

Sample Monthly Projections for Espresso Drive-Thru

| | \$500 Per Day | | \$600 Per Day | | \$700 Per Day | | \$800 Per Day | | \$900 Per Day | |
|---|---------------|--------|---------------|--------|---------------|--------|---------------|--------|---------------|--------|
| *Monthly Revenue | 15,000 | 100.0% | 18,000 | 100.0% | 21,000 | 100.0% | 24,000 | 100.0% | 27,000 | 100.0% |
| Cost of Goods Sold | <u>4,170</u> | 27.8% | <u>5,004</u> | 27.8% | <u>5,838</u> | 27.8% | <u>6,672</u> | 27.8% | <u>7,506</u> | 27.8% |
| Gross Profit | 10,830 | 72.2% | 12,996 | 72.2% | 15,162 | 72.2% | 17,328 | 72.2% | 19,494 | 72.2% |
| Operating Expenses | | | | | | | | | | |
| Labor (\$7.10/hr)* | 4,260 | 28.4% | 4,260 | 23.7% | 5,112 | 24.3% | 5,112 | 21.3% | 9,000 | 33.3% |
| Rent/Lease | 2,000 | 13.3% | 2,000 | 11.1% | 2,000 | 9.5% | 2,000 | 8.3% | 2,000 | 7.4% |
| Telephone & Utilities | 300 | 2.0% | 300 | 1.7% | 300 | 1.4% | 300 | 1.3% | 300 | 1.1% |
| Repairs & Maintenance | 300 | 2.0% | 300 | 1.7% | 300 | 1.4% | 300 | 1.3% | 300 | 1.1% |
| Advertising | 300 | 2.0% | 300 | 1.7% | 300 | 1.4% | 300 | 1.3% | 300 | 1.1% |
| Insurance | 60 | 0.4% | 60 | 0.3% | 60 | 0.3% | 60 | 0.3% | 60 | 0.2% |
| Outside Services | 240 | 1.6% | 240 | 1.3% | 240 | 1.1% | 240 | 1.0% | 240 | 0.9% |
| Misc. Taxes (B&O, etc.) | 20 | 0.5% | 90 | 0.5% | 105 | 0.5% | 120 | 0.5% | 135 | 0.5% |
| Miscellaneous | 300 | 2.0% | 300 | 1.7% | 300 | 1.4% | 300 | 1.3% | 300 | 1.1% |
| Total Operating Expenses | 7,780 | 52.2% | 7,850 | 43.6% | 8,717 | 41.5% | 8,732 | 36.4% | 12,635 | 46.8% |
| Capital Asset Costs | | | | | | | | | | |
| Equipment Lease | 75 | 0.5% | 75 | 0.4% | 75 | 0.4% | 75 | 0.3% | 75 | 0.3% |
| Loan payment at 48 months (Loan of \$140,000 @ 9%) | 3,517 | 23.4% | 3,517 | 19.5% | 3,517 | 16.7% | 3,517 | 14.7% | 3,517 | 13.0% |
| Total Capital Costs | <u>3,592</u> | 23.9% | <u>3,592</u> | 20.0% | <u>3,592</u> | 17.1% | <u>3,592</u> | 15.0% | <u>3,592</u> | 13.3% |
| Net Income | -542 | -3.6% | 1,554 | 8.6% | 2,853 | 13.6% | 5,004 | 20.8% | 3,267 | 12.1% |
| Net Profit % | -3.6% | | 8.6% | | 13.6% | | 20.8% | | 12.1% | |

*after sales tax has been deducted

*Labor reflects 25 hours per day up to a gross revenue of \$30,000.00 per month

Sample Monthly Projections for Espresso Drive-Thru

| | \$1,000 Per Day | | \$1,100 Per Day | | \$1,200 Per Day | | \$1,500 Per Day | |
|---|-----------------|--------|-----------------|--------|-----------------|--------|-----------------|--------|
| *Monthly Revenue | 30,000 | 100.0% | 33,000 | 100.0% | 36,000 | 100.0% | 45,000 | 100.0% |
| Cost of Goods Sold | <u>8,340</u> | 27.8% | <u>9,174</u> | 27.8% | <u>10,008</u> | 27.8% | <u>12,510</u> | 27.8% |
| Gross Profit | 21,660 | 72.2% | 23,826 | 72.2% | 25,992 | 72.2% | 32,490 | 72.2% |
| Operating Expenses | | | | | | | | |
| Labor (\$7.10/hr)* | 9,000 | 30.0% | 9,000 | 27.3% | 9,000 | 25.0% | 9,000 | 20.0% |
| Rent/Lease | 2,000 | 6.7% | 2,000 | 6.1% | 2,000 | 5.6% | 2,000 | 4.4% |
| Telephone & Utilities | 300 | 1.0% | 300 | 0.9% | 600 | 1.7% | 600 | 1.3% |
| Repairs & Maintenance | 300 | 1.0% | 300 | 0.9% | 300 | 0.8% | 300 | 0.7% |
| Advertising | 300 | 1.0% | 300 | 0.9% | 300 | 0.8% | 300 | 0.7% |
| Insurance | 60 | 0.2% | 60 | 0.2% | 150 | 0.4% | 150 | 0.3% |
| Outside Services | 240 | 0.8% | 240 | 0.7% | 240 | 0.7% | 240 | 0.5% |
| Misc. Taxes (B&O, etc.) | 150 | 0.5% | 165 | 0.5% | 180 | 0.5% | 225 | 0.5% |
| Miscellaneous | 300 | 1.0% | 300 | 0.9% | 600 | 1.7% | 600 | 1.3% |
| Total Operating Expenses | 12,650 | 42.2% | 12,665 | 38.4% | 13,370 | 37.1% | 13,415 | 29.8% |
| Capital Asset Costs | | | | | | | | |
| Equipment Lease | 75 | 0.3% | 75 | 0.2% | 75 | 0.2% | 75 | 0.2% |
| Loan payment at 48 months (Loan of \$140,000 @ 9%) | 3,517 | 11.7% | 3,517 | 10.7% | 3,517 | 9.8% | 3,517 | 7.8% |
| Total Capital Costs | <u>3,592</u> | 12.0% | <u>3,592</u> | 10.9% | <u>3,592</u> | 10.0% | <u>3,592</u> | 8.0% |
| Net Income | 5,418 | 18.1% | 7,569 | 22.9% | 9,030 | 25.1% | 15,483 | 34.4% |
| Net Profit % | 18.1% | | 22.9% | | 25.1% | | 34.4% | |

**after sales tax has been deducted*

**Labor reflects 25 hours per day up to a gross revenue of \$30,000.00 per month*