

# Business plan

[Business](#), [Management](#)



The purpose of this business plan is to raise \$125, 000 for the development of a juice and smoothie bar while showcasing the expected financials and operations over the next three years. Juice and Smoothie Bar, Inc. (“ the Company”) is a New York based corporation that will provide a diverse line of juices, smoothies, and small food products to customers in its targeted market. The Company was founded by John Doe.

### 1. 1 Products and Services

The Company will offer a wide menu of juices, sandwiches/wraps, salads, a number of other specialty organic items.

All products will be organic food and beverage goods. The store focuses primarily on smoothies, juices, and wheat grass shots. The business also offers a wide variety of sandwiches, salad wraps, and breakfast products. The Company will pride itself on being a small, but full service health quick service restaurant that seeks to provide only the highest quality products in an inviting atmosphere. The third section of the business plan will further describe the services offered by the Juice and Smoothie Bar.

### 1. 2 The Financing

Mr. Doe is seeking to raise \$125, 000 from as a bank loan.

The interest rate and loan agreement are to be further discussed during negotiation. This business plan assumes that the business will receive a 10 year loan with a 9% fixed interest rate. Mr. Doe will contribute \$25, 000 to the venture.

### 1. 3 Mission Statement

The Juice and Smoothie Bar’s mission is to provide customers with an expansive number of quality and freshly made juices, smoothies, and small food products that are affordable and healthy.

### 1. 4 Mangement Team

The Company was founded by John Doe. Mr. Doe has more than 10 years of experience in the food service industry.

Through his expertise, he will be able to bring the operations of the business to profitability within its first year of operations.

1. 5 Sales Forecasts Mr. Doe expects a strong rate of growth at the start of operations. Below are the expected financials over the next three years. The Founder expects that the business will aggressively expand during the first three years of operation. Mr. Doe intends to implement marketing campaigns that will effectively target individuals within the target market.

Registered Name and Corporate Structure Juice and Smoothie Bar, Inc. The Company is registered as a corporation in the State of New York. At this time, the Juice and Smoothie Bar requires \$125, 000 of debt funds. Below is a breakdown of how these funds will be used:

2. 3 Investor Equity Mr. Doe is not seeking an investment from a third party at this time.

2. 4 Management Equity John Doe owns 100% of the Juice and Smoothie Bar, Inc. If the business is very successful, Mr. Doe may seek to sell the business to a third party for a significant earnings multiple.

Most likely, the Company will hire a qualified business broker to sell the business on behalf of the Juice and Smoothie Bar. Based on historical numbers, the business could fetch a sales premium of up to 4 times earnings.

3. 0 Products and Services Through the Company's location, Mr. Doe will be able to provide customers with an extensive menu of multi-flavored juices, smoothies, and food products such as salads and wraps. Juice and Smoothie Bar anticipates that the business will earn 80% gross margins on the juice and smoothie products offered by the business and approximately 75% to 78% on the food (salads, wraps, etc.

The menu and full pricing offered by Juice and Smoothie Bar can be found in the fifth section of the business plan. Currently, Mr. Doe is sourcing a number of inventory and equipment suppliers for the ongoing and one time costs associated with this business. Mr. Doe anticipates that the kitchen equipment required in this business plan will total \$17, 000. A full equipment list is available upon request. Furthermore, Ms. Doe's top priority (along with serving quality food) is to comply with all state and local laws regarding the sale of food and beverages the general public.

Within the Juice and Smoothie facility, the Company will handle all fruit/dairy products, properly (and will inform employees on safe food handling practices) which have higher incidences of spoilage. Mr. Doe will ensure, at all times, the Juice and Smoothie Bar facility is in compliance with all health and food safety laws.

#### 4. 0 Strategic and Market Analysis. Outlook

This section of the analysis will detail the economic climate, the juice bar industry, the customer profile, and the competition that the business will face as it progresses through its business operations.

Currently, the economic market condition in the United States is in recession. This slowdown in the economy has also greatly impacted real estate sales, which has halted to historical lows. Many economists expect that this recession will continue until mid-2010, at which point the economy will begin a prolonged recovery period.

#### 4. 2 Industry Analysis

The coffee and non-alcoholic retail shop (which includes smoothie and juice bars) industry has experienced a healthy level of growth over the past decade. The U. S. Economic Census estimates that there are over 190, 000 individual cafes and specialty health food restaurants in the United States.

This number is expected to increase at a rate of 5% per annum. While the growth rate of the number of establishments has increased 5% per year, the revenues generated per establishment have increased at a rate of 10% per year. As the country has become significantly wealthier of the last ten years, more and more Americans are eating out. Time has also become a concern for the average American family. Studies have shown that more than 40% of American families eat out at least one night per week. Americans, on the whole, have also become much busier.

More and more families now have two incomes, and as such, the tradition of staying at home and cooking meals is vanishing. 4. 3 Customer Profile Juice and Smoothie Bar's average client will be a middle to upper middle class man or woman living in the Company's target market. Common traits among clients will include:

- Annual household income exceeding \$50, 000.
- Lives or works no more than 15 miles from the Company's location.
- Will spend \$7 per visit to the Juice and Smoothie Bar

In this section of the analysis, you should describe the type of customer you are seeking to acquire.

These traits include income size, type of business/occupation; how far away from your business is to your customer, and what the customer is looking for. In this section, you can also put demographic information about your target market including population size, income demographics, level of education, etc. 4. 4 Competitive Analysis This is one of the sections of the business plan that you must write completely on your own. The key to writing a strong competitive analysis is that you do your research on the local competition. Find out who your competitors are by searching online directories and searching in your local Yellow Pages.

If there are a number of competitors in the same industry (meaning that it is not feasible to describe each one) then showcase the number of businesses that compete with you, and why your business will provide customers with service/products that are of better quality or less expensive than your competition. 5. 0 Marketing Plan Juice and Smoothie Bar intends to maintain an extensive marketing campaign that will ensure maximum visibility for the business in its targeted market. Below is an overview of the marketing strategies and objectives of the Company.

Potentially develop a catering menu for local event planners. Implement a local campaign with the Company's targeted market via the use of flyers, local newspaper advertisements, and word of mouth advertising. Obtain a highly visible retail location that can be easily seen by pedestrians and drivers. Mr. Doe intends on using a number of marketing strategies that will allow the Juice and Smoothie Bar to easily target men and women within the target market. These strategies include traditional print advertisements and ads placed on search engines on the Internet.

Below is a description of how the business intends to market its services to the general public. Foremost, the Company intends to source a highly visible retail location in either a stand alone property or within a highly trafficked strip mall type setting. This will allow Juice and Smoothie Bar to have instant recognition among local residents of its location and the types of juice, smoothie, and food products offered. Juice and Smoothie Bar, on a regular basis, will distribute coupons/menus directly to residents within the target market as well as through local newspaper circulars.

At the onset of operations, the business will aggressively promote a number of discount offers to drive traffic to the location so that patrons become familiar with the business and the quality of its juices, smoothies, and other food products.

5. 3 Pricing In this section, describe the pricing of your services and products. You should provide as much information as possible about your pricing as possible in this section. However, if you have hundreds of items, condense your product list categorically. This section of the business plan should not span more than 1 page.

6. 0 Organizational Plan and Personnel Summary