

Business Plan/Budget

Team VII Sharps

Diana Guerra, Jadore Mancini-mattis, Mallory McCarthy, Maryann Mariano, Michelle Gurdon, Sara Levy

Shirin Kohanim

Business: Nutri-Juice!

Description of Products and Services and Product Definition: Our juice bar will offer high quality, vitamin filled, and nutritious drinks utilizing nature's finest ingredients. We will offer a variety of juices with organic ingredients such as tropical fruits, a wide selection of protein supplements, and antioxidant filled vegetables and fruits.

Business and Industry: A juice store falls into the growing industry of health promotion and healthy living lifestyle which is becoming very popular in very large and diverse urban communities. Nutri-Juice! Will be located at DeKalb Ave. and Ashland Pl. This is the perfect location because of its close proximity to the student population, for example LIU, New York City College of Technology as well as the number of large businesses and health clubs in the area. Also, there is no immediate competition in the area, and being that there are no other juice bars we have an opportunity to grow in an area with very high foot traffic which creates a high potential for review.

Market Analysis: The global juice industry is expected to continue growth at 2% per annum increasing to a worth of \$92 billion dollars by 2015 [1]. This explains that the market trend is growing and indicates an exciting opportunity for growth. When pricing the juice we will take into account the cost of supplies such as ingredients and cups, as well as rent, advertising, salary, equipment, cleaning supplies and monthly utility bills. We expect to charge \$4.00 for a small, \$5.00 for a medium, and \$6.00 for a large which is competitive in compared to Jamba Juice.

Competitive Analysis: We view our main competition as Jamba Juice. Our competitive advantage centers on the fact that Jamba Juice has no Brooklyn location. Also our prices are slightly less expensive making us competitive.

Marketing Strategy: Upon entering the industry we will give a 10% discount to all students upon presenting a student ID, and we will provide reward cards that give the student the 10th drink for free. Also, we will offer specialty drinks based on fruits in season and we will give a free small drink on a person's birthday (valid ID required).

Organizational Structure & Ownership: Our business will be structured as an LLC, which is composed of 7 members who will be working in unison for the success of Nutri-Juice! With the LLC structure we have the characteristics of a corporation but the flexibility of a partnership.

Management and Key Personnel

President: Michelle Gurdon

- Michelle is a transactional and transformational leader committed to the success of Nutri-Juice! She will inspire and empower the support staff and was chosen as president due to her strong marketing background, transformative vision, and leadership experience in the hospitality industry.

Financial Officer: Sara Levy

Assistant Manager: Jadore Mancini-Mattis (Reports directly to President Michelle)

Support Staff: Mallory McCarthy, Diana Guerra, MaryAnn Mariano, Shirin Kohanim

Rough Financial Plan:

I. Goals:

1. Customer satisfaction
2. Optimal nutrition options
3. Not exceeding our budget

II. Capital/Operational Budget

Development Cost	\$6500.00
Real estate	\$7000.00
Equipment & fixtures	\$9000.00
Opening inventory	\$4000.00
Advertising/Marketing	\$7000.00
Licenses, permits, fees	\$5000.00
Insurance	\$4000.00
Total:	\$42,500.00

III. Labor Budget

President	\$30,000.00
Financial Officer	\$22,000.00
Other Staff	\$28,000.00

Total: \$80,000.00

Financing:

Is through a small business loan from the bank of \$40,000.00 and a \$10,000.00 personal investment. The extra \$2000.00 will be held in reservation.

Forecasting:

We expect to make a profit. The winter season will be less busy than the summer and spring. If the average customer spend a minimum of \$4 on their purchase and we have 150-175 customers per day for the first 3 months of opening (\$63000.00) and then 200-250 customers per day until the end of the year (a 9 month profit of approximately \$275,000.00). If we are open 7 days a week including holidays the anticipated revenue would be \$338,000 for the year.

Sensitivity Analysis and Examination of Alternatives are not included in this report because we have not developed a detailed financial plan.

References

- [1] Juice Industry: Market Research Reports, Statistics and Analysis. (n.d.). *Juice Industry: Market Research Reports, Statistics and Analysis*. Retrieved August 1, 2013, from <http://www.reportlinker.com/ci02021/Juice.html>