



Rodio Mexican Cafe

Business Plan


2020 - 21


Just wow... Where the flavor inebriates you...


Information provided in this business plan is unique to this business and confidential; therefore, anyone reading this plan agrees not to disclose any of the information in this business plan without prior written permission of the Company




Prepared By

 John Doe

 (650) 359-3153

 10200 Bolsa Ave, Westminster, CA, 92683

 support@upmetrics.co

 <https://upmetrics.co>

Table of Contents

| | |
|---|-----------|
| Executive Summary | 3 |
| Introducing Rodio Mexican Cafe | 3 |
| Funding Requirement & Capitalization Plan | 3 |
| Summary Financial Highlights | 3 |
| The Cafe | 4 |
| The Rodio Experience | 4 |
| The Rodio Vision | 4 |
| Purpose Statement | 4 |
| Cuisine Overview | 4 |
| Jessica's Tienda de Regalos | 5 |
| Other Rodio Activities | 5 |
| Keys to Success | 5 |
| Customer Service Excellence | 6 |
| Creating a Great Service Staff | 6 |
| Attention to Details | 6 |
| Ambiance | 6 |
| The Menu | 7 |
| Everyday Menu | 7 |
| Appetizers | 7 |
| Soups | 7 |
| Salads | 7 |
| Entrees | 8 |
| Kid's Menu | 8 |
| Sunday Brunch Menu | 8 |
| Restaurant Operations | 10 |
| Restaurant Operating Policies | 10 |
| Strict Inventory Controls | 10 |
| Purchasing Cost Controls | 11 |
| Recipe & Portion Controls | 11 |
| Cross Utilization of Inventory | 11 |
| Sanitation & Food Handling | 11 |
| Effective Management | 11 |
| Software & Systems | 12 |
| Training Program | 12 |

| | |
|---|-----------|
| Money Management | 12 |
| Retention through Support & Feedback..... | 13 |
| Operating Details | 13 |
| Market Analysis | 14 |
| Target Market | 14 |
| Market Segmentation | 14 |
| Rodio's Neighbors | 14 |
| Competition | 15 |
| Competitive Landscape | 15 |
| Key Competitors | 15 |
| Competitive Advantages | 15 |
| Marketing | 17 |
| Market Positioning & Branding..... | 17 |
| Marketing Strategies | 17 |
| The Rodio Team | 18 |
| The Founder | 18 |
| JANE DOE | 18 |
| The Rodio Staff | 18 |
| Compensation Program | 19 |
| Professional Services Providers..... | 19 |
| External Issues | 19 |
| Financial Plan | 21 |
| Funding Requirement & Capitalization..... | 21 |
| Summary Financial Highlights | 21 |
| Brunch Revenue Assumptions | 21 |
| Lunch Revenue Assumptions | 22 |
| Dinner Revenue Assumptions | 22 |
| Projected Balance Sheet | 22 |
| Projected Profit and Loss | 23 |
| Cash Flow Statement | 24 |

Executive Summary

Introducing Rodio Mexican Cafe



Rodio Mexican Cafe will be a very popular Mexican full-service restaurant that combines color, art, and great food and service in a Mexican art-oriented atmosphere. The food will be best described as a fusion between authentic Mexican and Tex Mex. The Rodio environment will make guests feel relaxed and happy. Rodio will be located in Rice Village, one of Houston's oldest and best-loved shopping destinations since the 1930s. Just two blocks

[Read More](#)

Start Writing here...

Funding Requirement & Capitalization Plan

Rodio will require \$300,000 in capital to fund the launch of the restaurant. Of that amount, \$5,000, has been contributed by the Company's shareholders. The balance of \$295,000 is being sought from investors. These funds and the cash flow generated from operations will fund the business operations for the foreseeable future. The capital provided from all sources will be utilized as follows.

| Amounts | Applications of Proceeds |
|-----------|---------------------------------|
| \$35,000 | Tenant Improvement |
| \$48,000 | Furniture, Fixtures & Equipment |
| \$217,000 | Working Capital |

Summary Financial Highlights

Financial projections of the Company's performance for the 5 years of the planning period are as follows:

| | Year1 | Year2 | Year3 | Year4 | Year5 |
|--------------------|------------|-------------|-------------|-------------|-------------|
| Revenue | \$852,938 | \$1,044,341 | \$1,107,710 | \$1,175,150 | \$1,246,618 |
| Cost of Goods Sold | \$208,883 | \$255,757 | \$271,276 | \$287,792 | \$305,294 |
| Employee Expenses | \$314,402 | \$212,435 | \$218,8138 | \$225,372 | \$232,133 |
| Operating Expenses | \$390,986 | \$420,482 | \$436,529 | \$453,290 | \$470,769 |
| EBITDA | (\$61,333) | \$155,668 | \$181,098 | \$208,696 | \$238,422 |

The Cafe

The Rodio Experience



TIP



The name, personality, and even the ambiance of Rodio Mexican Cafe is inspired by Rodio Carso whose life many moviegoers will remember from the Selma Hayek film, "Pride" According to the Rodio Carso website (www.Rodiocarso.com) Rodio Carso

[Read More](#)

Start Writing here...

The Rodio Vision



TIP

Customers enjoy Rodio the way they want. Enjoy a delightful Sunday brunch, a pleasant lunch or dinner with friends or colleagues, be in a hurry or relax and hang out. This is Rodio way. The food is a fusion of authentic Mexican and Tex-Mex. The service staff is well trained and passionate about the success of each customer engagement.

The Rodio experience is very versatile. It is casual but professional.

[Read More](#)

Start Writing here...

Purpose Statement



TIP

Rodio Mexican Cafe will establish itself as the premier casual Mexican Dining Restaurant in the Rice Village area of Houston, TX. The six following guiding principles will help the Company measure the appropriateness of its decisions.

- Bring another restaurant option to the popular and busy area of the Rice Village.

[Read More](#)

Start Writing here...

Cuisine Overview



TIP

The cuisine at Rodio is best described as local ingredients with a Mexican influence. The menu provides a fusion of authentic Mexican with the popular Tex-Mex Anglo influenced the tastes of many Texans. Authentic Mexican dishes will include enchiladas, enfrijoladas, tacos, tortes, queso fundido, guacamole, Arroz con leche, and many other traditional favorites. Tex-Mex dishes that are very popular include dishes such as fajitas, burritos

[Read More](#)

Start Writing here...

Jessica's Tienda de Regalos



TIP

Rodio will offer a small number of branded products for sale at an attractive display case located at the entrance to the restaurant. While these products will evolve in the early years, the initial offerings will include homemade marmalades, taco salsas, and peppers. In addition, Rodio will offer a small number of branded products for sale at an attractive display case located at the entrance to the restaurant.



[Read More](#)

Start Writing here...

Other Rodio Activities



TIP

Rodio is not simply a wonderful restaurant with a gift shop. Other activities that make Rodio special include:

- Catering - Rodio will cater to the office or home parties and events within the metropolitan Houston area.
- Local Artist Night - Once a month Rodio will host a local artist

[Read More](#)

Start Writing here...

Keys to Success

For Rodio, the keys to its success are simple and straightforward.



TIP

The industry recognizes the most important factor determining whether a person returns to a restaurant is the level of the customer experience throughout the dining engagement. Rodio achieves this level of excellence by hiring, training, and leading a staff that is passionate about accommodating guests and taking customer service to a high level with talented, knowledgeable and well-trained employees that understand the pri

[Read More](#)

Customer Service Excellence

Start Writing here...



TIP

Rodio provides ongoing training that empowers its staff to any out their tasks with confidence and skill. Employees are well-spoken and well-versed in the products that Rodio offers; and trained to provide friendly, professional, and prompt service to every guest. This training teaches employees that, by creating an outstanding guest experience, they are able to maximize sales and - in turn - increase their own compensation. Rodio's staff has the k

[Read More](#)

Creating a Great Service Staff

Start Writing here...



TIP

Rodio's service foundation is based on a belief that no task is more or less significant than the next because guest perceptions are often formed by minor details that have a major impact. For example, Rodio believes that taking an order or bring a bill exactly when the customer is ready sends a dear message about how seriously an establishment focuses on such details and how much pride both owners and employees have in their workplace.

[Read More](#)

Attention to Details

Start Writing here...



TIP

Rodio will be a place that people want to engage regularly. That environment that compliments what the customer expects. People are looking for a social, friendly atmosphere, a "meeting place." So, Rodio has designed floor plans to embrace that; to make it comfortable yet efficient. There are a variety of ways in which Rodio invites people to visit. Sometimes customers don't have time to come in and sit down. Other times they are looking for a full-service

[Read More](#)

Ambiance

Start Writing here...

The Menu



TIP

Ms. Katario has created a menu that features just the right combination of authentic Mexican cuisine and the always popular Tex-Mex items that Americans have come to love.

[Read More](#)

Start Writing here...

Everyday Menu

Appetizers



Fiesta Guacamole

Avocado, onions, cilantro, tomato, Serrano peppers (optional), lemon, and salt



Chalupitas Poblanas

Four Small corn tortillas, mild green and red salsa sauce, topped with refried beans, meat, and fresh cheese



Rodio Ceviche

Your choice of fish, shrimp or octopus ceviche, red onions, tomatoes, Serrano chili (optional), cilantro, avocado, and lemon juice



Acapulco Taquitos

Four small taquitos, wrapped in fresh flour tortillas stuffed with grilled shrimp, avocado, onions, Thousand Island dressing, and chipotle peppers

Soups



Azteca Soup

Mexico's popular dry vermicelli soup



Caldo Xochitl

This traditional Mexican soup makes a festive of flavors with white chicken breast, avocado, rice, vegetables, chopped onions, and cilantro

Salads



House Salad

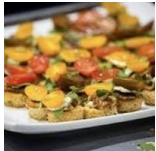
Spring mix salad, sliced red onion, diced pimiento peppers, olive oil, red wine vinegar, salt and black pepper



Chicken Grilled Mexicana

Marinated chicken breast, romaine lettuce, black beans, corn, tomatoes, green onions, avocado, tortilla chips, and ranch dressing

Entrees



Huaraches

Thick oval shape corn tortilla, topped with refried beans, meat (chicken or beef), lettuce, sour cream, cheese and onions, and a mild red and green home-made sauce



Enfrijoladas Huastecas

Three corn tortillas, stuffed with eggs, bathed in a traditional Mexican bean sauce, topped with sour cream, bacon, and our exquisite fresh cheese (queso fresco)



"Tampiquena" Steak platter

A thin steak served with a side of guacamole, a red enchilada, rice, and beans



Albondigas al Chipotle

Two delicious meat balls bathed in a chipotle sauce, accompanied with rice and beans

Kid's Menu



Quesadillas



Chicken Tequilas

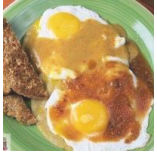


Sopecitos



Ham & Cheese Sandwich

Sunday Brunch Menu



Huevos a la Mexicana

Scrambled eggs with chopped tomato, onions, and green hot pepper



Huevos con Chorizo

Scrambled eggs, onions, and chorizo



Chilaquiles

Crunchy fresh tortilla chips simmered in your choice of green or red tomato sauce, topped with sour cream, and fresh cheese (queso fresco)



Huevos Nortenos

Scrambled eggs, with machaca meat bathed in a mild chile pasilla sauce



Swiss Enchiladas

Corn Tortillas, stuffed with a choice of eggs, bathed in a green tomato sauce, melted Swiss cheese



Rodio Molletes

Plain rolls split in half and topped with refried beans and melted cheese with ham, chorizo sausage, or bacon

Restaurant Operations



TIP

The successful implementation of the operating standards and philosophies outlined within this business plan demands great support tools and excellence from management. To achieve excellence, Rodio will employ the strategies outlined below:

[Read More](#)

Start Writing here...

Restaurant Operating Policies



TIP

Rodio will be managed based on several operating strategies and policies that its owner, Jane Doe has developed for Rodio. Rodio will run its operations based upon the following standards to achieve the greatest productivity and profit:

[Read More](#)

Start Writing here...



TIP

Rodio will implement a computerized inventory system to closely track and manage food and beverage usage to accurately determine operating costs and guard against loss. Physical inventories will be conducted to verify items on hand and to monitor daily/weekly food costs, beverage consumption, plating costs, breakage, and waste.

[Read More](#)

Strict Inventory Controls

Start Writing here...



TIP

Ms. Doe will continually monitor vendor and purveyor bids to gain the best pricing for all foods, ingredients, and supplies. Market price fluctuations will guide purchasing, menu composition, and menu pricing to ensure the restaurant meets and exceeds profit expectations.

[Read More](#)

Purchasing Cost Controls

Start Writing here...



TIP

Rodio cooks will follow standardized recipes and recipe cards developed by Ms. Doe to control food costs and ensure consistency of ingredients from plate to plate. Rodio will serve innovative and delicious food while also achieving the greatest revenue yield from purchased inventory -and she will implement these principles at Rodio. The Company will also institute similar guidelines to control and monitor alcohol portions served from the

[Read More](#) ▾

Recipe & Portion Controls

Start Writing here...



TIP

Cross-utilization is the process of using secondary scraps from one food preparation to make other dishes while avoiding the typical waste associated with tossing out "food scraps" at a loss. Ms. Doe intends to purchase, cook, and serve high-quality dishes that achieve the highest ROI from intelligent cross-utilization.

[Read More](#) ▾

Cross Utilization of Inventory

Start Writing here...



TIP

Rodio will maintain a zero-tolerance policy for sanitation and food handling throughout the entire restaurant to ensure the safety and health of all guests. These standards will be instilled through the direct leadership and training of Ms. Doe. Rodio will always meet and exceed all Department of Health sanitation and food handling standards.

[Read More](#) ▾

Sanitation & Food Handling

Start Writing here...

Effective Management



TIP

Ms. Doe will be responsible for running the day-to-day operations of the restaurant and managing the staff. Weekly meetings among the restaurant staff will provide a forum to review and discuss financial and operational performance. Key decisions related to purchasing, human resources, marketing, capital expenditures, and customer service will also be addressed.

[Read More](#)

Start Writing here...



TIP

Rodio has begun reviewing various Point of Sale systems that will enable the Company to accurately track transactions, minimize labor costs, analyze transactions, manage inventory, process payroll, track customer marketing efforts, and provide real-time entry and reporting functions to the business.

[Read More](#)

Software & Systems

Start Writing here...



TIP

An ongoing program of training and education will ensure that all employees learn and implement Derrida's exacting standards for service and operational procedures. Managers will lead daily pre-shift meetings and weekly meetings to provide on-going training and honest evaluation to their staff, while also gaining feedback and input from line-level employees.

[Read More](#)

Training Program

Start Writing here...



TIP

While the quality of the cuisine and dining experience contributes significantly to a restaurant's profitability, it is attention to business and financial details that can transform small profits into large returns. While all decisions will be made with the customer and employee in mind, they will also be made with significant consideration to their financial benefits and consequences. Each day key metrics related to sales, cost of sales, labor, inventory, ma

[Read More](#)

Money Management

Start Writing here...

Retention through Support & Feedback



TIP

Management will consistently focus on creating a work environment that makes Rodio "the place to work" for top culinary and service talent. This will be done by:

- Clearly defining goals and expectations, with rewards based upon performance.

[Read More](#) ▾

Start Writing here...

Operating Details



TIP

The restaurant will be open Monday through Thursday from 11:00 am to 10:00 pm and Friday and Saturday from 11:00 AM to midnight On Sundays, Rodio will open at 8:00 am for Sunday Brunch and close at 10:00 pm Rodio will accept cash, traveler's checks, Visa, MasterCard, Discover, and American Express. Rodio is an equal opportunity employer.

[Read More](#) ▾

Start Writing here...

Market Analysis

Target Market



TIP

The Company's target customers are on-the-go 20-50 year old who enjoy good food and live or work in the neighborhood. Many of them will stop by to pick up something to go and others will want to meet friends at a friendly place and hang out. Many of these customers will choose both options from time to time. Rodio will be the kind of place that attracts repeat customers. Other characteristics that describe Rodio's target customers include:

[Read More](#)

Start Writing here...

Market Segmentation



TIP

The 2000 Census of Houston/ Rice Village says there are currently over 420,000 people within the 5-mile radius of this popular metropolitan area. Just two blocks from the Rice University campus, the area is known for its wide variety of restaurants, nightlife venues, and shopping.

For the last 70+ years, Rice Village has been considered one of Houston's premier shopping destinations. With over 300 shops in the immediate

[Read More](#)

Start Writing here...

Rodio's Neighbors



TIP

Rice Village, the home of Rodio Mexican Cafe is the educational, cultural, and health care center of one Houston Texas, one of America's largest and most dynamic cities. Rice University was established in 1876 and currently has about 3,500 undergraduate, 2,275 postgraduate, and 1,200 doctoral students. Rice's campus is a heavily-wooded 285-acre (1.15 km²) tract of land located close to the city of West University Place, in the museum district of

[Read More](#)

Start Writing here...

Competition

Competitive Landscape



There are numerous restaurants in metropolitan Houston that serve Mexican food. Many have been established for many years and are very well known and patronized. While there are many restaurants in the Rice Village neighborhood, there are no "Mexican" restaurants.

[Read More](#)

Start Writing here...

Key Competitors



There are two restaurants in close proximity to Rice Village that have similar menus.

[Read More](#)

Start Writing here...



El Meson Mexican Restaurant

2425 University Blvd, Houston, TX 77005 This restaurant offers a combination between Spanish and Cuban Cuisine. It has been family owned and operated since 1981.



Mi Luna Tapas Restaurant Bar

2441 University Blvd, Houston, TX 77005- Rice Village Mi Luna is a tapas restaurant in the Rice Village. It is a Spanish cuisine restaurant that offers a wide variety of flamenco shows during the week.

Competitive Advantages



TIP

Rodio believes it has several competitive advantages. In the first instance, Rodio understands Hispanic tastes and knows what real authentic Mexican food is all about. In addition, Rodio's menu is positioned at the right price point for the neighborhood in which it will reside. Lastly, there is no substitute for the passion and attention to detail that an on the premises owner brings to her business.

[Read More](#) 

Start Writing here...

Marketing

Market Positioning & Branding



TIP

In each and every activity in which the Company participates, it will establish or reinforce its brand. In doing so, every aspect of the Company's communications with customers, employees, vendors, and other partners will be based on establishing and supporting the following branding marketing messages:

[Read More](#) ▾

Start Writing here...

Marketing Strategies



TIP

The Company will achieve its marketing objective; through a carefully conceived and aggressively implemented marketing program highlighted by the following strategies:

- Advertising in appropriate local newspapers, Rice University promotional events, and other local media opportunities including:

[Read More](#) ▾

Start Writing here...

The Rodio Team

The Founder



TIP

The Founder brings a good mix of backgrounds, experiences, and skills. She has been preparing for this opportunity. Relevant skills that benefit the restaurant include:

- Extensive knowledge of the foodservice and hospitality businesses;
- Her Mexican heritage;

[Read More](#)

Start Writing here...



JANE DOE

Founder & Owner jane.doe@example.com

Ms. Doe, a native of Mexico immigrated to the United States in 1994. She is a 2001 graduate of the University of Texas at Arlington where she studied Communication Technology and Business Administration. She currently serves as Project Manager for Montecash LLC, an international pawnshop company based in Mexico City with over 200 locations in Mexico, Guatemala, El Salvador, the United States, and Puerto Rico. Her responsibilities include establishing Montecash Financial stores in 5 states in the US. The first location recently opened in Houston, TX.

Prior to working for Montecash, she worked for two years as Marketing & Communications Manager/ Project Manager for SB Jeunesse Inc., an international cosmetics company based in Houston with locations in California, Puerto Rico, Mexico, and Central America. She participated in all aspects of business development and as a bilingual liaison between the US and other countries in the creation of effective marketing and communication strategies to penetrate different markets. She supervised all Product Development, Product Branding, and Marketing Strategies. Ms. Doe also spent 4 years at Azteca America, a television network for Spanish speaking families where she had increasingly responsible duties during her tenure.

Ms. Doe has strong analytical, communication, creative, organizational, and leadership skills and has a proven record in business development.

The Rodio Staff



TIP

Rodio will be open for business roughly 80 hours per week. The result is that it will be necessary to have a redundant management staff so that the business is always operating at peak efficiency. Ms. Doe will be the restaurant's general manager. She will be backed up as follows:

- Two front of the house Assistant Managers who will also work as servers when required.

[Read More](#) ▾

Start Writing here...

Compensation Program



TIP

All employees who do not have the "manager" designation in their title will be paid on an hourly basis. Front of the house staff share in gratuities. All manager level staff will be paid on a salary plus bonus basis. The bonus will be based upon the achievement of pre-determined goals. All employees will have the opportunity to participate in a company-sponsored health care insurance program.

[Read More](#) ▾

Start Writing here...

Professional Services Providers



TIP

The founder has engaged or intends to engage the following professional service providers:

- Attorney - Ricardo Baca, RAB Law Firm, PC, Houston, Texas
- Accountant - Enrique Pimienta, Houston, Texas
- Business Consultant - Jimmy Lewin, Cayenne Consulting, LLC

[Read More](#) ▾

Start Writing here...

External Issues



TIP

There are no regulatory issues related to EPA, OSHA, IRS, or other governmental agencies. There are no unions represented at the Company and there is no pending or anticipated litigation. Business and liquor licenses will be required.

[Read More](#) ▾

Start Writing here...

Financial Plan

Funding Requirement & Capitalization



TIP

Rodio will require \$300,000 in capital to fund the launch of the restaurant. Of that amount of \$5,000, has been contributed by the Company's shareholders. The balance of \$295,000 is being sought from investors. These funds and the cash flow generated from operations will fund the business operations for the foreseeable future. The capital provided from all sources will be utilized as follows:

[Read More](#)

Start Writing here...

Summary Financial Highlights



TIP

Financial projections of the Company's performance for the 5 years of the planning period are as follows:

| | Year1 | Year2 | Year3 | Year4 | Year5 |
|---------|-----------|------------|------------|------------|-----------|
| Revenue | \$852,938 | \$1,044,34 | \$1,107,70 | \$1,175,15 | \$1,246,6 |
| Cost of | | | | | |

[Read More](#)

Start Writing here...



TIP

- Assumes 521 customers per month, growing at 3% year-over-year
- Assumes average ticket of \$20.00 of which 50% is food and 20% is a beverage

[Read More](#)

Brunch Revenue Assumptions

Start Writing here...



TIP

- Assumes 1,825 customers per month, growing at 3% year-over-year
- Assumes average ticket of \$15.00 of which 80% is food and 20% is a beverage

[Read More](#) ▾

Lunch Revenue Assumptions

Start Writing here...



TIP

- Assumes 2,086 customers per month, growing at 3% year-over-year
- Assumes average ticket of \$21.00 of which 80% is food and 20% is a beverage

[Read More](#) ▾

Dinner Revenue Assumptions

Start Writing here...

Projected Balance Sheet

| | Year1 | Year2 | Year3 | Year4 | Year5 |
|---------------------------------------|----------------|----------------|----------------|----------------|----------------|
| Assets | | | | | |
| Current Assets | | | | | |
| Cash | 91,358 | 247,779 | 410,583 | 579,961 | 756,792 |
| Inventory | 23,048 | 23,673 | 24,317 | 24,980 | 24,980 |
| Total Current Assets | 114,406 | 271,452 | 434,900 | 604,941 | 781,773 |
| Capitalized Start-Up Expenses | 94,400 | 70,800 | 47,200 | 23,600 | (0) |
| Buildout, Furniture & Equipment (net) | 375,000 | 300,000 | 225,000 | 150,000 | 75,000 |
| Total Assets | 583,806 | 642,252 | 707,100 | 778,541 | 856,773 |
| Liabilities & Equity | | | | | |
| Current Liabilities | | | | | |
| Accounts Payable | 21,990 | 22,649 | 23,329 | 24,029 | 24,750 |

| | Year1 | Year2 | Year3 | Year4 | Year5 |
|---|---------|---------|---------|---------|---------|
| Total Current Liabilities | 21,990 | 22,649 | 23,329 | 24,029 | 24,750 |
| Term Loan | 254,856 | 207,872 | 158,974 | 108,084 | 55,121 |
| Total Liabilities | 276,845 | 230,522 | 182,303 | 132,113 | 79,871 |
| | | | | | |
| Members Equity | | | | | |
| Common Stock | 300,000 | 300,000 | 300,000 | 300,000 | 300,000 |
| Retained Earnings | 6,960 | 111,731 | 224,797 | 346,428 | 476,902 |
| Total Members' Equity | 306,960 | 411,731 | 524,797 | 646,428 | 776,902 |
| | | | | | |
| Total Liabilities & Members Equity | 583,806 | 642,252 | 707,100 | 778,541 | 856,773 |

Projected Profit and Loss

| | Year1 | Year2 | Year3 | Year4 | Year5 |
|--|----------|-----------|-----------|-----------|-----------|
| Revenue | | | | | |
| All Day | 661,978 | 1,011,397 | 1,041,739 | 1,072,991 | 1,105,181 |
| Comps and Promotions | (18,520) | (110,114) | (10,417) | (10,730) | (11,052) |
| Total Revenue | 843,458 | 1,001,283 | 1,031,322 | 1,062,261 | 1,094,111 |
| Cost of Sales | | | | | |
| Food | 140,021 | 166,221 | 171,208 | 176,344 | 181,634 |
| Beer, Wine, and Liquor | 66,677 | 79,153 | 81,527 | 83,973 | 86,492 |
| Total Cost of Sales | 206,697 | 245,374 | 252,735 | 260,317 | 268,127 |
| | | | | | |
| Gross Profit | 636,761 | 755,909 | 778,587 | 801,944 | 826,003 |
| Operating Expenses | | | | | |
| Employee Expenses | | | | | |
| Restaurant Employees | 356,533 | 371,624 | 382,773 | 394,256 | 406,084 |
| Total Salaries and Wages | 356,533 | 371,624 | 382,773 | 394,256 | 406,084 |
| Payroll Taxes and Benefits | 41,001 | 42,737 | 44,019 | 45,339 | 46,700 |
| Total Employee Expenses | 397,535 | 414,361 | 426,792 | 439,595 | 452,783 |
| | | | | | |
| Non-Employee Operating Expenses | | | | | |

| | Year1 | Year2 | Year3 | Year4 | Year5 |
|--------------------------------|---------|---------|---------|---------|---------|
| Accounting | 2,400 | 2,472 | 2,546 | 2,623 | 2,701 |
| Advertising | 6,000 | 6,180 | 6,366 | 6,556 | 6,753 |
| Bank Charges | 360 | 371 | 382 | 393 | 405 |
| Credit Card Fees | 17,040 | 20,228 | 20,835 | 21,460 | 22,104 |
| Dish Machine Lease | 1,200 | 1,236 | 1,273 | 1,311 | 1,351 |
| Electric | 6,000 | 6,180 | 6,3E6 | 6,556 | 6,753 |
| Gas | 4,200 | 4,326 | 4,456 | 4,589 | 4,727 |
| Health Permits | 268 | 276 | 284 | 293 | 301 |
| insurance | 4.800 | 4,944 | 5,092 | 5,245 | 5,402 |
| Office/Mist | 900 | 927 | 955 | 983 | 1,013 |
| Other Operating Expenses | 2,400 | 2,472 | 2,546 | 2,623 | 2,701 |
| Paper & Packaging | 3,600 | 3,708 | 3,819 | 3,934 | 4,052 |
| Phone/internet | 3,300 | 3,399 | 3,501 | 3,606 | 3,714 |
| POS Subscription | 2,220 | 2,287 | 2,355 | 2,426 | 2,499 |
| Rent | 60,000 | 61,800 | 63,654 | 65,564 | 67,531 |
| Repairs and Maintenance | 3,000 | 3,090 | 3,183 | 3,278 | 3,377 |
| Trash | 2,100 | 2,163 | 2,228 | 2,295 | ;364 |
| Uniforms | 600 | 618 | 637 | 656 | 675 |
| Water | 1,500 | 1,545 | 1,591 | 1,639 | 1.688 |
| Website | 600 | 618 | 637 | 656 | 675 |
| Total Non-Employee OpEx | 122.487 | 128,839 | 132,704 | 136,685 | 140,786 |
| | | | | | |
| EBIDA | 116,739 | 212,710 | 219,091 | 225,664 | 232,434 |
| | | | | | |
| Interest | 11,178 | 9,339 | 7,425 | 5,433 | 3,359 |
| Amortization | 23,000 | 23,600 | 23,600 | 23,600 | 23,600 |
| Deprecianon | 75,000 | 75,000 | 75,000 | 75,000 | 75,000 |
| | | | | | |
| Net Income (Loss) | 6,960 | 104,771 | 113,066 | 121,631 | 130,474 |

Cash Flow Statement

| | Year1 | Year2 | Year3 | Year4 | Year5 |
|-----------------------------------|------------------|------------------|------------------|------------------|------------------|
| Cash Inflows | | | | | |
| Collections of revenue | 843,458 | 1,001,283 | 1,031,322 | 1,062,261 | 1,094,129 |
| Proceeds from sale of stock | 300,000 | - | - | - | - |
| Proceeds from Term Loan | 300,000 | - | - | - | - |
| Total Cash Inflows | 1,443,458 | 1,001,283 | 1,031,322 | 1,062,261 | 1,094,129 |
| | | | | | |
| Cash Outflows | | | | | |
| Start-up Expenses | 118,000 | - | - | - | - |
| Payments for TI and FFE | 450,000 | - | - | - | - |
| Payments for inventory | 229,745 | 245,999 | 253,379 | 260,980 | 268,127 |
| Payments on accounts payable | 498,032 | 542,540 | 558,816 | 575,581 | 592,848 |
| Payments of Interest - Term Loan | 11,178 | 9,339 | 7,425 | 5,433 | 3,359 |
| Payments of Principal - Term Loan | 45,144 | 46,984 | 48,898 | 50,890 | 52,963 |
| Total Cash Outflows | 1,352,100 | 844,862 | 868,518 | 892,884 | 917,297 |
| | | | | | |
| Net Cash Flows | 91,358 | 156,421 | 162,804 | 169,378 | 176,832 |
| | | | | | |
| Cash, Beginning of Period | - | 91,358 | 247,779 | 410,583 | 579,961 |
| Plus: Cash Inflows | 1,443,458 | 1,001,283 | 1,031,322 | 1,062,261 | 1,094,129 |
| Less: Cash Outflows | (1,352,100) | (844,862) | (868,518) | (892,884) | (917,297) |
| | | | | | |
| Cash, End of Period | 91,358 | 247,779 | 410,523 | 579,961 | 756,792 |