




# Kidz Cater

Elegant occasions. Memorable events.

# Business Plan [YEAR]

## Prepared By

 John Doe

 (650) 359-3153

 10200 Bolsa Ave, Westminster, CA, 92683

 info@upmetrics.co

 <https://upmetrics.co>

# Table of Contents

---

<b>Executive Summary</b>	<b>4</b>
Mission	5
Keys to Success	5
Objectives	5
Management Team	5
JOHN DOE	6
Financial Summary	6
<b>About Kidz Cater</b>	<b>7</b>
Legal Entity	8
Management Team	8
JOHN DOE	8
Locations and Facilities	8
Milestones	9
Facility Design	9
<b>Products &amp; Services</b>	<b>10</b>
Food Product Descriptions	11
Boxed lunches	11
Buffet style lunches:	11
Alternative Providers	11
Sourcing	12
Technology	12
Future Products	12
<b>Market &amp; Customer Analysis</b>	<b>13</b>
Market Segmentation	14
Internal Bright Future Customers	14
Nonprofit External Customers	14
For-profit External Customers	15
Market Analysis	15
Target Market Segment Strategy	15
Market Trends	16
Market Growth	16
Value Proposition	16
Competitive Edge	16
Marketing Strategy	16

Distribution Strategy .....	17
Marketing Programs .....	17
Pricing Strategy .....	17
Promotion Strategy .....	18
<b>Competitive Analysis .....</b>	<b>19</b>
Competitors .....	20
Of Grape & Grain .....	20
Cravings Fine Foods .....	20
Ariana's Deli .....	21
Fetuccini and Co .....	21
Napoli Restaurant .....	21
Brindiamo Catering .....	21
Wild Duck Brewery .....	22
Oregon Electric Station .....	22
Local and national grocery stores chains.....	22
Local and national sandwich fast-food chains.....	23
Strategic Alliances .....	23
<b>Operations .....</b>	<b>24</b>
Organizational Structure .....	25
Management Team .....	25
JOHN DOE .....	25
JANE DOE .....	25
Management Team Gaps .....	26
Personnel Plan .....	26
<b>Financial Plan .....</b>	<b>27</b>
Important Assumptions .....	28
Other General Assumptions .....	28
Fundraising Strategy .....	28
Fundraising Programs .....	28
Funding Forecast .....	29
Start-up Summary .....	29
Income Statement (5 Year Projections).....	30
Balance Sheet (5 Year Projections).....	31
Cash Flow (5 Year Projections).....	33

# Easy to use Business Plan Software

Get started using a business plan template is always the fastest way to write your business plan, but as you know, you can't just fill in the blanks along with a template. You will need a collaborative tool that guides you on every step of your planning.

**Upmetrics** can help. With Upmetrics, you can easily bring your team to write a professional business plan with automated financial forecasts. You can also do:



## 200+ Sample business plans

Get access to hundreds of sample business plans covering almost all industries to kick start your business plan writing. This helps you to get an idea how the perfect business plan should look like.

[View Sample Business Plans](#)



## Step-By-Step Guide

You'll receive step-by-step instruction as soon as you select any business plan template. We made business planning easy with prompt help and examples on every step of your business plan writing.

[See How It Works](#)



## Conduct accurate financial projections

Do not worry about not having accounting skills. With Upmetrics, Simply enter your sales and costs figures, and we'll prepare all of your monthly/quarterly and yearly financial projections.

[See How It Works](#)



**Need professional business plans faster?**

Upmetrics is easy to use business planning tool for over 50K businesses

**Create your business plan today!**



# 1.

## Executive Summary

Mission

Keys to Success

Objectives

Management Team

Financial Summary



TIP

Bright Future Youth and Family Services is a private nonprofit organization that serves more than 7,000 children, youth, and families each year in Lane County, Oregon. We provide a continuum of services ranging from prevention to treatment for clients ranging in age from two to 24. Our agency also works closely with and helps shape, the major systems that

To unlock help try Upmetrics!

Start Writing here...

## Mission



TIP

Kidz Cater is dedicated to providing at-risk youth with an opportunity to gain work experience and transferable skills by providing our customers with healthy, homemade foods, and excellent service at reasonable prices. Employees of Kidz Cater will be students who are enrolled in the culinary arts program at the Chambers School and Career Center

To unlock help try Upmetrics!

Start Writing here...

## Keys to Success



TIP

- Cultivate an identity (brand) for the Catering For Kids business in the Eugene/Springfield community.
- Expand our customer base into new areas within Eugene/Springfield.
- Hire a year-round business manager for the catering business providing student employment to the

To unlock help try Upmetrics!

Start Writing here...

## Objectives



TIP

- Enroll approximately 25 Chambers School students for stipend and school credit based positions in the next school year.
- Serve a sufficient number of clients to break even financially, covering pay for student employees, staff, and all inventory.

To unlock help try Upmetrics!

Start Writing here...

## Management Team



## JOHN DOE

Owners - [John.doe@example.com](mailto:John.doe@example.com)

Kidz Cater is led by John Doe who has been in the catering business for 20 years. While Mr. Doe has never run a business himself, he has taught cooking classes at the local culinary institute for 10 years and has worked as a head chef an upscale caterer in the community over the past 10 years. As such Mr. Doe has an in-depth knowledge of the catering business including the operations side (e.g., running day-to-day operations) and the business management side (e.g., staffing, marketing, etc.).

## Financial Summary

Kidz Cater is currently seeking \$285,000 to launch. Specifically, these funds will be used as follows:

- Facility design/build: \$110,000
- Working capital: \$175,000 to pay for marketing, salaries, and land costs until Kidz Cater reaches break-even.

	Year1	Year2	Year3	Year4	Year5
Revenue	\$738,000	\$1,716,272	\$2,007,297	\$2,331,125	\$2,694,524
Total Expenses	\$639,595	\$1,021,515	\$1,110,127	\$1,190,308	\$1,273,715
EBITDA	\$98,405	\$694,757	\$897,169	\$1,140,817	\$1,420,809
Depreciation	\$16,560	\$16,560	\$16,560	\$16,560	\$16,560
EBIT	\$81,845	\$678,197	\$880,609	\$1,124,257	\$1,404,249
Interest	\$18,554	\$16,235	\$13,916	\$11,596	\$9,277
Pre Tax Income	\$63,291	\$661,962	\$866,694	\$1,112,661	\$1,394,972
Income Tax Expense	\$22,152	\$231,687	\$303,343	\$389,431	\$488,240
Net Income	\$41,139	\$430,276	\$563,351	\$723,230	\$906,732
Number of locations	1	1	1	1	1
Avg private customers/day	4	4	5	5	5
Number of orders/yr	720	1,555	1,680	1,814	1,959
Corporate kids/year	12	28	44	60	76

# 2.

## About Kidz Cater

Legal Entity

Management Team

Locations and Facilities

Milestones

Facility Design





TIP

The Chambers School and Career Center is an accredited alternative school, offering education and vocational training for out-of-school youth, ages 14 to 21. Our mission is to help prepare young adults to become productive citizens by providing a work and learning environment where they feel challenged, respected, and accountable as they strive to meet t

To unlock help try Upmetrics!

Start Writing here...

## Legal Entity



TIP

Bright Future Youth and Family Services is a 501(c)3 tax-exempt not-for-profit organization that strives to uphold the following values:

- Providing quality services to all of our clients, regardless of age, sex, race, color, religion, national origin, sexual ori

To unlock help try Upmetrics!

Start Writing here...

## Management Team



**JOHN DOE**

Owner - [john.doe@example.com](mailto:john.doe@example.com)

The program Kidz Cater is led by John Doe who has been in the catering business for 20 years. While Mr. Doe has never run a business himself, he has taught cooking classes at the local culinary institute for 10 years and has worked as a head chef an upscale caterer in the community over the past 10 years. As such Mr. Doe has an in-depth knowledge of the catering business including the operations side (e.g., running day-to-day operations) and the business management side (e.g., staffing, marketing, etc.).

## Locations and Facilities



TIP

Kidz Cater will be located inside the Chambers School and Career Center at 1390 Keasey Boulevard in Eugene, Oregon. The school facility includes a commercial kitchen that is licensed by the Oregon Department of Human Services to serve the public. Currently, the kitchen is used by the culinary arts program to prepare and serve breakfast and lunch f

To unlock help try Upmetrics!

Start Writing here...

## Milestones



**TIP**

The accompanying table lists important program milestones, with dates and managers in charge, and budgets for each. The milestone schedule indicates our emphasis on planning for implementation.

What the table doesn't show is the commitment beh

To unlock help try Upmetrics!

*Start Writing here...*

## Facility Design



**TIP**

Kidz Cater will develop a 4,000 square foot kitchen and office space whose key elements will include the following:

- Kitchen area
- Storage Room

To unlock help try Upmetrics!

*Start Writing here...*

# 3.

## Products & Services

Food Product Descriptions

Alternative Providers

Sourcing

Technology

Future Products



TIP

Corporate customers demand that food and presentation quality be consistently high, which is why Kidz Cater will strive to maintain the best quality possible. Our ingredients include high-quality products and many goods are baked fresh daily. Each boxed lunch is packed with the utmost care in environmentally responsible packaging.

To unlock help try Upmetrics!

Start Writing here...

## Food Product Descriptions



TIP

A sandwich or salad with dressing packet, deli salad (i.e. pasta salad or cottage cheese, cinnamon, and fresh fruit), fresh seasonal fruit, chips, and a cookie.

**Sandwich or salad options will include:**

To unlock help try Upmetrics!

## Boxed lunches

Start writing here...



TIP

**It Includes:**

Party platters of meats, cheeses, bread, fruit, condiments, chips, and dessert;

Sandwich wrap platters with several deli salad options

To unlock help try Upmetrics!

## Buffet style lunches:

Start writing here...



TIP

Both styles of lunch catering will include vegetarian, low-fat, dairy-free, and allergy-free options and we plan to modify individual meals at our customer's request. Our desserts include freshly baked cookies and dessert bars. Chips will be 1-1.5oz. store-bought packages with a variety of popular flavors available. Each lunchbox will include one package of

To unlock help try Upmetrics!

Start Writing here...

## Alternative Providers



TIP

A number of other caterers offer boxed lunches for business clients. However, none of these businesses specialize in serving the nonprofit sector, nor are they themselves a nonprofit that benefits the local community. Kidz Cater will specialize in developing excellent relationships with its nonprofit clientele. We believe that this unique position, combined with com

To unlock help try Upmetrics!

*Start Writing here...*

## Sourcing



TIP

Food products for meal preparation will be purchased by the Kidz Cater marketing manager at local grocery wholesalers, either Costco or United Grocers, using a business account. Staff to prepare the food will be current students of the Chambers School's Culinary Arts Program. These students will receive a stipend for their work as well as school cre

To unlock help try Upmetrics!

*Start Writing here...*

## Technology



TIP

So far, only three Eugene caterers offer online ordering, which means that the primary methods of ordering catered lunches in Eugene/Springfield are still by phone or fax. Kidz Cater will offer fax/phone ordering with either trained students or staff taking orders with a minimum of two days in advance of delivery. During this first year, Kidz Cater will primar

To unlock help try Upmetrics!

*Start Writing here...*

## Future Products



TIP

As our business grows, we foresee the need to expand our current kitchen, which may mean opening a second location in which students can work to prepare meals and receive instruction. This additional kitchen must meet strict guidelines set forth by the Department of Human Services and will require our students to be transported to and from this location

To unlock help try Upmetrics!

*Start Writing here...*

# 4.

## Market & Customer Analysis

Market Segmentation

Market Analysis

Target Market Segment Strategy

Value Proposition

Competitive Edge

Marketing Strategy



TIP

According to the Eugene Area Chamber of Commerce, "at the heart of the Eugene economy are the homegrown small and medium-sized businesses. Most of Eugene's businesses employ fewer than 20 workers. From specialty retail shops to financial service firms, from management consultancies to ethnic groceries, Eugene's small business commun

To unlock help try Upmetrics!

Start Writing here...

## Market Segmentation



TIP

Kidz Cater will serve three primary groups of customers. As our business grows, we will begin serving these groups in the order listed below as each new customer group represents a larger step into the community and therefore requires Kidz Cater to differentiate itself further from local for-profit caterers. All of our target customers may be defined as corporat

To unlock help try Upmetrics!

Start Writing here...



TIP

- Board of Directors meetings, serving 35-45 meals per month in either a buffet or lunch box format.
- Board Sub-committee meetings, serving 40-50 meals per month in either a buffet or lunch box format.

To unlock help try Upmetrics!

## Internal Bright Future Customers

Start writing here...



TIP

- Catered meetings held by other nonprofit clients.

To unlock help try Upmetrics!

## Nonprofit External Customers

Start writing here...



TIP

- Rolling cart boxed lunch and college City coffee service in local government or private sector offices that are underserved by local restaurants and coffee shops.

To unlock help try Upmetrics!

## For-profit External Customers

Start writing here...

## Market Analysis

Potential Customers	Growth	Year1	Year2	Year3	Year4	Year5	CAGR
Internal Customers	1%	1	1	1	1	1	0.00%
Nonprofit External Customers	13%	13	13	15	17	19	9.95%
For-profit External Customers	4%	4	4	4	4	4	0.00%
<b>Total</b>	<b>7.46%</b>	<b>18</b>	<b>18</b>	<b>20</b>	<b>22</b>	<b>24</b>	<b>7.46%</b>

## Target Market Segment Strategy



TIP

Catering For Kids' target market segment is nonprofit customers (including internal customers). We plan to target this group for several important reasons. First, we are a nonprofit organization and believe that we are better positioned to serve the needs of other nonprofits. Secondly, we believe that nonprofit organizations are more likely to try and continue to

To unlock help try Upmetrics!

Start Writing here...





TIP

Significant market trends for caterers are as follows:

- Consumers are value-conscious, especially during the current economic climate.
- Consumers are health-conscious with an incre

To unlock help try Upmetrics!

## Market Trends

Start writing here...



TIP

According to the National Restaurant Association, the restaurant industry's share of the food dollar is currently 46.1% and is expected to reach 53% in 2010. More and more Americans are choosing to buy prepared food, rather than make it themselves. As caterers are part of this industry, they are also likely to see an increase in the number of traditional

To unlock help try Upmetrics!

## Market Growth

Start writing here...

## Value Proposition



TIP

Although Kidz Cater will offer high-quality food at competitive prices, the real benefit of using our service is knowing that the money a nonprofit is spending is being used not to improve our bottom line but to improve the lives of at-risk youth in the Eugene/Springfield area. Youth from the Chambers School benefit each time a customer books a catering event with C

To unlock help try Upmetrics!

Start Writing here...

## Competitive Edge



TIP

Kidz Cater has the ability to provide internal and external customers with high-quality catered business lunches year-round at competitive pricing while providing a valuable service to the community. We are able to provide this value because we have a pre-trained workforce - students of the Bright Future Chambers School and Safe & Sound Youth Project.

To unlock help try Upmetrics!

Start Writing here...

## Marketing Strategy



TIP

Our main strategy is the growth of catering customers. A large customer base provides revenue and furthers both goals of operating a self-sustaining business and providing even more part-time employment for at-risk youth. This also positions Kidz Cater as the caterer of choice for every nonprofit in Eugene/Springfield.

To unlock help try Upmetrics!

Start Writing here...



TIP

The distribution strategy for Kidz Cater is:

- Timely delivery of catered lunches.
- Fresh meals whose quality has not been diminished by time in transit
- Prioritization of wholesale grocery suppliers

To unlock help try Upmetrics!

## Distribution Strategy

Start writing here...



TIP

Our most important marketing program is the preparation of the meals itself, along with a thoughtful presentation that consistently exceeds our customers' expectations. The business manager will be responsible for ensuring that these objectives are met, with a milestone date of the 15th of October, 2003. This program is intended to cultivate and grow our customer base.

To unlock help try Upmetrics!

## Marketing Programs

Start writing here...



TIP

Because of the competitive local catering market, we walk a fine line in pricing our meals. They cannot be so expensive that we are competing with high-end caterers who have professional chefs planning their menus, but at the same time, we must cover our operating expenses, overhead, and pay for our small staff. Our ready pool of trained student workers, who

To unlock help try Upmetrics!

## Pricing Strategy

Start writing here...



TIP

Kidz Cater plans to utilize a low-cost, low-visibility promotion program because of our limited ability to grow rapidly in the first year. We have already introduced our service to a number of Lane County nonprofits via an email campaign. We plan to continue this campaign as we move closer to launching the business, keeping potential customers apprised

To unlock help try Upmetrics!

## Promotion Strategy

*Start writing here...*

# 5.

## Competitive Analysis

Competitors

Strategic Alliances



TIP

The catering industry is highly competitive and is made up of large numbers of independent participants. These participants serve the local corporate, social, and/or cultural clientele, though some find unique niches such as a local university or school district. Food costs are generally quite low, with most of a caterer's expenses attributed to labor and overhead.

To unlock help try Upmetrics!

*Start Writing here...*

## Competitors



TIP

There are several caterers in town that will compete directly with Kidz Cater once we grow beyond serving our internal organization customers only. The key alternative caterers are:

To unlock help try Upmetrics!

*Start Writing here...*



TIP

Of Grape & Grain, which specializes in deli-style boxed lunches and cafe-style dining. This is the caterer currently used by Bright Future.

To unlock help try Upmetrics!

## Of Grape & Grain

*Start writing here...*



TIP

There are specializes in event planning and cafe-style dining but which also offers deli-style corporate boxed lunches.

To unlock help try Upmetrics!

## Cravings Fine Foods

*Start writing here...*



TIP

Ariana's Deli (owned by Alpine Catering), which features online ordering of deli-style boxed lunches for delivery.

To unlock help try Upmetrics!

## Ariana's Deli

*Start writing here...*



TIP

Fettuccini and Co. which also features online ordering of deli-style boxed lunches for delivery.

To unlock help try Upmetrics!

## Fettuccini and Co

*Start writing here...*



TIP

Napoli Restaurant, which features Italian style boxed lunches with a limited menu and no delivery.

To unlock help try Upmetrics!

## Napoli Restaurant

*Start writing here...*



TIP

Brindiamo Catering, which features high-end boxed lunches with delivery, table decor and wait staff.

To unlock help try Upmetrics!

## Brindiamo Catering

*Start writing here...*



TIP

Wild Duck Brewery, which features hot and cold boxed lunches as well as boxed salads and offers delivery for a small fee.

To unlock help try Upmetrics!

## Wild Duck Brewery

Start writing here...



TIP

Oregon Electric Station, which specializes in high-end events such as weddings and corporate parties.

To unlock help try Upmetrics!

## Oregon Electric Station

Start writing here...



TIP

Several of the above caterers, such as Napoli Restaurant, has a primary focus on operating their restaurant and may not put as much emphasis on catering details. Others, like Wild Duck Brewery, are focused primarily on large events and require a 15 person minimum for service. Still others, like Brindiamo Catering, are focused on very high-end customers a

To unlock help try Upmetrics!

Start Writing here...



TIP

Local and national grocery stores chains such as Albertson's that will make made-to-order deli submarine sandwiches, chips, and sides.

To unlock help try Upmetrics!

## Local and national grocery stores chains

Start writing here...



TIP

Local and national sandwich fast-food chains such as Togo's and Quizno's. Like grocery stores, these stores will also make made-to-order sandwich based meals that include chips and a beverage.

To unlock help try Upmetrics!

## Local and national sandwich fast-food chains

Start writing here...



**TIP**

Although these providers offer low-cost fare, they are unable to offer much in the way of custom menu planning and do not differentiate between retail consumers and business or nonprofit customers. Thus, their services are one size fits all - they have a fixed and limited menu and their delivery hours are restricted to their normal hours of operation. Patroni

To unlock help try Upmetrics!

Start Writing here...

## Strategic Alliances



**TIP**

We would not exist without the Safe & Sound Youth Project and other organizations, which were instrumental in the planning of this endeavor. Kidz Cater has alliances with the following businesses and organizations that have provided volunteer hours to assist in the launch of this project:

To unlock help try Upmetrics!

Start Writing here...



# 6.

## Operations

Organizational Structure

Management Team

Management Team Gaps

Personnel Plan



TIP

The initial management team consists of the director of the Chambers School and the school's culinary arts instructor. A part-time business manager will also be hired who is able to instruct an afternoon shift of students in culinary arts and who will manage the Kidz Cater business. Additional staff will come from the culinary arts programs itself, consisting of five to ten trained high school

To unlock help try Upmetrics!

Start Writing here...

## Organizational Structure



TIP

Our organization is led by the director with the instructor(s) reporting directly to this director. A volunteer advisory board offers a broad range of social services expertise and years of business experience to the team.

To unlock help try Upmetrics!

Start Writing here...

## Management Team



**JOHN DOE**

Director & Owner [john.doe@example.com](mailto:john.doe@example.com)

John Doe, the director of the Chambers School and Career Center, holds an MS in counseling from the University of Ohio and has been employed with Bright Future for the past 24 years. She has over 30 years of experience in working with at-risk youth and 16 years in program management including personnel, grant writing, fiscal management, contract compliance, public relations, and daily operations.



**JANE DOE**

Head of Kidz Cater Program

Jane Doe, the head of the culinary arts program at the Chambers School and Career Center has over 23 years of restaurant business experience. While she currently owns La Pequena Taqueria, a successful food booth that has been serving the Eugene Saturday Market for 23 years, she has also owned a catering business and cafe and was a founding member of the Keystone Restaurant, a fixture in Eugene since 1981. She received her teaching credentials at Kansas State University in 1977 and has been teaching the curriculum she developed for the Chambers School since January 2002.



**TIP**

The volunteer steering committee consists of seven talented members of the Eugene/Springfield business and education communities. Combined, they bring years over 55 years of business experience, including two MBAs, to the table. These volunteers are dedicated to the success of the Kidz Cater and to ensuring that our area youth get the opportunities th

To unlock help try Upmetrics!

*Start Writing here...*

## Management Team Gaps



**TIP**

The remaining position is that of a business manager/culinary arts instructor for the Catering For Kids. This part-time position will be funded by a grant and has not yet been filled. Beginning in August, we will begin accepting applications for this position. Like other instructors in culinary arts at the Chambers School, the ideal candidate will have experience teaching youth

To unlock help try Upmetrics!

*Start Writing here...*

## Personnel Plan



**TIP**

The director of the Kidz Cater is employed by the Chambers School and Career Center and therefore, her salary is not included in our budget. Likewise, the head of the culinary arts program is also employed under the auspices of Chambers School and her salary is also omitted.

To unlock help try Upmetrics!

*Start Writing here...*

# 7.

## Financial Plan

Important Assumptions

Fundraising Strategy

Fundraising Programs

Funding Forecast

Start-up Summary

Income Statement (5 Year Projections)

Balance Sheet (5 Year Projections)

Cash Flow (5 Year Projections)

## Important Assumptions



TIP

The financial plan depends on important assumptions, most of which are shown in the following table. The key underlying assumptions are:

- Direct food costs will be less than or equal to 30% of total direct costs
- A slow-growth economy without a major recession

To unlock help try Upmetrics!

Start Writing here...

## Other General Assumptions

	Year1	Year2	Year3
Plan Month	[Amount]	[Amount]	[Amount]
Current Interest Rate	[Percentage]	[Percentage]	[Percentage]
Long-term Interest Rate	[Percentage]	[Percentage]	[Percentage]
Tax Rate	[Percentage]	[Percentage]	[Percentage]
Other	[Percentage]	[Percentage]	[Percentage]

## Fundraising Strategy



TIP

Kidz Cater is committed to balancing its budget and operating on a solid financial foundation. These efforts are based on a mixture of revenues from catering events, fundraising, partnerships with local businesses and charitable gifting. Kidz Cater is emphasizing the need to reduce reliance on donations and looks toward revenues from catering customers to s

To unlock help try Upmetrics!

Start Writing here...

## Fundraising Programs



TIP

- First-year revenues assume that internal Bright Future customers will begin using Kidz Cater in October for all catered board, committee and counseling meetings. A sales increase is anticipated in December when Kidz Cater may be used to cater to company Christmas parties
- Per person pricing of \$6.50 is assumed and is

To unlock help try Upmetrics!

Start Writing here...

## Funding Forecast

Sales for year one are based on internal BrightFuture clients only. We plan to double this number in year two as we expand our business to serving external customers, especially other nonprofits. Finally, in year three, we plan to expand to serving the community at large, including retail customers.

Funding resources primarily come from school district revenues for teaching. A part-time instructor teaching for three hours a day, four days a week in an afternoon class shift of five to eight students would provide revenues of approximately \$600/month. In January of 2003, we plan to receive funding from various grants that we are in the process of applying for now. We have been successful in applying for grants in the past and are very optimistic about receiving this type of funding in the future. Revenues brought in for our current daytime culinary arts curriculum instruction are not included in this calculation as they will continue to be taught with or without the launch of Kidz Cater.

Units	Year1	Year2	Year3
Corporate boxed lunches	[Amount]	[Amount]	[Amount]
Corporate buffet lunches	[Amount]	[Amount]	[Amount]
Grant Funding	[Amount]	[Amount]	[Amount]
School District Reimbursement	[Amount]	[Amount]	[Amount]

## Start-up Summary

Our start-up costs primarily cover inventory costs, marketing materials, and the services of a business consultant from the University of Oregon. The assumptions are shown in the following tables and chart. We will use existing assets in order to keep start-up expenses and need for capital assets down in the early stages of operation.

Start-up Expenses	Amount
Dept. of Health Fees	[Amount]
Brochures	
Consultants	
Lease (Commercial kitchen)	
Expensed Equipment	
Software	

Start-up Expenses	Amount
<b>Total Start-up Expenses</b>	
<b>Start-up Assets</b>	
Cash Required	
Start-up Inventory	
Other Current Assets	
Long-term Assets	
<b>Total Assets</b>	
<b>Total Requirements</b>	
<b>Start-up Funding</b>	
Start-up Expenses to Fund	
Start-up Assets to Fund	
<b>Total Funding Required</b>	
<b>Assets</b>	
Non-cash Assets from Start-up	
Cash Requirements from Start-up	
Additional Cash Raised	
Cash Balance on Starting Date	
<b>Total Assets</b>	
<b>Liabilities and Capital</b>	

## Income Statement (5 Year Projections)

	Year1	Year2	Year3	Year4	Year5
Net Revenue	\$239,741	\$455,539	\$640,421	\$896,589	\$1,255,225
Less: Cost of Goods Sold	\$82,560	\$99,600	\$99,600	\$99,600	\$99,600
<b>Gross Profits</b>	\$157,181	\$355,939	\$540,821	\$796,989	\$1,155,625
Less: Operating Expenses:					

	Year1	Year2	Year3	Year4	Year5
Rent	\$72,000	\$79,200	\$87,120	\$95,832	\$105,415
Telephone & Internet	\$3,600	\$3,960	\$4,356	\$4,792	\$5,271
Office Supplies	\$1,200	\$1,320	\$1,452	\$1,597	\$1,757
Marketing & Advertising	\$30,000	\$34,000	\$38,000	\$42,180	\$46,820
Utilities	\$24,000	\$26,400	\$29,040	\$31,944	\$35,138
Insurance	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400
Total Payroll	\$49,000	\$120,000	\$133,000	\$143,500	\$153,000
Depreciation	\$2,510	\$8,710	\$15,630	\$20,217	\$25,841
<b>Total Operating Expenses</b>	<b>\$184,710</b>	<b>\$275,990</b>	<b>\$310,998</b>	<b>\$342,462</b>	<b>\$375,642</b>
Operating Profits	(\$27,529)	\$79,949	\$229,823	\$454,527	\$779,983
Less: Interest Expense					
<b>Net Profits Before Taxes</b>	<b>(\$27,529)</b>	<b>\$79,949</b>	<b>\$229,823</b>	<b>\$454,527</b>	<b>\$779,983</b>
Less: Taxes (25%)	\$0	\$19,987	\$57,456	\$113,632	\$194,996
<b>Net Profit After Taxes</b>	<b>(\$27,529)</b>	<b>\$59,962</b>	<b>\$172,367</b>	<b>\$340,895</b>	<b>\$584,987</b>
Less: Pref. Stock Divds.					
<b>Retained Earning</b>	<b>(\$27,529)</b>	<b>\$59,962</b>	<b>\$172,367</b>	<b>\$340,895</b>	<b>\$584,987</b>

## Balance Sheet (5 Year Projections)

	Year1	Year2	Year3	Year4	Year5
Current Assets:					
Cash (5% of Sales)	\$23,974	\$68,331	\$128,084	\$134,488	\$251,045
Marketable Securities	\$0	\$0	\$53,200	\$195,511	\$346,052
Accounts Receivable	\$23,974	\$45,554	\$64,042	\$134,488	\$188,284
Inventories	\$0	\$0	\$0	\$0	\$0
<b>Total Current Assets</b>	<b>\$47,948</b>	<b>\$113,885</b>	<b>\$245,326</b>	<b>\$464,488</b>	<b>\$785,381</b>



	Year1	Year2	Year3	Year4	Year5
Gross Fixed Assets (at cost):					
Land & Buildings	\$0	\$0	\$0	\$0	\$0
Machinery and Equipment	\$10,069	\$29,729	\$54,193	\$70,287	\$70,000
Furniture & Fixtures	\$2,480	\$13,822	\$23,955	\$30,799	\$59,204
Vehicles	\$0	\$0	\$0	\$0	\$0
Other (Inc. Fin. Leases)	\$0	\$0	\$0	\$0	\$0
Total Gross Fixed Assets	\$12,549	\$43,551	\$78,148	\$101,086	\$129,204
Less: Accumulated Depreciation	\$2,510	\$8,710	\$15,630	\$20,217	\$25,841
Net Fixed Assets	\$10,039	\$34,841	\$62,518	\$80,869	\$103,363
Other Assets					
<b>Total Assets</b>	<b>\$57,987</b>	<b>\$148,727</b>	<b>\$307,845</b>	<b>\$545,357</b>	<b>\$888,744</b>
Current Liabilities:	2010	2011	2012	2013	2014
Accounts Payable (5% of Sales)	\$11,987	\$22,777	\$32,021	\$44,829	\$62,761
Notes Payable	\$0	\$0	\$0	\$0	\$0
Accruals					
Taxes Payable	\$0	\$19,987	\$57,456	\$113,632	\$194,996
Other Current Liabilities					
Total Current Liabilities	\$11,987	\$42,764	\$89,477	\$158,461	\$257,757
L /T Debt (Inc. Financial Leases)	\$46,000	\$46,000	\$46,000	\$46,000	\$46,000
<b>Total Liabilities</b>	<b>\$57,987</b>	<b>\$88,764</b>	<b>\$135,477</b>	<b>\$204,461</b>	<b>\$303,757</b>
Preferred Stock	\$0	\$0	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0	\$0	\$0
Paid-In Capital In Excess of Par	\$0	\$0	\$0	\$0	\$0
Retained Earnings	\$0	\$59,962	\$172,367	\$340,895	\$584,987
<b>Total Stockholders' Equity</b>	<b>\$0</b>	<b>\$59,962</b>	<b>\$172,367</b>	<b>\$340,895</b>	<b>\$584,987</b>

	Year1	Year2	Year3	Year4	Year5
<b>Total Liabs. &amp; Stockholders' Equity</b>	\$57,987	\$148,727	\$307,845	\$545,357	\$888,744

## Cash Flow (5 Year Projections)

	Year1	Year2	Year3	Year4	Year5
Net Profit After Taxes		\$59,962	\$172,368	\$340,896	\$584,989
Depreciation		\$2,400	\$2,400	\$2,400	\$2,400
Decrease in Accts. Receiv.		(\$21,580)	(\$18,488)	(\$70,446)	(\$53,795)
Decrease in Inventories		\$0	\$0	\$0	\$0
The decrease in Other Assets		\$0	\$0	\$0	\$0
Increase in Accounts Pay.		\$10,790	\$9,244	\$12,808	\$17,932
Increase in Accruals		\$0	\$0	\$0	\$0
Increase in Taxes Payable		\$19,987	\$37,469	\$56,176	\$81,364
Increase in Other Cur. Lia.		\$0	\$0	\$0	\$0
<b>Cash Flow from Oper. Act.</b>		\$71,559	\$202,992	\$341,833	\$632,888
<b>CASH FLOW FROM INVESTMENT ACTIVITIES</b>					
Increase in Gross Fixed Assets		(\$31,002)	(\$34,597)	(\$22,938)	(\$28,118)
<b>Cash Flow from Investments</b>		(\$31,002)	(\$34,597)	(\$22,938)	(\$28,118)
<b>CASH FLOW FROM FINANCING ACTIVITIES</b>					
Increase in Notes Payable		\$0	\$0	\$0	\$0
Increase in Long-Term Debt		\$0	\$0	\$0	\$0
Changes in Stockholders' Equity		\$0	\$0	\$0	\$0
Preferred Dividends Paid		\$0	\$0	\$0	\$0
Common Dividends Paid (-)					

	Year1	Year2	Year3	Year4	Year5
<b>Cash Flow from Financing Activities</b>		\$0	\$0	\$0	\$0
<b>Net Inc. in Cash / Mark. Securities</b>		\$40,557	\$168,395	\$318,895	\$604,770

# Want to make it more presentable?

## Want help tips on each section?

You'll save time and can write your professional business plan effectively and faster with Upmetrics' business plan software.

- Every feature you need to convert your great business idea into a reality.
- Write your plan easily and faster without any hassles.
- Structure your idea and create stunning pitches that awe your investors.
- Get access to Upmetrics software, invite your team members and start writing your business plan.

### 1. Get tried and tested tips

Upmetrics business plan builder gives you everything you need to stay in sync and guides you on every step of your business plan writing.

### 2. Write an interactive plan

Use our business plan sections - competitive Analysis, comparison tables, SWOT Analysis, charts, timelines, milestones, etc to create a visually impactful business plan.

### 3. Stunning business plan cover pages

Upmetrics business plan builder comes with beautifully designed cover pages. Choose professional, creative cover pages to make your business plan stand out.

### 4. Financial forecasting

With Upmetrics you don't have to worry about navigating complex spreadsheets. Just input your numbers and we'll provide you with well-structured financial reports that you and your investors understand.

### 5. Share easily with anyone

Upmetrics plans are easily shareable in pdf and word documents. And if either doesn't work, you can share it with a quick link too and track the reader's activity!

### 6. Real-time and Collaborative

Invite your team members to initiate conversations, discuss ideas and strategies in real-time, share respective feedback, and write your business plan.

Join over 100k+ entrepreneurs who have used Upmetrics to create their business plans.

Start writing your business plan today