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# Questions

## **How long will it take to see a profit?**

- With the right start up marketing, you could see a profit within a few months
- Typical small businesses don't see a profit for 12 – 18 months
  - We only buy what we are pre ordered for
  - Only open the doors when we have a full event.
  - Typical cost of food and labor has been about 60% of sales



# Income & Expense Forecast Proforma

INCOME AND EXPENSE FORECAST PROFORMA								
Dream Dinners Proforma Statement	Scenario 1		Scenario 2		Scenario 3		Scenario 4	
Gross Sales - \$178 per customer	\$	400,000		\$	500,000		\$	600,000
Cost of Goods - Approximately \$80 per customer	\$	180,000	45%	\$	225,000	45%	\$	270,000
<b>GROSS PROFIT</b>	<b>\$</b>	<b>220,000</b>		<b>\$</b>	<b>275,000</b>		<b>\$</b>	<b>330,000</b>
Number of customers per month		187			234			281
<b>Expenses</b>								
Labor - Direct expense of running sessions (\$12 hourly)		40,000	10%		50,000	10%		60,000
<b>Direct Operating</b>								
Repairs and Maintenance		1,200			1,200			1,200
Supplies - Paper		2,400			2,600			2,800
Supplies - Cleaning		2,800			2,900			3,000
<b>Utilities</b>								
Electric/Water		6,000			6,000			6,000
<b>Administrative &amp; General</b>								
Bank Fees		900			1,100			1,300
Credit Card Discounts		12,000			15,000			18,000
Insurance		2,000			2,500			3,000
Licenses		200			200			200
Office Supplies		2,400			3,200			4,000
Professional Fees		2,000			2,000			3,000
Taxes - B&O		2,000			2,400			2,800
Taxes - Payroll (May vary from state to state)		9,000			12,000			14,000
Telephone		2,700			2,900			3,200
<b>Franchise Fees</b>								
Royalty		24,000	6%		30,000	6%		36,000
Marketing - 2% or \$800 minimum		9,600	2%		10,000	2%		12,000
<b>Occupancy</b>								
Rent		14,400			14,400			14,400
CAM - Common Area Maintenance		3,600			3,600			3,600
<b>Optional Expenses</b>								
Laundry - Optional		2,400			2,400			2,400
Media - Optional Additional Advertising		5,000			5,000			5,000
<b>Total Expenses</b>		<b>144,600</b>			<b>169,400</b>			<b>195,900</b>
<b>Store Level Operating Profit *</b>	<b>\$</b>	<b>75,400</b>	<b>18.85%</b>	<b>\$</b>	<b>105,600</b>	<b>21.12%</b>	<b>\$</b>	<b>134,100</b>
Number of customers per month		187			234			281
								328

\* Owner/operator may choose to utilize themselves as labor, at which point labor expense and all associated expenses may increase or decrease.



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#1

# 187 Customers/Month

Dream Dinners Proforma Statement	Scenario 1	%Sales
Number of customers per month	187	
Gross Sales - \$178 per customer	\$ 400,000	
Cost of Goods - Approximately \$80 per customer	180,000	45%
<b>GROSS PROFIT</b>	<b>\$ 220,000</b>	
<b>Expenses</b>		
<b>Labor</b> - Direct expense of running sessions (\$12 hourly)	\$ 40,000.00	10%
<b>Direct Operating</b>		
Repairs and Maintenance	1,200	
Supplies - Paper	2,400	
Supplies - Cleaning	2,800	
<b>Utilities</b>		
Electric/Water	6,000	
<b>Administrative &amp; General</b>		
Bank Fees	900	
Credit Card Discounts	12,000	
Insurance	2,000	
Licenses	200	
Office Supplies	2,400	
Professional Fees	2,000	
Taxes - B&O	2,000	

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#2

# 187 Customers/Month

<b>Dream Dinners Proforma Statement</b>	<b>Scenario 1</b>	<b>%Sales</b>
Number of customers per month	187	
Taxes - B&O	2,000	
Taxes - Payroll (May vary from state to state)	9,000	
Telephone	2,700	
<b>Franchise Fees</b>		
Royalty	24,000	6%
Marketing - 2% or \$800 minimum	9,600	2%
<b>Occupancy</b>		
Rent	14,400	
CAM - Common Area Maintenance	3,600	
<b>Optional Expenses</b>		
Laundry - Optional	2,400	
Media - Optional Additional Advertising	5,000	
<b>Total Expenses</b>	<b>\$ 144,600.00</b>	
<b>Store Level Operating Profit *</b>	<b>\$ 75,400</b>	<b>18.85%</b>
Number of customers per month	187	
* Owner/operator may choose to utilize themselves as labor, at which point labor expense and all associated expenses may increase or decrease.		

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#1

# 234 Customers/Month

Dream Dinners Proforma Statement	Scenario 2	%Sales
Number of customers per month	234	
Gross Sales - \$178 per customer	\$ 500,000	
Cost of Goods - Approximately \$80 per customer	225,000	45%
<b>GROSS PROFIT</b>	<b>\$ 275,000</b>	
<b>Expenses</b>		
<b>Labor</b> - Direct expense of running sessions (\$12 hourly)	\$ 50,000.00	10%
<b>Direct Operating</b>		
Repairs and Maintenance	1,200	
Supplies - Paper	2,600	
Supplies - Cleaning	2,900	
<b>Utilities</b>		
Electric/Water	6,000	
<b>Administrative &amp; General</b>		
Bank Fees	1,100	
Credit Card Discounts	15,000	
Insurance	2,500	
Licenses	200	
Office Supplies	3,200	
Professional Fees	2,000	
Taxes - B&O	2,400	

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#2

# 234 Customers/Month

Dream Dinners Proforma Statement	Scenario 2	%Sales
Number of customers per month	234	
Taxes - B&O	2,400	
Taxes - Payroll (May vary from state to state)	12,000	
Telephone	2,900	
<b>Franchise Fees</b>		
Royalty	30,000	6%
Marketing - 2% or \$800 minimum	10,000	2%
<b>Occupancy</b>		
Rent	14,400	
CAM - Common Area Maintenance	3,600	
<b>Optional Expenses</b>		
Laundry - Optional	2,400	
Media - Optional Additional Advertising	5,000	
<b>Total Expenses</b>	<b>\$ 169,400.00</b>	
<b>Store Level Operating Profit *</b>	<b>\$ 105,600</b>	<b>21.12%</b>
Number of customers per month	234	
* Owner/operator may choose to utilize themselves as labor, at which point labor expense and all associated expenses may increase or decrease.		

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#1

# 281 Customers/Month

Dream Dinners Proforma Statement	Scenario 3	%Sales
Number of customers per month	281	
Gross Sales - \$178 per customer	\$ 600,000	
Cost of Goods - Approximately \$80 per customer	270,000	45%
<b>GROSS PROFIT</b>	<b>\$ 330,000</b>	
<b>Expenses</b>		
<b>Labor</b> - Direct expense of running sessions (\$12 hourly)	\$ 60,000.00	10%
<b>Direct Operating</b>		
Repairs and Maintenance	1,200	
Supplies - Paper	2,800	
Supplies - Cleaning	3,000	
<b>Utilities</b>		
Electric/Water	6,000	
<b>Administrative &amp; General</b>		
Bank Fees	1,300	
Credit Card Discounts	18,000	
Insurance	3,000	
Licenses	200	
Office Supplies	4,000	
Professional Fees	3,000	
Taxes - B&O	2,800	

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#2

# 281 Customers/Month

Dream Dinners Proforma Statement	Scenario 3	%Sales
Number of customers per month	281	
Taxes - B&O	2,800	
Taxes - Payroll (May vary from state to state)	14,000	
Telephone	3,200	
<b>Franchise Fees</b>		
Royalty	36,000	6%
Marketing - 2% or \$800 minimum	12,000	2%
<b>Occupancy</b>		
Rent	14,400	
CAM - Common Area Maintenance	3,600	
<b>Optional Expenses</b>		
Laundry - Optional	2,400	
Media - Optional Additional Advertising	5,000	
<b>Total Expenses</b>	<b>\$ 195,900.00</b>	
<b>Store Level Operating Profit *</b>	<b>\$ 134,100</b>	<b>22.35%</b>
Number of customers per month	281	
* Owner/operator may choose to utilize themselves as labor, at which point labor expense and all associated expenses may increase or decrease.		

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# 328 Customers/Month

Dream Dinners Proforma Statement	Scenario 4	%Sales
Number of customers per month	328	
Gross Sales - \$178 per customer	\$ 700,000	
Cost of Goods - Approximately \$80 per customer	315,000	45%
<b>GROSS PROFIT</b>	<b>\$ 385,000</b>	
<b>Expenses</b>		
<b>Labor</b> - Direct expense of running sessions (\$12 hourly)	\$ 70,000.00	10%
<b>Direct Operating</b>		
Repairs and Maintenance	1200	
Supplies - Paper	3000	
Supplies - Cleaning	3100	
<b>Utilities</b>		
Electric/Water	6000	
<b>Administrative &amp; General</b>		
Bank Fees	1500	
Credit Card Discounts	21,000	
Insurance	3500	
Licenses	200	
Office Supplies	4800	
Professional Fees	3000	
Taxes - B&O	3500	

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# 328 Customers/Month

Dream Dinners Proforma Statement	Scenario 4	%Sales
Number of customers per month	328	
Taxes - B&O	3500	
Taxes - Payroll (May vary from state to state)	16000	
Telephone	3500	
<b>Franchise Fees</b>		
Royalty	42,000	6%
Marketing - 2% or \$800 minimum	14000	2%
<b>Occupancy</b>		
Rent	14400	
CAM - Common Area Maintenance	3600	
<b>Optional Expenses</b>		
Laundry - Optional	2400	
Media - Optional Additional Advertising	5000	
<b>Total Expenses</b>	<b>\$ 221,700.00</b>	
<b>Store Level Operating Profit *</b>	<b>\$ 163,300</b>	<b>23.33%</b>
Number of customers per month	328	
* Owner/operator may choose to utilize themselves as labor, at which point labor expense and all associated expenses may increase or decrease.		

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# Questions

## What other costs might you have?

- Leasehold improvements
  - Will depend on size of your space and what needs to be done to it
  - Have averaged \$50,000 - \$100,000 for our stores
- Approved Equipment Package- \$35,000
  - Covers all major store equipment
  - Most franchisees have sourced a lease 3 years common



# Questions

## What other costs might you have? (cont)

- Cash reserves to meet several months of expenses (To be determined prior to package submission)
- Architectural Fees and permits fees
  - Signage Requirements and permits
- Décor Package
  - Artwork and Bar Stools...
- Logo Package
  - Aprons, Coolers, Shirts, Mugs, Door Mats...