





BUSINESS PLAN [YEAR]



Maxwell Winery

Good Wine for Good Moments

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1.

Executive Summary

Mission Statement

Vision Statement

Customer Focus

Financial Summary



REMEMBER

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

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TIP

Maxwell Wine, Inc. is a standard and licensed winery business that will be located in an industrial area in Detroit – Michigan. We have been able to secure a long-term lease for a standard facility and 2 acres of farmland in a strategic location with an option of a long-term renewal on agreed terms and conditions that is favorable to us.

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Mission Statement



TIP

- Our mission is to establish a standard winery business that will produce a wide range of wines for both low-income earners and for luxury consumption.
- We want to build a winery business that will b

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Vision Statement



TIP

Our vision is to establish a standard winery whose products will not only be sold in the United States of America and Canada but also in other parts of the world.

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Customer Focus



TIP

Maxwell Wine will primarily serve the residents who live within a 20-mile radius of our winery and workers within a quarter-mile radius. The demographics of these customers are as follows:

- 65,800 residents

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Financial Summary



TIP

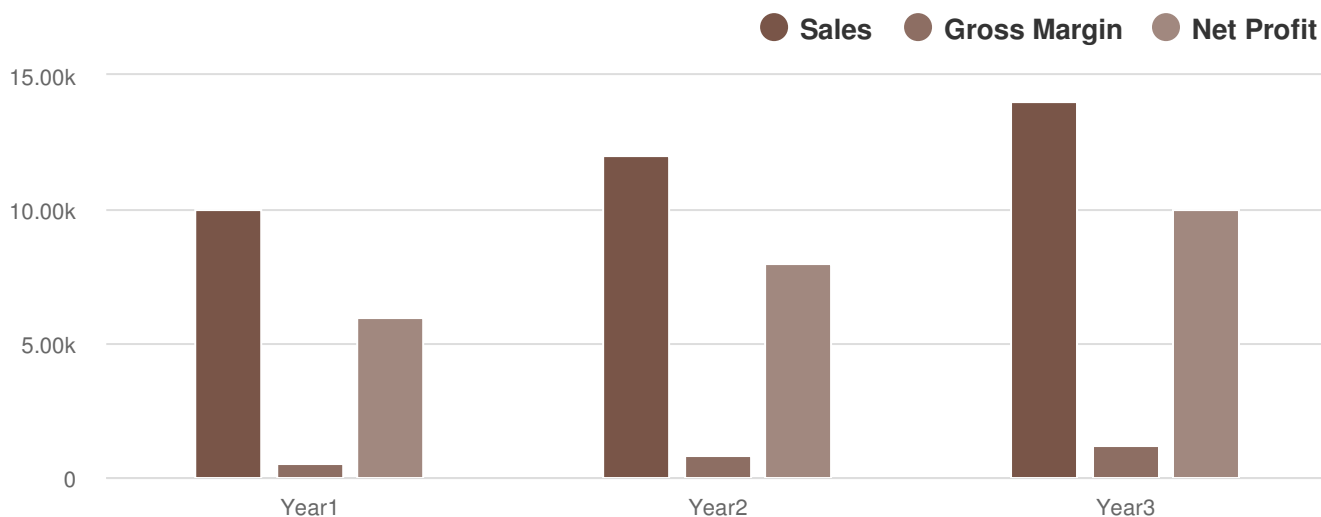
Maxwell Wine is seeking total funding of \$520,000 to launch its winery. The capital will be used for funding capital expenditures, manpower costs, marketing expenses, and working capital.

Specifically, these funds will be used as follows:

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3 Year profit forecast





TIP

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

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2.

Company Summary

History

Business Structure

Startup summary



TIP

Maxwell Wine, Inc. is a family business that will be owned by John Moore and their Family. John Moore who is the Chief Executive Officer of the Company is a Graduate of MicroBiology (B.Sc.) and he holds a Master's Degree in Business Management (MBA).

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History



TIP

In 2015, John Moore acquired land and decided to plant a Maxwell Wine with the vision to be a leading wine supplier in the Detroit area. He spent years developing his land and producing the best harvest of grapes to turn into wine. With the help of his three sons and daughter, they were able to perfect Maxwell Wine's wine selections.

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Business Structure



TIP

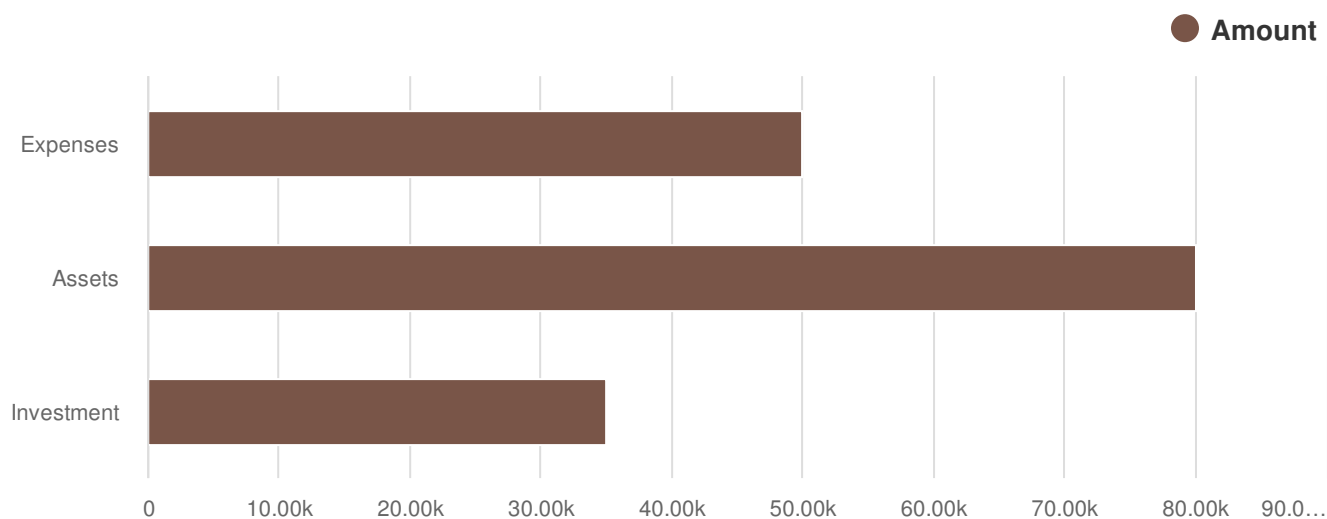
Maxwell Wine, Inc. is a business that is established with the aim of competing favorably with other leading winery brands in the industry. This is why we will ensure that we put the right structure in place that will support the kind of growth that we have in mind while setting up the business.

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Startup summary

Startup cost



Cost distribution	Amount
Expenses	50000
Assets	80000
Investment	35000

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

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

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

3.

Products and services



TIP

Maxwell Wine, Inc. is going to operate a standard and licensed winery whose products will not only be sold in the United States and Canada but also in other parts of the world. We are in the winery business to make profits and also to give our customers value for their money.

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Growing wine grapes



Blending wines



Bottling wines



Marketing and retailing wines



**Manufacturing brandy,
vermouth and cider**



Chardonnay



Cabernet Sauvignon



Merlot



Pinot Grigio



Pinot Noir



Sauvignon Blanc



**Zinfandel, Riesling and other
blends**

4.

Market Analysis

Industry Analysis

Market Trends

Target Market



REMEMBER

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

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Industry Analysis



TIP

The Winery industry has experienced fairly consistent growth over the past years. As the United States has become an increasingly prominent producer and exporter of quality wines, the industry has established itself as a key player in the global wine market. Additionally, consumer preferences have shifted during the period, with many consumers spe

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Market Trends



TIP

One common trend in the wineries industry is that, over the last five years, it has become obvious that consumer drinking preferences have moved away from standard light beers, and loads of consumers have discovered wine for its perceived health benefits and increasingly diverse flavor profiles.

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Target Market



TIP

When it comes to selling wines, there is indeed a wide range of available customers. In essence, our target market can't be restricted to just a group of people, but all those who drink alcoholic drinks and non – alcoholic drinks. One thing is certain; the target market for wines, especially red wines will continue to increase.

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5.

SWOT Analysis



TIP

We are quite aware that there are several wineries in the United States of America and Canada which is why we are following the due process of establishing a business so as to compete favorably with them.

We know that if a proper SWOT analysis is conducted

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Strengths

Part of what is going to count as positives for Maxwell Wine, Inc. is the vast experience of our management team, we have people on board who are highly experienced and understand how to grow business from scratch to becoming a national phenomenon.

So also, we grow our own grapes and the wide varieties of wine et al that we produce our large national distribution network and of course our excellent customer service culture will definitely count as a strong strength for the business.

S

Weaknesses

A major weakness that may count against us is the fact that we are a new winery and we don't have the financial capacity to engage in the kind of publicity that we intend to give the business especially when big names like The Wine Group, Gallo, and Constellation Brand Inc. are already determining the direction of the market.

W

Opportunities

The opportunities for mega wineries with a wide range of products are enormous. This due to the fact that the average Americans and Canadians consume distilled products.

As a result of that, we were able to conduct a thorough market survey and feasibility studies so as to position our business to take advantage of the existing market for wine products and also to create our own new market. We know that it is going to requires hard work, and we are determined to achieve it.

O

Threats

We are quite aware that just like any other business, one of the major threats that we are likely going to face is an economic downturn and unfavorable government policies.

It is a fact that the economic downturn affects purchasing power. Another threat that may likely confront us is the arrival of a new winery or distillery plant in the same location where ours is located.

T

6.

Strategy & Implementations

Sales Forecast

Advertising Strategy

Pricing Strategy



REMEMBER

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

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Sales Forecast



TIP

It is important to state that our sales forecast is based on the data gathered during our feasibility studies, market survey, and also some of the assumptions readily available in the field. Below are the sales projections that we were able to come up with for the first three years of operations:

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Advertising Strategy



TIP

Maxwell Wine expects its target market to be residents and individuals working within the Detroit area. The Company's promotions strategy to reach these individuals includes:

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TIP

Maxwell Wine will blanket neighborhoods surrounding its locations with direct mail pieces. These pieces will provide general information on Maxwell Wine, offer discounts, and/or provide other promotions for people to experience our wine offerings.

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Direct Mail

Start writing here...



TIP

We will contact all local and area newspapers and television stations and send them a press release describing the opening and unique value proposition of Maxwell Wine.

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Public Relations

Start writing here...



TIP

Maxwell Wine will initially advertise in local newspapers and sponsor community events in order to gain awareness.

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Advertising

Start writing here...



TIP

Maxwell Wine employees will initially give free wine samples to enable customers to taste the quality of our wines and learn about us.

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Sampling

Start writing here...



TIP

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

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Ongoing Customer Communications

Start writing here...



TIP

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

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Pre-Opening Events

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Pricing Strategy



TIP

When it comes to pricing for products such as alcoholic and non – alcoholic wines, there are two sides to the coin. We are aware of the pricing trend in the winery industry which is why we have decided to produce products for both high–end customers and regular consumers of wines.

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7.

Management Summary

Functional Roles

Milestones



TIP

Maxwell Liquor Store will be managed by John Moore and James Moore. After the launch of the business, as sales volumes increase, an associate manager may be hired to help with day-to-day store operations.

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Functional Roles



TIP

In order to execute on Maxwell Wine's business model, the Company needs to perform many functions including the following:

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TIP

- Grape harvesting
- Grapes pressing and wine making
- Deliveries and operations

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Service Functions

Start writing here...



TIP

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

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Administrative Functions

Start writing here...

Milestones



TIP

Maxwell Wine's long-term goal is to become the dominant provider of quality wines in the Detroit area. We seek to be the standard by which other providers are judged.

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

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8.

Financial Plan

Important Assumptions

Break-even Analysis

Projected Profit and Loss

Projected Cash Flow

Projected Balance Sheet

Business Ratios



REMEMBER

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

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TIP

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

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Important Assumptions

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

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

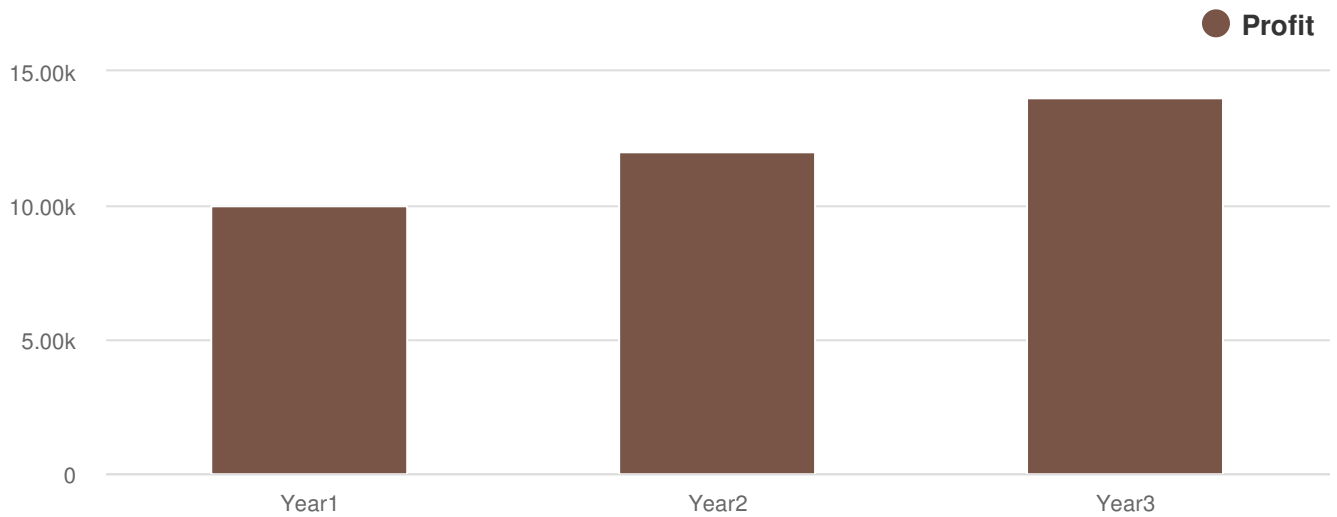
Brake-even Analysis

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

Projected Profit and Loss

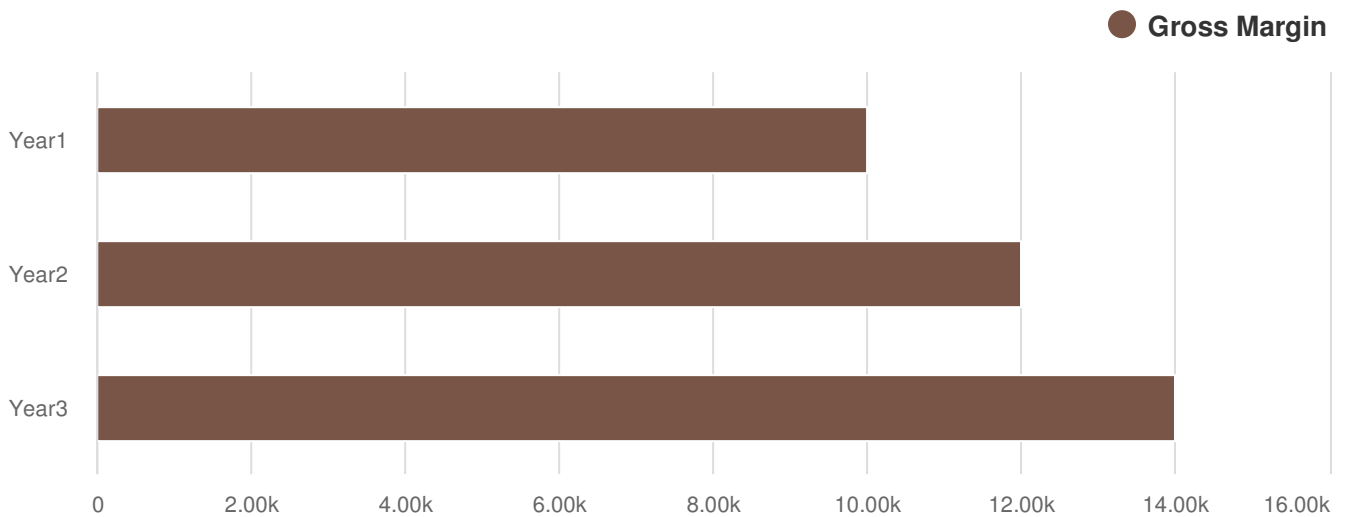
	Year 1	Year 2	Year 3
Sales	\$309 069	\$385 934	\$462 799
Direct Cost of Sales	\$15 100	\$19 153	\$23 206
Other	\$0	\$0	\$0
TOTAL COST OF SALES	\$15 100	\$19 153	\$23 206
Gross Margin	\$293 969	\$366 781	\$439 593
Gross Margin %	94,98%	94,72%	94,46%
Expenses			
Payroll	\$138 036	\$162 898	\$187 760
Sales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

Profit Yearly



Financial Year	Profit
Year1	10000
Year2	12000
Year3	14000

Gross Margin Yearly



Financial Year	Gross Margin
Year1	10000
Year2	12000
Year3	14000

Projected Cash Flow

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

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

Projected Balance Sheet

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

Business Ratios

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

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

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