




# Kidz Cater


Elegant occasions. Memorable events.


# Business Plan [YEAR]

## Prepared By

 **John Doe**

 (650) 359-3153

 10200 Bolsa Ave, Westminster, CA, 92683

 [info@example.com](mailto:info@example.com)

 <http://www.example.com>

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# 1.

## Executive Summary

Mission

Keys to Success

Objectives

Management Team

Financial Summary

## Kidz Cater

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.

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*Start writing here..*

## Mission

## Kidz Cater

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.

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## Keys to Success

## Kidz Cater

- 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.

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# Objectives

Kidz Cater

- 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.

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# 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



	Year1	Year2	Year3	Year4	Year5
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

## Kidz Cater

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 l


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## Legal Entity

### Kidz Cater

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

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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

Kidz Cater

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. Current plans for the facility include:

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# Milestones

Kidz Cater

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.

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Start writing here..

# Facility Design

Kidz Cater

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

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# 3.

## Products & Services

Food Product Descriptions

Alternative Providers

Sourcing

Technology

Future Products

## Kidz Cater

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


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## Food Product Descriptions

### Kidz Cater

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.

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## Boxed lunches

*Start writing here..*

### Kidz Cater

#### **It Includes:**

Party platters of meats, cheeses, bread, fruit, condiments, chips, and desserts.


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## Buffet style lunches:

*Start writing here..*

### Kidz Cater

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 p


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*Start writing here..*

## Alternative Providers

### Kidz Cater

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


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## Sourcing

### Kidz Cater

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 C

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## Technology


### Kidz Cater

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

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*Start writing here..*

## Future Products

 **Kidz Cater**

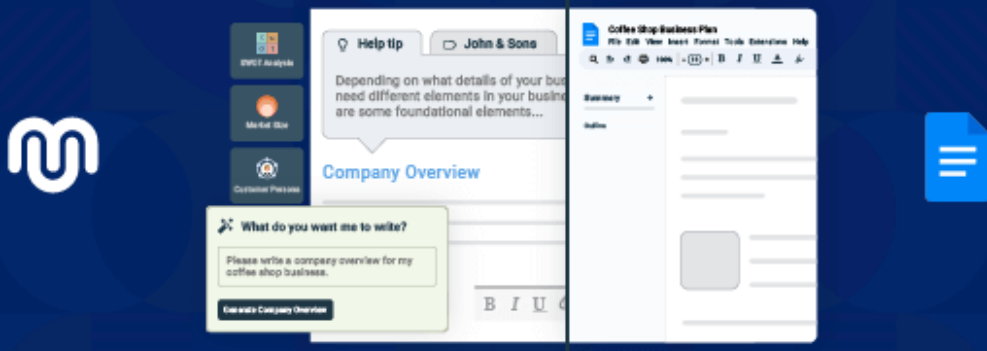
As our business grows, we foresee the need to expand our current kitchen, which may mean opening a second location in which students can work to prepare meals and receive instruction. This additional kitchen must meet strict guidelines set forth by the state health department.

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# 4.

## Market & Customer Analysis

Market Segmentation

Market Analysis

Target Market Segment Strategy

Value Proposition

Competitive Edge

Marketing Strategy

#### Kidz Cater

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 services, the city is a hub for small businesses."


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## Market Segmentation

#### Kidz Cater


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 its offerings.

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*Start writing here..*

#### Kidz Cater

- 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


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## Internal Bright Future Customers

*Start writing here..*

#### Kidz Cater


- Catered meetings held by other nonprofit clients.

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## Nonprofit External Customers

*Start writing here..*

- 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.

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## 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

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 this segment.

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Start writing here..

## Kidz Cater

Significant market trends for caterers are as follows:

- Consumers are value-conscious, especially during the current economic climate.

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## Market Trends

Start writing here..

## Kidz Cater

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, we can take advantage of this trend by offering high-quality, prepared food at competitive prices.

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## Market Growth

Start writing here..

## Value Proposition

## Kidz Cater

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.

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Start writing here..

## Competitive Edge

### Kidz Cater

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-

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*Start writing here..*

## Marketing Strategy

### Kidz Cater

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


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*Start writing here..*

### Kidz Cater

The distribution strategy for Kidz Cater is:

- Timely delivery of catered lunches.


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## Distribution Strategy

*Start writing here..*

### Kidz Cater

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

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## Marketing Programs

*Start writing here..*

## Kidz Cater

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

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## Pricing Strategy

*Start writing here..*

## Kidz Cater

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 the

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## Promotion Strategy

*Start writing here..*

# 5.

## Competitive Analysis

Competitors

Strategic Alliances

#### Kidz Cater

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.

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## Competitors

#### Kidz Cater


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:

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#### Kidz Cater

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


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## Of Grape & Grain

*Start writing here..*

#### Kidz Cater

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

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## Cravings Fine Foods

*Start writing here..*



#### Kidz Cater

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

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### Ariana's Deli

*Start writing here..*

#### Kidz Cater

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

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### Fetuccini and Co

*Start writing here..*

#### Kidz Cater

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


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### Napoli Restaurant

*Start writing here..*

#### Kidz Cater

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

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### Brindiamo Catering

*Start writing here..*

#### Kidz Cater

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

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### Wild Duck Brewery

*Start writing here..*

#### Kidz Cater

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

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### Oregon Electric Station

*Start writing here..*

#### Kidz Cater

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

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*Start writing here..*

#### Kidz Cater

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

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### Local and national grocery stores chains

*Start writing here..*

#### Kidz Cater

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.

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## Local and national sandwich fast-food chains

*Start writing here..*

#### Kidz Cater

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

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## Strategic Alliances

#### Kidz Cater

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 a

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*Start writing here..*

# 6.

## Operations


Organizational Structure

Management Team

Management Team Gaps

Personnel Plan


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

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## Organizational Structure

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.

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## 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.

### Kidz Cater

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 volunteer

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## Management Team Gaps

### Kidz Cater

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

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# Personnel Plan

Kidz Cater

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 Career Center.

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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

Kidz Cater

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

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## 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

Kidz Cater

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 i

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Start writing here..

# Fundraising Programs

Kidz Cater

- 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.

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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	
<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)

	2024	2025	2026
<b>Revenue</b>	<b>\$927,885.40</b>	<b>\$2,422,111.60</b>	<b>\$4,432,374.70</b>
Event Catering Services	\$295,108	\$664,576	\$1,496,621.50
Unit Sales	537	1,208	2,721
Unit Price	\$550	\$550	\$550
Corporate Catering Contracts	\$585,015	\$1,671,720	\$2,781,630
Users	60	121	183
Recurring Charges	\$1,500	\$1,500	\$1,500
Cooking Workshops	\$47,762.40	\$85,815.60	\$154,123.20
Unit Sales	398	715	1,284
Unit Price	\$120	\$120	\$120
<b>Cost Of Sales</b>	<b>\$400,441.41</b>	<b>\$1,030,894.47</b>	<b>\$1,878,855.26</b>
General Costs	\$400,441.41	\$1,030,894.47	\$1,878,855.26
Event Catering Supplies	\$285,071.59	\$735,138.22	\$1,340,498.54
Food Ingredients	\$278,365.62	\$726,633.48	\$1,329,712.41
Catering Equipment Rental	\$6,705.97	\$8,504.74	\$10,786.13
Corporate Catering	\$115,369.82	\$295,756.25	\$538,356.72
Corporate Menu Development	\$4,023.57	\$5,102.86	\$6,471.76
Staff Training Costs	\$111,346.25	\$290,653.39	\$531,884.96
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0

	2024	2025	2026
<b>Gross Margin</b>	<b>\$527,443.99</b>	<b>\$1,391,217.13</b>	<b>\$2,553,519.44</b>
<b>Gross Margin (%)</b>	<b>56.84%</b>	<b>57.44%</b>	<b>57.61%</b>
<b>Operating Expense</b>	<b>\$602,607.57</b>	<b>\$747,756.63</b>	<b>\$948,324.28</b>
Payroll Expense (Indirect Labor)	\$481,080	\$495,512.40	\$510,378.24
Kitchen Staff	\$202,500	\$208,575	\$214,832.40
Head Chef	\$67,500	\$69,525	\$71,610.72
Sous Chef	\$135,000	\$139,050	\$143,221.68
Service Staff	\$187,500	\$193,125	\$198,919.08
Event Manager	\$52,500	\$54,075	\$55,697.28
Wait Staff	\$135,000	\$139,050	\$143,221.80
Administrative Staff	\$91,080	\$93,812.40	\$96,626.76
Business Manager	\$52,440	\$54,013.20	\$55,633.56
Marketing Coordinator	\$38,640	\$39,799.20	\$40,993.20
General Expense	\$121,527.58	\$252,244.24	\$437,946.04
Facility Expenses	\$73,218.56	\$155,125.36	\$264,764.11
Rent	\$26,824.26	\$34,019.75	\$43,145.35
Utilities	\$46,394.30	\$121,105.61	\$221,618.76
Marketing and Advertising	\$32,749.79	\$68,676.83	\$117,497.14
Online Advertising	\$14,192.08	\$20,234.60	\$28,849.65
Promotional Events	\$18,557.71	\$48,442.23	\$88,647.49
Operational Expenses	\$15,559.23	\$28,442.05	\$55,684.79
Kitchen Equipment Maintenance	\$6,705.97	\$8,504.74	\$10,786.13
Transportation	\$8,853.26	\$19,937.31	\$44,898.66

	2024	2025	2026
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0
<b>EBITDA</b>	<b>(\$75,163.58)</b>	<b>\$643,460.50</b>	<b>\$1,605,195.16</b>
<b>Additional Expense</b>	<b>\$11,921.48</b>	<b>\$10,954.38</b>	<b>\$9,927.63</b>
Long Term Depreciation	\$9,348	\$9,348	\$9,348
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	(\$84,511.58)	\$634,112.50	\$1,595,847.16
Interest Expense	\$2,573.47	\$1,606.38	\$579.64
EBT	(\$87,085.06)	\$632,506.12	\$1,595,267.53
Income Tax Expense / Benefit	\$0	\$0	\$0
<b>Total Expense</b>	<b>\$1,014,970.46</b>	<b>\$1,789,605.48</b>	<b>\$2,837,107.17</b>
<b>Net Income</b>	<b>(\$87,085.06)</b>	<b>\$632,506.12</b>	<b>\$1,595,267.53</b>
<b>Net Income (%)</b>	<b>(9.39%)</b>	<b>26.11%</b>	<b>35.99%</b>
Retained Earning Opening	\$0	(\$107,085.06)	\$505,421.06
Owner's Distribution	\$20,000	\$20,000	\$20,000
<b>Retained Earning Closing</b>	<b>(\$107,085.06)</b>	<b>\$505,421.06</b>	<b>\$2,080,688.59</b>

## Balance Sheet (5 Year Projections)

	2024	2025	2026
<b>Assets</b>	<b>(\$42,764.76)</b>	<b>\$553,094.53</b>	<b>\$2,110,688.62</b>
<b>Current Assets</b>	<b>(\$98,416.76)</b>	<b>\$506,790.53</b>	<b>\$2,073,732.62</b>
Cash	(\$98,416.76)	\$506,790.53	\$2,073,732.62
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
<b>Long Term Assets</b>	<b>\$55,652</b>	<b>\$46,304</b>	<b>\$36,956</b>
Gross Long Term Assets	\$65,000	\$65,000	\$65,000
Accumulated Depreciation	(\$9,348)	(\$18,696)	(\$28,044)
<b>Liabilities &amp; Equity</b>	<b>(\$42,764.80)</b>	<b>\$553,094.50</b>	<b>\$2,110,688.59</b>
<b>Liabilities</b>	<b>\$34,320.26</b>	<b>\$17,673.44</b>	<b>\$0</b>
<b>Current Liabilities</b>	<b>\$16,646.82</b>	<b>\$17,673.44</b>	<b>\$0</b>
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$16,646.82	\$17,673.44	\$0
<b>Long Term Liabilities</b>	<b>\$17,673.44</b>	<b>\$0</b>	<b>\$0</b>
Long Term Debt	\$17,673.44	\$0	\$0
<b>Equity</b>	<b>(\$77,085.06)</b>	<b>\$535,421.06</b>	<b>\$2,110,688.59</b>
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$30,000	\$30,000	\$30,000
Retained Earnings	(\$107,085.06)	\$505,421.06	\$2,080,688.59

	2024	2025	2026
Check	\$0	\$0	\$0

## Cash Flow (5 Year Projections)

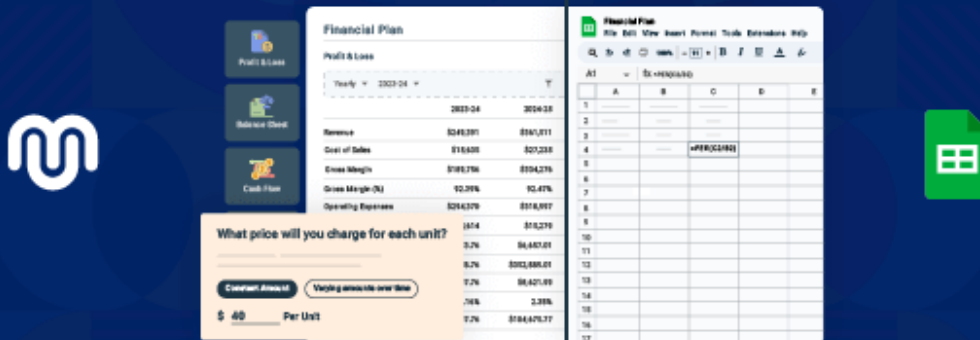
	2024	2025	2026
<b>Cash Received</b>	<b>\$927,885.40</b>	<b>\$2,422,111.60</b>	<b>\$4,432,374.70</b>
<b>Cash Paid</b>	<b>\$1,005,622.44</b>	<b>\$1,780,257.49</b>	<b>\$2,827,759.16</b>
COS & General Expenses	\$521,968.96	\$1,283,138.71	\$2,316,801.29
Salary & Wages	\$481,080	\$495,512.40	\$510,378.24
Interest	\$2,573.47	\$1,606.38	\$579.64
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
<b>Net Cash From Operations</b>	<b>(\$77,737.04)</b>	<b>\$641,854.11</b>	<b>\$1,604,615.54</b>
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$65,000	\$0	\$0
<b>Net Cash From Investments</b>	<b>(\$65,000)</b>	<b>\$0</b>	<b>\$0</b>
<b>Amount Received</b>	<b>\$80,000</b>	<b>\$0</b>	<b>\$0</b>
Loan Received	\$50,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$30,000	\$0	\$0
<b>Amount Paid</b>	<b>\$35,679.72</b>	<b>\$36,646.82</b>	<b>\$37,673.45</b>



	2024	2025	2026
Loan Capital	\$15,679.73	\$16,646.82	\$17,673.44
Dividends & Distributions	\$20,000	\$20,000	\$20,000
<b>Net Cash From Financing</b>	<b>\$44,320.28</b>	<b>(\$36,646.82)</b>	<b>(\$37,673.45)</b>
<b>Summary</b>			
Starting Cash	\$0	(\$98,416.76)	\$506,790.53
Cash In	\$1,007,885.40	\$2,422,111.60	\$4,432,374.70
Cash Out	\$1,106,302.16	\$1,816,904.31	\$2,865,432.61
Change in Cash	(\$98,416.76)	\$605,207.29	\$1,566,942.09
<b>Ending Cash</b>	<b>(\$98,416.76)</b>	<b>\$506,790.53</b>	<b>\$2,073,732.62</b>

# Upmetrics vs Financial Spreadsheets

Spreadsheets can be a powerful tool for preparing complex financial reports and forecasts. However, using them can be quite time-consuming, intimidating, and frustrating.



The image compares the Upmetrics interface on the left with a Google Sheets spreadsheet on the right. The Upmetrics interface features a sidebar with icons for Profit & Loss, Balance Sheet, and Cash Flow. The main area displays a 'Financial Plan' for 'Profit & Loss' with a table comparing 2023-04 and 2024-04. Below the table is a form to input 'What price will you charge for each unit?' with a 'Calculate Results' button. The Google Sheets interface shows a similar table with a formula '=PER(C2/B2)' in cell C4.

	2023-04	2024-04
Revenue	\$245,391	\$161,511
Cost of Sales	\$16,600	\$27,338
Gross Margin	\$198,790	\$134,173
Gross Margin (%)	80.9%	82.47%
Operating Expenses	\$24,379	\$11,897
	\$14	\$1,279
	0.7%	\$6,657.01
	0.7%	\$102,605.01
	7.7%	\$8,621.00
	.76%	3.38%
	7.7%	\$184,775.77

Upmetrics could be your way out of boring & clumsy spreadsheets. Simply enter the numbers, and get accurate and easy-to-understand financial reports made in minutes – no more remembering complex formulas or fussing in the spreadsheet.

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**Mariia Yevlash**



Student, Sumy State University – Ukraine

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