

Coastal Grill & Brew Co.

Business Plan





Mission Statement

Coastal Grill & Brew Co. provides high-quality and healthy food, along with great beer, served quickly, at reasonable prices in a friendly, fast-casual environment.

Vision Statement

To be a leading voice and example for a new generation of restaurateurs, providing the market with quality, authentic and affordable cuisine at great prices and with environmentally friendly operations that give back to the local community.

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Executive Summary

Americans are increasingly time-starved and desire fast, quality, and healthy meals. At the same time, the national obsession with authentic from-the-source cuisine has never been greater, making fresh, local eateries a hot commodity and a multibillion-dollar industry in the United States.

Coastal Grill & Brew Co., LLC (“the Company”) was founded to offer customers in Southern California healthy food and great beer in a fast-casual environment. Fresh, delicious, and accessible, Coastal Grill & Brew Co.’s flagship restaurant in Costa Mesa serves Orange County residents delicious meals that include balanced portions and several options for all diets. The first location has been highly profitable and recently expanded to include an onsite microbrewery that has laid the groundwork for expanded operations, with several new locations expected in the next few years.

Coastal Grill & Brew Co. will expand in strategic locations with strong demographics, drawing in locals for its beautiful interiors and novel fresh-off-the-grill concept that allows customers to enjoy an experience that fuses fresh seafood and traditional American, Latin American, and Mediterranean foods. At each location, Coastal Grill & Brew Co. will feature a streamlined business model and a truly unique menu with options that vary from seafood to steak, chicken, pork, and vegetarian. Coastal Grill & Brew Co. brewery also produces delicious lagers and ales that are perfect for pairing with meals or just for drinking at the bar or on the patio.



The intention is to create an expansive chain of eateries that serve each surrounding community with natural, affordable meals as well as creating a community gathering place and beer-garden atmosphere. Fast-casual brands such as Coastal Grill & Brew Co. have been the fastest-growing component of the restaurant industry in recent years and will continue to grow at a rapid pace, and brew pubs are the most profitable sector of the brewery industry – pairing two of America’s most promising trends.

Coastal Grill & Brew Co.’s expansion is being led by Jenn Segel, a restaurateur who has established multiple Orange County eateries, and Joe Sterger, an entrepreneur who has previously opened and operated successful breweries. They will make Coastal Grill & Brew Co. into a destination brand in each location, a place where consumers know they’ll find the best food and beer along with a buzz-worthy atmosphere. The Company expects to open a new location every 6 months, with simplified and standardized systems that make this feasible.

Coastal Grill & Brew Co. is currently seeking funding for new locations. An investment of \$600,000 is being sought for each new location in addition to a loan in the amount of \$200,000. The owner will be investing \$50,000 in the venture.

Objectives

- Achieve funding for expansion
- Establish Coastal Grill & Brew Co. as premium, healthy, fast-casual restaurant in the greater Southern California area
- Capture a large share of the local healthy and farm-to-market take-out business within a several-mile radius of each location
- Become a community hub known for great beer and a fantastic beer garden
- Build a brand that is hugely popular on social media and is on the leading-edge of mobile and online ordering
- Expand to additional locations in California and other states



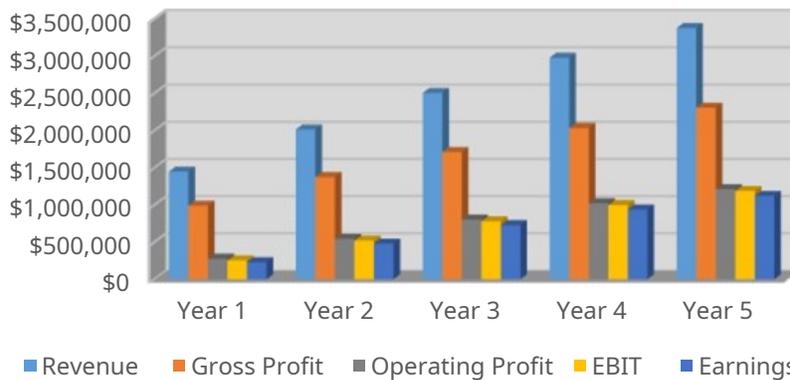
Keys to Success

- Open a new location every 6 months for the next few years
- Have a robust mobile app that is available in all app stores for free download and easy on-the-go ordering
- Give back to charitable causes throughout each region
- Use strong viral marketing and public relations to drive customer awareness
- Always maintain the highest possible level of quality to ensure positive reviews and word-of-mouth recommendations
- Become an integral part of the local community and charitable organizations

Financial Highlights

Financial Highlights					
	Year 1	Year 2	Year 3	Year 4	Year 5
Gross Revenue	\$1,449,025	\$2,013,449	\$2,505,134	\$2,978,485	\$3,377,383
Gross Profit	\$989,426	\$1,374,828	\$1,710,561	\$2,033,776	\$2,306,152
Operating Profit	\$277,186	\$543,445	\$802,776	\$1,023,005	\$1,212,455
Earnings Before Interest & Taxes	\$254,686	\$520,320	\$779,026	\$998,630	\$1,187,455
Earnings	\$228,962	\$479,947	\$727,813	\$938,727	\$1,120,617
Gross Profit Percentage	68.3%	68.3%	68.3%	68.3%	68.3%
Operating Profit Percentage	19.1%	27.0%	32.0%	34.3%	35.9%
EBIT Percentage	17.6%	25.8%	31.1%	33.5%	35.2%
Earnings Percentage	15.8%	23.8%	29.1%	31.5%	33.2%
Payroll Percentage of Revenue	34.6%	29.3%	25.6%	24.1%	23.0%
Net Cash Flow	\$222,015	\$468,351	\$714,573	\$924,310	\$1,105,354
Cash Balance	\$406,265	\$874,616	\$1,589,189	\$2,513,498	\$3,618,853

Financial Highlights



5 Year Accumulated Revenue
\$12,323,476

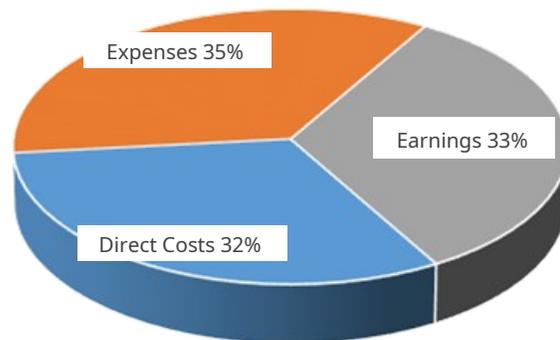
5 Year Accumulated Earnings
\$3,496,065

5 Year Earning Percentage
28.4%

Year 1



Year 5



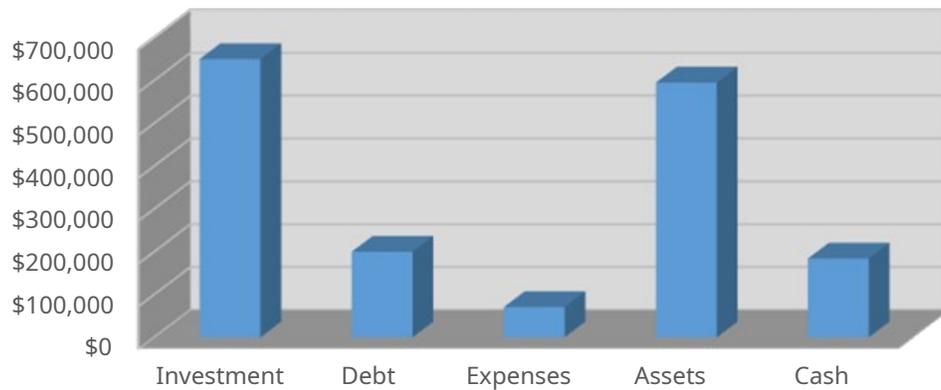
Pre-Operating Source and Use of Funds

Pre-Operating Use of Funds	
Expenses	
Marketing & Advertising	\$5,000
Travel & Entertainment	\$2,500
Legal & Accounting	\$1,500
Professional Services	\$500
Rent Deposit	\$9,500
Staff/Payroll	\$5,000
Franchise Fee	\$45,000
Fees/Dues/Subscriptions	\$500
Insurance	\$800
Office Supplies	\$450
Total Expenses	\$70,750
Assets	
Inventory	\$15,000
Property	\$400,000
Equipment	\$180,000
Other Long-Term Assets	\$0
Total Assets	\$595,000
Total Use of Funds	\$665,750

Pre-Operating Source of Funds	
Investment	
Owner	\$50,000
Investor	\$600,000
Total Investment	\$650,000
Debt	
Current Debt	\$0
Long-Term Debt	\$200,000
Total Debt	\$200,000
Total Source of Funds	\$850,000

Total Source & Use of Funds	
Total Source of Funds	\$850,000
Total Use of Funds	\$665,750
Month 1 Starting Cash	\$184,250

Source & Use of Funds



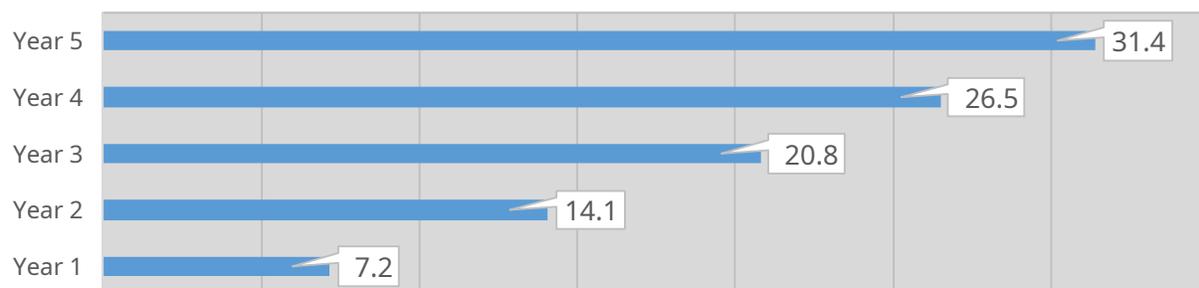
Investor Return & Debt Overview

The Investor Return section details the investor(s) initial investment, investment multiple, investment fifth year value, investor(s) share of the Company, the value of the Company in the fifth year, and internal rate of return for 3 different cases.

Investor Return					
	Investment	Years Invested	Investment Multiple	5th Year Value	Company Share
Initial	\$600,000	5	4.0	\$2,400,000	35.7%
Total	\$600,000		4.0	\$2,400,000	35.7%
5th Year Company Earnings		5th Year Multiple		5th Year Company Value	
Company	\$1,120,617		6.0		\$6,723,700
Company IRR					
Normal Case	41.4%				
Best Case	55.0%				
Worst Case	27.2%				

Debt Overview					
	Year 1	Year 2	Year 3	Year 4	Year 5
Starting Balance	\$200,000	\$178,514	\$155,013	\$129,307	\$101,190
Yearly Interest	\$17,128	\$15,113	\$12,908	\$10,497	\$7,859
Yearly Principal	\$21,486	\$23,501	\$25,706	\$28,117	\$30,755
Total Payments	\$38,614	\$38,614	\$38,614	\$38,614	\$38,614
Ending Balance	\$178,514	\$155,013	\$129,307	\$101,190	\$70,435

Debt-Service Coverage Ratio (DSCR)

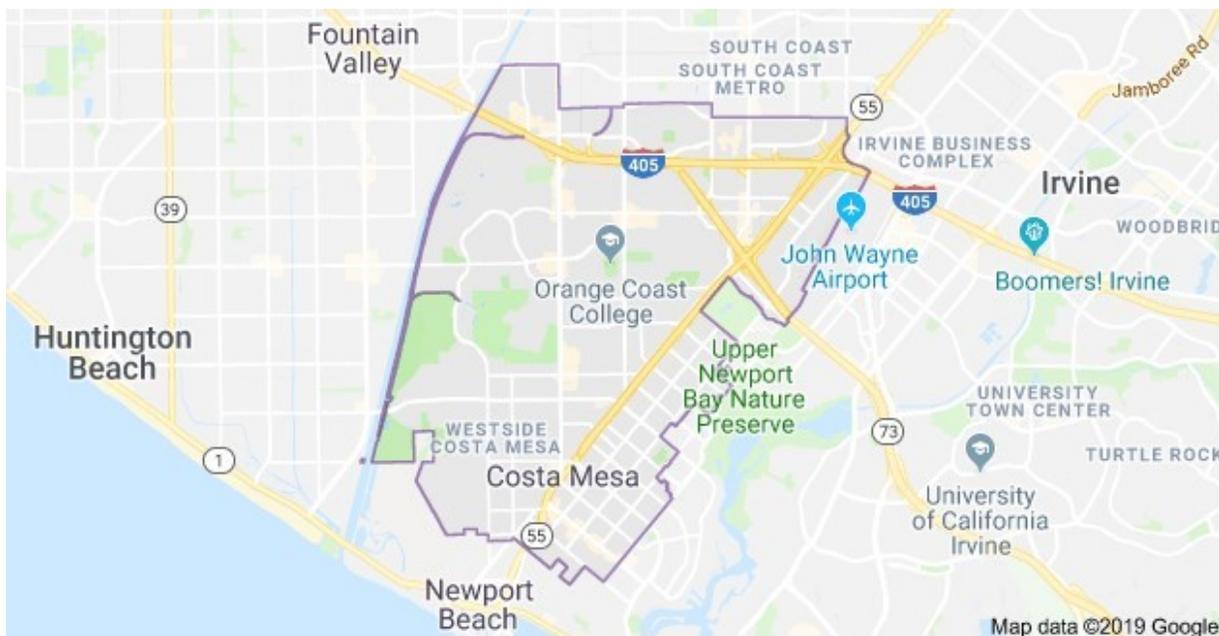


Company Summary

Coastal Grill & Brew Co. was founded as Costa Mesa Grill in 2013. Looking to expand and set the foundation for multi-store expansion, founder Jenn Segel brought in Joe Sterger as partner and re-branded the restaurant to Coastal Grill & Brew Co. in 2018. Currently the company is an LLC but will be re-structured as needed.

Company Location

Coastal Grill & Brew Co., Inc. is headquartered in Costa Mesa, CA, surrounded by a thriving affluent population in Orange County and Southern California, presenting fertile ground for expansion.



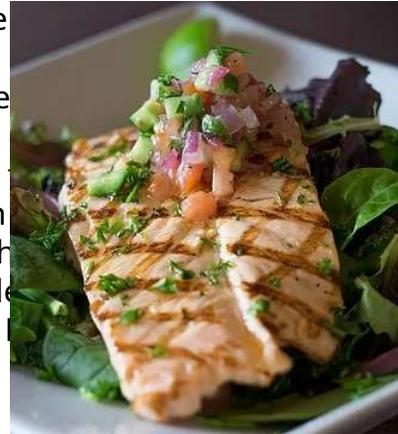
Company Ownership

Coastal Grill & Brew Co., LLC is currently jointly owned by Jenn Segel (70%) and Joe Sterger (30%).

Market Needs and Value Proposition

Restaurant meals too often are composed of processed food, bland ingredients and unhealthy recipes, impeding our health goals and taking away the true joy of food. The better-food movement has helped usher in new and promising trends across the country, though even in health-conscious California there are still very few locations where consumers can find a healthy fish-oriented grill that uses seasonal ingredients and has delicious chef-created recipes.

Yet consumers are demanding better food from produce article in the Wall Street Journal, for instance, notes that General Mills, Kellogg, Mondelez, and Campbell Soup are reducing their labor force because of shifting consumer demand. “Consumers are increasingly seeking products match their personal definition of real food, and that can foods that are less processed and have simple labels with recognizable ingredients,” (as well as more protein, whole grains or gluten-free), says General Mills Chief Executive Powell!



Coastal Grill & Brew Co. will help meet that market demand at the leading-edge of consumer trends, combining America’s increasing obsession with lean proteins such as seafood and other quality meats – with a franchise model that ensures a top-to-bottom management system for a consistently good product and customer experience at locations across Southern California and beyond.



Coastal Grill & Brew Co. will offer the market a unique blend of ocean-fresh seafood, quality meats, local ingredients, convenience, and outstanding taste to satisfy the needs of a broad base of consumers at a level unsatisfied by current quick-service restaurant brands. The intention of Coastal Grill & Brew Co. is to create an expansive chain of world-class seafood eateries that serve each surrounding community with innovative, delicious, and affordable meals. The value of Coastal Grill & Brew Co. will be to offer customers great food in upscale yet comfortable quick-service retail locations, with a menu of perfectly cooked fish, meats, and sides – along with delicious appropriately paired beers.

¹ Wall Street Journal. General Mills to cut jobs as demand lags.” <http://www.wsj.com/articles/general-mills-to-cut-jobs-as-it-closes-plants-world-wide-1469111515>

Products and Services

Coastal Grill & Brew Co. was founded to fill a void in the market. Coastal Grill & Brew Co. has market-tested a restaurant model that signifies quality and capitalizes on the consuming public's desire for authenticity, comfort, familiarity, healthfulness, and affordable prices, with each location catered to its specific surrounding market. Menu categories include:

- Appetizers
- Soups
- Sliders
- Salads
- Pita Wraps
- Seafood Bowls
- Entrees
- Sides
- Family Platters
- Drinks
- Dessert



The Coastal Grill & Brew Co. brand – young, healthy and energetic – will be mirrored in its extensive use of mobile technology, with online ordering and payments via an app (such as Grubhub) for quick pick-up with no lines. Coastal Grill & Brew Co. will also be promoted heavily for its charitable component, as a portion of sales will go to a charity partner of choice.

Coastal Grill & Brew Co.'s business model has been designed to be easily replicated in all future locations. In addition to standardizing all restaurant operational procedures, Coastal Grill & Brew Co.'s co-owner Joe Sterger has also successfully launched microbreweries in the past and will incorporate that into the Company's business model. A variety of standard and seasonal beers will be made on site and sold exclusively to Coastal Grill & Brew Co. patrons. This not only adds a unique twist to the business model but is a proven high-margin sales item that most restaurants must purchase from outside vendors.

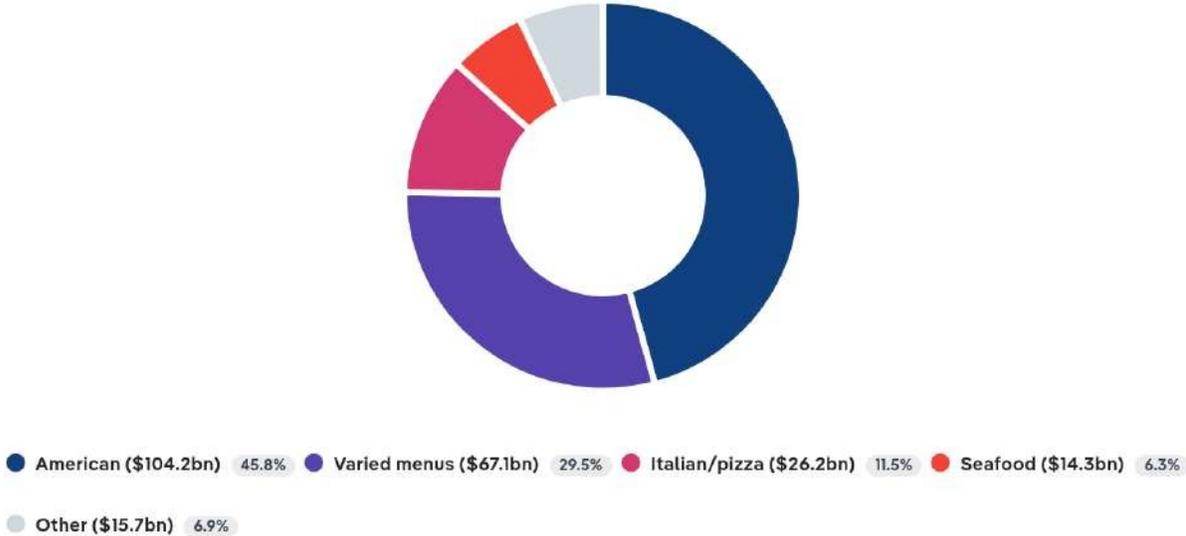
This will help each Coastal Grill & Brew Co. become the go-to spot for high-quality food, delicious craft pints, flights, and tasting trays as well as growler fills. A beer garden will further promote customer loyalty, taking advantage of Southern California's year-round warm weather.

The goal is for Coastal Grill & Brew Co. to become a recognizable brand associated with fast, healthy, and affordable high-quality meals and great beer.

Market Analysis

Nationally, restaurants will generate record sales in 2023 – reaching nearly \$1 trillion at nearly 1 million locations. An estimated 500,000 new jobs were created in 2023, for total employment of 15.5 million, according to the National Restaurant Association.

Within this market, chain restaurants account for a sizable portion of sales and are among the most consistent sales generators year after year. Chain restaurants maintained a nearly 5% compound annual growth rate from 2018 to 2023, with estimated 2023 revenue of \$143.6 billion. As shown below, American cuisine is the top category, with “varied menus” the second-largest category. Seafood accounts for more than 6% of revenue.



In California, restaurants had estimated sales of over \$152 billion in 2023, with more than 85,700 locations employing more than 1.82 million people. By 2028, the industry is projected to add another 120,000 jobs in California, growing to over 1.94 million.

In addition, craft breweries have buoyed the larger beer market in recent years. In 2022, overall beer sales were \$115 billion, down slightly from 2021, according to the industry trade group Brewers Association, following a historic upward trajectory before a COVID-related decline. Craft beer, however, grew by 5% in 2022, reaching \$28.4 billion and accounting for nearly 25% of the total market. “The primary reasons for the larger dollar sales increase were price increases and the continued shift back in beer volume to bars and restaurants from packaged sales,” states the Brewers Association.

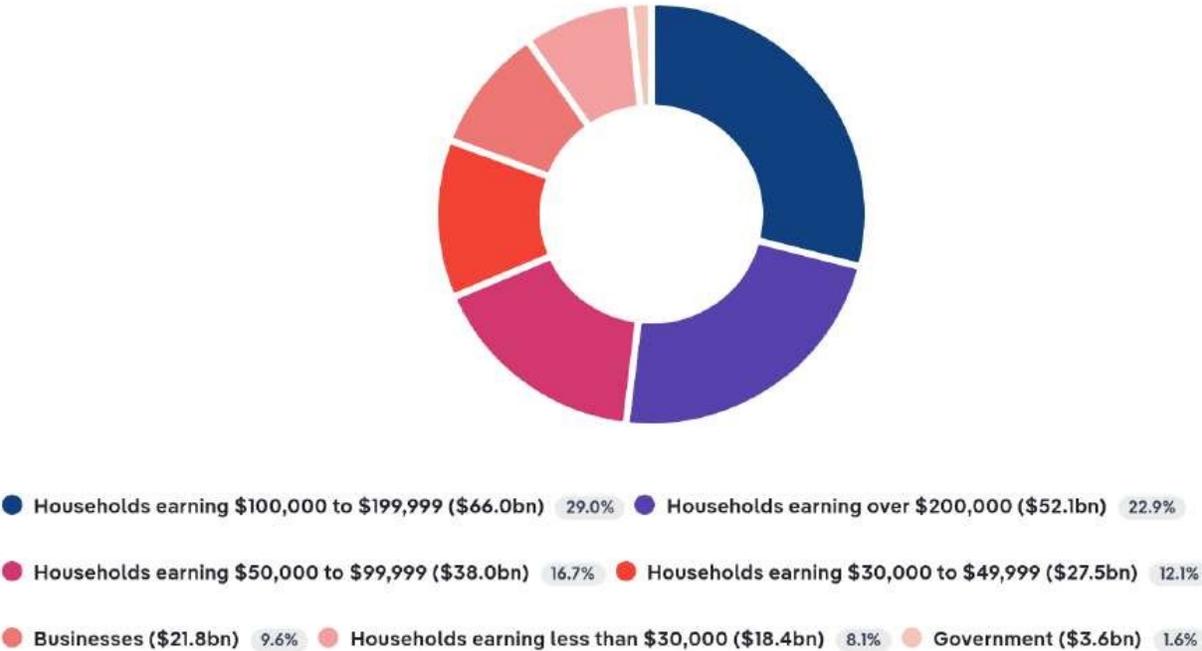
² IBISWorld. “Chain Restaurants in the U.S.” March 2024. IBISWorld.com.
³ National Restaurant Association. “California Restaurants at a Glance.” <https://www.restaurant.org/Downloads/PDFs/State-Statistics/California.pdf>
⁴ Brewers Association. “National beer sales & production data.” <https://www.brewersassociation.org/statistics-and-data/national-beer-stats/>

Market Segmentation

Coastal Grill & Brew Co. will expand in this market with well-placed locations in high-density areas with a large population of young professionals, families, and health-oriented consumers in Southern California initially. There has been substantial population growth here in the past several years and it has long been the epicenter of popular culture, with trends that begin in Southern California continually reaching around the world.

“Typical” customer groups for chain restaurants are broken down as follows.”

Industry revenue in 2024 broken down by key markets



With that said, the target market includes a wide range of individuals in the local and surrounding area. Clients will be people of all ages, though mid-income and above professionals are a large part of the local demographic and will be a major focus.

Coastal Grill & Brew Co. will present consumers with a better alternative to standard chain eateries and other traditional restaurants near its location each day, with fast, delicious, and classic meals. The sites will be near multiple businesses such as large companies that don’t have cafeterias within their facility, as well as near shopping centers, schools, and residential communities.

⁵ IBISWorld. “Chain Restaurants in the U.S.” March 2024. IBISWorld.com.

Demographics and Economic Summary

In just its home market of the greater Southern California area, the Company has proximity to a vast regional population and one of the largest economies in the world. With a gross domestic product of over \$660 billion, greater Los Angeles is larger than the economies of Sweden, Norway, Poland, or Belgium. It is the economic, creative, and cultural hub of California and therefore the U.S., influencing global trends in entertainment, fashion, visual arts, and more recently, cuisine. There is also a \$400 billion market for international trade.

The chart below has population projections for Southern California and⁷statewide.
(All figures in millions)

\County Year \	Los Angeles County	Orange County	Riverside County	San Bernardino County	Ventura County	LA 5-County Area	San Diego County	California
2010	9.82	3.01	2.19	2.04	0.83	17.90	3.11	37.34
2015	10.15	3.15	2.32	2.12	0.85	18.59	3.24	38.90
2020	10.44	3.24	2.48	2.23	0.88	19.26	3.38	40.62
2025	10.70	3.31	2.66	2.37	0.90	19.94	3.48	42.37
2030	10.93	3.36	2.86	2.52	0.93	20.60	3.59	44.09
2035	11.12	3.41	3.05	2.66	0.95	21.20	3.69	45.75
2040	11.29	3.45	3.22	2.78	0.97	21.71	3.78	47.23
2045	11.41	3.47	3.35	2.89	0.98	22.11	3.87	48.57
2050	11.49	3.48	3.48	3.00	0.99	22.44	3.95	49.78
2055	11.52	3.48	3.59	3.10	1.00	22.69	4.03	50.82
2060	11.49	3.46	3.68	3.19	1.00	22.83	4.07	51.66

More specifically, Coastal Grill will seek out high-traffic locations in the greater Los Angeles area. The westside of Los Angeles, in particular, is a booming market. The westside of Los Angeles has a population of nearly 1 million people and a workforce of more than 500,000. There is a large population of affluent white-collar workers and creative industry professionals. According to the Los Angeles County Economic Development Corporation (LAEDC), "The Westside is a major force in the Southern California economy. The area supports over 52 million square feet of rentable office space. Three major studios (Fox, Paramount, and Sony) are located here along with headquarters for Occidental Petroleum, KB Homes, Hilton Hotels, Univision, and City National Bank. 'Silicon Beach' has emerged as a new hub of digital media and high-tech advancements. Several technology superpowers have significant presence on the Westside, but the real buzz is around innovation startups and the influx of capital that is helping these early-stage businesses multiply and grow."

Downtown is another hotspot that will be explored. Downtown Los Angeles is also a great area for business and has grown substantially in recent years. In recent years, according to the Downtown Center Business Improvement District, the area added 2,671 residential units and

⁶ LACEDC. "Why LA County?" <http://www.laedc.org/wtc/chooselacounty/>

⁷ Los Angeles County Economic Development Corporation. "LA Stats." http://laedc.org/wp-content/uploads/2015/08/2015-LA-Stats_Final.pdf

⁸ LAEDC. "Doing business in the Westside." <http://laedc.org/wtc/chooselacounty/regions-of-la-county/westside/>

broke ground on projects for another 3,968 housing units. When the projects underway are complete, the Downtown LA population will grow to over 86,000. There are also over 3.2 million square feet of new office space under construction, adding to the existing 68 million square feet of space. There are also 2,700 hotel rooms being added to the area’s 7,900 rooms, and there are 10 million annual visitors to Downtown LA.

Each new location will be explored extensively before any investments are made, with a full feasibility study, real estate study, and demographic and traffic-pattern study performed.

Industry Summary

This industry includes single-location, independent or family-operated restaurants that provide food services to patrons who order and are served while seated (i.e. waiter and waitress service) and pay after eating. These businesses may sell alcohol and other beverages in addition to providing food services to guests.



Revenue

Total value (\$) and annual change from 2011 – 2029. Includes 5-year outlook.



⁹ Downtown Center Business Improvement District. "DTLA By The Numbers." <https://www.downtownla.com/do-biz/dtla-by-the-numbers>

¹⁰ IBISWorld. "Single Location, Full-Service Restaurants in the U.S." Feb. 2024. IBISWorld.com.

Industry Analysis

Higher-end restaurants tend to focus on areas with more affluent customers rather than following the population distribution. Due to the high average check at these restaurants, their target customers are limited to high-income earners. Since high-profile locations come at a higher price tag, restaurants that can't afford this expense will cater to local customers. Many of these restaurants are mom-and-pop shops that primarily serve a local area.



Year	Revenue (\$ Million)	IVA (\$ Million)	Establishments (Units)	Enterprises (Units)	Employment (Units)	Wages (\$ Million)
2018	207,017.5	90,517.8	159,689	141,983	3,003,112	75,198.6
2019	212,061.2	92,799.3	161,084	143,496	2,992,290	76,682.6
2020	159,277.4	65,963.5	157,688	140,389	2,897,397	56,896.1
2021	217,827.6	84,669.3	156,801	140,505	2,306,580	71,022.1
2022	232,777.7	88,974.1	161,381	144,263	2,404,412	74,407.2
2023	238,686.4	90,788.0	163,796	146,342	2,438,926	75,634.7
2024	241,149.6	91,662.7	165,090	147,495	2,445,887	75,962.7
2025	243,690.1	92,438.0	166,488	148,743	2,453,918	76,322.3
2026	247,088.9	93,387.2	168,024	150,079	2,466,620	76,851.3
2027	250,418.4	94,247.1	169,550	151,404	2,479,234	77,372.8
2028	253,934.2	95,224.6	171,566	153,189	2,496,757	78,027.5
2029	258,344.2	96,848.3	174,093	155,410	2,535,852	79,276.0

Competitive Landscape

The restaurant industry is characterized by high competition and low barriers to entry.



For chain restaurants, Darden is the only major brand in the full-service space.

Company	Market Share (%) 2024	Revenue (\$m) 2024	Profit (\$m) 2024	Profit Margin (%) 2024
Darden Restaurants Inc.	5.0	11,415.8	1,332.3	11.7

There are few restaurants dedicated to providing clean food menus with a true fish- and farm-to-table concept, especially in a fast-casual format with attached breweries. There are a handful of chain operations nationally and in various regions with similar concepts of fresh food in innovative dishes focusing on seafood, proteins, and Baja/Mediterranean flare such as Bear Flag Fish Company, California Fish Grill, Cava Grill, and Luna Grill. Bear Flag and California Fish Grill are currently exclusive to Southern California, and Cava and Luna have several national locations along with many restaurants in Southern California. On a broad level, Coastal Grill & Brew Co. will also experience competition from establishments such as Lemonade, Tender Greens, Sun Life Organics, and Mendocino Farms.

Coastal Grill & Brew Co. will excel in the market through:

- Bringing many of concepts under one roof
- A niche focus yet one that will stand out in the market
- Levering the popularity of seafood, quality meats and beer to create a brand that is sought out and searched for in every market
- Creating familiarity with consumers so when traveling they seek out a familiar, branded restaurant where they feel safe that the menu is consistent and high quality
- Marketing Coastal Grill & Brew Co. as the go-to restaurant for a new generation

Marketing Strategy & Implementation

Coastal Grill & Brew Co.'s marketing goal is to develop, as soon as possible, brand recognition associated with the restaurant's mission, unique presentation, and types of food. This goal will be achieved through a combination of traditional and internet-based initiatives. Traditional initiatives, which have been proven very effective, include using strong community outreach in each new market with the Coastal Grill location.



The well-priced menu and health-oriented ethos of Coastal Grill & Brew Co. will appeal to all demographics. The Company will focus on creating an up-beat and welcoming environment coupled with superior, friendly service that will complement the tasty, healthy food offerings and beautiful interior design. Located in prime settings amid a large population base will also afford Coastal Grill & Brew Co. maximum exposure to a diverse and health-conscious population base, attracting the local population and out-of-town visitors alike.

This will be aided by a strong online presence and using occasional traditional advertising channels, which are further detailed below.

Internet marketing: Coastal Grill & Brew Co. will use a variety of methods for its website and online presence, including:

- SEO: The restaurant business lends itself well to search engine optimization (SEO), because restaurants and new eating options are major topics of discussion for people on internet forums, social media platforms, and sites like Yelp. If someone Googles "seafood restaurants," "healthy food," "craft beer" or similar terms from a local IP address or mobile phone, the Coastal Grill & Brew Co. website will ideally have prominent placement.
- SMO: Social media optimization (SMO) will include Instagram, Facebook, and Twitter sites, etc., which is effective for SEO and mobile and local search. These sites, along with Yelp, will allow the Company to not only communicate with prospective patrons but also to talk with current customers about the things they like and don't like, areas of potential improvement, and overall ideas for the restaurant. Other social networking sites, such as LinkedIn, Living Social, FourSquare, Meetup, or Pinterest, are popular ways to share information as well. Online ordering platforms including Grubhub and others also help reach new customers.
- E-mail marketing: Coastal Grill & Brew Co. will engage with customers to sign up for an email list that will promote specials and announce new features of the restaurant, upcoming new menu items, openings of new locations, and more.

Traditional marketing:

- Loyalty programs: Coastal Grill & Brew Co. will create a loyalty program that rewards repeat business. The Coastal Grill & Brew Co. website and/or app will keep track of all purchases, both in person and for online orders. Reward members will be constantly updated on any new deals and special events, etc., to create consistent loyal customers.
- Publicity: Coastal Grill & Brew Co. will create press releases sent to a variety of media outlets, including local newspapers, TV stations, radio stations, and websites, as well as to regional publications and lifestyle magazines.
- Cross-marketing: Coastal Grill & Brew Co. will create mutually beneficial relationships with similar brands and other complementary businesses, sending customers to each other's establishments.
- Screenvision: Coastal Grill & Brew Co. can be advertised near its locations with on-screen promo spots that reach movie patrons, which can help to increase traffic.
- Outdoor marketing: Coastal Grill & Brew Co.'s signage, on its building and any company vehicles, will be prominently placed for maximum visibility to both foot and vehicular traffic to take advantage of the prime retail location. Billboards will possibly be used as well.

Web Summary

The Coastal Grill & Brew Co. website will be further developed an attractive, user-friendly platforms that carefully portrays the Company's image, and will be an effective tool for pushing information to potential customers. The website will be updated before each new restaurant is open. This presents an opportunity to establish Coastal Grill & Brew Co.'s name and location and offer up-to-date information on the following:

- Menu
- Specials
- Special event
- Online ordering
- Gift cards
- Charitable causes
- Locations

Company Milestones

- 1-3 months: Secure funding
- 6 months - Year 1: Open first new location
- Year 1-2: Finalize business model and operational plan
- Years 3-5 Open new location every ~6 months
- Year 5+: Franchise nationally

SWOT Analysis

The following is a summary of the Company's strengths, weaknesses, opportunities, & threats.



STRENGTHS

- ☐ Unique and health-conscious menu
- ☐ Vibrant, fun atmosphere that customers love
- ☐ Well-thought-out, forward-looking business model
- ☐ Experienced management with background in business growth
- ☐ Many concepts under one roof
- ☐ Online ordering and delivery partners



WEAKNESSES

- ☐ Newer brand on the market
- ☐ High overhead for expansion
- ☐ Need for high-level marketing/financial strategies



OPPORTUNITIES

- ☐ Gaining market share in emerging healthy fast-casual market
- ☐ A brandable and catchy name and logo
- ☐ Easily replicable system
- ☐ Huge regional population in SoCal



THREATS

- ☐ Other restaurants with similar business models, though Coastal Grill is an innovative concept
- ☐ The restaurant industry always has inherent risks

Management Summary

Brian Butler, President & Lead Financial Modeler

Brian Butler is the founder of Butler Consultants. He is the lead financial modeler and consultant, leveraging a background in business and financial analysis. His many qualifications and experience make him a sound leader and extraordinary financial modeler. He excels at preparing financial projections for start-up and existing businesses, including the creation of income statements, cash flows, balance sheets, sales forecasts, personnel rollouts, and more. Brian has extensive experience creating financial models for just about any industry out there.



Brian holds a Concordia University, Harvard case-based Master's of Business Administration with a focus in Entrepreneurship. He also holds three separate Bachelor's Degrees in Information Systems, Business with a focus in Finance, and Economics.

Brian is also an avid classic car collector, having spent the past couple decades buying old cars and restoring them beyond their previous glory. A husband, and a father of 3 boys, he also spends his spare time building a great life and ensuring there's always something fun going on.

Jon Rossitto, VP of Operations & Lead Researcher

Jon has been writing market analysis and business plans for over a decade. With thousands of plans under his belt, there is almost nothing he hasn't written about. Past jobs included early stints in retail, agriculture, facilities management, the restaurant industry, and public service, though a passion was found in golf course management, working at multiple facilities. He then settled into writing as a career, utilizing a degree in journalism from the University of Oregon while often combining real-world interests with the journalism field, covering sports, golf course management and the business of golf while at a newspaper in Oregon and then at a golf magazine in Florida.

In addition to having written about nearly any industry on the planet, he's an aficionado in varied topics that revolve around combining creativity and practicality: Architecture, construction, landscaping, furniture making, brewing, winemaking, and green technology. Traveling to see the world is also always on his mind, getting to know where people live and how that shapes their lives. In addition to having lived in all four corners of the U.S., he's visited over 40 states and 12 countries.

Jon is an avid woodworker, wine-taster and beer enthusiast. His woodwork takes cues from the American Craftsman and British Arts and Crafts movements. His passions for wine and beer often couple with a love of travel, though he still hasn't reached his goal of hitting both Oktoberfest in Germany and Pilsner Fest in the Czech Republic in the same trip. Maybe this year!

Management Gaps

Current management will be sufficient for initial expanded operations. Coastal Grill & Brew Co. will hire industry-experienced professionals to round out the staff when needed, beginning likely with the second new location. Eventually, this will include:

- CFO
- VP of Business Development
- HR Manager
- Regional Managers

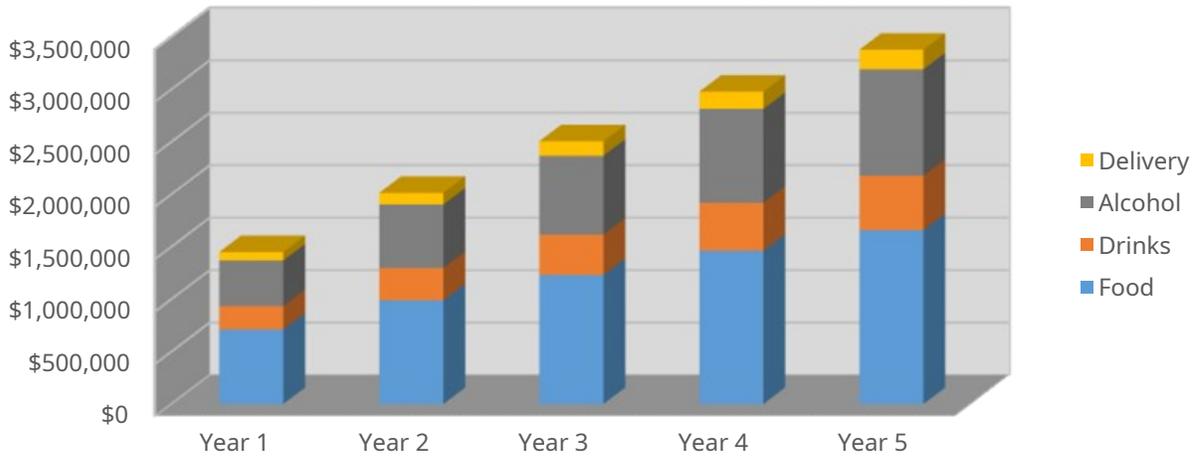


Financial Summary

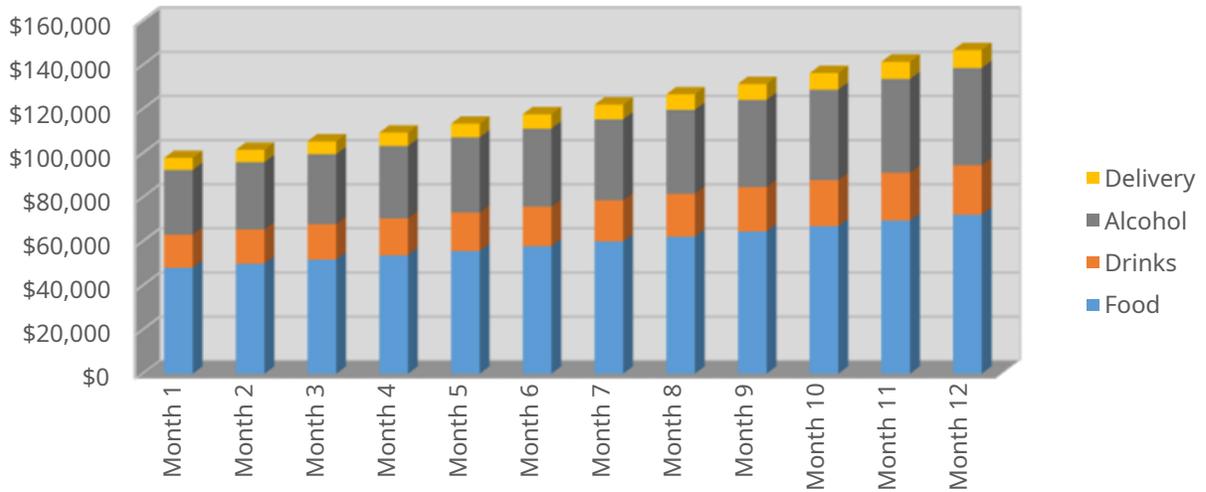
Revenue Forecast

Yearly Revenue					
	Year 1	Year 2	Year 3	Year 4	Year 5
Units					
Food	59,265	82,350	102,459	121,819	138,134
Drinks	74,081	102,937	128,074	152,274	172,668
Alcohol	62,228	86,467	107,582	127,910	145,041
Delivery	13,335	18,529	23,053	27,409	31,080
Unit Price					
Food	\$12.00	\$12.00	\$12.00	\$12.00	\$12.00
Drinks	\$3.00	\$3.00	\$3.00	\$3.00	\$3.00
Alcohol	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00
Delivery	\$6.00	\$6.00	\$6.00	\$6.00	\$6.00
Revenue					
Food	\$711,178	\$988,196	\$1,229,514	\$1,461,833	\$1,657,611
Drinks	\$222,243	\$308,811	\$384,223	\$456,823	\$518,004
Alcohol	\$435,596	\$605,270	\$753,077	\$895,373	\$1,015,287
Delivery	\$80,008	\$111,172	\$138,320	\$164,456	\$186,481
Gross Revenue	\$1,449,025	\$2,013,449	\$2,505,134	\$2,978,485	\$3,377,383
Unit Cost					
Food	\$4.20	\$4.20	\$4.20	\$4.20	\$4.20
Drinks	\$0.90	\$0.90	\$0.90	\$0.90	\$0.90
Alcohol	\$2.10	\$2.10	\$2.10	\$2.10	\$2.10
Delivery	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00
Direct Costs					
Food	\$248,912	\$345,869	\$430,330	\$511,642	\$580,164
Drinks	\$66,673	\$92,643	\$115,267	\$137,047	\$155,401
Alcohol	\$130,679	\$181,581	\$225,923	\$268,612	\$304,586
Delivery	\$13,335	\$18,529	\$23,053	\$27,409	\$31,080
Direct Cost of Revenue	\$459,599	\$638,622	\$794,573	\$944,710	\$1,071,231

Yearly Revenue



Year 1 Revenue



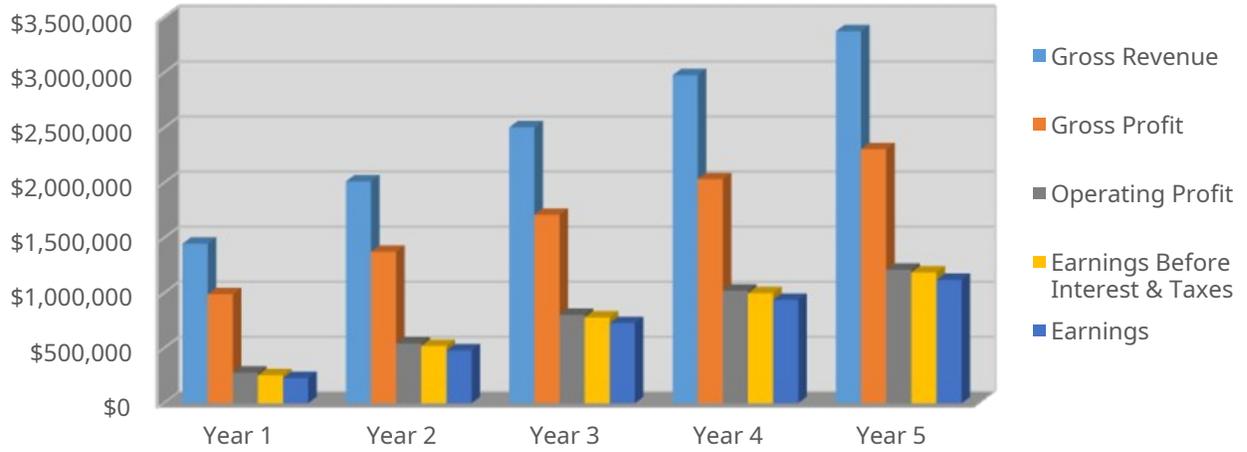
Personnel Forecast

Yearly Personnel					
	Year 1	Year 2	Year 3	Year 4	Year 5
Headcount					
Manager	2	2	2	2	2
Brew Master	2	2	2	2	2
Cooks	4	5	5	6	6
Wait Staff	16	18	19	19	20
Support Staff	2	3	4	5	6
Total Headcount	26	30	32	34	36
Compensation					
Manager	\$60,000	\$64,800	\$69,984	\$75,583	\$81,629
Brew Master	\$40,000	\$42,000	\$44,100	\$46,305	\$48,620
Cooks	\$28,000	\$28,840	\$29,705	\$30,596	\$31,514
Wait Staff	\$10,000	\$10,300	\$10,609	\$10,927	\$11,255
Support Staff	\$15,000	\$15,450	\$15,914	\$16,391	\$16,883
Payroll					
Manager	\$120,000	\$129,600	\$139,968	\$151,165	\$163,259
Brew Master	\$80,000	\$84,000	\$88,200	\$92,610	\$97,241
Cooks	\$112,000	\$144,200	\$148,526	\$183,578	\$189,085
Wait Staff	\$160,000	\$185,400	\$201,571	\$207,618	\$225,102
Support Staff	\$30,000	\$46,350	\$63,654	\$81,955	\$101,296
Total Payroll	\$502,000	\$589,550	\$641,919	\$716,926	\$775,982

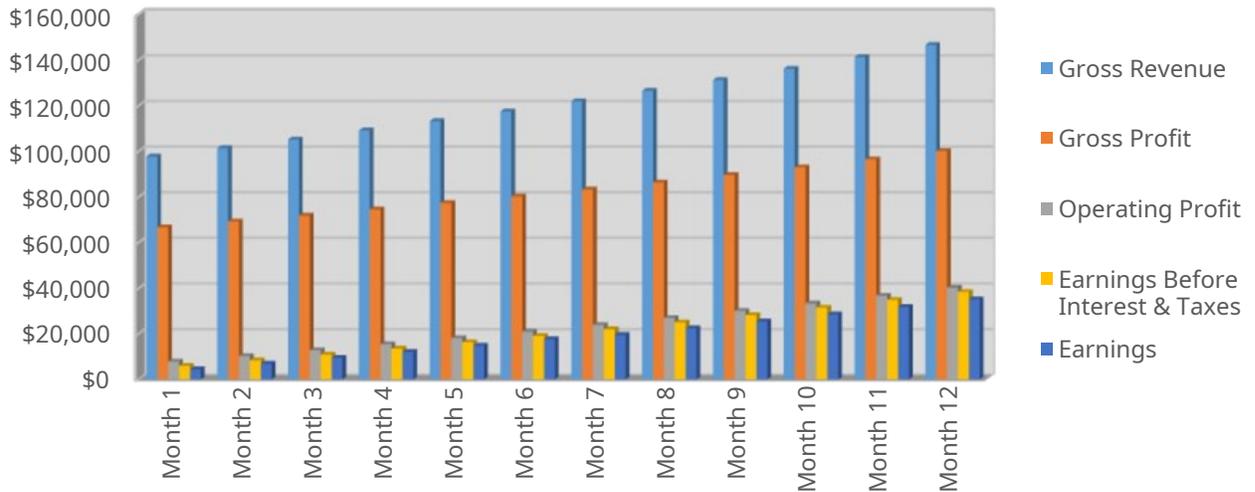
Income Statement

Yearly Income Statement					
	Year 1	Year 2	Year 3	Year 4	Year 5
Gross Revenue	\$1,449,025	\$2,013,449	\$2,505,134	\$2,978,485	\$3,377,383
Direct Cost of Revenue	\$459,599	\$638,622	\$794,573	\$944,710	\$1,071,231
Other Direct Costs	\$0	\$0	\$0	\$0	\$0
Total Cost of Revenue	\$459,599	\$638,622	\$794,573	\$944,710	\$1,071,231
Gross Profit	\$989,426	\$1,374,828	\$1,710,561	\$2,033,776	\$2,306,152
Gross Profit Percentage	68.3%	68.3%	68.3%	68.3%	68.3%
Operating Expenses					
Marketing & Advertising	\$10,200	\$10,710	\$11,246	\$11,808	\$12,398
Travel & Entertainment	\$3,000	\$3,150	\$3,308	\$3,473	\$3,647
Merchant Fees	\$28,980	\$40,269	\$50,103	\$59,570	\$67,548
Rent	\$51,000	\$53,550	\$56,228	\$59,039	\$61,991
Utilities	\$6,000	\$6,300	\$6,615	\$6,946	\$7,293
Insurance	\$3,600	\$3,780	\$3,969	\$4,167	\$4,376
Professional Fees	\$3,000	\$3,150	\$3,308	\$3,473	\$3,647
Office Supplies	\$1,800	\$1,890	\$1,985	\$2,084	\$2,188
Dues & Subscriptions	\$900	\$945	\$992	\$1,042	\$1,094
Auto	\$5,400	\$5,670	\$5,954	\$6,251	\$6,564
Cleaning & Janitorial	\$3,600	\$3,780	\$3,969	\$4,167	\$4,376
Web Hosting/Internet	\$300	\$315	\$331	\$347	\$365
Leased Equipment	\$900	\$945	\$992	\$1,042	\$1,094
Telephones	\$1,200	\$1,260	\$1,323	\$1,389	\$1,459
Total Payroll	\$502,000	\$589,550	\$641,919	\$716,926	\$775,982
Payroll Taxes	\$60,240	\$70,746	\$77,030	\$86,031	\$93,118
Payroll Benefits	\$30,120	\$35,373	\$38,515	\$43,016	\$46,559
Total Operating Expenses	\$712,240	\$831,383	\$907,784	\$1,010,771	\$1,093,696
Operating Profit	\$277,186	\$543,445	\$802,776	\$1,023,005	\$1,212,455
Operating Profit Percentage	19.1%	27.0%	32.0%	34.3%	35.9%
Depreciation					
Depreciation	\$22,500	\$23,125	\$23,750	\$24,375	\$25,000
Earnings Before Interest & Taxes	\$254,686	\$520,320	\$779,026	\$998,630	\$1,187,455
EBIT Percentage	17.6%	25.8%	31.1%	33.5%	35.2%
Interest Expense					
Interest Expense	\$17,128	\$15,113	\$12,908	\$10,497	\$7,859
Taxes Accrued					
Taxes Accrued	\$8,595	\$25,260	\$38,306	\$49,407	\$58,980
Earnings	\$228,962	\$479,947	\$727,813	\$938,727	\$1,120,617
Earnings Percentage	15.8%	23.8%	29.1%	31.5%	33.2%

Yearly Income Statement



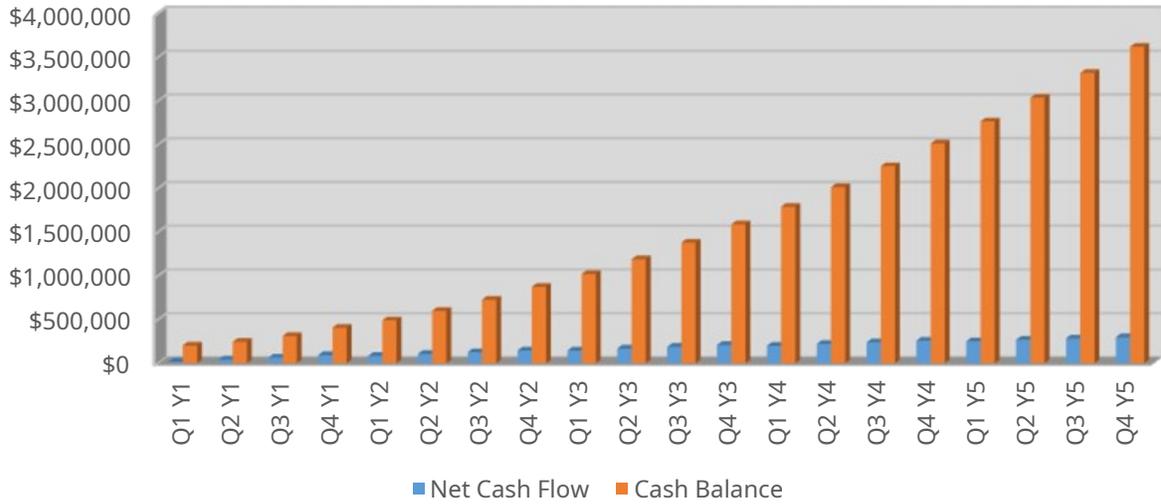
Year 1 Income Statement



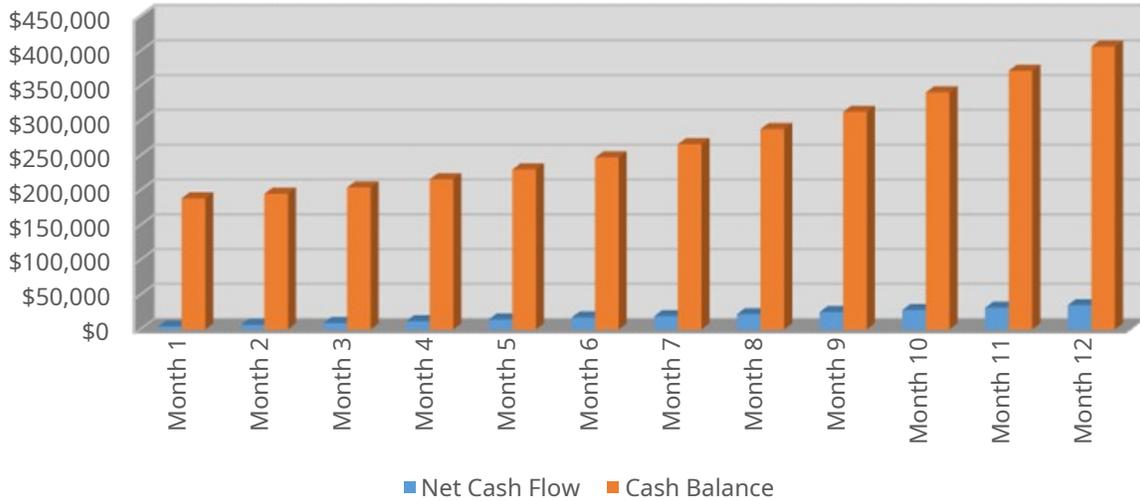
Statement of Cash Flow

Yearly Statement of Cash Flow					
	Year 1	Year 2	Year 3	Year 4	Year 5
<u>Operating Activities</u>					
Cash Received					
Gross Revenue	\$1,449,025	\$2,013,449	\$2,505,134	\$2,978,485	\$3,377,383
Total Cash Received	\$1,449,025	\$2,013,449	\$2,505,134	\$2,978,485	\$3,377,383
Cash Used					
Cost of Revenue	\$459,599	\$638,622	\$794,573	\$944,710	\$1,071,231
Payroll/Taxes/Benefits	\$592,360	\$695,669	\$757,464	\$845,973	\$915,659
Other Operating Expenses	\$119,880	\$135,714	\$150,320	\$164,798	\$178,037
Additional Inventory	\$7,961	\$6,220	\$6,284	\$5,675	\$4,508
Interest Expense	\$17,128	\$15,113	\$12,908	\$10,497	\$7,859
Taxes Accrued	\$8,595	\$25,260	\$38,306	\$49,407	\$58,980
Total Cash Used	\$1,205,524	\$1,516,597	\$1,759,855	\$2,021,058	\$2,236,274
Net Cash From/(Used By) Operating	\$243,501	\$496,852	\$745,279	\$957,427	\$1,141,109
<u>Investing Activities</u>					
Cash Received					
Proceeds from Property/Land	\$0	\$0	\$0	\$0	\$0
Proceeds from Equipment	\$0	\$0	\$0	\$0	\$0
Total Cash Received	\$0	\$0	\$0	\$0	\$0
Cash Used					
Purchase of Property/Land	\$0	\$0	\$0	\$0	\$0
Purchase of Equipment	\$0	\$5,000	\$5,000	\$5,000	\$5,000
Total Cash Used	\$0	\$5,000	\$5,000	\$5,000	\$5,000
Net Cash From/(Used By) Investing	\$0	(\$5,000)	(\$5,000)	(\$5,000)	(\$5,000)
<u>Financing Activities</u>					
Cash Received					
Proceeds from Investors	\$0	\$0	\$0	\$0	\$0
Proceeds from Long-Term Debt	\$0	\$0	\$0	\$0	\$0
Total Cash Received	\$0	\$0	\$0	\$0	\$0
Cash Used					
Dividends Paid	\$0	\$0	\$0	\$0	\$0
Repayment of Long-Term Debt	\$21,486	\$23,501	\$25,706	\$28,117	\$30,755
Total Cash Used	\$21,486	\$23,501	\$25,706	\$28,117	\$30,755
Net Cash From/(Used By) Financing	(\$21,486)	(\$23,501)	(\$25,706)	(\$28,117)	(\$30,755)
Net Cash Flow	\$222,015	\$468,351	\$714,573	\$924,310	\$1,105,354
Cash Balance	\$406,265	\$874,616	\$1,589,189	\$2,513,498	\$3,618,853

Quarterly Statement of Cash Flow



Year 1 Statement of Cash Flow



Balance Sheet

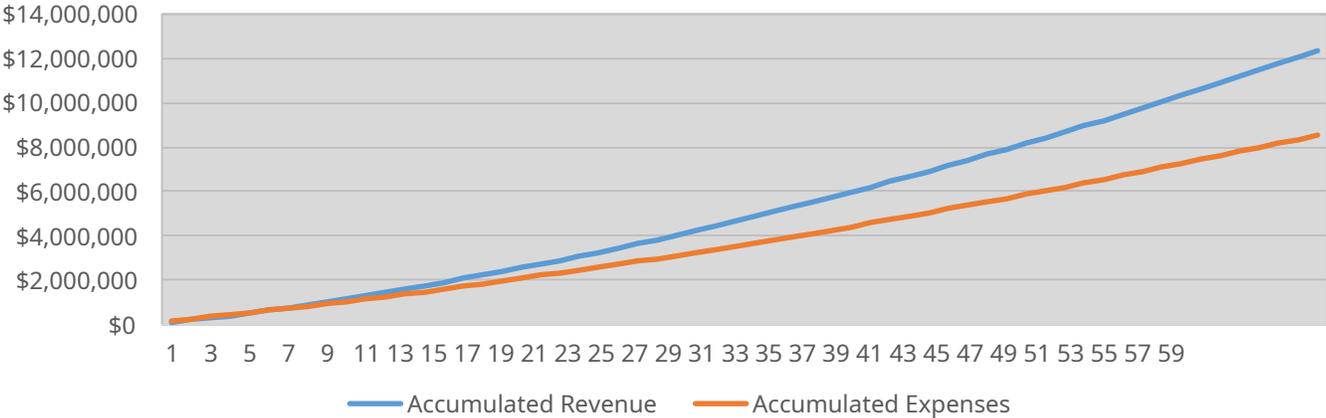
Yearly Balance Sheet					
	Year 1	Year 2	Year 3	Year 4	Year 5
<u>Assets</u>					
Current Assets					
Cash	\$406,265	\$874,616	\$1,589,189	\$2,513,498	\$3,618,853
Inventory	\$22,961	\$29,181	\$35,465	\$41,140	\$45,647
Other Current Assets	\$0	\$0	\$0	\$0	\$0
Total Current Assets	\$429,226	\$903,797	\$1,624,654	\$2,554,638	\$3,664,500
Long-Term Assets					
Property	\$400,000	\$400,000	\$400,000	\$400,000	\$400,000
Equipment	\$180,000	\$185,000	\$190,000	\$195,000	\$200,000
Other Long-Term Assets	\$0	\$0	\$0	\$0	\$0
Accumulated Depreciation	(\$22,500)	(\$45,625)	(\$69,375)	(\$93,750)	(\$118,750)
Total Long-Term Assets	\$557,500	\$539,375	\$520,625	\$501,250	\$481,250
Total Assets	\$986,726	\$1,443,172	\$2,145,279	\$3,055,888	\$4,145,750
<u>Liabilities</u>					
Current Liabilities					
Current Debt	\$0	\$0	\$0	\$0	\$0
Total Current Liabilities	\$0	\$0	\$0	\$0	\$0
Long-Term Liabilities					
Long-Term Debt	\$178,514	\$155,013	\$129,307	\$101,190	\$70,435
New Long-Term Debt	\$0	\$0	\$0	\$0	\$0
Total Long-Term Liabilities	\$178,514	\$155,013	\$129,307	\$101,190	\$70,435
Total Liabilities	\$178,514	\$155,013	\$129,307	\$101,190	\$70,435
<u>Shareholders' Equity</u>					
Paid-in Capital					
Owner	\$50,000	\$50,000	\$50,000	\$50,000	\$50,000
Investor	\$600,000	\$600,000	\$600,000	\$600,000	\$600,000
New Paid-in Capital	\$0	\$0	\$0	\$0	\$0
Total Paid-in Capital	\$650,000	\$650,000	\$650,000	\$650,000	\$650,000
Retained Earnings					
Previous Retained Earnings	(\$70,750)	\$158,212	\$638,159	\$1,365,971	\$2,304,698
Current Earnings	\$228,962	\$479,947	\$727,813	\$938,727	\$1,120,617
Total Retained Earnings	\$158,212	\$638,159	\$1,365,971	\$2,304,698	\$3,425,315
Total Shareholders' Equity	\$808,212	\$1,288,159	\$2,015,971	\$2,954,698	\$4,075,315
Total Liabilities & Equity	\$986,726	\$1,443,172	\$2,145,279	\$3,055,888	\$4,145,750

Break-Even Analysis

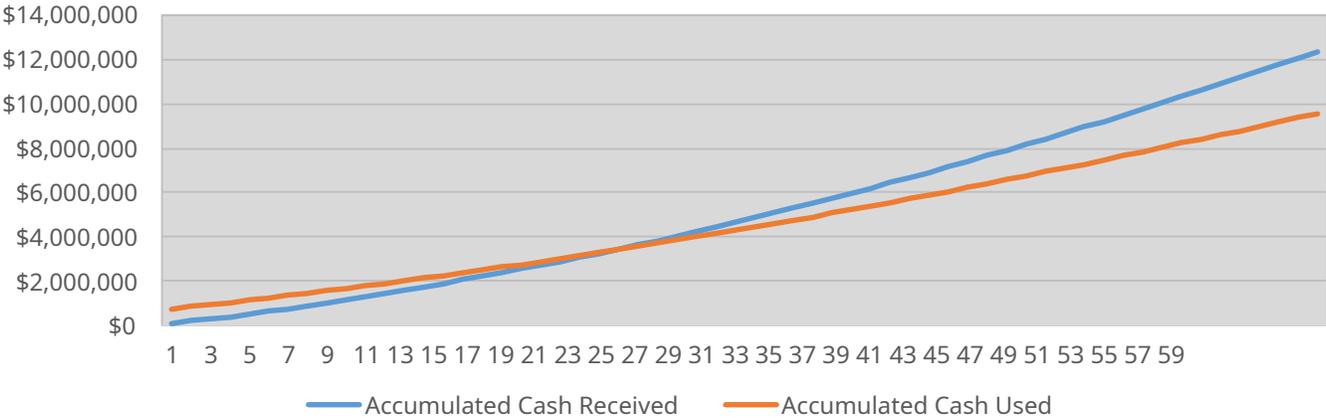
The Break-Even Analysis details two different break-even points. The Operating Break-Even accounts for the Company’s revenue and expenses on the Income Statement. The Investment Cash Flow Break-Even takes the Operating Break-Even one step further by including the inflow and outflows of the Cash Flow. The Investment Cash Flow Break-Even looks at all transfers of money except investments.

Break-Even	
Analysis	Month
Operating Break-Even	6
Investment Cash Flow Break-Even	24

Operating Break-Even



Investment Cash Flow Break-Even



Best & Worst Case

The Best and Worst Case analysis illustrates what the Company's financial statements might look like with an increase or decrease in Revenue.

Best Case -- Revenue Increase By: 10%					
	Year 1	Year 2	Year 3	Year 4	Year 5
Gross Revenue	\$1,593,927	\$2,214,794	\$2,755,647	\$3,276,334	\$3,715,121
Total Cost of Revenue	\$505,559	\$702,484	\$874,030	\$1,039,181	\$1,178,354
Gross Profit	\$1,088,369	\$1,512,310	\$1,881,617	\$2,237,153	\$2,536,767
Gross Profit Percentage	68.3%	68.3%	68.3%	68.3%	68.3%
Total Operating Expenses	\$712,240	\$831,383	\$907,784	\$1,010,771	\$1,093,696
Operating Profit	\$376,128	\$680,927	\$973,832	\$1,226,382	\$1,443,071
Operating Profit Percentage	23.6%	30.7%	35.3%	37.4%	38.8%
Earnings Before Interest & Taxes	\$353,628	\$657,802	\$950,082	\$1,202,007	\$1,418,071
EBIT Percentage	22.2%	29.7%	34.5%	36.7%	38.2%
Interest Expense	\$17,128	\$15,113	\$12,908	\$10,497	\$7,859
Taxes Accrued	\$13,758	\$32,134	\$46,859	\$59,576	\$70,511
Earnings	\$322,743	\$610,555	\$890,316	\$1,131,935	\$1,339,701
Earnings Percentage	20.2%	27.6%	32.3%	34.5%	36.1%
Net Cash Flow	\$315,796	\$598,959	\$877,076	\$1,117,518	\$1,324,439
Cash Balance	\$500,046	\$1,099,005	\$1,976,081	\$3,093,599	\$4,418,038

Worst Case -- Revenue Decrease By: 10%					
	Year 1	Year 2	Year 3	Year 4	Year 5
Gross Revenue	\$1,304,122	\$1,812,104	\$2,254,621	\$2,680,637	\$3,039,645
Total Cost of Revenue	\$413,639	\$574,759	\$715,116	\$850,239	\$964,108
Gross Profit	\$890,484	\$1,237,345	\$1,539,505	\$1,830,398	\$2,075,537
Gross Profit Percentage	68.3%	68.3%	68.3%	68.3%	68.3%
Total Operating Expenses	\$712,240	\$831,383	\$907,784	\$1,010,771	\$1,093,696
Operating Profit	\$178,243	\$405,962	\$631,720	\$819,627	\$981,840
Operating Profit Percentage	13.7%	22.4%	28.0%	30.6%	32.3%
Earnings Before Interest & Taxes	\$155,743	\$382,837	\$607,970	\$795,252	\$956,840
EBIT Percentage	11.9%	21.1%	27.0%	29.7%	31.5%
Interest Expense	\$17,128	\$15,113	\$12,908	\$10,497	\$7,859
Taxes Accrued	\$3,588	\$18,386	\$29,753	\$39,238	\$47,449
Earnings	\$135,027	\$349,338	\$565,309	\$745,518	\$901,532
Earnings Percentage	10.4%	19.3%	25.1%	27.8%	29.7%
Net Cash Flow	\$128,080	\$337,742	\$552,069	\$731,101	\$886,270
Cash Balance	\$312,330	\$650,072	\$1,202,141	\$1,933,243	\$2,819,512

Appendix A – Year 1 Financials

Year 1 Monthly Forecast illustrates the Company's first 12 months after the Pre-Operating stage.

	Year 1 Revenue										
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11
Units											
Food	4,000	4,150	4,306	4,468	4,635	4,810	4,990	5,177	5,372	5,574	5,782
Drinks	5,000	5,188	5,383	5,585	5,794	6,012	6,238	6,472	6,715	6,967	7,234
Alcohol	4,200	4,358	4,521	4,691	4,867	5,050	5,240	5,436	5,640	5,852	6,072
Delivery	900	934	969	1,005	1,043	1,082	1,123	1,165	1,209	1,254	1,302
Unit Price											
Food	\$12.00	\$12.00	\$12.00	\$12.00	\$12.00	\$12.00	\$12.00	\$12.00	\$12.00	\$12.00	\$12.00
Drinks	\$3.00	\$3.00	\$3.00	\$3.00	\$3.00	\$3.00	\$3.00	\$3.00	\$3.00	\$3.00	\$3.00
Alcohol	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00
Delivery	\$6.00	\$6.00	\$6.00	\$6.00	\$6.00	\$6.00	\$6.00	\$6.00	\$6.00	\$6.00	\$6.00
Revenue											
Food	\$48,000	\$49,802	\$51,672	\$53,613	\$55,626	\$57,714	\$59,881	\$62,130	\$64,463	\$66,883	\$69,396
Drinks	\$15,000	\$15,563	\$16,148	\$16,754	\$17,383	\$18,036	\$18,713	\$19,416	\$20,145	\$20,901	\$21,684
Alcohol	\$29,400	\$30,504	\$31,649	\$32,838	\$34,071	\$35,350	\$36,677	\$38,054	\$39,483	\$40,966	\$42,494
Delivery	\$5,400	\$5,603	\$5,813	\$6,031	\$6,258	\$6,493	\$6,737	\$6,990	\$7,252	\$7,524	\$7,806
Gross Revenue	\$97,800	\$101,472	\$105,282	\$109,235	\$113,337	\$117,593	\$122,008	\$126,589	\$131,342	\$136,274	\$141,380
Unit Cost											
Food	\$4.20	\$4.20	\$4.20	\$4.20	\$4.20	\$4.20	\$4.20	\$4.20	\$4.20	\$4.20	\$4.20
Drinks	\$0.90	\$0.90	\$0.90	\$0.90	\$0.90	\$0.90	\$0.90	\$0.90	\$0.90	\$0.90	\$0.90
Alcohol	\$2.10	\$2.10	\$2.10	\$2.10	\$2.10	\$2.10	\$2.10	\$2.10	\$2.10	\$2.10	\$2.10
Delivery	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00
Direct Costs											
Food	\$16,800	\$17,431	\$18,085	\$18,764	\$19,469	\$20,200	\$20,958	\$21,745	\$22,562	\$23,409	\$24,288
Drinks	\$4,500	\$4,669	\$4,844	\$5,026	\$5,215	\$5,411	\$5,614	\$5,825	\$6,043	\$6,270	\$6,506
Alcohol	\$8,820	\$9,151	\$9,495	\$9,851	\$10,221	\$10,605	\$11,003	\$11,416	\$11,845	\$12,290	\$12,752
Delivery	\$900	\$934	\$969	\$1,005	\$1,043	\$1,082	\$1,123	\$1,165	\$1,209	\$1,254	\$1,302
Direct Cost of Revenue	\$31,020	\$32,185	\$33,393	\$34,647	\$35,948	\$37,298	\$38,698	\$40,151	\$41,659	\$43,223	\$44,846

Year 1 Personnel											
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11
Headcount											
Manager	2	2	2	2	2	2	2	2	2	2	2
Brew Master	2	2	2	2	2	2	2	2	2	2	2
Cooks	4	4	4	4	4	4	4	4	4	4	4
Wait Staff	16	16	16	16	16	16	16	16	16	16	16
Support Staff	2	2	2	2	2	2	2	2	2	2	2
Compensation											
Manager	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
Brew Master	\$3,333	\$3,333	\$3,333	\$3,333	\$3,333	\$3,333	\$3,333	\$3,333	\$3,333	\$3,333	\$3,333
Cooks	\$2,333	\$2,333	\$2,333	\$2,333	\$2,333	\$2,333	\$2,333	\$2,333	\$2,333	\$2,333	\$2,333
Wait Staff	\$833	\$833	\$833	\$833	\$833	\$833	\$833	\$833	\$833	\$833	\$833
Support Staff	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250
Payroll											
Manager	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000
Brew Master	\$6,667	\$6,667	\$6,667	\$6,667	\$6,667	\$6,667	\$6,667	\$6,667	\$6,667	\$6,667	\$6,667
Cooks	\$9,333	\$9,333	\$9,333	\$9,333	\$9,333	\$9,333	\$9,333	\$9,333	\$9,333	\$9,333	\$9,333
Wait Staff	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333
Support Staff	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500
Total Payroll	\$41,833										

Year 1 Income Statement										
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10
Gross Revenue	\$97,800	\$101,472	\$105,282	\$109,235	\$113,337	\$117,593	\$122,008	\$126,589	\$131,342	\$136,274
Direct Cost of Revenue	\$31,020	\$32,185	\$33,393	\$34,647	\$35,948	\$37,298	\$38,698	\$40,151	\$41,659	\$43,223
Other Direct Costs	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Cost of Revenue	\$31,020	\$32,185	\$33,393	\$34,647	\$35,948	\$37,298	\$38,698	\$40,151	\$41,659	\$43,223
Gross Profit	\$66,780	\$69,287	\$71,889	\$74,588	\$77,389	\$80,295	\$83,310	\$86,438	\$89,684	\$93,051
Gross Profit Percentage	68.3%	68.3%	68.3%	68.3%	68.3%	68.3%	68.3%	68.3%	68.3%	68.3%
Operating Expenses										
Marketing & Advertising	\$850	\$850	\$850	\$850	\$850	\$850	\$850	\$850	\$850	\$850
Travel & Entertainment	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250
Merchant Fees	\$1,956	\$2,029	\$2,106	\$2,185	\$2,267	\$2,352	\$2,440	\$2,532	\$2,627	\$2,725
Rent	\$4,250	\$4,250	\$4,250	\$4,250	\$4,250	\$4,250	\$4,250	\$4,250	\$4,250	\$4,250
Utilities	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500
Insurance	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300
Professional Fees	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250
Office Supplies	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150
Dues & Subscriptions	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75
Auto	\$450	\$450	\$450	\$450	\$450	\$450	\$450	\$450	\$450	\$450
Cleaning & Janitorial	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300
Web Hosting/Internet	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25
Leased Equipment	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75
Telephones	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100
Total Payroll	\$41,833	\$41,833	\$41,833	\$41,833	\$41,833	\$41,833	\$41,833	\$41,833	\$41,833	\$41,833
Payroll Taxes	\$5,020	\$5,020	\$5,020	\$5,020	\$5,020	\$5,020	\$5,020	\$5,020	\$5,020	\$5,020
Payroll Benefits	\$2,510	\$2,510	\$2,510	\$2,510	\$2,510	\$2,510	\$2,510	\$2,510	\$2,510	\$2,510
Total Operating Expenses	\$58,894	\$58,968	\$59,044	\$59,123	\$59,205	\$59,290	\$59,378	\$59,470	\$59,565	\$59,664
Operating Profit	\$7,886	\$10,320	\$12,845	\$15,465	\$18,184	\$21,005	\$23,931	\$26,968	\$30,118	\$33,387
Operating Profit Percentage	8.1%	10.2%	12.2%	14.2%	16.0%	17.9%	19.6%	21.3%	22.9%	24.5%
Depreciation										
Depreciation	\$1,875	\$1,875	\$1,875	\$1,875	\$1,875	\$1,875	\$1,875	\$1,875	\$1,875	\$1,875
Earnings Before Interest & Taxes	\$6,011	\$8,445	\$10,970	\$13,590	\$16,309	\$19,130	\$22,056	\$25,093	\$28,243	\$31,512
EBIT Percentage	6.1%	8.3%	10.4%	12.4%	14.4%	16.3%	18.1%	19.8%	21.5%	23.1%
Interest Expense										
Interest Expense	\$1,500	\$1,487	\$1,474	\$1,461	\$1,448	\$1,435	\$1,421	\$1,408	\$1,394	\$1,381
Taxes Accrued										
Taxes Accrued	\$0	\$0	\$0	\$0	\$0	\$0	\$1,032	\$1,184	\$1,342	\$1,507
Earnings	\$4,511	\$6,958	\$9,496	\$12,129	\$14,861	\$17,695	\$19,603	\$22,501	\$25,507	\$28,625
Earnings Percentage	4.6%	6.9%	9.0%	11.1%	13.1%	15.0%	16.1%	17.8%	19.4%	21.0%

Year 1 Statement of Cash Flow										
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10
<u>Operating Activities</u>										
Cash Received										
Gross Revenue	\$97,800	\$101,472	\$105,282	\$109,235	\$113,337	\$117,593	\$122,008	\$126,589	\$131,342	\$136,274
Total Cash Received	\$97,800	\$101,472	\$105,282	\$109,235	\$113,337	\$117,593	\$122,008	\$126,589	\$131,342	\$136,274
Cash Used										
Cost of Revenue	\$31,020	\$32,185	\$33,393	\$34,647	\$35,948	\$37,298	\$38,698	\$40,151	\$41,659	\$43,223
Payroll/Taxes/Benefits	\$49,363	\$49,363	\$49,363	\$49,363	\$49,363	\$49,363	\$49,363	\$49,363	\$49,363	\$49,363
Other Operating Expenses	\$9,531	\$9,604	\$9,681	\$9,760	\$9,842	\$9,927	\$10,015	\$10,107	\$10,202	\$10,300
Additional Inventory	\$563	\$584	\$606	\$629	\$653	\$677	\$703	\$729	\$756	\$785
Interest Expense	\$1,500	\$1,487	\$1,474	\$1,461	\$1,448	\$1,435	\$1,421	\$1,408	\$1,394	\$1,381
Taxes Accrued	\$0	\$0	\$0	\$0	\$0	\$0	\$1,032	\$1,184	\$1,342	\$1,507
Total Cash Used	\$91,978	\$93,224	\$94,518	\$95,860	\$97,254	\$98,700	\$101,232	\$102,942	\$104,717	\$106,559
Net Cash From/(Used By) Operating	\$5,822	\$8,248	\$10,765	\$13,375	\$16,083	\$18,893	\$20,776	\$23,647	\$26,625	\$29,715
<u>Investing Activities</u>										
Cash Received										
Proceeds from Property/Land	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Proceeds from Equipment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Cash Received	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Cash Used										
Purchase of Property/Land	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Purchase of Equipment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Cash Used	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Net Cash From/(Used By) Investing	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
<u>Financing Activities</u>										
Cash Received										
Proceeds from Investors	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Proceeds from Long-Term Debt	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Cash Received	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Cash Used										
Dividends Paid	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Repayment of Long-Term Debt	\$1,718	\$1,731	\$1,744	\$1,757	\$1,770	\$1,783	\$1,797	\$1,810	\$1,824	\$1,837
Total Cash Used	\$1,718	\$1,731	\$1,744	\$1,757	\$1,770	\$1,783	\$1,797	\$1,810	\$1,824	\$1,837
Net Cash From/(Used By) Financing	(\$1,718)	(\$1,731)	(\$1,744)	(\$1,757)	(\$1,770)	(\$1,783)	(\$1,797)	(\$1,810)	(\$1,824)	(\$1,837)
Net Cash Flow	\$4,105	\$6,518	\$9,021	\$11,618	\$14,313	\$17,110	\$18,979	\$21,837	\$24,802	\$27,878
Cash Balance	\$188,355	\$194,872	\$203,893	\$215,512	\$229,825	\$246,935	\$265,914	\$287,751	\$312,552	\$340,430

Year 1 Balance Sheet										
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10
Assets										
Current Assets										
Cash	\$188,355	\$194,872	\$203,893	\$215,512	\$229,825	\$246,935	\$265,914	\$287,751	\$312,552	\$340,430
Inventory	\$15,563	\$16,148	\$16,754	\$17,383	\$18,036	\$18,713	\$19,416	\$20,145	\$20,901	\$21,686
Other Current Assets	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Current Assets	\$203,918	\$211,020	\$220,647	\$232,895	\$247,861	\$265,648	\$285,329	\$307,895	\$333,453	\$362,116
Long-Term Assets										
Property	\$400,000	\$400,000	\$400,000	\$400,000	\$400,000	\$400,000	\$400,000	\$400,000	\$400,000	\$400,000
Equipment	\$180,000	\$180,000	\$180,000	\$180,000	\$180,000	\$180,000	\$180,000	\$180,000	\$180,000	\$180,000
Other Long-Term Assets	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Accumulated Depreciation	(\$1,875)	(\$3,750)	(\$5,625)	(\$7,500)	(\$9,375)	(\$11,250)	(\$13,125)	(\$15,000)	(\$16,875)	(\$18,750)
Total Long-Term Assets	\$578,125	\$576,250	\$574,375	\$572,500	\$570,625	\$568,750	\$566,875	\$565,000	\$563,125	\$561,250
Total Assets	\$782,043	\$787,270	\$795,022	\$805,395	\$818,486	\$834,398	\$852,204	\$872,895	\$896,578	\$923,366
Liabilities										
Current Liabilities										
Current Debt	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Current Liabilities	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Long-Term Liabilities										
Long-Term Debt	\$198,282	\$196,551	\$194,808	\$193,051	\$191,281	\$189,498	\$187,701	\$185,891	\$184,068	\$182,230
New Long-Term Debt	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Long-Term Liabilities	\$198,282	\$196,551	\$194,808	\$193,051	\$191,281	\$189,498	\$187,701	\$185,891	\$184,068	\$182,230
Total Liabilities	\$198,282	\$196,551	\$194,808	\$193,051	\$191,281	\$189,498	\$187,701	\$185,891	\$184,068	\$182,230
Shareholders' Equity										
Paid-in Capital										
Owner	\$50,000	\$50,000	\$50,000	\$50,000	\$50,000	\$50,000	\$50,000	\$50,000	\$50,000	\$50,000
Investor	\$600,000	\$600,000	\$600,000	\$600,000	\$600,000	\$600,000	\$600,000	\$600,000	\$600,000	\$600,000
New Paid-in Capital	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Paid-in Capital	\$650,000	\$650,000	\$650,000	\$650,000	\$650,000	\$650,000	\$650,000	\$650,000	\$650,000	\$650,000
Retained Earnings										
Previous Retained Earnings	(\$70,750)	(\$66,239)	(\$59,282)	(\$49,786)	(\$37,656)	(\$22,795)	(\$5,100)	\$14,503	\$37,004	\$62,511
Current Earnings	\$4,511	\$6,958	\$9,496	\$12,129	\$14,861	\$17,695	\$19,603	\$22,501	\$25,507	\$28,625
Total Retained Earnings	(\$66,239)	(\$59,282)	(\$49,786)	(\$37,656)	(\$22,795)	(\$5,100)	\$14,503	\$37,004	\$62,511	\$91,136
Total Shareholders' Equity	\$583,761	\$590,718	\$600,214	\$612,344	\$627,205	\$644,900	\$664,503	\$687,004	\$712,511	\$741,136
Total Liabilities & Equity	\$782,043	\$787,270	\$795,022	\$805,395	\$818,486	\$834,398	\$852,204	\$872,895	\$896,578	\$923,366

Loan Amortization Schedule											
Long-Term Debt	Interest Rate 9.00%			Term 7.0							
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11
Balance	\$200,000	\$198,282	\$196,551	\$194,808	\$193,051	\$191,281	\$189,498	\$187,701	\$185,891	\$184,068	\$182,231
Interest	\$1,500	\$1,487	\$1,474	\$1,461	\$1,448	\$1,435	\$1,421	\$1,408	\$1,394	\$1,381	\$1,368
Principal	\$1,718	\$1,731	\$1,744	\$1,757	\$1,770	\$1,783	\$1,797	\$1,810	\$1,824	\$1,837	\$1,850
	Month 13	Month 14	Month 15	Month 16	Month 17	Month 18	Month 19	Month 20	Month 21	Month 22	Month 23
Balance	\$178,514	\$176,635	\$174,742	\$172,835	\$170,913	\$168,977	\$167,027	\$165,062	\$163,082	\$161,087	\$159,077
Interest	\$1,339	\$1,325	\$1,311	\$1,296	\$1,282	\$1,267	\$1,253	\$1,238	\$1,223	\$1,208	\$1,193
Principal	\$1,879	\$1,893	\$1,907	\$1,922	\$1,936	\$1,950	\$1,965	\$1,980	\$1,995	\$2,010	\$2,025
	Month 25	Month 26	Month 27	Month 28	Month 29	Month 30	Month 31	Month 32	Month 33	Month 34	Month 35
Balance	\$155,013	\$152,958	\$150,887	\$148,801	\$146,699	\$144,582	\$142,448	\$140,299	\$138,133	\$135,951	\$133,754
Interest	\$1,163	\$1,147	\$1,132	\$1,116	\$1,100	\$1,084	\$1,068	\$1,052	\$1,036	\$1,020	\$1,004
Principal	\$2,055	\$2,071	\$2,086	\$2,102	\$2,118	\$2,133	\$2,149	\$2,166	\$2,182	\$2,198	\$2,214
	Month 37	Month 38	Month 39	Month 40	Month 41	Month 42	Month 43	Month 44	Month 45	Month 46	Month 47
Balance	\$129,307	\$127,059	\$124,794	\$122,512	\$120,214	\$117,897	\$115,564	\$113,213	\$110,844	\$108,457	\$106,053
Interest	\$970	\$953	\$936	\$919	\$902	\$884	\$867	\$849	\$831	\$813	\$795
Principal	\$2,248	\$2,265	\$2,282	\$2,299	\$2,316	\$2,334	\$2,351	\$2,369	\$2,386	\$2,404	\$2,421
	Month 49	Month 50	Month 51	Month 52	Month 53	Month 54	Month 55	Month 56	Month 57	Month 58	Month 59
Balance	\$101,190	\$98,731	\$96,254	\$93,758	\$91,243	\$88,710	\$86,157	\$83,586	\$80,995	\$78,384	\$75,753
Interest	\$759	\$740	\$722	\$703	\$684	\$665	\$646	\$627	\$607	\$588	\$568
Principal	\$2,459	\$2,477	\$2,496	\$2,515	\$2,533	\$2,552	\$2,572	\$2,591	\$2,610	\$2,630	\$2,649