



Juice Bar

Juice That Packs A Punch

Business Plan [YEAR]

Prepared By

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1.

Executive Summary

Mission Statement

Vision Statement

Customer Focus

Success Factors

Financial Summary



REMEMBER

Before you think about how to start a Juice bar business, you must create a detailed Juice bar 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

Freshwell Juice Bar, LLC is a licensed fruit juice shop business that will be based in Detroit – Michigan. We are a unique fruit juice brand because we do not just sell assorted fresh fruit juice, but we will also offer consultancy services in line with our area of business.

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Mission Statement



TIP

Our mission is to build a fruit juice shop business that will meet the needs of all our customers in the regions where we have our outlets and to sell franchises all across the United States of America and Canada.

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Vision Statement



TIP

Our vision is to be amongst the top 5 leading fruit juice shops in the United States of America before our 10th anniversary.

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Customer Focus



TIP

Freshwell Juice Bar will primarily serve the residents who live within a 2-mile radius of our juice bar and workers within a quarter-mile radius. The demographics of these customers are as follows:

- 68,827 residents

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Success Factors



TIP

Freshwell Juice Bar is uniquely qualified to succeed due to the following reasons:

- There is currently no juice bar in the community. In addition, we have surveyed the local population

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Financial Summary



TIP

Freshwell Juice Bar is currently seeking \$370,000 to launch. Specifically, these funds will be used as follows:

- Store design/build: \$250,000

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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

Store Design



TIP

Freshwell Juice Bar, LLC is owned and managed by Mrs. John Moore is a graduate of MicroBiology from the University of Detroit – Michigan. She has over 7 years of hands-on experience working for some of the leading brands in the fruit and smoothie bar industry.

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History



TIP

Freshwell Juice Bar's owner, John Moore, has been in the food industry since 2015. She worked as a chef in known hotels and restaurants before deciding to open a juice bar of her own. Her long experience in the food industry gave her an in-depth knowledge of the ins and outs of opening a food and beverage business before she started Freshwell Juice Bar.

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Business Structure



TIP

As part of our plan to build a successful fruit juice business in Detroit – Michigan, we have perfected plans to get it right from the onset which is why we will ensure that we have competent employees in our company. We will ensure that we only hire people that are qualified, honest, hardworking, customer-centric, and are ready to work to help us b

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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

Store Design



TIP

Freshwell Juice Bar will develop a 5,000 square foot store whose key elements will include the following:

- 16 Person Seating area

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3.

Products and services



TIP

At Freshwell Juice Bar, LLC we deal in a wide variety of fresh fruit juice, we are an establishment that primarily prepares, serves/sells fresh fruit juice and toppings. As part of our strategy to create multiple sources of income in line with our core business concept, we will run a consultancy service and training.

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Fruit juices



Vegetable juices



Holistic juices

Crafted with functional botanicals and superfood ingredients to promote health, wellness & nutrition.



Fruit Smoothies



**Training, Advisory and
Consultancy Services**

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4.

Market Analysis

Market Trends

Target Market



REMEMBER

The most important component of an effective Juice bar 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 Juice bar business plan sample or other Juice bar business plans available online.

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TIP

The Juice Bar industry has grown steadily over the past five years. The industry is anticipated to grow 1.9% because consumer spending and per capita disposable income is estimated to increase. Demand for industry products will continue to increase along with health-conscious trends, keeping revenue stable.

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Market Trends



TIP

Loads of people are beginning to switch from drinking carbonated drinks to drinking fresh fruit juice and smoothies because of their health benefits. As a matter of fact, the sale of juicers has increased tremendously as most households now make it a point of duty to get one for their families and also to start grooming their kids to choose fresh juice and s

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Target Market



TIP

When it comes to fresh fruit juice, 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 love fresh fruit juice and those who would want to try them out.

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5.

SWOT Analysis



TIP

Our plan of starting our fruit juice shop in just one outlet is to test run the business for a period of 3 to 5 years to know if we will invest more money, expand the business and then open other outlets.

We are quite aware that there are several fruit juice

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Strengths

Our strength lies in the fact that we have a wide range of fruit juice that can meet the needs of a wide range of customers. We have a state-of-the-art facility and equipment that has positioned us to meet customer demands even if demand tripled overnight or if we have a massive order to meet.

Another factor that counts to our advantage is the background of our Chief Executive Officer; she has robust experience in the industry and also good academic qualifications to match the experience acquired which has placed her amongst top professionals in the United States of America. We are not ignoring the fact that offering consultancy services and running a standard and accredited training center is definitely going to count as a positive for us.

S

Weaknesses

The fact that we are setting up a fruit juice business in a city with other juice and smoothie bars may likely pose a challenge for us in breaking into the already saturated market in Detroit – Michigan. In essence, our chosen location might be our weakness. But nevertheless, we have plans to launch out with a big bang. We know with that, we will be able to create a positive impression and have a proper handle when it comes to building on already gathered momentum.

W

Opportunities

The opportunities available to us are unlimited. Loads of people consume fresh fruit juice on daily basis and all that we are going to do to push our products to them is already perfected. There are also loads of people who would want to learn how to produce fresh fruit juice and they will readily find our government-approved fruit juice training center ideal for them to fulfill that goal.

O

Threats

The threat that is likely going to confront us is the fact that we are competing with already established juice and smoothie bars in Detroit – Michigan and also there are other entrepreneurs who are likely going to launch similar businesses within the location of our business.

Of course, they will compete with us in winning over the available market. Another threat that we are likely going to face is unfavorable government policies and of course economic downturn.

T

6.

Strategy & Implementations

Sales Strategy

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 Juice bar business startup and must be properly planned before you think about starting your own Ju

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Sales Strategy



TIP

We will offer a 10% discount on our servings for the first month of our launch. To introduce our healthy and fresh offerings to the people we'll offer a 75% discount on all our products for the first two days of our launch. Lastly, we'll advertise our products and sitting area on social media to approach distant target customers.

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Advertising Strategy



TIP

Freshwell Juice Bar expects its target market to be residents and individuals working within a quarter-mile radius and living within a 2-mile radius of its bar. The Company's promotions strategy to reach these individuals includes:

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TIP

Freshwell Juice Bar will blanket neighborhoods surrounding its locations with direct mail pieces. These pieces will provide general information on Freshwell Juice Bar, offer discounts, and/or provide other enticements for people to frequent the juice bar.

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Direct Mail

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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 Freshwell Juice Bar.

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Public Relations

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TIP

Freshwell Juice Bar will initially advertise in local newspapers and sponsor community events in order to gain awareness.

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Advertising

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TIP

Freshwell Juice Bar employees will initially give free juice samples to passersby to enable them to taste the quality of our house blend and learn about us.

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Sampling

Start writing here...



TIP

Freshwell Juice Bar 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 juice bar, Freshwell Juice Bar will organize pre-opening events designed for prospective customers, local merchants, and press contacts. These events will create buzz and awareness for Freshwell Juice Bar in the area.

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Pre-Opening Events

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Pricing Strategy



TIP

Fixing prices for fresh juice is not complicated as the prices depend on the size of the container. In view of that, our prices will conform to what is obtainable in the industry but we will ensure that within the first 6 to 12 months our products are sold a little bit below the average price in the United States of America.

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7.

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 Juice bar 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 start-up. To unlock help try Upmetrics!



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 Juice bar 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 strategy. To unlock help try Upmetrics!

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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

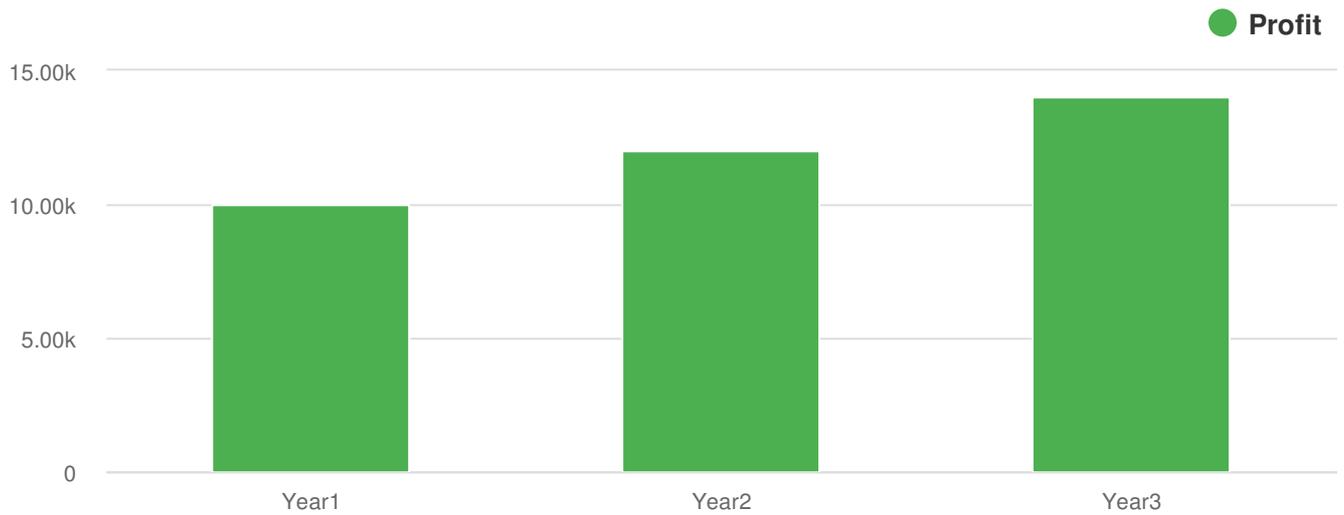
Brake-even Analysis

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

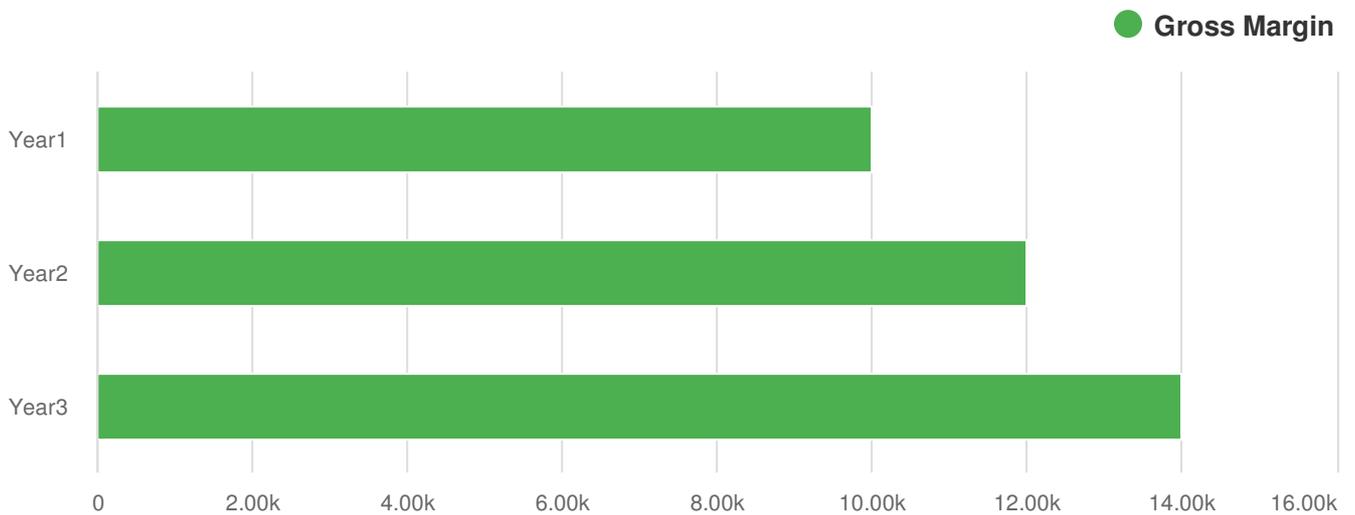
	Year 1	Year 2	Year 3
Sales	\$309 069	\$385 934	\$462 799
Direct Cost of Sales	\$15 100	\$19 153	\$23 206
Other	\$0	\$0	\$0
TOTAL COST OF SALES	\$15 100	\$19 153	\$23 206
Gross Margin	\$293 969	\$366 781	\$439 593
Gross Margin %	94,98%	94,72%	94,46%
Expenses			
Payroll	\$138 036	\$162 898	\$187 760
Sales 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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