




Kingfisher Brewery

BUSINESS PLAN

[YEAR]

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1.

Executive Summary

Mission Statement

Vision Statement

Products and Services

Customer Focus

Management Team

Keys to Success

Financial Summary



REMEMBER

Before you think about how to start a Brewery service, you must create a detailed Brewery business plan. It will not only guide you in the initial phases of your startup but will also help you later on.

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TIP

Kingfisher Brewery Company is located at Grand Central Parkway in Las Vegas, Nevada. It combines time-honored brewing with new methods and unique recipes to create a range of classic and craft beer everyone can enjoy. Kingfisher Brewery's beer is the flavor of Nevada.

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Mission Statement



TIP

Our mission is to establish a brewery business that will make available assorted locally brewed beer for lovers of locally brewed beer in Nevada and in all the areas where our beers will be distributed.

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Vision Statement



TIP

Our vision is to establish a brewery in the Las Vegas business that will be the melting pot of all lovers of locally brewed beer.

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Products and Services



TIP

The following are the types of beer that Kingfisher Brewery Company produces:

- IPA

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Customer Focus



TIP

Kingfisher Brewery will primarily serve the residents who live within the city. The demographics of these customers are as follows:

- 302,145 residents

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Management Team



TIP

John Moore's expertise and experience are the Kingfisher Brewery's most valuable asset. After graduating from the University of Los Angeles where he earned a degree in Business, John Moore worked at Samuel Adams. In his long experience in the industry, he acquired an in-depth knowledge of the ins and outs of running a brewery before he started Kingfisher.

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Keys to Success



TIP

The keys to Kingfisher Breweries' success will undoubtedly be effective market segmentation through the identification of several niche markets and implementation strategies. Along these lines, the company intends to implement advertising, personal selling, and direct marketing strategies aimed at the target markets. Our advertising marketing strategies will be focused on the target markets.

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Financial Summary



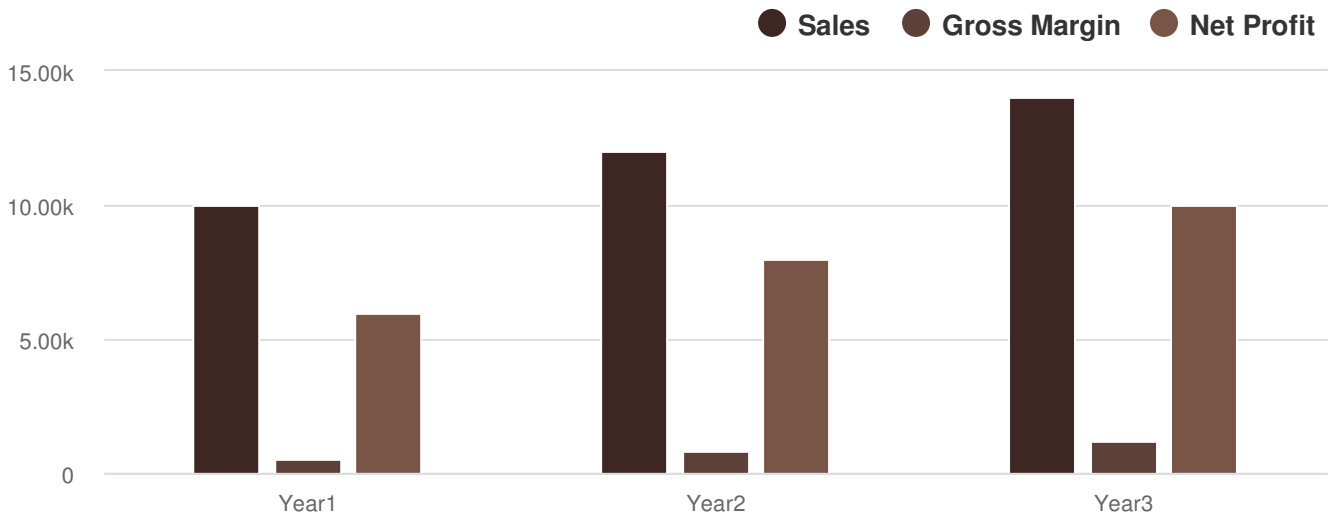
Kingfisher Breweries is seeking total funding of \$400,000 to launch its brewery. The capital will be used for funding capital expenditures, manpower costs, marketing expenses, and working capital.

Specifically, these funds will be used as follows:

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3 Year profit forecast



Financial Summary	Year 1	Year 2	Year 3
Revenue	\$965,742	\$1,878,611	\$2,718,300

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2.

Company Summary

History

Products and Services

Startup Summary



TIP

Kingfisher brewery is owned by Mr. John Moore and his immediate family members. Mr. Moore has well over 15 years of managerial experience in the brewery industry and he will be bringing the experience to the table to help build Kingfisher brewery to become the number one brewery brand in Las Vegas.

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History



TIP

Born in Portland, the beer capital of the world, John grew up brewing beer. In keeping with family tradition, he was trained in the art and science of handcrafting beer using family recipes and techniques. Upon relocating to LA, John was dismayed to discover a lack of local craft brews. It didn't take long for him to seize the opportunity to open his own brew

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Products and Services



TIP

Kingfisher Brewery is established with the sole aim of selling locally brewed beer in different flavors to our highly esteemed customers in Las Vegas and the environs. In essence, beer is what we sell, but we sell them in different flavors (taste) and in different sizes. Any beer lover who visits our pub is sure going to find the following types of beer:

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Startup Summary



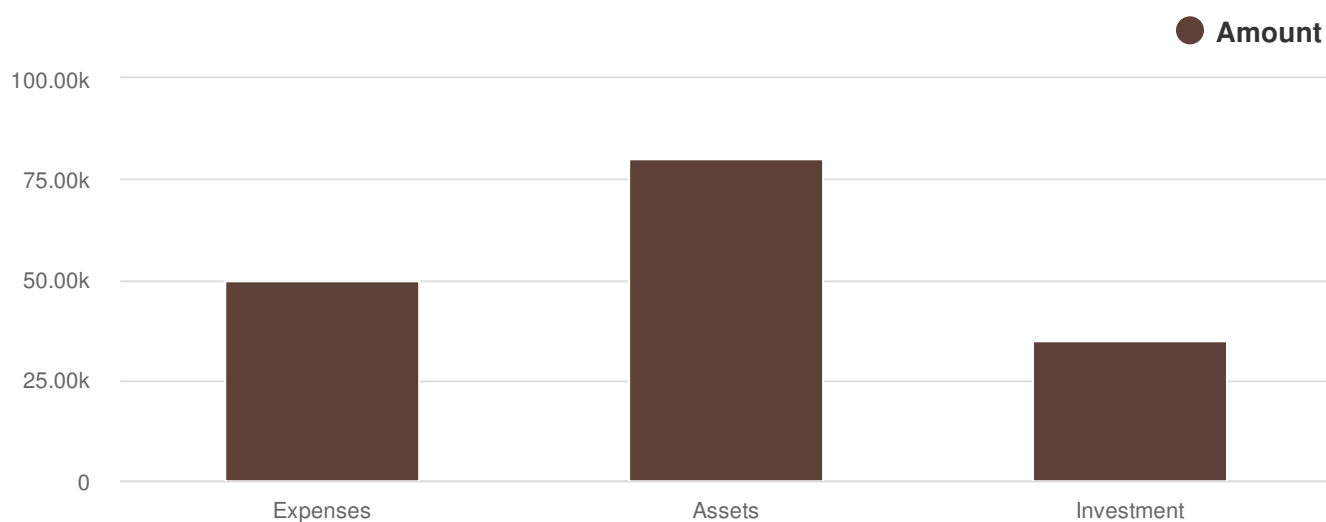
TIP

Total start-up capital and expenses (including legal costs, logo design, stationery, and related expenses) came to approximately \$41,700. Start-up assets required and utilized included brewing plants and machinery, pick-ups, office furniture, personal computers, and other office equipment. This figure comes to \$840,000.

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Startup cost



Cost distribution

Amount

Expenses	50000
Assets	80000
Investment	35000

Start-up Expenses	Amount
Legal	\$75,500
Consultants	\$0
Insurance	\$62,750
Rent	\$22,500
Research and Development	\$42,750
Expensed Equipment	\$42,750
Signs	\$1,250
TOTAL START-UP EXPENSES	\$247,500
Start-up Assets	\$0
Cash Required	\$322,500
Start-up Inventory	\$52,625
Other Current Assets	\$222,500
Long-term Assets	\$125,000

Start-up Expenses	Amount
TOTAL ASSETS	\$121,875
Total Requirements	\$245,000
START-UP FUNDING	\$0
START-UP FUNDING	\$273,125
Start-up Expenses to Fund	\$121,875
Start-up Assets to Fund	\$195,000
TOTAL FUNDING REQUIRED	\$0
Assets	\$203,125
Non-cash Assets from Start-up	\$118,750
Cash Requirements from Start-up	\$0
Additional Cash Raised	\$118,750
Cash Balance on Starting Date	\$121,875
TOTAL ASSETS	\$0
Liabilities and Capital	\$0
Liabilities	\$0
Current Borrowing	\$0
Long-term Liabilities	\$0
Accounts Payable (Outstanding Bills)	\$0
Other Current Liabilities (interest-free)	\$0
TOTAL LIABILITIES	\$0
Capital	\$0
Planned Investment	\$0
Investor 1	\$312,500
Investor 2	\$0
Other	\$0
Additional Investment Requirement	\$0
TOTAL PLANNED INVESTMENT	\$695,000
Loss at Start-up (Start-up Expenses)	\$313,125
TOTAL CAPITAL	\$221,875

Start-up Expenses	Amount
TOTAL CAPITAL AND LIABILITIES	\$221,875
Total Funding	\$265,000

3.

Market Analysis

Industry Analysis

Market Trends

Market Needs

Target Market



REMEMBER

The most important component of an effective Brewery business plan is its accurate marketing analysis. If you are starting on a smaller scale, you can do marketing analysis yourself by taking help from this Brewery business plan sample or other Brewery business plans available online.

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Industry Analysis



TIP

The Brewery industry is highly concentrated, with historically dominant operators controlling the majority of industry revenue and boasting significant profit. Over the past five years, the industry has experienced significant change, with the rise of craft breweries, wineries, and distilleries. Smaller regional operators experienced substantial growth, p

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Market Trends



TIP

If you are conversant with the brewery business in the United States of America, you will quite agree that locally brewed beer consumption has shown steady growth over the years, and from all indications, the growth is not going to plummet.

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Market Needs



TIP

Kingfisher Breweries will set out to provide good quality products that will help instill a jovial environment. Kingfisher Breweries intends to provide the customer with more than a drink to quench one's thirst. We intend to provide a quality brew that not only quenches one's thirst but enables one to enjoy themselves and be proud of it. The quality of raw m

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Target Market



TIP

When it comes to selling locally brewed beer, there is indeed a wide range of available customers. This re-emphasizes the need for a brewery marketing plan template. In essence, our target market can't be restricted to just a group of people, but all those who love locally brewed beer, not forgetting those who would want to try it out.

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4.

SWOT Analysis



TIP

Kingfisher brewery is established with the aim of becoming the melting point of locally brewed beers in Las Vegas and environ. We know we can't achieve this if we do not look inward to identify our strengths, threats, weaknesses, and the opportunities that abound in the industry.

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Strengths

Our strength as a company is excellent and detailed customer service. Neatly brewed local beer in a variety of flavors. Excellent facility, excellent ambiance, and perfect location for a brewery

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Weaknesses

The perceived weakness for our business could be that we are starting on a small scale; just one outlet. Also perhaps because we have a limited space to expand the pub if the need arises. Other weaknesses could be a lack of customized CRM software and limited finance.

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Opportunities

The fact that we are going to be operating our brewer and pub in one of the busiest streets in Las Vegas provides us with unlimited opportunities to sell our locally brewed beers. The positioning of our brewery will sure make it possible for us not to struggle to sell our products. Lastly, the introduction of new technologies will allow us to improve beer quality

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Threats

One of the threats that are likely going to confront us is the government policies, downturn in the economy which is likely going to affect sales, and perhaps the emergence of new competitors (brewery) in Las Vegas.

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5.

Strategy & Implementations

Marketing Strategy

Advertising Strategy

Pricing Strategy



REMEMBER

After identifying the market demand, market trends, and the potential customers of the startup, the next step is to define an effective strategy for attracting those customers. Like marketing analysis, sales strategy is also an important component of a brewery business startup and must be properly planned before you think about starting your own brewery.

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Marketing Strategy



TIP

One core element of our marketing strategy will be that of differentiation from our competitors. In terms of promotion, we intend to sell our company as a differentiated strategy, not just our products. In price, we intend to offer extremely reasonable prices in comparison to the competition and we need to be able to sustain that. Market penetration through

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Advertising Strategy



TIP

Kingfisher Breweries expects its target market to be individuals working and/or living within Las Vegas. Kingfisher Breweries's promotions strategy to reach these individuals includes:

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TIP

Kingfisher Breweries employees will initially give free beer samples to enable customers to taste the quality and variety of our beer and learn about us.

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Sampling

Start writing here...



TIP

Kingfisher Breweries will maintain a website and publish a monthly email newsletter to tell customers about new events, products, and more.

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Ongoing Customer Communications

Start writing here...



TIP

Before opening the brewery, Kingfisher Breweries will organize pre-opening events designed for prospective customers, local merchants, and press contacts. These events will create buzz and awareness for Kingfisher Breweries in the area.

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Pre-Opening Events

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TIP

Kingfisher Breweries will invest resources in two forms of geographically-focused internet promotion - organic search engine optimization and pay-per-click advertising. The Company will develop its website in such a manner as to direct as much traffic from search engines as possible. Additionally, it will use highly-focused, specific keywords to draw traffic to i

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Online Marketing

Start writing here...

Pricing Strategy



TIP

Initially, our prices will not be under our control but dictated by the market conditions prevailing at the particular time. This is particularly so in the case of products which are also produced by our competitors, as they are often representing a scale for consumers. However, we realize that we must charge appropriately for the quality and work we shall be pr

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6.

Operations Plan

Functional Roles

Milestones

Functional Roles



TIP

In order to execute on Kingfisher Breweries's business model, the Company's employees divide the following roles:

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TIP

- Production/brewing
- Deliveries and operations
- Sales and Marketing

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Operation Functions

Start writing here...



TIP

- General & administrative functions including marketing, bookkeeping, etc.
- Hiring and training staff

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Administrative Functions

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Milestones



TIP

Kingfisher Breweries' long-term goal is to become the dominant producer of quality beer in Las Vegas. We seek to be the standard by which other brewers are judged.

The following are a series of steps that lead to our v

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7.

Financial Plan

Important Assumptions

Break-even Analysis

Projected Profit and Loss

Projected Cash Flow

Projected Balance Sheet

Business Ratios



REMEMBER

The last component of a brewery business plan is an in-depth financial plan. The financial plan crafts a detailed map of all the expenses needed for the startup and how these expenses will be met by the earned profits. It is recommended that you use [our financial planning tool](#) for guiding you through all financial aspects needed to be considered for startup.

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TIP

The company will be financed by John himself and he will control the direction of the business to make sure that it is expanding at the forecasted rate. As for the brewery business start-up, no equity funding or outside loans will be required. With the help of financial experts, John has developed the following financial plan for his start-up business, which outlines the financial

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Important Assumptions

The financial projections of the company are forecast on the basis of the following assumptions. These assumptions are quite conservative and are expected to show deviation but to a limited level such that the company's major financial strategy will not be affected.

	Year 1	Year 2	Year 3
Plan Month	1	2	3
Current Interest Rate	10,00%	11,00%	12,00%
Long-term Interest Rate	10,00%	10,00%	10,00%
Tax Rate	26,42%	27,76%	28,12%
Other	0	0	0

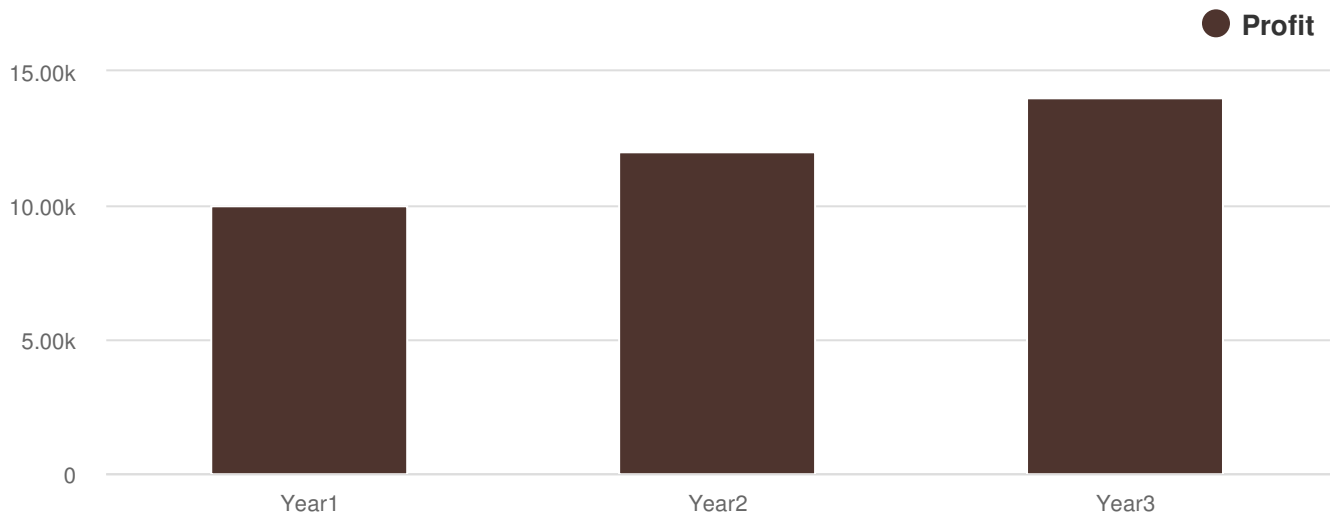
Brake-even Analysis

Monthly Units Break-even	5530
Monthly Revenue Break-even	\$159 740
Assumptions:	
Average Per-Unit Revenue	\$260,87
Average Per-Unit Variable Cost	\$0,89
Estimated Monthly Fixed Cost	\$196 410

Projected Profit and Loss

	Year 1	Year 2	Year 3
Sales	\$309 069	\$385 934	\$462 799
Direct Cost of Sales	\$15 100	\$19 153	\$23 206
Other	\$0	\$0	\$0
TOTAL COST OF SALES	\$15 100	\$19 153	\$23 206
Gross Margin	\$293 969	\$366 781	\$439 593
Gross Margin %	94,98%	94,72%	94,46%
Expenses			
Payroll	\$138 036	\$162 898	\$187 760
Sales and Marketing and Other Expenses	\$1 850	\$2 000	\$2 150
Depreciation	\$2 070	\$2 070	\$2 070
Leased Equipment	\$0	\$0	\$0
Utilities	\$4 000	\$4 250	\$4 500
Insurance	\$1 800	\$1 800	\$1 800
Rent	\$6 500	\$7 000	\$7 500
Payroll Taxes	\$34 510	\$40 726	\$46 942
Other	\$0	\$0	\$0
Total Operating Expenses	\$188 766	\$220 744	\$252 722
Profit Before Interest and Taxes	\$105 205	\$146 040	\$186 875
EBITDA	\$107 275	\$148 110	\$188 945
Interest Expense	\$0	\$0	\$0
Taxes Incurred	\$26 838	\$37 315	\$47 792
Net Profit	\$78 367	\$108 725	\$139 083
Net Profit/Sales	30,00%	39,32%	48,64%

Profit Yearly

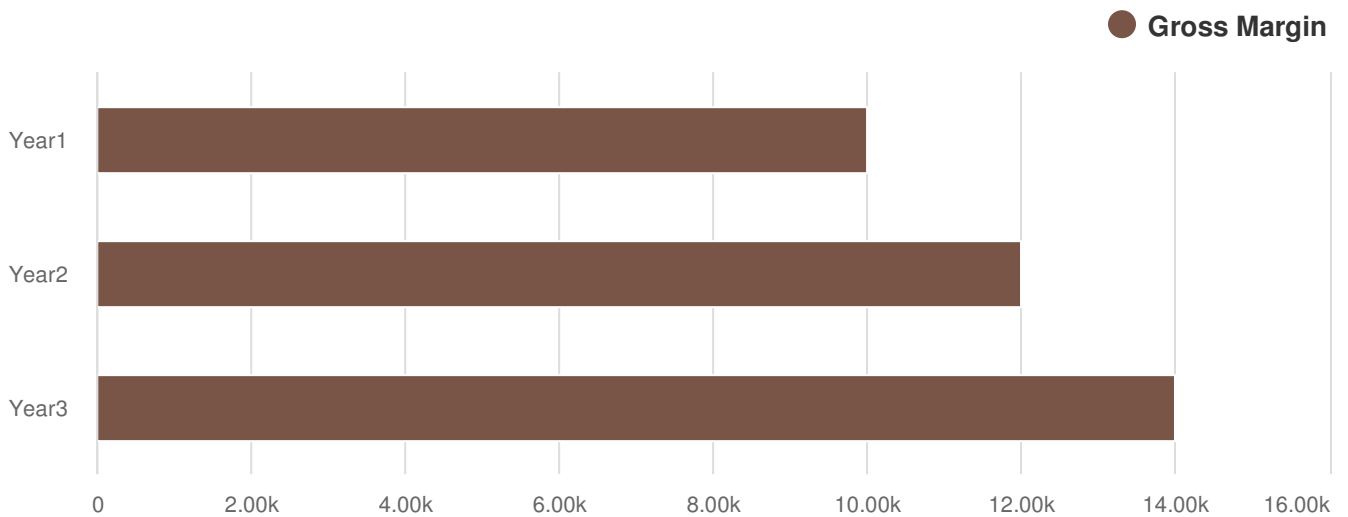


Financial Year

Profit

Year1	10000
Year2	12000
Year3	14000

Gross Margin Yearly



Financial Year

Gross Margin

Year1	10000
Year2	12000
Year3	14000

Projected Cash Flow

Cash Received	Year 1	Year 2	Year 3
Cash from Operations			
Cash Sales	\$40 124	\$45 046	\$50 068
Cash from Receivables	\$7 023	\$8 610	\$9 297
SUBTOTAL CASH FROM OPERATIONS	\$47 143	\$53 651	\$59 359
Additional Cash Received			
Sales Tax, VAT, HST/GST Received	\$0	\$0	\$0
New Current Borrowing	\$0	\$0	\$0
New Other Liabilities (interest-free)	\$0	\$0	\$0
New Long-term Liabilities	\$0	\$0	\$0
Sales of Other Current Assets	\$0	\$0	\$0
Sales of Long-term Assets	\$0	\$0	\$0
New Investment Received	\$0	\$0	\$0
SUBTOTAL CASH RECEIVED	\$47 143	\$53 651	\$55 359
Expenditures from Operations			
Cash Spending	\$21 647	\$24 204	\$26 951
Bill Payments	\$13 539	\$15 385	\$170 631
SUBTOTAL SPENT ON OPERATIONS	\$35 296	\$39 549	\$43 582
Additional Cash Spent			
Sales Tax, VAT, HST/GST Paid Out	\$0	\$0	\$0
Principal Repayment of Current Borrowing	\$0	\$0	\$0
Other Liabilities Principal Repayment	\$0	\$0	\$0
Long-term Liabilities Principal Repayment	\$0	\$0	\$0
Purchase Other Current Assets	\$0	\$0	\$0
Purchase Long-term Assets	\$0	\$0	\$0
Dividends	\$0	\$0	\$0
SUBTOTAL CASH SPENT	\$35 296	\$35 489	\$43 882
Net Cash Flow	\$11 551	\$13 167	\$15 683

Cash Received	Year 1	Year 2	Year 3
Cash Balance	\$21 823	\$22 381	\$28 239

Projected Balance Sheet

Assets	Year 1	Year 2	Year 3
Current Assets			
Cash	\$184 666	\$218 525	\$252 384
Accounts Receivable	\$12 613	\$14 493	\$16 373
Inventory	\$2 980	\$3 450	\$3 920
Other Current Assets	\$1 000	\$1 000	\$1 000
TOTAL CURRENT ASSETS	\$201 259	\$237 468	\$273 677
Long-term Assets			
Long-term Assets	\$10 000	\$10 000	\$10 000
Accumulated Depreciation	\$12 420	\$14 490	\$16 560
TOTAL LONG-TERM ASSETS	\$980	\$610	\$240
TOTAL ASSETS	\$198 839	\$232 978	\$267 117
Current Liabilities			
Accounts Payable	\$9 482	\$10 792	\$12 102
Current Borrowing	\$0	\$0	\$0
Other Current Liabilities	\$0	\$0	\$0
SUBTOTAL CURRENT LIABILITIES	\$9 482	\$10 792	\$12 102
Long-term Liabilities	\$0	\$0	\$0
TOTAL LIABILITIES	\$9 482	\$10 792	\$12 102
Paid-in Capital	\$30 000	\$30 000	\$30 000
Retained Earnings	\$48 651	\$72 636	\$96 621
Earnings	\$100 709	\$119 555	\$138 401
TOTAL CAPITAL	\$189 360	\$222 190	\$255 020
TOTAL LIABILITIES AND CAPITAL	\$198 839	\$232 978	\$267 117
Net Worth	\$182 060	\$226 240	\$270 420

Business Ratios

	Year 1	Year 2	Year 3	Industry Profile
Sales Growth	4,35%	30,82%	63,29%	4,00%
Percent of Total Assets				
Accounts Receivable	5,61%	4,71%	3,81%	9,70%
Inventory	1,85%	1,82%	1,79%	9,80%
Other Current Assets	1,75%	2,02%	2,29%	27,40%
Total Current Assets	138,53%	150,99%	163,45%	54,60%
Long-term Assets	-9,47%	-21,01%	-32,55%	58,40%
TOTAL ASSETS	100,00%	100,00%	100,00%	100,00%
Current Liabilities	4,68%	3,04%	2,76%	27,30%
Long-term Liabilities	0,00%	0,00%	0,00%	25,80%
Total Liabilities	4,68%	3,04%	2,76%	54,10%
NET WORTH	99,32%	101,04%	102,76%	44,90%
Percent of Sales				
Sales	100,00%	100,00%	100,00%	100,00%
Gross Margin	94,18%	93,85%	93,52%	0,00%
Selling, General & Administrative Expenses	74,29%	71,83%	69,37%	65,20%
Advertising Expenses	2,06%	1,11%	0,28%	1,40%
Profit Before Interest and Taxes	26,47%	29,30%	32,13%	2,86%
Main Ratios				
Current	25,86	29,39	32,92	1,63
Quick	25,4	28,88	32,36	0,84
Total Debt to Total Assets	2,68%	1,04%	0,76%	67,10%
Pre-tax Return on Net Worth	66,83%	71,26%	75,69%	4,40%
Pre-tax Return on Assets	64,88%	69,75%	74,62%	9,00%
Additional Ratios				
Net Profit Margin	19,20%	21,16%	23,12%	N.A.
Return on Equity	47,79%	50,53%	53,27%	N.A.

	Year 1	Year 2	Year 3	Industry Profile
Activity Ratios				
Accounts Receivable Turnover	4,56	4,56	4,56	N.A.
Collection Days	92	99	106	N.A.
Inventory Turnover	19,7	22,55	25,4	N.A.
Accounts Payable Turnover	14,17	14,67	15,17	N.A.
Payment Days	27	27	27	N.A.
Total Asset Turnover	1,84	1,55	1,26	N.A.
Debt Ratios				
Debt to Net Worth	0	-0,02	-0,04	N.A.
Current Liab. to Liab.	1	1	1	N.A.
Liquidity Ratios				
Net Working Capital	\$120 943	\$140 664	\$160 385	N.A.
Interest Coverage	0	0	0	N.A.
Additional Ratios				
Assets to Sales	0,45	0,48	0,51	N.A.
Current Debt/Total Assets	4%	3%	2%	N.A.
Acid Test	23,66	27,01	30,36	N.A.
Sales/Net Worth	1,68	1,29	0,9	N.A.
Dividend Payout	0	0	0	N.A.

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