

GoVenture Small Business PERFORMANCE REVIEW

Owner: ASHLI ALLMOND 4309138

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Business Name: THE BEST PART OF WAKING UP

GoVenture Small Business Version: 2.0.7

OVERVIEW

Business Type	Coffee Shop
Location	COUNTRY - USA REGION - Medium City LOCATION - Residential Distri
Number of Days in Business	3
Number of Employees Working for You	4
Average Hours You Work per Week	29
Your Average Stress Level	High
Total Revenue	\$2,270.00
Net Profit/(Loss)	- \$4,765.15
Average Daily:	
- Market Share	16%
- Customer Satisfaction	Pleased
- Employee Morale	Very Pleased
- Customers Served	118
- Percent of Customers Lost	55%
Number of Competitors	4

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:	8 (of 15 points)
- Average Daily Employee Morale:	12 (of 15 points)
Personal Role:	
- Lifestyle:	2 (of 10 points)
	30 (of 100 points)

BUSINESS SUMMARY

Net Profit/(Loss)	- \$4,765.15
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Shareholders Equity	\$15,234.85
Your Ownership %	100%

Customers:	Avg. Daily / Total
- Arrived	257 / 773
- Served	118 / 355
- Lost	143 / 429

	Avg. Daily / Ending
Market Share	16% / 18%
Customer Satisfaction	Pleased / Very Pleased
Employee Morale	Very Pleased / Very Pleased

Competition:	Ending - Market Share / Price
- THE BEST PART OF WAKING UP	18% / \$2.11 / Med
- Coffee 24	19% / \$2.12 / Med
- Fresh Brew	21% / \$1.33 / Low
- The Coffee Mug	21% / \$2.50 / Med
- Mocha Java Cafe	21% / \$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 - 5PM
TUE: 9AM - 5PM
WED: 9AM - 5PM
THU: 9AM - 5PM
FRI: 9AM - 5PM
SAT: 9AM - 5PM
SUN: Closed

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:	Balance Due:
- Love Money	\$20,000.00
-- \$20,000.00	

-- No Interest
-- No set payments
-- No set repayment period

- Bank Loan	\$25,000.00
-- \$25,000.00	
-- 10% Interest	
-- \$531.18 per month	
-- 60 months	
- Total Long Term Debt	<u>\$45,000.00</u>

HUMAN RESOURCE SUMMARY

Number of Employees	4
Number of Employees Resigned or Dismissed	0

Employee Morale	Avg. Daily / Ending
Employee Productivity	Very Pleased / Very Pleased
Customer Service	Very Pleased / Very Pleased

Employee Benefit Programs (Current):	Benefits Offered
Employee Incentive Programs (Current):	No Incentives

SALES & MARKETING STRATEGY

Strategy:
Not Provided

Advertising:	Avg. Daily / Total Cost
- Total Advertising Cost	\$0.00 / \$0.00

- By Type of Advertising	# Ad Campaigns / Total Cost
-- TV	0 / \$0.00
-- Radio	0 / \$0.00
-- Newspaper	0 / \$0.00
-- Direct Mail	0 / \$0.00
-- Email	0 / \$0.00
-- Event	0 / \$0.00
-- Sponsorship	0 / \$0.00
-- Billboard	0 / \$0.00

Sales & Marketing Programs	Avg. Daily / Total Cost
- Marketing Research	\$0.00 / \$0.00
- Customer Service	\$0.00 / \$0.00
- Post-Sale Programs	\$0.00 / \$0.00
- R & D / Product Development	\$0.00 / \$0.00
- Facility Renovations	\$0.00 / \$0.00

- Store-wide Sales (Current)	No sale
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Advertising, Sales & Marketing (excluding Store-wide Sales)	Total Cost / % of Revenues
	\$0.00 / 0.00%

Brand Awareness	Starting / Avg. Daily / Ending
	Low / Low / Low

PERSONAL SUMMARY

Personal 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	\$0.00 / \$0.00
	High / High
	Avg. Daily / Avg. Weekly / To
Work Hours	14 / 29 / 42
Personal Hours	10 / 21 / 30

BALANCE SHEET

As of Day 3

Assets

Current Assets

Cash	\$7,894
Inventory	
Finished Goods	\$2,248
Total Inventory	\$2,248
Total Current Assets	\$10,143

Property, Plant & Equipment

Buildings & Leasehold Improvements	\$24,000
Equipment	\$26,250
Accumulated Depreciation & Amort.	\$0
Property, Plant & Equipment - Net	\$50,250
Total Assets	\$60,393

Liabilities

Current Liabilities

Accounts Payable	\$0
Sales Taxes Payable	\$158
Accrued Liabilities	\$0
Total Current Liabilities	\$158

Long Term Liabilities

Long Term Debt	
Love Money Loan	\$20,000
Bank Loans	\$25,000
Total Long Term Debt	\$45,000
Total Long Term Liabilities	\$45,000

Equity

Capital	
Common Stock	\$20,000
Capital	\$0
Total Capital	\$20,000
Retained Earnings	(\$4,765)
Total Equity	\$15,234
Total Liabilities & Equity	\$60,393

INCOME STATEMENT

Day 1 through 3

Revenue	
Sales	\$2,270
Discounts/Returns	\$0
Net Revenue	\$2,270
Cost of Sales	
Cost of Goods	\$730
Total Cost of Sales	\$730
Gross Profit	\$1,539
Operating Expenses	
Advertising	
TV	\$0
Radio	\$0
Newspaper	\$0
Direct Mail	\$0
Email	\$0
Events	\$0
Sponsorship	\$0
Billboards	\$0
Website	\$0
Total Advertising	\$0
Bank Charges	\$0
Communications	\$0
Depreciation and Amortization	
Plant & Equipment	\$0
Total Depreciation and Amorti	\$0
Insurance	\$1,000
Interest Expense	
Interest on Bank Loans	\$0
Other Interest & Penalties	\$0
Total Interest Expense	\$0
Legal Expenses	
Legal Fees	\$1,500
Licenses & Permits	\$275
Total Legal Expenses	\$1,775
Marketing & Promotion	
Design & Printing	\$1,500
Promotional Programs	\$0
Other Marketing Expenses	\$0
Total Marketing & Promotion	\$1,500
Miscellaneous Expense	\$0
Payroll & Related Expenses	
Employee Wages	\$0
Owner Wages	\$0
Payroll Taxes	\$0
Employee Benefits	\$0
Incentive Programs	\$0
Employee Training	\$30
Total Payroll & Related Expen	\$30
Professional Fees	
Accounting	\$0
Total Professional Fees	\$0
Repairs & Maintenance	\$0
Rent & Utilities	\$2,000
Total Operating Expenses	\$6,305
Net Operating Income/(Loss)	(\$4,765)
Non-Operating Income/(Expense)	
Net Proceeds on Disposal of Ass	\$0
Net Non-Operating Income/(Expen	\$0
Net Income/(Loss) Before Tax	(\$4,765)

BUSINESS PLAN

BUSINESS PLAN

Overview

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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DAILY FINANCE AND OPERATIONS

Day	<u>Sales</u> <u>Revenue</u>	<u>Sales</u> <u>Tax</u>	<u>Cost of</u> <u>Sales</u>	<u>Gross</u> <u>Profit</u>	<u>Cash</u> <u>Remain.</u>	<u>Brand</u> <u>Aware.</u>	<u>Site</u>	<u>Equipment</u>
1	\$0	\$0	\$0	\$0	\$8,475	Low	Deluxe -	Mid-Lin
2	\$1,085	\$76	\$351	\$658	\$7,466	Low	Deluxe -	Mid-Lin
3	\$1,184	\$82	\$378	\$722	\$7,894	Low	Deluxe -	Mid-Lin

DAILY: CUSTOMERS AND EMPLOYEES

Day	<u>Market</u> <u>Share</u>	<u>Customers</u> <u>Serv.</u>	<u>Lost</u>	<u>Arr</u>	<u>Customer</u> <u>Satisfact</u>	<u>Customer</u> <u>Service</u>	<u>Employees</u>	<u>Empla</u> <u>Moral</u>	<u>Employee</u> <u>Productiv</u>
1	14%	0,	243,	243	V. Disple	V. Please	4	V. Pl	V. Please
2	16%	171,	65,	236	V. Please	V. Please	5	V. Pl	V. Please
3	18%	184,	110,	294	V. Please	V. Please	5	V. Pl	V. Please

DAILY: YOUR HOURS, CASH AND STRESS

Day	Your Work Hours	Your Home Hours	Personal Cash	Stress Level
1	24	0	\$0	Med
2	17	7	\$0	High
3	1	23	\$0	High

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