

# GoVenture Small Business PERFORMANCE REVIEW

Owner: ASHLI ALLMOND 4309138

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Year 1, Day 40

Owner: ASHLI ALLMOND 4309138

Business Name: THE BEST PART OF WAKING UP

GoVenture Small Business Version: 2.0.7

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## OVERVIEW

Business Type	Coffee Shop
Location	COUNTRY - USA REGION - Medium City LOCATION - Residential Distri
Number of Days in Business	40
Number of Employees Working for You	7
Average Hours You Work per Week	50
Your Average Stress Level	High
Total Revenue	\$32,668.15
Net Profit/(Loss)	- \$34,045.40
Average Daily:	
- Market Share	18%
- Customer Satisfaction	Satisfied
- Employee Morale	Very Pleased
- Customers Served	132
- Percent of Customers Lost	57%
Number of Competitors	4

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## SCORE

The score is based on the following weightings:

- Profits: 10 %
- Net Worth: 35 %
- Market Share: 15 %
- Customer Satisfaction: 15 %
- Employee Morale: 15 %
- Lifestyle: 10 %

Factor	Score
Financial Success:	
- Average Daily Profits:	0 (of 10 points)
- Average Daily Net Worth:	0 (of 35 points)
Business Longevity:	
- Average Daily Market Share:	8 (of 15 points)
- Average Daily Customer Satisfaction:	6 (of 15 points)
- Average Daily Employee Morale:	12 (of 15 points)
Personal Role:	
- Lifestyle:	6 (of 10 points)
	<hr/> 32 (of 100 points)

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## BUSINESS SUMMARY

Net Profit/(Loss)	- \$34,045.40
Shareholders Equity	- \$14,045.40
Your Ownership %	100%

Customers:	Avg. Daily / Total
- Arrived	306 / 12,242
- Served	132 / 5,318
- Lost	173 / 6,950

Market Share	Avg. Daily / Ending
Customer Satisfaction	18% / 21%
Employee Morale	Satisfied / Very Pleased
	Very Pleased / Very Pleased

Competition:	Ending - Market Share / Price
- THE BEST PART OF WAKING UP	21% / \$2.02 / Med
- Coffee 24	15% / \$2.12 / Med
- Fresh Brew	21% / \$1.33 / Low
- The Coffee Mug	21% / \$2.52 / Med
- Mocha Java Cafe	22% / \$3.97 / High

#### OPERATIONS SUMMARY

Business Name	THE BEST PART OF WAKING UP
Business Type	Coffee Shop
Legal Structure	Corporation

Seed Financing:	
- Your Contribution	\$10,000.00
- Love Money	\$20,000.00
- Loans	\$25,000.00
- Equity	\$10,000.00
Total Seed Financing	\$65,000.00

Location	COUNTRY - USA
	REGION - Medium City
	LOCATION - Residential Distri

Site:	
- Deluxe Storefront - small (Day 1)	\$2,000.00/mo.

Equipment:	
- Mid-Line - New (Day 1)	\$26,250.00

Permits  
GBN, Communications, Insurance, Fire Safety, Food Service

#### Operating Hours

MON: 9AM - 7PM  
TUE: 9AM - 7PM  
WED: 9AM - 7PM  
THU: 9AM - 7PM  
FRI: 9AM - 7PM  
SAT: 9AM - 7PM  
SUN: 12PM - 6PM

#### Startup Costs:

- Equipment	\$26,250.00
- Legal Fees	\$1,500.00
- Renovations	\$24,000.00
- 1st Months Rent	\$2,000.00
- GBN Permit Payment	\$100.00
- Insurance Payment	\$1,000.00
- Fire Permit Payment	\$75.00
- Food Permit Payment	\$100.00
- Logo Design	\$1,500.00

#### Loan Details:

- Love Money	Balance Due: \$20,000.00
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-- \$20,000.00	
-- No Interest	
-- No set payments	
-- No set repayment period	
- Bank Loan	\$24,677.16
-- \$25,000.00	
-- 10.00% Interest	
-- \$531.18 per month	
-- 60 months	
- Bank Loan	\$10,000.00
-- \$10,000.00	
-- 4.50% Interest	
-- \$436.48 per month	
-- 24 months	
- Bank Loan	\$15,321.00
-- \$15,321.00	
-- 4.50% Interest	
-- \$455.75 per month	
-- 36 months	
- Total Long Term Debt	<u>\$69,998.16</u>

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HUMAN RESOURCE SUMMARY

Number of Employees	7
Number of Employees Resigned or Dismissed	1
Employee Morale	Avg. Daily / Ending Very Pleased / Very Pleased
Employee Productivity	Very Pleased / Very Pleased
Customer Service	Very Pleased / Very Pleased
Employee Benefit Programs (Current):	Benefits Offered
Employee Incentive Programs (Current):	No Incentives

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SALES & MARKETING STRATEGY

Strategy:  
Not Provided

Advertising:	Avg. Daily / Total Cost
- Total Advertising Cost	\$412.50 / \$16,500.00
- By Type of Advertising	# Ad Campaigns / Total Cost
-- TV	2 / \$7,000.00
-- Radio	0 / \$0.00
-- Newspaper	0 / \$0.00
-- Direct Mail	0 / \$0.00
-- Email	0 / \$0.00
-- Event	4 / \$7,500.00
-- Sponsorship	1 / \$2,000.00
-- Billboard	0 / \$0.00

Sales & Marketing Programs	Avg. Daily / Total Cost
- Marketing Research	\$21.43 / \$857.14
- Customer Service	\$6.96 / \$278.57
- Post-Sale Programs	\$0.00 / \$0.00
- R & D / Product Development	\$14.46 / \$578.57
- Facility Renovations	\$2.68 / \$107.14

- Store-wide Sales (Current) 5% Discount

Advertising, Sales & Marketing (excluding Store-wide Sales)	Total Cost / % of Revenues \$18,321.42 / 56.08%
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PERSONAL SUMMARYPersonal Objectives:  
PERSONAL OBJECTIVES

## Financial Goals

My financial goals are to make enough money to ...

MANAGE PRODUCTION AND OPERATIONAL COSTS AS WELL AS A NICE PROFIT FOR BUSINESS EXPANSION AND PRODUCT INNOVATION.

## Stress Level

I wish to keep my stress level ...

HIGH INITIALLY IN ORDER TO KEEP ME MOTIVATED AND ENSURE THAT I AM PROPERLY MANAGING OPERATIONS. I TEND TO WORK WELL UNDER PRESSURE. AS THE BUSINESS BECOME MORE PROFITABLE, THE GOAL IS TO LOWER MY STRESS SIGNIFICANTLY.

## Time

I plan on spending the following number of hours working, sleeping, personal, and family time ...

I KNOW THAT BUSINESS START UP IS A TIME CONSUMING AND TEDIOUS VENTURE. I DO NOT EXPECT TO GET MORE THAN 8 HOURS OF OFF TIME INITIALLY. AS OPERATIONS TAKE OFF, I WOULD LIKE TO ENSURE THAT I HAVE MORE LEISURE TIME; THE GOAL IS TO COME IN MANAGE, AND LEAVE MY BUSINESS IN THE CAPABLE HANDS OF MY EMPLOYEES!

Personal Cash	Avg. Daily / Ending
Stress Level	\$104.46 / \$4,178.57 High / Med

Work Hours	Avg. Daily / Avg. Weekly / To
Personal Hours	7 / 50 / 288 16 / 118 / 672

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BALANCE SHEET

As of Day 40

## Assets

## Current Assets

Cash	\$4,444
Inventory	
Finished Goods	\$5,742
Total Inventory	\$5,742
Total Current Assets	\$10,186

## Property, Plant &amp; Equipment

Buildings & Leasehold Improveme	\$24,000
Equipment	\$26,250
Accumulated Depreciation & Amor	(\$637)
Property, Plant & Equipment - N	\$49,612
Total Assets	\$59,799

## Liabilities

## Current Liabilities

Accounts Payable	\$3,156
Sales Taxes Payable	\$640
Accrued Liabilities	\$50
Total Current Liabilities	\$3,846

## Long Term Liabilities

Long Term Debt	
Love Money Loan	\$20,000
Bank Loans	\$49,998
Total Long Term Debt	\$69,998
Total Long Term Liabilities	\$69,998

## Equity

Capital	
Common Stock	\$20,000
Capital	\$0
Total Capital	\$20,000
Retained Earnings	(\$34,045)
Total Equity	(\$14,045)
Total Liabilities & Equity	\$59,799

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INCOME STATEMENT

Day 1 through 40

Revenue	
Sales	\$32,668
Discounts/Returns	(\$73)
Net Revenue	\$32,594
Cost of Sales	
Cost of Goods	\$15,207
Total Cost of Sales	\$15,207
Gross Profit	\$17,387
Operating Expenses	
Advertising	
TV	\$7,000
Radio	\$0
Newspaper	\$0
Direct Mail	\$0
Email	\$0
Events	\$7,500
Sponsorship	\$2,000
Billboards	\$0
Website	\$0
Total Advertising	\$16,500
Bank Charges	\$50
Communications	\$200
Depreciation and Amortization	
Plant & Equipment	\$637
Total Depreciation and Amorti	\$637
Insurance	\$1,000
Interest Expense	
Interest on Bank Loans	\$208
Other Interest & Penalties	\$0
Total Interest Expense	\$208
Legal Expenses	
Legal Fees	\$1,500
Licenses & Permits	\$275
Total Legal Expenses	\$1,775
Marketing & Promotion	
Design & Printing	\$1,500
Promotional Programs	\$1,721
Other Marketing Expenses	\$0
Total Marketing & Promotion	\$3,221
Miscellaneous Expense	\$0
Payroll & Related Expenses	
Employee Wages	\$13,188
Owner Wages	\$5,571
Payroll Taxes	\$1,875
Employee Benefits	\$1,250
Incentive Programs	\$545
Employee Training	\$310
Total Payroll & Related Expen	\$22,740
Professional Fees	
Accounting	\$50
Total Professional Fees	\$50

Repairs & Maintenance	\$750
Rent & Utilities	\$4,300
Total Operating Expenses	\$51,432
Net Operating Income/(Loss)	(\$34,045)
Non-Operating Income/(Expense)	
Net Proceeds on Disposal of Ass	\$0
Net Non-Operating Income/(Expens	\$0
Net Income/(Loss) Before Tax	(\$34,045)

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## BUSINESS PLAN

### BUSINESS PLAN

#### Overview

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#### Executive Summary

The Best Part Of Waking Up is a not your typical neighborhood coffeeshop. While we offer your traditional lines of coffee, we also have our own line of coffee developed right here in our hometown. We pride ourselves on your experience at our locations being comparable to that of a family sunday breakfast. Our owners and staff are all local residents that keep the satisfaction over our family and customers number one priority.

#### The Opportunity

Staffed by local residents, we are fortunate enough to have the advantage of having our neighbors and families as our number one customers. They are sure to keep us focused and aware of the changes and trends of the market. As many of our products and ingredients are grown fresh right in our own "backyard" we are able to save a significant amount on product costs. This allows us to allocate more of our budget to, not only ensuring our customers are satisfied beyond measure, but they we are able to profit enough capital to expand our product line and business across the nation!

#### The Market

It is evident that coffee and breakfast items are becoming more profitable. The idea is to offer a cost effective options to that of our competitors. By growing and producing much of our own products and ingredients, we are able to transfer our product cost savings to the cost of our products to both the business and our customers benefit. We also intend to offer healthy food options as fitness and health are an intricate and growing trend across the nation.

#### Products & Services

In addition to selling coffee brands that are manufactured nationally, the goal is to eventually manufacture our own coffee allow us to cut product cost significantly. We grow much of our produce and ingredients locally so our breakfast and lunch items are always fresh! In addition to the traditional snacks usually paired with coffee, we will also offer healthy food options in order to appeal to the growing fitness and health concisous America.

#### Financial Projections

- Lower product cost by introducing our own line of coffee, growing our own produces and locally manufacturing our other ingredients.
- Plan to expand our corporation to reach a national presence setting up 10 locations a year after the initially 2 years of the business.

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