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Executive Summary

Overview
Mission Statement
Products
Management Plan
Operations Plan
Marketing Plan
Keys to Success
Objectives
Financial Statement
Overview

Burger Boon (BB) is an American fast-food mobile restaurant that offers Southern California taste burgers. Burger Boon will be a member-managed Limited Liability Company, organized in Tricity agglomeration and operating out of a custom-built food truck. Head Chef Ewa Kameczura and Anna Janicka are the owner-operators and will share the responsibilities of day-to-day operations.

Mission Statement

To provide citizens, young & old, with an out of this world gourmet burger inspired with Southern California experience. Burger Boon maintains a simple philosophy - serve only the highest quality product, prepare it in a clean and sparkling environment, and serve it in a warm and friendly manner. We build a reputation for fresh, made-to-order foods prepared and served by friendly, well.

Products

The Burger Boon’s menu features just four basic items – hamburgers, cheeseburgers, the Double-Double (two patties and two slices of cheese), and French fries – but patrons are free to customize how their hamburger is prepared (“secret menu” options). We will also sell different kinds of beverages. Burger Boon does not use microwaves, heat lamps.

Management Plan

Burger Boon will be a member-managed Limited Liability Company, organized in Tricity agglomeration and operating out of a custom-built food truck. Head Chef Ewa Kameczura and Anna Janicka are the owner-operators and will share the responsibilities of day-to-day operations.
Operations Plan

Burger Boon will operate 6 days a week serving lunch, dinner, and late evening “to-go” meals each day. We will also offer special event catering services. Burgers will be served in less than 10 minutes; however, during peak hours, customers may be forced to wait 15 to 20 minutes for their order.

Marketing Plan

To establish ourselves as a great place to eat where our mouthwatering menu options meet the busy customers’ expectations, without spending their entire lunch hour waiting for food. Secondarily, we want to establish our kitchen as a trusted contaminant-free space and be recognized for the outstanding service provided.

Keys to Success

- Location, Location, Location.
- Obtaining bank financing at reasonable interest rates, and securing individual investors.
- Seeking the most experienced and distinguished organic farm distributors.

Objectives

- Obtain a strong following of 28,000 plus
- Reach positive net profit in the first quarter
- Become a market leader in New York City
- Average $30,000 plus in revenues monthly
Burger Boon requires $80,000 in startup funding. The owners have contributed cash and equipment comprising a 62.5% investment ($50,000). Burger Boon will need 30,000 PLN in starting capital which will be obtained through a 3-year loan from a local bank at 5% interest.
2. Company Overview

Legal Form of Business
Management Team
Advisory Board
Burger Boon will be a food truck operating in the New York City area serving up various burgers, french fries, sodas, etc. Burger Boon will use locally sourced ingredients to make a variety of tantalizing burgers, serving customers with speed and a smile. It will be operating by head Chef Ewa Kameczura and Anna Janicka are the owner-operators and will share the responsibilities of day-to-day operations.

The menu will be rotated seasonally and will include options for the growing number of customers who require a gluten-free, contaminant-free option.

**Legal Form of Business**

The business will be formed as a member-managed Limited Liability Company within the Tricity area. Member-ownership and operational responsibilities will rest with Ewa Kameczura (50%) and Anna Janicka (50%).

**Management Team**

**ANNA JANICKA**  
*Co-founder* - Anna.janicka@example.com

Anna Janicka is a graduate of the University of Southern California, Marshall School of Business, holding a Bachelor’s degree in Business Administration and Management. Currently, Anna is in her last year of the Master’s program in Corporate Finance Management at Gdansk School of Banking, Poland. Anna has 4-year experience in the fast-food restaurant industry where she started as a Food Associate and rose to the position of a Manager for a major privately hold burger-chain restaurant in Southern California. She managed a staff of eight. In addition, Anna has significantly contributed to the launching of a mobile food-truck business for a small restaurant “Polka” (see Appendix A). “Polka” is located in Los Angeles, California; specializes in Polish food, and is owned by Anna’s friends. Anna will serve as head chef for Burger Boon and will be responsible for marketing and branding, inventory management, vendor-relations and ensuring safety and health code compliance.
EWA KAMECZURA
Co-founder- Ewa.kameczura@example.com

Ewa Kameczura is in her third semester in the business program at the School of Banking in Gdansk where she will earn her master's degree in the spring of 2016. Apart from business interests, Ewa is also a big fan of American cuisine. Since 2013 she has gained experience in one of the most famous American restaurants in Tricity – American Taste. Her career started as a waitress and currently, she works in a Sous Chef position. Ewa also performs bookkeeping for small businesses. Considering her whole experience she will split her duties between accountancy of the food truck, scheduling, and serving as one of the chefs for Burger Boon. Additionally, she will be managing corporate-customer relations.

Advisory Board

An advisory board will be established to help the entity succeed; this board will be comprised of experts in the field of culinary, marketing, and food trucks whose main objective will be to help the management team of Burger Boon achieve business goals. Members have agreed to be available for consultation as needed.

Start Writing here...
3. The Menu

Menu
Secret Menu
Burger Boon will be a food truck operation in the downtown areas of Tricity, serving customers with speed and a smile traditional American burgers, and French fries. We will use...

**Menu**

The Burger Boon’s menu features just four basic items – hamburgers, cheeseburgers, the Double-Double (two patties and two slices of cheese), and French fries – but patrons are free to customize how their hamburger is prepared (“secret menu” options). We will also sell different kinds of beverages. Burger Boon does not use microwaves, heat lamps, or freezers.

- **Hamburger**
- **Cheeseburger**
- **Double-Double**
- **French-fries**
- **Sodas**

**Secret Menu**
Your favorite burger wrapped in hand-leafed lettuce instead of a bun

**Protein Style**

*Start writing here...*

Three 100% pure beef patties, hand-leafed lettuce, tomato, spread, three slices of American cheese, with or without onions, stacked high on a freshly baked bun

**3X3**

*Start writing here...*

Two slices of melted American cheese, hand-leafed lettuce, tomato, spread with or without onions on a freshly baked bun

**Grilled Cheese**

*Start writing here...*

Burger of your choice with hand-leafed lettuce, tomato, a mustard cooked beef patty; add pickle, extra spread with grilled onions

**Animal Style**

*Start writing here...*
4. Industry Analysis

Industry Profile
Industry Structure
Key External Drivers
Products and services segmentation (U.S. data, 2015)
Critical Success Factors
Critical Risks
Industry Profile

The mobile food services industry includes vendors who primarily prepare and serve food from a motorized or nonmotorized vehicle. Motorized and nonmotorized vehicles include food trucks, food carts/stands, and trailers. As of 2011, Albuquerque had 105 mobile food carts (http://tiny.cc/t279tw) today; this number is estimated to be over 130. The industry is being incubated by...

Industry Structure

Key External Drivers

1. Consumer spending
2. Consumer Confidence Index
3. Healthy eating index
4. Urban population

Products and services segmentation (U.S. data, 2015)
Food trucks have lower overhead than a restaurant and it can be moved from one location to another. This makes it possible for the food truck to go where it can take advantage of the most business. For customers, food trucks offer variety and convenience.

Critical Success Factors

To compete in the food truck industry, it is important to be accessible to our customer base with real-time location and menu information. High traffic locations with professional customers who have little to no food options during short lunch breaks are a big priority. Establishing a good relationship with customers is important to drive repeat business.

Critical Risks

Threats to the success of Burger Boon include:

1. Truck performance issues
2. Weather conditions
3. Limitations related to locations (cannot locate...
5. Operations Plan

Weekly Operations Plan
Mobile Locations
Company Milestones
Weekly Operations Plan

Operational efficiency will be crucial for the success of Burger Boon. Customers will love our classic American burgers composed of fresh ingredients but what makes SoCal unique is our simple and delicious meals delivered in a speedy manner. Burger Boon’s clients will be able to customize their orders by requesting a "secret menu" item. Fresh produce will be delivered in a speedy manner.

Customer Queuing

Two lines – one for ordering and one for pickup on side walk.

Two workers are providing services like taking orders, collect a payment, and prepare the order. Burgers will be served in less than 10 minutes; however, during peak hours, customers may be forced to wait 15 to 20 minutes for their order.

Taking Orders & Services

Cleaning & Trash Plan

Cleaning during a week and on Saturdays will be done at the end of the evening shift. Two trash Barrels with lids and bags on site. Trash will be removed at end of shift and disposed of at the commissary.

Supply & Storage

Our office and supply stores are located at our facility on Morska Street in Gdynia city. The food truck will be stored each night at our office’s garage in Gdynia, where Ryszard Kowalski, Berger Boon’s Advisory Board member, will provide truck maintenance.
Working Hours

The truck will be open for the following regular business hours:

<table>
<thead>
<tr>
<th></th>
<th>Monday - Thursday</th>
<th>Friday</th>
<th>Saturday</th>
<th>Sunday</th>
</tr>
</thead>
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<td>Lunch</td>
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<td>11 AM - 2 PM</td>
<td>11 AM - 2 PM</td>
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</tr>
<tr>
<td>Dinner</td>
<td>5 PM - 8 PM</td>
<td>5 PM - 8 PM</td>
<td>5 PM - 8 PM</td>
<td>Closed</td>
</tr>
<tr>
<td>Night</td>
<td></td>
<td>11 PM - 2 AM</td>
<td>11 PM - 2 AM</td>
<td>Closed</td>
</tr>
</tbody>
</table>

Mobile Locations

Strategic truck selling locations include:

- Alchemia
- Oliwa Business Center
- Arkonska Business Park

Special events throughout the year include:

- Music festivals, such as Opener
- Film festivals, for example, Gdynia Film Festival
- Food Truck Festival

Company Milestones

Complete establishment of LLC, secure financing, and obtain all required licenses. Establish a social media presence, acquire a food truck, and open for business.

Present (November)—January

Start writing here...
Years 1-2

Start writing here...

Hire a part-time employee (student) part-time employee and increase hours until a part-time position becomes a full-time one, decreasing the hours of the owners on the truck in favor of marketing, bookkeeping, and scheduling.

Years 2-3

Start writing here...

Hire a second part-time employee (student), removing both owners from the truck operation and shift the focus to catering events.

Long-Term

Start writing here...

Evaluate the options for opening a brick-and-mortar location. Franchising the brand with multiple trucks in multiple cities.
6. Competitive Analysis

Basis of Competition
SWOT Analysis
Competition
Strategy
Quality you can taste
Competitive Advantage
Basis of Competition

**Level & Trend**  
Competition in this industry is **High** and the trend is **Increasing**.  
Food trucks have become widely popular in recent years due to their affordability and the unique menu items they offer. Moreover, due to the fragmented nature of this industry and a variety of foodservice providers that exist in the market, food trucks face intense internal and external competition.

**Internal competition**

Industry operators compete primarily on price and the quality and uniqueness of their food. While the price of menu items can either attract or deter new customers, operators primarily compete to provide the best quality and taste. As such, many food trucks offer a variety of items that add value to the overall experience of dining at a food truck including unique condiments, pickles, and...  

**External competition**

Food trucks also face intense competition from a variety of foodservice businesses, including quick-service food providers, cafes, food carts, and full-service restaurants. While food trucks are uniquely positioned in the marketplace as a convenient and affordable option, similar food items are offered at quick-service restaurants and food carts.

**SWOT Analysis**
Strengths

Aside from the training that has been acquired, as well as the hands-on experience attained over the years prior to starting On The Track® Mobile Food Company, our strength lies in our financial capacity and determination to succeed in the business at all cost. We have been able to acquire a brand new mobile food preparation vehicle (MFPV).

It has the capacity to meet the needs of well over 500 customers per day. Our strength also lies in the fact that we have a relationship with brand experts who are working almost for free for us. With that, we'll be able to build our brand to a level where we can start selling franchises and offer training and consultancy services on the mobile food truck business.

Weaknesses

The fact that we are planning to roll out our mobile truck business alongside other similar business offerings like training, consultancy services, and sale of the franchise could distract us from concentrating and channeling our energy in one direction. We are quite aware of that and we are working towards blocking any area that will sap our energy and make us underperformed in our core business area – the sale of foods and drinks from a mobile truck.

Opportunities

The opportunities that we stand to leverage are much. The fact that we are not tied down to a location is indeed a good opportunity for us to grow our business to the level we want to grow it too. For example; we can afford to trade foods, snacks, and drinks in more than two locations within a day. It is all about knowing when to arrive and leave for another location.

Threats

There is hardly any business venture that doesn't face its own threat. Regarding the mobile food truck business, one of the threats that we may likely face is; vehicular traffic in key cities. Traffic can delay one and as a result of that one may get to the location where one intends selling the foods and drinks late- this could be when the lunch break is over (basically for organized events). Yet another threat is; the government policies, which could also pose a great threat to the mobile food truck industry.
Burger Boon’s goal is to serve the people of Tricity an out of this world gourmet burger inspired by the Southern California experience.

Other fast-food providers in the Tricity area are our direct competitors. In fact, there are currently several brick and mortar food truck competitors with a hamburger theme, including SurfBurger, Carmnik, and Zebra. However, none

Strategy

Even with increased competition from other burger-centric food trucks, Burger Boon has changed little about its operations, from its hand-cut fries to unfreeze burgers. The menu may seem basic to some, but patrons in the know can order a number of “secret” combinations, such as the 3X3, which is three beef patties piled high with all the toppings on a bun.

Quality you can taste

From the first bite of your burger to your last French fry, quality is the most important ingredient of all at Burger Boon. We don’t freeze. We don’t pre-packaged. We don’t over-process. We just make things the old-fashioned way.

Competitive Advantage

Our commitment to quality starts with our hamburger...
**Pricing and preparation time**
Our biggest competitive advantages lie in our pricing and our preparation time. Since all spreads and breads will be prepared prior to service hours, the average customer wait time will be under five minutes. The average wait time at other food trucks can be in excess of 15 minutes. Most of our menu items are priced $5.00 or less, while competitive options on other trucks tend to sell above $7.00.

**Appeal to children**
Children are notoriously picky eaters, and while other food trucks have high quality food, it may not appeal to them. PB&J sandwiches are a go-to option for children lunches. Burger Boon couples a low price point, with a healthy option for parental appeal, and a food children love.

**Safety**
Those with gluten allergies often struggle to find a safe place to eat out. Many choose to dine in because there are not many contaminant-free options available to them. By incorporating gluten-free upon startup, we can ensure a contaminant-free kitchen space so customers can feel safe eating out. As far as we know, there are no gluten-free options available on Albuquerque food trucks.
7.

Customer Analysis

Target Market
Key Success Factors
Target Market

Burger Boon focuses on the low- to upper-income markets, increasingly targeting the middle-class by appealing to their desire for affordable, restaurant-quality food. This group, to a large extent, includes working adults and students who are interested in the convenience of food truck fare. Our food truck locations are within easy reach of workers, students, and shoppers in the major market segmentation.

Major market segmentation

- Age 25 to 44: 43.4%
- Under age 25: 19.7%
- Age 55 and over: 19.2%
- Age 45 to 54: 17.7%

Key Success Factors

Operators must be located in busy areas with significant foot traffic to maximize potential sales.

Proximity to key markets

Start writing here...
In order to continue operations, food truck owners must meet all licensing requirements and renew licenses on an annual basis.

**Must have license**

*Start writing here...*

Food trucks must maintain quality standards to avoid fines from regulators and to offer high-quality food for customers.

**Effective quality control**

*Start writing here...*

Due to the competitive nature of this industry, operators must have a clear market position and offer unique menu items.

**Offering a unique, differentiated menu**

*Start writing here...*

Food truck operators must avoid wastage and spoilage of ingredients to reduce purchase costs and maximize revenue.

**Ability to control stock on hand**

*Start writing here...*
8.

Marketing Plan

Marketing Objective
Marketing Mix
Marketing Objective

To establish ourselves as an affordable and tasty alternative to the usual burger food truck fare. Secondarily, we want to establish our brand as a trusted space where busy customers can satisfy their warm meal cravings in a timely manner while being served with politeness and smile.

Marketing Mix

Burger Boon will specialize in classic American burgers: Hamburger, Cheeseburger, and Double-Double, and French fries; creative twists can be added to all items by customizing the offer with a “secret menu”. Burger Boon will also sell a variety of soda and beverages.

Local News Outlets

Get in contact with local news outlets to try to get some coverage about your new truck. Many local news organizations will be happy to do a piece on an up-and-coming new food truck, especially if you have a unique hook or spin to your business.

Place

Our meals will only be available for purchase via the truck.

By our fifth year in business, we hope to establish a brick and mortar location by which time we will have developed a loyal following that will frequent our establishment and spread the word about our menu.
Price

After conducting a review of other food trucks in Tricity, we have found that our prices are slightly lower than our competitors for lunch and dinner entrees of similar quality. Compared to brick and mortar restaurants serving American fast-food, our prices are two to five zlotych lower. Maintaining low prices will help us to remain competitive and build market share.

Promotion

We plan to promote our business through the following methods:

Our truck will be decorated with appealing graphics wrap that displays our name, Facebook page, and contact information. This wrapping will turn our truck into a traveling advertisement that will add to our brand recognition as we travel throughout Tricity agglomeration.

Social media

Social media will allow us to connect with our followers and provide menus (regular and secret), coupons, and location information. The major Social media platform will be Facebook.

Getting Involved With Local Events

Consider ways in which you can get involved with local events, such as catering community events or donating food to charity fundraisers. You could also sponsor a local little league team or even provide a talk about your food truck startup experience at a local business seminar. Activities like these put you in a favorable light with the community and spread awareness of your business.
9.

Financial Analysis

Assumptions
Capital Requirements and Use of Funds
Income Statement (5 Year projections)
Balance Sheet (5 Year projections)
Cash Flow Statement (5 Year projections)
This plan makes the following assumptions:

Burger Boon requires $80,000 in startup funding. The owners have contributed cash and equipment comprising a 62.5% investment ($50,000). Burger Boon will need $30,000 in starting capital which will be obtained through a 3-year loan from a local bank at 5% interest.

Assumptions

- Start-up costs $80,000
- The owners will provide $50,000 equity investment ($25,000 per owner) in the business in cash
- The business will secure a loan with the assistance of a local bank for three years at 5% to acquire a used truck. The estimated truck cost is

Capital Requirements and Use of Funds

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<th>Outside funding required?</th>
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<td>Outside funding required?</td>
<td>Totals-check</td>
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<td>Gas (based on 12 months @ $1.30 / L) ~ $300/month</td>
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Income Statement (5 Year projections)
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<th>Year 3</th>
<th>Year 4</th>
<th>Year 5</th>
</tr>
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<td>Product/Service A</td>
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<td>$333,396</td>
<td>$367,569</td>
<td>$405,245</td>
<td>$446,783</td>
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<tr>
<td>Product/Service B</td>
<td>$100,800</td>
<td>$222,264</td>
<td>$245,046</td>
<td>$270,163</td>
<td>$297,855</td>
</tr>
<tr>
<td><strong>Total Revenues</strong></td>
<td><strong>$252,000</strong></td>
<td><strong>$555,660</strong></td>
<td><strong>$612,615</strong></td>
<td><strong>$675,408</strong></td>
<td><strong>$744,638</strong></td>
</tr>
<tr>
<td>Expenses &amp; Costs</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cost of goods sold</td>
<td>$57,960</td>
<td>$122,245</td>
<td>$122,523</td>
<td>$128,328</td>
<td>$134,035</td>
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<tr>
<td>Lease</td>
<td>$60,000</td>
<td>$61,500</td>
<td>$63,038</td>
<td>$64,613</td>
<td>$66,229</td>
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<tr>
<td>Marketing</td>
<td>$20,000</td>
<td>$25,000</td>
<td>$25,000</td>
<td>$25,000</td>
<td>$25,000</td>
</tr>
<tr>
<td>Salaries</td>
<td>$133,890</td>
<td>$204,030</td>
<td>$224,943</td>
<td>$236,190</td>
<td>$248,000</td>
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<tr>
<td>Other Expenses</td>
<td>$3,500</td>
<td>$4,000</td>
<td>$4,500</td>
<td>$5,000</td>
<td>$5,500</td>
</tr>
<tr>
<td><strong>Total Expenses &amp; Costs</strong></td>
<td><strong>$271,850</strong></td>
<td><strong>$412,775</strong></td>
<td><strong>$435,504</strong></td>
<td><strong>$454,131</strong></td>
<td><strong>$473,263</strong></td>
</tr>
<tr>
<td>EBITDA</td>
<td>($19,850)</td>
<td>$142,885</td>
<td>$177,112</td>
<td>$221,277</td>
<td>$271,374</td>
</tr>
<tr>
<td>Depreciation</td>
<td>$36,960</td>
<td>$36,960</td>
<td>$36,960</td>
<td>$36,960</td>
<td>$36,960</td>
</tr>
<tr>
<td>EBIT</td>
<td>($56,810)</td>
<td>$105,925</td>
<td>$140,152</td>
<td>$184,317</td>
<td>$234,414</td>
</tr>
<tr>
<td>Interest</td>
<td>$23,621</td>
<td>$20,668</td>
<td>$17,716</td>
<td>$14,763</td>
<td>$11,810</td>
</tr>
<tr>
<td>PRETAX INCOME</td>
<td>($80,431)</td>
<td>$85,257</td>
<td>$122,436</td>
<td>$169,554</td>
<td>$222,604</td>
</tr>
<tr>
<td>Net Operating Loss</td>
<td>($80,431)</td>
<td>($80,431)</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Income Tax Expense</td>
<td>$0</td>
<td>$1,689</td>
<td>$42,853</td>
<td>$59,344</td>
<td>$77,911</td>
</tr>
<tr>
<td><strong>NET INCOME</strong></td>
<td>($80,431)</td>
<td>$83,568</td>
<td>$79,583</td>
<td>$110,210</td>
<td>$144,693</td>
</tr>
<tr>
<td>Net Profit Margin (%)</td>
<td>-</td>
<td>15.00%</td>
<td>13.00%</td>
<td>16.30%</td>
<td>19.40%</td>
</tr>
</tbody>
</table>
Balance Sheet (5 Year projections)

<table>
<thead>
<tr>
<th></th>
<th>Year1</th>
<th>Year2</th>
<th>Year3</th>
<th>Year4</th>
<th>Year5</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ASSETS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash</td>
<td>$16,710</td>
<td>$90,188</td>
<td>$158,957</td>
<td>$258,570</td>
<td>$392,389</td>
</tr>
<tr>
<td>Accounts receivable</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Inventory</td>
<td>$21,000</td>
<td>$23,153</td>
<td>$25,526</td>
<td>$28,142</td>
<td>$31,027</td>
</tr>
<tr>
<td><strong>Total Current Assets</strong></td>
<td>$37,710</td>
<td>$113,340</td>
<td>$184,482</td>
<td>$286,712</td>
<td>$423,416</td>
</tr>
<tr>
<td>Fixed assets</td>
<td>$246,450</td>
<td>$246,450</td>
<td>$246,450</td>
<td>$246,450</td>
<td>$246,450</td>
</tr>
<tr>
<td>Depreciation</td>
<td>$36,960</td>
<td>$73,920</td>
<td>$110,880</td>
<td>$147,840</td>
<td>$184,800</td>
</tr>
<tr>
<td>Net fixed assets</td>
<td>$209,490</td>
<td>$172,530</td>
<td>$135,570</td>
<td>$98,610</td>
<td>$61,650</td>
</tr>
<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td>$247,200</td>
<td>$285,870</td>
<td>$320,052</td>
<td>$385,322</td>
<td>$485,066</td>
</tr>
<tr>
<td><strong>LIABILITIES &amp; EQUITY</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Debt</td>
<td>$317,971</td>
<td>$272,546</td>
<td>$227,122</td>
<td>$181,698</td>
<td>$136,273</td>
</tr>
<tr>
<td>Accounts payable</td>
<td>$9,660</td>
<td>$10,187</td>
<td>$10,210</td>
<td>$10,694</td>
<td>$11,170</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td>$327,631</td>
<td>$282,733</td>
<td>$237,332</td>
<td>$192,391</td>
<td>$147,443</td>
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<tr>
<td>Share Capital</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Retained earnings</td>
<td>($80,431)</td>
<td>$3,137</td>
<td>$82,720</td>
<td>$192,930</td>
<td>$337,623</td>
</tr>
<tr>
<td><strong>Total Equity</strong></td>
<td>($80,431)</td>
<td>$3,137</td>
<td>$82,720</td>
<td>$192,930</td>
<td>$337,623</td>
</tr>
<tr>
<td><strong>TOTAL LIABILITIES &amp; EQUITY</strong></td>
<td>$247,200</td>
<td>$285,870</td>
<td>$320,052</td>
<td>$385,322</td>
<td>$485,066</td>
</tr>
</tbody>
</table>

Cash Flow Statement (5 Year projections)
<table>
<thead>
<tr>
<th></th>
<th>Year1</th>
<th>Year2</th>
<th>Year3</th>
<th>Year4</th>
<th>Year5</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CASH FLOW FROM OPERATIONS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Net Income (Loss)</td>
<td>($80,431)</td>
<td>$83,568</td>
<td>$79,583</td>
<td>$110,210</td>
<td>$144,693</td>
</tr>
<tr>
<td>Change in working capital</td>
<td>($11,340)</td>
<td>($1,625)</td>
<td>($2,350)</td>
<td>($2,133)</td>
<td>($2,409)</td>
</tr>
<tr>
<td>Depreciation</td>
<td>$36,960</td>
<td>$36,960</td>
<td>$36,960</td>
<td>$36,960</td>
<td>$36,960</td>
</tr>
<tr>
<td><strong>Net Cash Flow from Operations</strong></td>
<td>($54,811)</td>
<td>$118,902</td>
<td>$114,193</td>
<td>$145,037</td>
<td>$179,244</td>
</tr>
<tr>
<td><strong>CASH FLOW FROM INVESTMENTS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Investment</td>
<td>($246,450)</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td><strong>Net Cash Flow from Investments</strong></td>
<td>($246,450)</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td><strong>CASH FLOW FROM FINANCING</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash from equity</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Cash from debt</td>
<td>$317,971</td>
<td>($45,424)</td>
<td>($45,424)</td>
<td>($45,424)</td>
<td>($45,424)</td>
</tr>
<tr>
<td><strong>Net Cash Flow from Financing</strong></td>
<td>$317,971</td>
<td>($45,424)</td>
<td>($45,424)</td>
<td>($45,424)</td>
<td>($45,424)</td>
</tr>
<tr>
<td><strong>SUMMARY</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Net Cash Flow</td>
<td>$16,710</td>
<td>$73,478</td>
<td>$68,769</td>
<td>$99,613</td>
<td>$133,819</td>
</tr>
<tr>
<td>Cash at Beginning of Period</td>
<td>$0</td>
<td>$16,710</td>
<td>$90,188</td>
<td>$158,957</td>
<td>$258,570</td>
</tr>
<tr>
<td><strong>Cash at End of Period</strong></td>
<td>$16,710</td>
<td>$90,188</td>
<td>$158,957</td>
<td>$258,570</td>
<td>$392,389</td>
</tr>
</tbody>
</table>
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