relationsh

In additio esses in the local
and state urism industry.

5.3 Marketin

Freeport, ck and Durham to
the north shares small
borders w swell are not
connecte into Casco Bay,
the other n directly through
Freeport,

COMPANY of Freeport, Maine,
but would State of Maine.
COMPANY ort, Maine
companie ound.

Other tou ross-
marketin

[INSERT

The mark

1. Emph
2. Build
3. Focus

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5.4 Sales Strategy

COMPANY NAME sales plan is to establish and maintain position with the local customers and the surrounding areas. The strategy is to build more customers in order to increase revenue. Sales in the restaurant business is client service. It is repeat business. COMPANY NAME will focus on making all customers happy with the high quality food, service and entertainment options.

The comp ... t knows the food and wine ... ith the company' ... nowledgeable service in

The prope ... e Restaurant's neighbor. ... er to facilitate the sharing a

The prope ... NER'S NAME would like off ... oposed community farmer's ... mmunity Services, has orgar ... ntact to suggest a proposed ... e sponsored by COMPANY ... ocally grown produce a ... ndise as well.

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5.4.1 Sales F

The follov ... st twelve months and for th ... the summer months d ... ts for events.

OWNER'S ... o be sold from the restauran

With the ... 'S NAME would like to genera ... hold a monthly farmer's ... ble during the winter mo

Table: Sales

Sales Forec

		013	FY 2014
Sales			
Food/Cateri		438	$425,710
Brands and Merchandise	$55,484	$58,258	$61,171
Lot Rental	$14,000	$14,420	$14,853
Total Sales	$455,615	$478,116	$501,734
Direct Cost of Sales	FY 2012	FY 2013	FY 2014
Inventory and Supplies	$111,808	$117,398	$123,268
DELETE	$0	$0	$0
Subtotal Direct Cost of Sales	$111,808	$117,398	$123,268

Chart: Sales Monthly

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Chart: Sa

5.5 Milestones

The accompanying table lists important program milestones, with dates and budgets for each. The milestone schedule indicates OWNER'S NAME emphasis on planning for implementation. What the table doesn't show is the commitment behind it. OWNER'S NAME business plan includes complete provisions for plan-vs.-actual analysis, and the Company will hold monthly follow-up meetings to discuss the variance and course corrections with any partners or investors

Table: Milest

Milestones

Milestone	nager	Department
Launch Mar		Owner
Campaign		
Purchase R		Owner
Branding ar		Owner
Restructure		
Complete F		Owner
Current Res		
Operations		
Hire Additio		Owner
Streamline I		Owner
Specialties		
Web Desigr		Owner
Totals		

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6.0 Managem

OWNER'S age COMPANY NAME. He ears and has handled i multiple vendors and provi

OWNER'S personal benefits packages

6.1 Personne

COMPANY of the restaurant and proje mployees. The owner an

Table: Persor

Personnel Plan

	FY 2012	FY 2013	FY 2014
Owner	$48,000	$49,440	$50,923
Manager	$24,000	$24,720	$25,462
Kitchen Staff	$20,544	$21,160	$21,795
Counter Staff	$13,620	$14,029	$14,449
Wait Staff	$20,736	$21,358	$21,999
Drivers	$9,600	$9,888	$10,185
Janitor	$8,820	$9,085	$9,357

Total People	12	12	13
Total Payroll	$145,320	$149,680	$154,170

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7.0 Financial Plan

$[50,000] of business funding is needed over the next year for purchasing the business from the current owner, additional personnel, liquor license, food & restaurant supplies, legal fees, working capital, public relations and marketing.

7.1 Importar

The finan own in the following table as a

- assum
- assum opularity of the restau
- assum xperience sufficient to ma

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7.2 Break-even Analysis

For the Break-Even Analysis, COMPANY NAME assumes running costs include full payroll and utilities, and an estimation of other running costs.

Table: Break-even Analysis

Break-even

Monthly Rev

Assumption
Average Pe
Estimated M

Chart: Br

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7.3 Projected Profit and Loss

The most important assumption in the Projected Profit and Loss statement is the gross margin. Although it doesn't jump drastically in the first year, over time the restaurant will develop it's customer base and reputation and the growth will pick up more rapidly towards the fourth and fifth years of business.

Month-by x.

Table: Profit

Pro Forma I	FY 2014
Sales	$501,734
Direct Cost	$123,268
Other	$0
Total Cost c	$123,268
Gross Marg	$378,466
Gross Marg	75.43%
Expenses	
Payroll	$154,170
Sales and M	$12,000
Depreciatio	$0
Taxes and I	$25,778
Auto Expen	$5,470
Bank Charg	$265
Merchant F	$6,017
Dues and S	$388
Office Expe	$6,681
Professiona	$2,685
Website Ma	$1,323
Repairs and	$1,836
Accounting	$1,654
Rent	$22,584
Telephone	$1,985
Utilities	$17,146
Insurance	$2,756
Total Opera	$262,738
Profit Befor	$115,728
EBITDA	$115,728
Interest Ex	$0
Taxes Incu	$34,718
Net Profit	$81,010
Net Profit/S	16.15%

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Chart: Profit Monthly

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Chart: Pr

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Chart: Gross Margin Monthly

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Chart: Gr

7.4 Projected Cash Flow

The cash flow depends on assumptions for inventory turnover, payment days, and accounts receivable management. COMPANY NAME projects same-day collection is critical, and is reasonable and customary in the restaurant industry. The company does not expect to need significant additional support even when the restaurant reaches the less profitable months, as they are expected.

COMPANY ... ing
table disp ... cash flow in the
first year. ... s and initial start-
up chang ... wnership.

Monthly c

Table: Cash I

Pro Forma (		013	FY 2014
Cash Recei			
Cash from (			
Cash Sales		116	$501,734
Subtotal Ca		116	$501,734
Additional C			
Sales Tax, \		$0	$0
New Curren		$0	$0
New Other I		$0	$0
New Long-t		$0	$0
Sales of Oth		$0	$0
Sales of Lor		$0	$0
New Investr		$0	$0
Subtotal Ca		116	$501,734
Expenditure		013	FY 2014
Expenditure			
Cash Spenc		680	$154,170
Bill Paymen		395	$265,480
Subtotal Sp		075	$419,650
Additional C			
Sales Tax, \		$0	$0
Principal Re		$0	$0
Other Liabil		$0	$0
Long-term L		$0	$0
Purchase O		$0	$0
Purchase L		$0	$0
Dividends	—	$0	$0
Subtotal Cash Spent	$414,645	$405,075	$419,650
Net Cash Flow	$40,970	$73,041	$82,084
Cash Balance	$53,237	$126,279	$208,362

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Chart: Cash

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7.5 Projectec

COMPANY st three years of operation

Table: Balan

Pro Forma I

	FY 2014
Assets	
Current Ass	
Cash	$208,362
Other Curre	$20,000
Total Curre	$228,362
Long-term A	
Long-term A	$452,169
Accumulate	$57,883
Total Long-	$394,286
Total Assets	$622,648

Liabilities and Capital	FY 2012	FY 2013	FY 2014
Current Liabilities			
Accounts Payable	$22,742	$20,835	$21,909
Current Borrowing	$0	$0	$0
Other Current Liabilities	$0	$0	$0
Subtotal Current Liabilities	$22,742	$20,835	$21,909
Long-term L		.	$0
Total Liabilit		.	$21,909
Paid-in Cap		.	$0
Retained Ea		.	$519,730
Earnings		.	$81,010
Total Capita		.	$600,740
Total Liabilit		.	$622,648
Net Worth		.	$600,740

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7.6 Business

The table s does intend to improve standards are taken for - *SIC Code: 722211.*

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Table: Ratios

Ratio Analy			2014	Industry Profile
Sales Grow			94%	1.65%
Percent of T				
Other Curre			21%	43.25%
Total Curre			68%	53.12%
Long-term A			32%	46.88%
Total Assets			00%	100.00%
Current Liab			52%	25.40%
Long-term L			00%	73.91%
Total Liabilit			52%	99.31%
Net Worth			48%	0.69%
Percent of S				
Sales			00%	100.00%
Gross Marg			43%	58.06%
Selling, Ger			47%	23.02%
Advertising			05%	1.74%
Profit Before			07%	6.52%
Main Ratios				
Current	3.22	7.02	10.42	1.25
Quick	3.22	7.02	10.42	1.00
Total Debt to Total Assets	4.86%	3.85%	3.52%	99.31%
Pre-tax Return on Net Worth	22.24%	20.60%	19.26%	4325.25%
Pre-tax Return on Assets	21.15%	19.81%	18.59%	29.65%

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Additional Ratios	FY 2012	FY 2013	FY 2014	
Net Profit Margin	15.19%	15.68%	16.15%	n.a
Return on Equity	15.56%	14.42%	13.48%	n.a
Activity Ratios				
Accounts Payable Turnover	10.60	12.17	12.17	n.a
Payment Days	27	31	29	n.a
Total Asset Turnover	0.97	0.88	0.81	n.a
Debt Ratios				
Debt to Net			0.04	n.a
Current Liab			1.00	n.a
Liquidity Ra				
Net Workin			.454	n.a
Interest Co			0.00	n.a
Additional F				
Assets to S			1.24	n.a
Current Deb			4%	n.a
Acid Test			0.42	n.a
Sales/Net W			0.84	n.a
Dividend Pa			0.00	n.a

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Table: Sales Forecast

Sales Forecast

		Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Sales													
Food/Catering/Delivery	0%	$31 515							$23 333	$23,333	$32,961	$35,442	$38,048
Brands and Merchandise	0%	$3,600							$4,888	$5,095	$5,308	$5 527	$5,756
Lot Rental	0%	$2,000							$0	$0	$0	$2,000	$2,000
Total Sales		$37,115							$28 221	$28,428	$38,269	$42 969	$45,804

Direct Cost of Sales		Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Inventory and Supplies	33%	$7,879							$9,689	$9,980	$10,279	$10,587	$10,905
DELETE	33%	$0							$0	$0	$0	$0	$0
Subtotal Direct Cost of Sales		$7,879							$9,689	$9,980	$10,279	$10,587	$10,905

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Table: Personnel

Personnel Plan

		Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Owner	0%	$4,000	$4,000	$4,000	$4,000	$4,000	$4,000	$4,000	$4,000	$4,000	$4,000	$4,000	$4,000
Manager	0%	$2,000	$2,000	$2,000	$2,000	$2,000	$2,000	$2,000	$2,000	$2,000	$2,000	$2,000	$2,000
Kitchen Staff	0%	$1,712							$1,712	$1,712	$1,712	$1,712	$1,712
Counter Staff	0%	$1,135							$1,135	$1,135	$1,135	$1,135	$1,135
Wait Staff	0%	$1,728							$1,728	$1,728	$1,728	$1,728	$1,728
Drivers	0%	$800							$800	$800	$800	$800	$800
Janitor	0%	$735							$735	$735	$735	$735	$735
Total People		12							12	12	12	12	12
Total Payroll		$12,110							$12,110	$12,110	$12,110	$12,110	$12,110

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Table: Profit and Loss

Pro Forma Pro it and Loss	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Sales	$37,115	$38,729	$40,390	$42,102	$43,865	$35,935	$33,788	$28,221	$28,428	$38,269	$42,969	$45,804
Direct Cost of Sales	$7,879	$8,11						$9,689	$9 980	$10,279	$10,587	$10,905
Other	$0	$						$0	$0	$0	$0	$0
Total Cost of Sales	$7,879	$8,11						$9,689	$9 980	$10,279	$10,587	$10,905
Gross Margin	$29,236	$30,61						$18,532	$18,448	$27,990	$32,382	$34,899
Gross Margin %	78.77%	79.05						65.67%	64.89%	73.14%	75.36%	76.19%
Expenses												
Payroll	$12,110	$12,11						$12,110	$12,110	$12,110	$12,110	$12,110
Sales and Marketing and Other Expenses	$1,000	$1,00						$1,000	$1,000	$1,000	$1,000	$1,000
Depreciation	$0	$						$0	$0	$0	$0	$0
Taxes and Licenses	$1,648	$1,69						$2,026	$2,087	$2,150	$2,214	$2 280
Auto Expense	$350	$36						$430	$443	$456	$470	$484
Bank Charges and Fees	$20	$2						$20	$20	$20	$20	$20
Merchant Fees	$384	$39						$473	$487	$502	$517	$533
Dues and Subscriptions	$0	$						$0	$88	$0	$0	$88
Office Expense	$505	$50						$505	$505	$505	$505	$505
Professional Fees	$406	$						$0	$406	$0	$406	$0
Website Maintenance	$0	$20						$200	$0	$200	$0	$200
Repairs and Maintenance	$0	$33						$333	$0	$0	$333	$0
Accounting and Legal	$0	$						$1,500	$0	$0	$0	$0
Rent	$1,707	$1,70						$1,707	$1,707	$1,707	$1,707	$1,707
Telephone	$150	$15						$150	$150	$150	$150	$150
Utilities	$1,296	$1,29						$1,296	$1,296	$1,296	$1,296	$1,296
Insurance	$625	$						$0	$0	$625	$0	$0
Total Operating Expenses	$20,201	$19,77						$21,750	$20 299	$20,721	$20,728	$20,373
Profit Before Interest and Taxes	$9,035	$10,84						($3,218)	($1,851)	$7,269	$11,654	$14,526
EBITDA	$9,035	$10,840	$12,223	$13,278	$14,791	$6,965	$3,386	($3,218)	($1,851)	$7,269	$11,654	$14,526
Interest Expense	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Taxes Incurred	$2,711	$3 252	$3,667	$3,983	$4,437	$2,090	$1,016	($965)	($555)	$2,181	$3,496	$4 358

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Net Profit	$6 325	$7 588	$8,556	$9,295	$10 354	$4,876	$2,370	($2,253)	($1 296)	$5,088	$8,158	$10,168
Net Profit/Sales	17.04%	19 59%	21.18%	22.08%	23.60%	13.57%	7.01%	-7.98%	-4 56%	13.30%	18.99%	22 20%

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Table: Cash Flow

Pro Forma Cash Flow

		Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Cash Received													
Cash from Operations													
Cash Sales		$37,115							$28,221	$28,428	$38,269	$42,969	$45,804
Subtotal Cash from Operations		$37,115							$28,221	$28,428	$38,269	$42,969	$45,804
Additional Cash Received													
Sales Tax, VAT, HST/GST Received	0.00%	$0							$0	$0	$0	$0	$0
New Current Borrowing		$0							$0	$0	$0	$0	$0
New Other Liabilities (interest-free)		$0							$0	$0	$0	$0	$0
New Long-term Liabilities		$0							$0	$0	$0	$0	$0
Sales of Other Current Assets		$0							$0	$0	$0	$0	$0
Sales of Long-term Assets		$0							$0	$0	$0	$0	$0
New Investment Received		$0							$0	$0	$0	$0	$0
Subtotal Cash Received		$37,115							$28,221	$28,428	$38,269	$42,969	$45,804
Expenditures		Jun							Jan	Feb	Mar	Apr	May
Expenditures from Operations													
Cash Spending		$12,110							$12,110	$12,110	$12,110	$12,110	$12,110
Bill Payments		$1,623							$19,276	$18,339	$17,729	$21,125	$22,729
Subtotal Spent on Operations		$13,733							$31,386	$30,449	$29,839	$33,235	$34,839
Additional Cash Spent													
Sales Tax, VAT, HST/GST Paid Out		$0							$0	$0	$0	$0	$0
Principal Repayment of Current Borrowing		$0							$0	$0	$0	$0	$0
Other Liabilities Principal Repayment		$0							$0	$0	$0	$0	$0
Long-term Liabilities Principal Repayment		$0							$0	$0	$0	$0	$0
Purchase Other Current Assets		$0							$0	$0	$0	$0	$0
Purchase Long-term Assets		$50,000							$0	$0	$0	$0	$0
Dividends		$0							$0	$0	$0	$0	$0
Subtotal Cash Spent		$63,733							$31,386	$30,449	$29,839	$33,235	$34,839
Net Cash Flow		($26,618)	$7,927	$9,226	$10,236	$11,034	$2,505	$2,717	($3,165)	($2,021)	$8,430	$9,734	$10,965
Cash Balance		($14,351)	($6,424)	$2,802	$13,038	$24,072	$26,577	$29,294	$26,128	$24,108	$32,538	$42,272	$53,237

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Table: Balance Sheet

Pro Forma Balance Sheet

Assets	Starting Balances	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Current Assets													
Cash	$12 267	($14 351)							$26,128	$24,108	$32,538	$42,272	$53,237
Other Current Assets	$20,000	$20,000							$20,000	$20,000	$20,000	$20,000	$20,000
Total Current Assets	$32 267	$5,649							$46,128	$44,108	$52,538	$62,272	$73,237
Long-term Assets													
Long-term Assets	$402,169	$452,169							$452,169	$452,169	$452,169	$452,169	$452,169
Accumulated Depreciation	$57,883	$57,883							$57,883	$57,883	$57,883	$57,883	$57,883
Total Long-term Assets	$344 286	$394 286							$394 286	$394 286	$394,286	$394,286	$394 286
Total Assets	$376 553	$399 935							$440,414	$438 394	$446,824	$456,558	$467 523

Liabilities and Capital		Jun							Jan	Feb	Mar	Apr	May
Current Liabilities													
Accounts Payable	$1,000	$18,058							$17,751	$17,027	$20,368	$21,944	$22,742
Current Borrowing	$0	$0							$0	$0	$0	$0	$0
Other Current Liabilities	$0	$0							$0	$0	$0	$0	$0
Subtotal Current Liabilities	$1,000	$18,058							$17,751	$17,027	$20,368	$21,944	$22,742
Long-term Liabilities	$0	$0							$0	$0	$0	$0	$0
Total Liabilities	$1,000	$18,058							$17,751	$17,027	$20,368	$21,944	$22,742
Paid-in Capital	$0	$0							$0	$0	$0	$0	$0
Retained Earnings	$398 209	$375 553							$375 553	$375 553	$375,553	$375,553	$375 553
Earnings	($22,656)	$6 325							$47,110	$45,814	$50,903	$59,060	$69,229
Total Capital	$375 553	$381,878							$422,663	$421 367	$426,456	$434,613	$444,782
Total Liabilities and Capital	$376 553	$399 935							$440,414	$438 394	$446,824	$456,558	$467 523
Net Worth	$375 553	$381,878							$422,663	$421 367	$426,456	$434,613	$444,782

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