




Avadh Restaurant


"Beyond the boundaries of taste"


BUSINESS PLAN [YEAR]

 **John Doe**

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

Table of Contents

Executive Summary	6
Overview	7
Market Opportunity	7
Management	7
Financial Projections & Funding	8
Avadh	9
The Restaurant Concept	10
Technology	10
Business Model	10
Objectives	11
Keys to Success	11
Long Term Strategy	11
Intellectual Property	12
Sustainability	12
Sample Menu	13
Menu Items	14
Restaurant Operations	16
Customer Service	17
Operating Policies	17
Strict Inventory Controls	17
Purchasing Cost Controls	18
Recipe a Portion Controls	18
Menu Blending	18
Sanitation a Food Handling	18
Operating Standards	19
Management's Role	19
Software a Systems	19
Money a Profit Management	19

Training	20
Hiring the Best	20
Training for Excellence	20
Retaining the Best	20
Controlling Costs	21
Food Costs	21
Equipment Costs	21
Staff Turnover /Training Costs	21
Location	22
Operating Details	23
Industry Analysis	24
Industry Overview	25
Restaurant Demographics	25
Millennials	25
Fast Casual Ming	26
Denning Fast Casual	26
Fast Casual Asian Food	26
Tempe Arizona	27
Select Demographic Data	27
Competition	28
Competitive Landscape	29
Direct Competitors	29
Competitive Advantages	29
Marketing	30
Target Market Overview	31
Market Positioning & Brand	31
Marketing Strategies	31

Company & Management

32

Company	33
Management Team	33
John Doe	33
Jane Doe	34
Staffing Plan	35
External Issues	35

Financial Plan

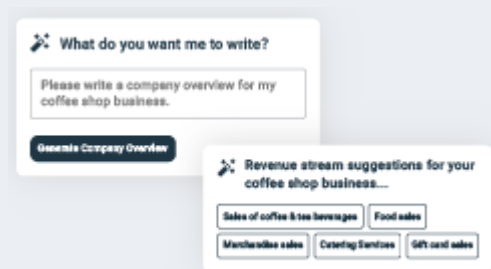
36

Projected Revenue	37
Personnel Expenses	38
Startup Expenditures	40
Revenue Assumptions	42
Cost of Goods Sold	42
Operating Expense Assumptions	42
Balance Sheet Assumptions	43
Bank Loan Assumptions	43
Projected Balance Sheet	43
Projected Profit and Loss	44
Projected Cash Flow	47

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1.

Executive Summary

Overview

Market Opportunity

Management

Financial Projections & Funding

Overview

Avadh

Avadh will be a quick casual dining concept that's intended to appeal first and foremost to the millennial generation (15-35) along with the generations which follow it. Avadh will interest Millennials since the food is clean, healthy, economical, and portable.

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Start writing here..

Market Opportunity

Avadh

Though a Smaller portion of the general market than the fast food and casual dining sections, fast-casual concepts are Exploding on the scene and gaining popularity every year. According to Techno inc, the market research company, the quick-casual segment

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Management

Avadh

John Doe, the founder and visionary behind the Avadh notion has spent his whole career serving excellent meals to hungry customers. He possessed 6 restaurants at San Jose before going into the Phoenix region and producing the Avadh notion.

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Financial Projections & Funding

Avadh plans to start 4 company-owned restaurants. The first restaurant is Of this sum, \$400,000 will be supplied in the shape of equity with the remainder, \$400,000 coming out of a term loan given by a commercial lender.

Avadh plans to raise \$2,000,000 in equity funding. The Restaurant Will divide this funding evenly between both business shops. It's considered that the second, third and fourth-largest shops will use duration centers from a commercial lender to complete the financing of those shops too. Please be aware that the financial details of the document pertain only to the very first shop.

Once proof of concept has been attained with These shops, Avadh will proceed to a master business plan with growth programs for other Nevada locations and Then moving to cities in other Sunbelt states.

	Year1	Year2	Year3	Year4	Year5
Revenue	812,451	999,871	1,455,145	1,985,895	2,457,878
Cost of Sales	105,104	205,451	385,451	521,451	854,145
Employee Expense	312,451	351,458	452,451	482,451	492,451
Operating Expense	112,451	121,451	134,451	145,451	152,451
EBITDA	116,451	216,451	516,451	641,451	895,452

2.

Avadh

The Restaurant Concept

Business Model

Objectives

Keys to Success

Long Term Strategy

Intellectual Property


Sustainability

The Restaurant Concept

Avadh

Avadh ("the Restaurant") is a brand new quick-casual Asian inspired restaurant idea. It'll be perfectly positioned to benefit from the fastest-growing segment within the




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Avadh

In targeting the millennial era category, Avadh has discovered a "technological link" that needs to happen to attract and participate in this age category as customers. That is the reason why the Restaurant will use the most recent technologies to promote the b

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Technology

Start writing here..

Business Model

Avadh

The Restaurant's business model is going to be dependent upon operational competence and a fantastic tasting, wholesome menu. The company model is persuasive for the easy reason that from the own large, nicely equipped kitchen Avadh will prepare dishes

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Start writing here..

Objectives

Avadh

Avadh has established the following Goals for the first twelve months of operation Following Launching the restaurant:

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Start writing here..

Keys to Success

Avadh

The founder considers he has the ideal mixture of experience, vision, and skill to swiftly place the Restaurant on a quick track for profit and growth. These keys will contribute to its achievement:

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Start writing here..

Long Term Strategy

Avadh

Avadh plans to open 3 restaurants in metropolitan Phoenix in its first 2 decades of operation. Those restaurants will be business owned. When the outlets are open and operating profitably, Avadh will establish a franchise plan. The plan involves developing ma

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Start writing here..

Intellectual Property

Avadh

The name, Avadh was registered with the Secretary of State of San Jose. Along with this name, a URL was registered. It's the proprietor's intention to trademark its packaged products. All recipes are owned and proprietary by the Restaurant.


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Sustainability

Avadh

Avadh believes in getting a positive effect on the community. The founder will take the additional steps required to be useful, accountable neighbors by integrating sustainable practices at every opportunity. Avadh will attain environmental sustain

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Start writing here..

3.

Sample Menu

Menu Items



REMEMBER

Developing the abilities to produce and prepare an exciting menu of excellent Asian dishes comes from traveling, tasting and experiencing Asian meals in Asia. The end result is a combination of traditional

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Menu Items



Appetizers

Salt & Pepper Chicken Wings
Chinese Lettuce Wraps Teriyaki
Beef Skewers



Soups a Salads

Pho-Viet Nam Style Beef Noodle
Soup Spicy Thai Coconut Soup
Asian Calamari Salad



Rice Bowls

Singapore Style Curry Lo Mein



Main Dishes

Vindaloo Chicken Thai Fried
Catfish & Chile Sauce Shrimp &
Long Beans



Desserts

Double Chocolate Cookie Lychee
Fruit



Beverages

Freshly Brewed Iced & Hot Tea
Homemade Lemonade Bubble Tea

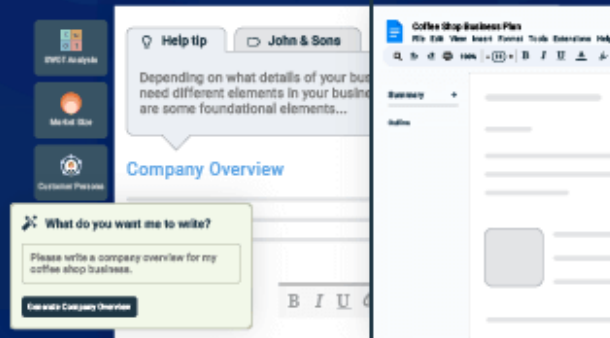


Wine & Beer

Bottled Beers from Asia Select
California Wines

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4.

Restaurant Operations

Customer Service

Operating Policies

Operating Standards

Training

Controlling Costs



REMEMBER

The effective implementation of the working standards and standards outlined in this business plan requires demonstrated support tools and skilled direction. To attain these goals, the Restaurant

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Start writing here..

Customer Service

Avadh

The hospitality business recognizes the client's support experience is the critical driver to replicate business. The direction will Offer a superior degree of Professionalism by hiring individuals who deliver the ideal attitude to work and teaching them the

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Start writing here..

Operating Policies

Avadh

The managing of Avadh is going to be contingent upon operating policies and strategies which the founders and the staff have grown and successfully employed in other profitable restaurant projects such as Avadh. The founders have expertise in the food service

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Start writing here..

Avadh

Avadh will utilize the Most Recent technology available, Now the NEC Aloha Method to Closely monitor and handle food and beverage use, allowing management to correctly ascertain operating expenses and manage the loss. Manual inventories will be r

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Strict Inventory Controls

Start writing here..

Avadh

Management will always monitor provider bids to gain the best Pricing for many foods along with other components. Market price changes will direct buying, menu composition, and menu pricing to guarantee the restaurant matches and exceed gain expectations.


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Purchasing Cost Controls

Start writing here..

Avadh

Food preparation personnel will follow standardized recipes developed by the founders to control food costs and ensure consistency. The Restaurant will offer an innovative menu with nutritious food while achieving the greatest margin yield.

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Recipe a Portion Controls

Start writing here..

Avadh

Menu blending enables the Restaurant to maintain a perception of affordability. This is achieved by taking certain items and reducing the price in order to maintain interest in specific items, while delivering higher margins on others, therefore blending cost and price.


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Menu Blending

Start writing here..

Avadh

Avadh will maintain a 100% compliance policy for sanitation and food handling to ensure the safety and health of all guests and employees. The Restaurant will always comply with all city, county, and state Department of Health sanitation and food handling regulations.

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Sanitation a Food Handling

Start writing here..

Operating Standards

Avadh

The founder will be responsible for hiring and training managers who, in turn, will be responsible for ensuring that the day-to-day operations will comply with the standards set by Restaurant policy. Weekly management meetings will provide a forum

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Management's Role

Start writing here..

Avadh

Avadh will utilize an integrated information system to manage the flow of information within each of the future restaurants and the home office. This system will include a point-of-sale local area network that helps facilitate the operations of the restaurant by r

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Software a Systems

Start writing here..

Avadh

While the quality of the cuisine and dining experience contributes significantly to a restaurant's profitability, it is attention to business and financial details that can transform small changes into large returns. While all decisions are made with the customer and

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Money a Profit Management

Start writing here..

Avadh


The successful implementation of the culinary and dining concepts outlined within this business plan demands excellence from each and every employee. To achieve excellence, the Restaurant will focus on hiring, training, and retaining the very best employees.

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Training

Avadh

Employees with a good attitude, a strong work ethic, an eye for detail, and a passion for providing excellent service will be recruited. Front of house

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Hiring the Best

Start writing here..

Avadh

An ongoing program of training and education will ensure that each staff member learns and implements Avadh's exacting standards for service and operational procedures. Staff meetings will reinforce service standards and principles.


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Training for Excellence

Start writing here..

Avadh

The Restaurant embraces the concept of promoting from within. Excellence in one function typically leads to excellence in another. There will be regular staff evaluations to ensure motivation and address key issues.

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Retaining the Best

Start writing here..

Avadh

Avadh's simple menu and service concept will enable Avadh to control the following key criteria:

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Controlling Costs

Avadh

A menu that is easy to execute will minimize errors. Fewer menu items will mean reduced volumes of perishable foods and therefore less likelihood of waste. Ordering should be quick and simple as there are relatively few items to order. Even with the use of a computerized ordering system, the menu should be simple and easy to execute.

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Food Costs

Start writing here..

Avadh

The Restaurant requires comparatively fewer items of equipment to run an efficient operation, resulting in lower startup costs. This will, in turn, result in lower ongoing maintenance costs.

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Equipment Costs

Start writing here..

Avadh

Staff turnover rates in the restaurant industry run at over 70% p.a. and fast food is even higher. Maintaining quality standards with such high turnover rates is an ongoing challenge. Lower than normal staff turnover due to sound management philosophy and training programs will result in lower training costs.

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Staff Turnover /Training Costs

Start writing here..

5.

Location

Operating Details



REMEMBER

Avadh will negotiate to lease a 1600 -1800 square feet space in San Pedro in close proximity to San Jose State



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Start writing here..

Operating Details

Avadh

Avadh will be open from 11:00 am to 10:30 pm Sunday through Thursday and 11:00 am to 1:00 am Friday and Saturday. The store will be clean, safe, and well lit. Customers will be able to pay for their orders with cash, credit card, or through a mobile app.

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Start writing here..

6.

Industry Analysis

Industry Overview

Fast Casual Ming

Fast Casual Asian Food

Tempe Arizona

Industry Overview

Avadh

In 2014, restaurant industry sales reached \$752.5 billion, a 4.8% increase over 2013 in current dollars reflecting a continuing recovery in the economy. The restaurant industry is predicted to continue to be one of the largest employers in the public sector gener

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Start writing here..

Avadh

According to IBIS World, the source from which this analysis has been prepared, "The extent to which a population dines out can be projected based on age and income level. Households that make less than \$50,000 per year spend 36.6% of their food budget on

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Restaurant Demographics

Start writing here..

Avadh

As will be discussed in section 8.1 of this document, Millennials will be the Restaurant's target customers. Researchers believe that the millennial generation is made up of people who were born from the early 1980s to the early 2000s. Industry experts project

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Millennials

Start writing here..

Fast Casual Ming

Avadh

The restaurant industry has historically been measured in three categories; fast food, casual dining, and fine dining. This changed in the 1990s with the addition of the Fast Casual classification. Typically restaurants in this category do not offer full table service.

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Denning Fast Casual

Start writing here..

Fast Casual Asian Food

Avadh


"The broader palates of younger Americans are looking for bolder and spicier flavors, and something different," says Darren Tristano, executive vice president of Technomic, a Chicago-based restaurant-research firm.

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Start writing here..

Avadh

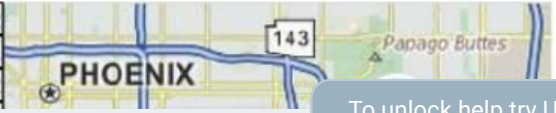
The Restaurant's first store and in all likelihood all of its company owned stores will be in or near Tempe, Arizona. Tempe is located in metropolitan Phoenix and is home to Arizona State University, the largest university in the United States by enrollment.


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Tempe Arizona

Avadh

Population	166,842
Per Capita Income	\$26,471
Median Household Income	\$47,882



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Select Demographic Data

Start writing here..

7.

Competition

Competitive Landscape

Direct Competitors

Competitive Advantages

Competitive Landscape

Avadh

The Restaurant recognizes that in the Phoenix metropolitan area there are many quick serves, fast-casual, and casual dining restaurants, and other retailers where consumers can purchase food at an affordable price and consume the food on the premises or take out.

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Start writing here..

Direct Competitors

Avadh



Pei Wei is a chain of quick-casual restaurants that serve freshly prepared, wok-seared, contemporary pan-Asian cuisine in a relaxed, warm environment.

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Start writing here..

Competitive Advantages

Avadh

Although there can be no clearly defined differentiators within such a fiercely competitive business environment, Avadh is focused on delivering an overall fresh, healthy competitive product. Key areas for focus include:

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Start writing here..

8.

Marketing

Target Market Overview

Market Positioning & Brand

Marketing Strategies

Target Market Overview

Avadh

The Restaurant's target customers are first and foremost most Millennials (ages 15-35) who live, study, or work in the neighborhood. According to Nicolas Jammet, Co-founder and Co-CEO of Sweetgreen, "they've embedded sustainability, charity, and healthy


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Start writing here..

Market Positioning & Brand

Avadh

Each and every activity in which the Restaurant participates will establish or reinforce its brand. In doing so, every aspect of the Restaurant's communications with customers, employees, suppliers, and other partners will support the following branding mark

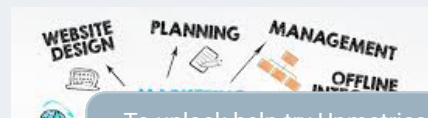
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Start writing here..

Marketing Strategies

Avadh

Avadh will achieve its marketing objectives through a carefully conceived and aggressively implemented marketing program highlighted by the following strategies:



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Start writing here..

9.

Company & Management

Company

Management Team

Staffing Plan

External Issues

Company

Avadh

The first Avadh and the two stores to follow will be owned by Mr. Chen and his investor group. The legal entity is called Eat Great Enterprises LLC, an Arizona limited liability company. Mr. Chen will be the Managing Member.

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Start writing here..

Management Team

Avadh

Avadh is the vision of a successful businessman who brings a number of important skills and experiences to the Company, including:

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Start writing here..



John Doe

Founder & CEO - john@example.com

Mr. John was born and raised in Arizona. After graduating from Arizona State University, he joined his family restaurant business and learned all aspect of the business from taking care of customers to managing a busy kitchen. After selling the five Inchon restaurants, Mr. John decided to join his wife's family who had earlier immigrated metropolitan Phoenix Arizona. After studying a number of restaurant concepts, Chen created Avadh. He is driven by how the fast-casual concept seems to fit the way Americans like to eat.



Jane Doe

Store Manager

Reporting to Mr. John, the Store Manager will be responsible for the entire store operation. In addition to enforcing all policies of the Restaurant as outlined, the Store Manager will oversee daily operations concentrating primarily on ensuring standards are adhered to during all times of the day. She will be responsible for hiring, training, disciplining and terminating service and bar staff, with assistance as needed from the founder.

She will be expected to have a complete understanding of the technology that will be an integral part of the operation from customer orders, payments, and delivery. During meal service, the Store Manager will be expected to control the flow of all activities overseeing, service staff and communicating with the kitchen to ensure a smooth flow to the Restaurant and will be expected to maintain clean and organized ordering and dining areas.

Staffing Plan

The Company aims to create a successful and rewarding work environment. It is Mr. Chen's firm belief that employee satisfaction represents a key contribution to customer satisfaction. The management team will consist of one General Store Manager and an Assistant Manager. They will be paid \$50,000 and \$35,000 respectively. The remaining employees will be hourly. For the first year of operation, there will be no employee benefits offered to employees. Down the road, this will be reviewed for it is the desire of ownership to offer a benefits program that will allow Avadh to be competitive in the workplace and take care of employees. Avadh will be staffed as follows:

Restaurant Front of House	Starting Month	Count	Annual Salary
Manager	1st	2	30,000
Serving Staff	1st	6	9,600
Bartender	3rd	1	16,000
Dish Washers	3rd	4	6,400

Restaurant Back of the House	Starting Month	Count	Annual Salary
Head Cook	1st	1	24,000
Cooks	1st	4	20,000
Servents	1st	4	16,000
Cleaners	1st	3	8,000

External Issues

Avadh

There are no regulatory issues related to EPA, OSHA, IRS, or other governmental agencies. There are no unions represented at the Restaurant and there is no pending or anticipated litigation.

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Start writing here..

10.

Financial Plan

Startup Expenditures

Revenue Assumptions

Cost of Goods Sold

Operating Expense Assumptions

Balance Sheet Assumptions

Bank Loan Assumptions

Projected Balance Sheet

Projected Profit and Loss

Projected Cash Flow

Projected Revenue

	2024	2025	2026
Dine in-sales	\$35,814.30	\$64,317.60	\$115,506.60
Unit Sales	2,388	4,288	7,700
Unit Price	\$15	\$15	\$15
Gross Revenue	\$35,814.30	\$64,317.60	\$115,506.60
Gross Margin	\$35,814.30	\$64,317.60	\$115,506.60
Gross Margin (%)	100%	100%	100%
Catering services	\$142,005	\$202,520	\$288,760
Unit Customers	284	405	578
Charges Per Customer	\$500	\$500	\$500
Gross Revenue	\$142,005	\$202,520	\$288,760
Gross Margin	\$142,005	\$202,520	\$288,760
Gross Margin (%)	100%	100%	100%
Online Food Delievery	\$489,628.30	\$1,401,445.70	\$2,577,463.10
Ending Users	2,357	5,047	8,769
Starting Users	0	2,357	5,047
New Users	3,005	4,811	7,703
Lost Users	648	2,121	3,981
Setup Charges	\$10	\$10	\$10
Recurring Charges	\$30	\$30	\$30
Gross Revenue	\$489,628.30	\$1,401,445.70	\$2,577,463.10
Gross Margin	\$489,628.30	\$1,401,445.70	\$2,577,463.10
Gross Margin (%)	100%	100%	100%

	2024	2025	2026
Summary			
Total Revenue	\$667,447.60	\$1,668,283.30	\$2,981,729.70
Total Refund	\$0	\$0	\$0
Net Revenue	\$667,447.60	\$1,668,283.30	\$2,981,729.70
Total Cost of Sales	\$130,381.21	\$287,189.75	\$492,500.92
General Costs	\$130,381.21	\$287,189.75	\$492,500.92
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$537,066.39	\$1,381,093.55	\$2,489,228.78
Gross Margin (%)	80.47%	82.79%	83.48%

Personnel Expenses

	2024	2025	2026
Head Count	16	16	16
Average Salary	\$29,100	\$30,035.25	\$31,001.05
Revenue Per Employee	\$41,715.48	\$104,267.71	\$186,358.11
Net Income Per Employee	(\$7,245.89)	\$39,164.49	\$100,889.36
Kitchen Staff			
Indirect Labor	\$186,300	\$191,889	\$197,645.52
Chef	\$48,300	\$49,749	\$51,241.44
Salaries & Wages	\$42,000	\$43,260	\$44,557.80
Employee Related Expenses (15%)	\$6,300	\$6,489	\$6,683.64
Sous Chef	\$38,640	\$39,799.20	\$40,993.20

	2024	2025	2026
Salaries & Wages	\$33,600	\$34,608	\$35,646.24
Employee Related Expenses (15%)	\$5,040	\$5,191.20	\$5,346.96
Kitchen Helper	\$99,360	\$102,340.80	\$105,410.88
Salaries & Wages	\$86,400	\$88,992	\$91,661.76
Employee Related Expenses (15%)	\$12,960	\$13,348.80	\$13,749.12
Service Staff	\$234,600	\$241,638	\$248,887.20
Indirect Labor	\$234,600	\$241,638	\$248,887.20
Waiter	\$165,600	\$170,568	\$175,685.04
Salaries & Wages	\$144,000	\$148,320	\$152,769.60
Employee Related Expenses (15%)	\$21,600	\$22,248	\$22,915.44
Bartender	\$69,000	\$71,070	\$73,202.16
Salaries & Wages	\$60,000	\$61,800	\$63,654
Employee Related Expenses (15%)	\$9,000	\$9,270	\$9,548.16
Administrative Staff	\$117,528	\$122,229.12	\$127,118.28
Indirect Labor	\$117,528	\$122,229.12	\$127,118.28
Manager	\$63,720	\$66,268.80	\$68,919.60
Salaries & Wages	\$54,000	\$56,160	\$58,406.40
Employee Related Expenses (18%)	\$9,720	\$10,108.80	\$10,513.20
Accountant	\$53,808	\$55,960.32	\$58,198.68
Salaries & Wages	\$45,600	\$47,424	\$49,320.96
Employee Related Expenses (18%)	\$8,208	\$8,536.32	\$8,877.72

	2024	2025	2026
Summary			
Total Personnel Expenses	\$538,428	\$555,756.12	\$573,651
Direct Labor (COS)	\$0	\$0	\$0
Salary & Wages	\$0	\$0	\$0
Employee Related Expenses	\$0	\$0	\$0
Indirect Labor	\$538,428	\$555,756.12	\$573,651
Salary & Wages	\$465,600	\$480,564	\$496,016.76
Employee Related Expenses	\$72,828	\$75,192.12	\$77,634.24
% Of Revenue	80.67%	33.31%	19.24%

Startup Expenditures

Avadh

The following table highlights how the startup capital will be utilized:

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Start writing here..

Pre-Opening Cash Outlays	
Buildout/Tenant Improvements	
Tenant Improvements	250,000
Total Buildout/Tenant Improvements	250,000
Fixed Assets	
Furniture, Fixtures, and Equipment	200,000
Total Fixed Assets	200,000
Inventory	

Pre-Opening Cash Outlays	
Food	10,000
Beer, Wine, and Liquor	5,000
Total Inventory	15,000
Capitalized Start-Up Expenses (Pre-Opening)	
Employee Expenses	20,000
Grand Opening	5,000
Labor Recruitment	1,000
Legal Fees	5,000
Liquor License	3,500
Menus/Imprinted Materials	1,500
Miscellaneous	2,500
Other	1,500
Office Supplies	1,000
Pre-opening Advertising	15,000
Utilities	1,500
Rent	15,000
Supplies	20,000
Training Dry Run COGS	2,000
Training Materials	2,000
Uniforms	1,500
Working Capital	20,000
Total Capitalized Start-Up Expenses (Pre-Opening)	118,000
Total Start-Up Costs	583,000

Revenue Assumptions

Avadh

The financial forecast assumes that Avadh will process an average of 250 customer transactions per day, seven days a week. It further assumes that the average food purchase will be \$7.00 and the average beverage purchase will be \$4.50. Lastly, price

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Cost of Goods Sold

Avadh

The forecast assumes that food costs will run at 27% of the food sales price and beverage costs will be 20% of beverage cost. A 1% factor has been forecast for comps and promotions. COGS are forecast to increase by 3% per year.

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Operating Expense Assumptions

Avadh

The operating expenses that appear in the income statement forecast that follows are assumed to grow by 3% per year with the exception of credit card fees which are based on gross revenue.

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Balance Sheet Assumptions

Avadh

It is assumed that there are no accounts receivable as products are paid for at the time of purchase. Account payable are assumed to be paid for in the month in which they are incurred or in the month following the month they are incurred depending upon the terms of the purchase.

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Bank Loan Assumptions

Avadh

A \$300,000 commercial bank loan is assumed to fully amortize over a period of 72 months at an interest rate of 4.00%

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Projected Balance Sheet

	2024	2025	2026
Assets	\$16,756.06	\$604,826.72	\$2,189,153.57
Current Assets	(\$24,243.94)	\$572,826.72	\$2,166,153.57
Cash	(\$35,249.14)	\$561,821.52	\$2,155,148.37
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$11,005.20	\$11,005.20	\$11,005.20
Long Term Assets	\$41,000	\$32,000	\$23,000
Gross Long Term Assets	\$50,000	\$50,000	\$50,000
Accumulated Depreciation	(\$9,000)	(\$18,000)	(\$27,000)

	2024	2025	2026
Liabilities & Equity	\$16,756.04	\$604,826.71	\$2,189,153.56
Liabilities	\$82,690.20	\$64,129.08	\$44,226.17
Current Liabilities	\$18,561.12	\$19,902.91	\$0
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$18,561.12	\$19,902.91	\$0
Long Term Liabilities	\$64,129.08	\$44,226.17	\$44,226.17
Long Term Debt	\$64,129.08	\$44,226.17	\$44,226.17
Equity	(\$65,934.16)	\$540,697.63	\$2,144,927.39
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$50,000	\$50,000	\$50,000
Retained Earnings	(\$115,934.16)	\$490,697.63	\$2,094,927.39
Check	\$0	\$0	\$0

Projected Profit and Loss

	2024	2025	2026
Revenue	\$667,447.60	\$1,668,283.30	\$2,981,729.70
Dine in-sales	\$35,814.30	\$64,317.60	\$115,506.60
Unit Sales	2,388	4,288	7,700
Unit Price	\$15	\$15	\$15

	2024	2025	2026
Catering services	\$142,005	\$202,520	\$288,760
Unit Sales	284	405	578
Unit Price	\$500	\$500	\$500
Online Food Delievery	\$489,628.30	\$1,401,445.70	\$2,577,463.10
Users	2,357	5,047	8,769
Recurring Charges	\$30	\$30	\$30
Cost Of Sales	\$130,381.21	\$287,189.75	\$492,500.92
General Costs	\$130,381.21	\$287,189.75	\$492,500.92
Kitchen Supplies	\$53,490.48	\$108,928.72	\$181,445.23
Fresh produce	\$20,118.08	\$25,514.54	\$32,358.72
Meat Poultry	\$33,372.40	\$83,414.18	\$149,086.51
Beverages	\$76,890.73	\$178,261.03	\$311,055.69
Alcoholic Beverages	\$66,744.78	\$166,828.35	\$298,173
Non-Alcoholic Beverages	\$10,145.95	\$11,432.68	\$12,882.69
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$537,066.39	\$1,381,093.55	\$2,489,228.78
Gross Margin (%)	80.47%	82.79%	83.48%
Operating Expense	\$637,548.89	\$740,261.45	\$862,140.49
Payroll Expense (Indirect Labor)	\$538,428	\$555,756.12	\$573,651
Kitchen Staff	\$186,300	\$191,889	\$197,645.52

	2024	2025	2026
Chef	\$48,300	\$49,749	\$51,241.44
Sous Chef	\$38,640	\$39,799.20	\$40,993.20
Kitchen Helper	\$99,360	\$102,340.80	\$105,410.88
Service Staff	\$234,600	\$241,638	\$248,887.20
Waiter	\$165,600	\$170,568	\$175,685.04
Bartender	\$69,000	\$71,070	\$73,202.16
Administrative Staff	\$117,528	\$122,229.12	\$127,118.28
Manager	\$63,720	\$66,268.80	\$68,919.60
Accountant	\$53,808	\$55,960.32	\$58,198.68
General Expense	\$86,126.09	\$160,505.33	\$264,489.49
Utilities	\$20,741.98	\$28,094.19	\$38,180.67
Electricity	\$11,353.62	\$16,187.39	\$23,079.54
Water Supply	\$4,023.57	\$5,102.86	\$6,471.76
Gas Consumption	\$5,364.79	\$6,803.94	\$8,629.37
Maintenance And Repairs Costs	\$16,094.49	\$20,411.73	\$25,887.10
Kitchen Equipment	\$6,705.97	\$8,504.74	\$10,786.13
Building Repairs	\$9,388.52	\$11,906.99	\$15,100.97
Marketing and Advertising	\$49,289.62	\$111,999.41	\$200,421.72
Social Media Ads	\$20,023.44	\$50,048.52	\$89,451.90
Print Advertising	\$13,348.96	\$33,365.66	\$59,634.60
Promotional Events	\$15,917.22	\$28,585.23	\$51,335.22
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$12,994.80	\$24,000	\$24,000

	2024	2025	2026
EBITDA	(\$100,482.50)	\$640,832.10	\$1,627,088.29
Additional Expense	\$15,451.66	\$14,200.31	\$12,858.53
Long Term Depreciation	\$9,000	\$9,000	\$9,000
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	(\$109,482.50)	\$631,832.10	\$1,618,088.29
Interest Expense	\$6,451.64	\$5,200.32	\$3,858.53
EBT	(\$115,934.16)	\$626,631.79	\$1,614,229.76
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$783,381.76	\$1,041,651.51	\$1,367,499.94
Net Income	(\$115,934.16)	\$626,631.79	\$1,614,229.76
Net Income (%)	(17.37%)	37.56%	54.14%
Retained Earning Opening	\$0	(\$115,934.16)	\$490,697.63
Owner's Distribution	\$0	\$20,000	\$10,000
Retained Earning Closing	(\$115,934.16)	\$490,697.63	\$2,094,927.39

Projected Cash Flow

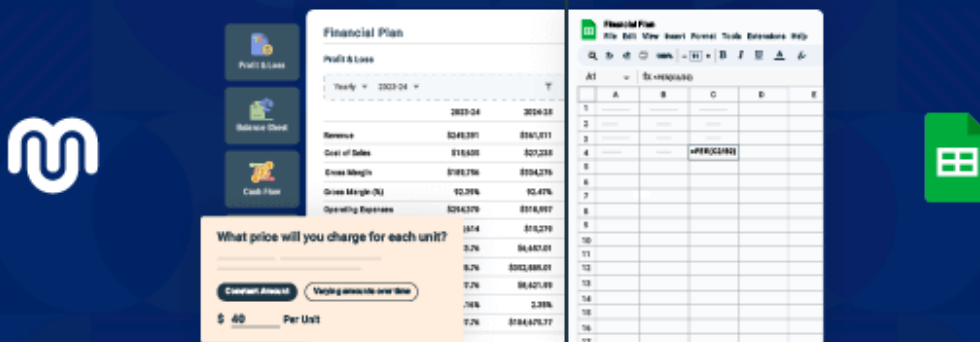
	2024	2025	2026
Cash Received	\$667,447.60	\$1,668,283.30	\$2,981,729.70
Cash Paid	\$761,386.96	\$1,008,651.51	\$1,334,499.94
COS & General Expenses	\$216,507.30	\$447,695.08	\$756,990.41

	2024	2025	2026
Salary & Wages	\$538,428	\$555,756.12	\$573,651
Interest	\$6,451.64	\$5,200.32	\$3,858.53
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
Net Cash From Operations	(\$93,939.36)	\$659,631.79	\$1,647,229.76
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$74,000	\$24,000	\$24,000
Net Cash From Investments	(\$74,000)	(\$24,000)	(\$24,000)
Amount Received	\$150,000	\$0	\$0
Loan Received	\$100,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$50,000	\$0	\$0
Amount Paid	\$17,309.78	\$38,561.13	\$29,902.91
Loan Capital	\$17,309.80	\$18,561.12	\$19,902.91
Dividends & Distributions	\$0	\$20,000	\$10,000
Net Cash From Financing	\$132,690.22	(\$38,561.13)	(\$29,902.91)
Summary			
Starting Cash	\$0	(\$35,249.14)	\$561,821.52
Cash In	\$817,447.60	\$1,668,283.30	\$2,981,729.70
Cash Out	\$852,696.74	\$1,071,212.64	\$1,388,402.85

	2024	2025	2026
Change in Cash	(\$35,249.14)	\$597,070.66	\$1,593,326.85
Ending Cash	(\$35,249.14)	\$561,821.52	\$2,155,148.37

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 Upmetrics and Financial Spreadsheets. On the left is the Upmetrics interface, which is user-friendly and shows a 'Financial Plan' section with a 'Profit & Loss' tab. It displays a table with columns for '2023-04' and '2024-05'. The table includes rows for Revenue, Cost of Sales, Gross Margin, Gross Margin (%), and Operating Expenses. Below the table, there is a section titled 'What price will you charge for each unit?' with a 'Constant Amount' button and a 'Varying amounts over time' button. On the right is a screenshot of a financial spreadsheet, which is more complex and shows a grid of cells with formulas like '=PERC(2/100)'.

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Student, Sumy State University – Ukraine

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