

Coffee Shop

Financial Model & Business Plan Template

Start-up or Expand

Invest in Yourself!

10 years dynamic valuations and three statement analysis

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A photograph of a coffee shop interior. In the foreground, a wooden counter with a grey top is visible. Behind the counter, a person is sitting at a table, looking out a large window. The window shows a street with trees and buildings. On the wall behind the counter, there is a menu board with various coffee options. A sign above the counter reads "SOIL".

COFFEE SHOP

Business & Financial Model

ESPRESSO AMERICANO 2/2 MOCHA

AMERICAS MEXICO
WATER BIRD
MEXICO
FORDA LOPEZ
MARRASCO-BIRCH
MARRASCO-BIRCH
MARRASCO-BIRCH
MARRASCO-BIRCH
MARRASCO-BIRCH
MARRASCO-BIRCH
MARRASCO-BIRCH

SOIL

THANK YOU!

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For downloading this PDF Explainer

We always strive to produce models with:

Simplicity

Automation

That are Coherent

And designed for easy Expansion and Adaption

Coffee Shop

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Coffee Shop

INPUTS

INPUT BLUE CELLS ONLY

Fixed Monthly Expenditure	122 384	CAPEX - Equipment/Stock	165 767	ACCOUNTING Lifespan	DEPRECIATION	1 943 monthly	
Accounting	1 000	Computers	6 000	72 months		83	
Bank Charges	100	Software	3 000	60 months		50	
Cleaning	250	Furniture	12 000	84 months		143	
Depreciation	1 943	Refrigeration	24 000	120 months		200	
Insurance	300	Stoves Cooking	16 000	120 months		133	
Loan Repayment	2 491 <i>if any</i>	Shelving	30 000	180 months		167	
Maintenance	300	Coffee Machines	20 000	60 months		333	
Rental/Lease	20 000					0	
Salaries/Drawings	80 000					0	
Telephone	2 000					0	
Advertising	10 000					0	
Electricity/Utilities	4 000	Vehicles	40 000	48 months		833	
Franchise Fee	0 <i>if any</i>	Buildings	0	NA		NA	
Either % of Turnover	0,00% %	Stock Start off Amount	14 767				
or Fixed Franchise Fee	0						

Loan Calc
Amount
120 000
No. months
60
Interest %
9,00%
Repayment
2 491,00

What % of your monthly cost of sales will you hold as stock? %

NB - the difference between CAPEX and Loan Amount is the Owners Loan Account

Owners Loan Account

Assumptions - Annual escalation forecasts (%)	Revenue	<input type="text" value="5,00%"/>	COS	<input type="text" value="4,50%"/>	Fixed Exp	<input type="text" value="4,00%"/>	Tax rate	<input type="text" value="28,00%"/>
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RETAIL ITEMS		<i>Coffee Bags etc.</i>	
Code	Product category	Sales Value (pm)	Average GP (%)
30	Coffee FF2	19 000	80,00%
31	Coffee si9	18 000	65,00%
32	Coffee 007	27 000	72,00%
33			
34			
35			
36			
37			
38			
39			
40			
41			

GP Amount
15 200
11 700
19 440
0
0
0
0
0
0
0
0
0
0
0

Per Unit	
Total Cost	Sale Amount
3 800	19 000
6 300	18 000
7 560	27 000
0	0
0	0
0	0
0	0
0	0
0	0
0	0
0	0
0	0
0	0

Up to 197 Menu Items – Easily expandable

MENU ITEMS		<i>Coffee and Confectionaries</i>	
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		Est. Sales	Units									Total Cost	Sale Amount		
Code	1	Name	Coffee Americano	Volume pm	1000										
Ingredients	Coffee	Biscuit											per unit	per unit	
Cost Amount	7	2											9	27	
Sales															
Code	2	Name	Coffee Greek	Volume pm	1100									Total Cost	Sale Amount
Ingredients	Coffee	Biscuit											per unit	per unit	
Cost Amount	6,5	2											8,5	26	

Automated Product by Product Analysis

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Coffee Shop

Product by Product Analysis

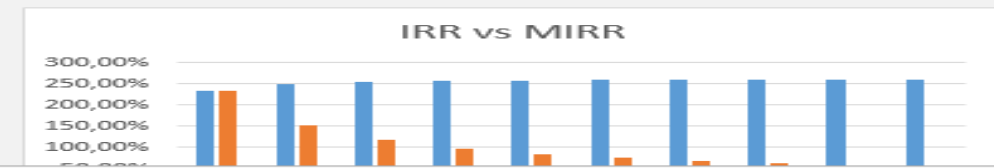
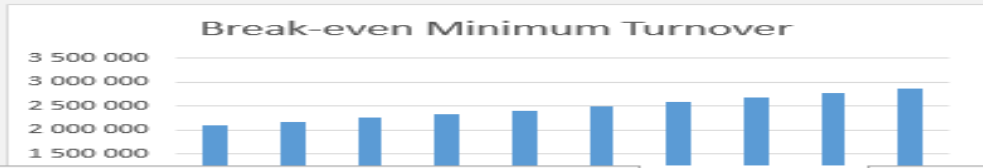
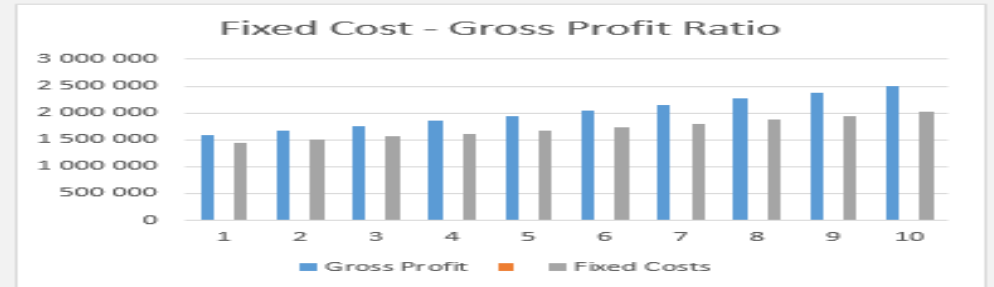
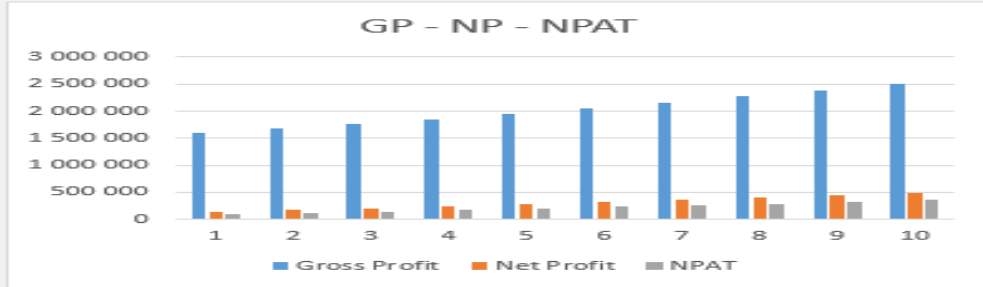
RETAIL ITEMS		<i>Coffee Bags etc.</i>			Ranking and Contribution within Retail Component				
Product category	Sales Value (pm)	GP %	Mark-up %	Cat GP	Total Sales	GP Amounts	Rank	Contribution %	
Coffee FF2	19 000	80,00%	400,00%	15 200	19 000	15 200	2	32,80%	
Coffee si9	18 000	65,00%	185,71%	11 700	18 000	11 700	3	25,25%	
Coffee 007	27 000	72,00%	257,14%	19 440	27 000	19 440	1	41,95%	
0	0	0,00%	0,00%	0	0	0	4	0,00%	
0	0	0,00%	0,00%	0	0	0	4	0,00%	
0	0	0,00%	0,00%	0	0	0	4	0,00%	
0	0	0,00%	0,00%	0	0	0	4	0,00%	
0	0	0,00%	0,00%	0	0	0	4	0,00%	
0	0	0,00%	0,00%	0	0	0	4	0,00%	
0	0	0,00%	0,00%	0	0	0	4	0,00%	
0	0	0,00%	0,00%	0	0	0	4	0,00%	
0	0	0,00%	0,00%	0	0	0	4	0,00%	

MENU ITEMS		<i>Coffee & Meals</i>			Ranking and Contribution within Menu Items				
Product	Volume pm	CODE	GP %	Mark-up %	Per Unit GP	Total Sales	GP Amounts	Rank	Contribution %
Coffee Americano	1 000	1	66,67%	200,00%	18	27 000	18 000	3	15,64%
Coffee Greek	1 100	2	67,31%	205,88%	17,5	28 600	19 250	2	16,72%
Coffee Italian	700	3	64,29%	180,00%	18	19 600	12 600	4	10,94%
Unlu Coffee	600	4	71,43%	250,00%	20	16 800	12 000	5	10,42%

Coffee Shop

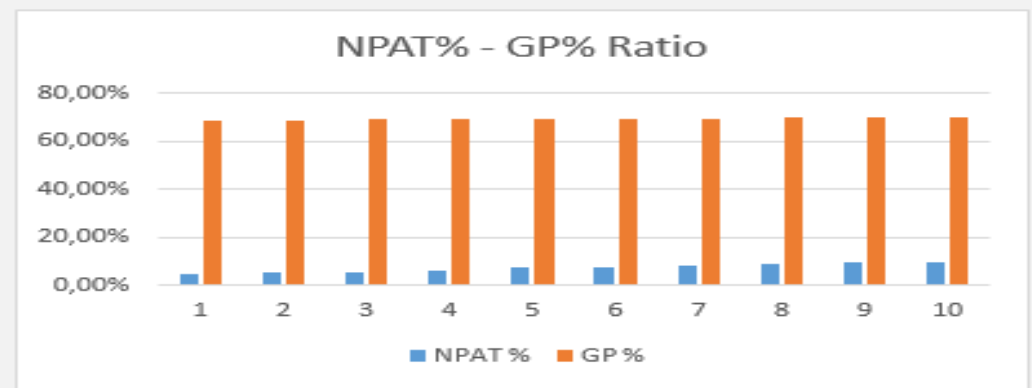
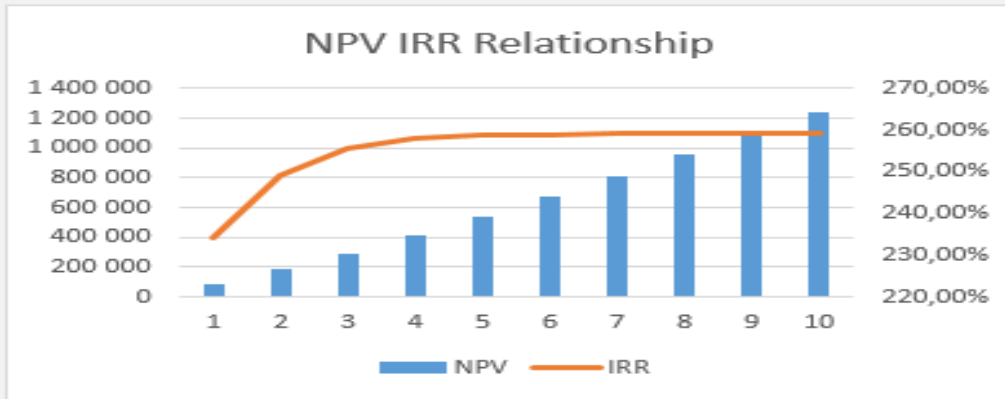
DASHBOARD

Without PE:RATIO for Goodwill



Always insert Funders Rate in the Input Sheet - Loan Calc

Used for MIRR - NPV - Loan Amort



Projected NPAT	
Year 1	100 565
Year 2	120 912
Year 3	142 859
Year 4	166 514
Year 5	199 189
Year 6	229 009

Weighted Ave. GP %	
Year 1	68,87%
Year 2	69,02%
Year 3	69,16%
Year 4	69,31%
Year 5	69,46%
Year 6	69,60%

Break-even - Min Turnover	
Year 1	2 103 588
Year 2	2 178 397
Year 3	2 255 930
Year 4	2 336 278
Year 5	2 405 138
Year 6	2 486 639

Automated Cash Flow Statements 10 Years

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Cash Flow Statements 10-years

	Month												
Year 1	1	2	3	4	5	6	7	8	9	10	11	12	Annual
Revenue	235 300	235 300	235 300	235 300	235 300	235 300	235 300	235 300	235 300	235 300	235 300	235 300	235 300
COS	73 835	73 835	73 835	73 835	73 835	73 835	73 835	73 835	73 835	73 835	73 835	73 835	73 835
Fixed costs	117 950	117 950	117 950	117 950	117 950	117 950	117 950	117 950	117 950	117 950	117 950	117 950	1 415 400
Loan Repay	2 491	2 491	2 491	2 491	2 491	2 491	2 491	2 491	2 491	2 491	2 491	2 491	29 892
Tax Paid						68 442						68 442	136 885
Cash generated	41 024	41 024	41 024	41 024	41 024	-27 418	41 024	41 024	41 024	41 024	41 024	-27 418	355 403
Balance	41 024	82 048	123 072	164 096	205 120	177 702	218 726	259 750	300 774	341 798	382 822	355 403	
Year 2	13	14	15	16	17	18	19	20	21	22	23	24	Annual
Revenue	247 065	247 065	247 065	247 065	247 065	247 065	247 065	247 065	247 065	247 065	247 065	247 065	2 964 780
COS	77 158	77 158	77 158	77 158	77 158	77 158	77 158	77 158	77 158	77 158	77 158	77 158	925 891
Fixed costs	122 668	122 668	122 668	122 668	122 668	122 668	122 668	122 668	122 668	122 668	122 668	122 668	1 472 016
Loan Repay	2 491	2 491	2 491	2 491	2 491	2 491	2 491	2 491	2 491	2 491	2 491	2 491	29 892
Tax Paid						74 961						74 961	149 921
Cash generated	44 748	44 748	44 748	44 748	44 748	-30 212	44 748	44 748	44 748	44 748	44 748	-30 212	387 060

Automated Income Statements 10 years

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Coffee Shop

Income Statements

	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	2 823 600	2 964 780	3 113 019	3 268 670	3 432 103
Cost of Sales	886 020	925 891	967 556	1 011 096	1 056 595
Gross Profit	1 937 580	2 038 889	2 145 463	2 257 574	2 375 508
					68 442
Expenditure	1 448 707	1 503 456	1 560 295	1 619 297	1 670 540
Accounting	12 000	12 480	12 979	13 498	14 038
Bank Charges	1 200	1 248	1 298	1 350	1 404
Cleaning	3 000	3 120	3 245	3 375	3 510
Depreciation	23 314	23 314	23 314	23 314	13 314
Insurance	3 600	3 744	3 894	4 050	4 211
Maintenance	3 600	3 744	3 894	4 050	4 211
Rental/Lease	240 000	249 600	259 584	269 967	280 766
Salaries/Drawings	960 000	998 400	1 038 336	1 079 869	1 123 064
Telephone	24 000	24 960	25 958	26 997	28 077
Advertising	120 000	124 800	129 792	134 984	140 383
Electricity/Utilities	48 000	49 920	51 917	53 993	56 153
Franchise Fee	0	0	0	0	0
Interest Paid	9 992	8 126	6 084	3 851	1 408

Automated Balance Sheets 10 years

	Year 6	Year 7	Year 8	Year 9	Year 10
Total Assets	2 725 262	3 323 884	3 970 997	4 668 433	5 419 439
Current Assets	2 689 548	3 295 884	3 948 997	4 652 433	5 409 439
Cash/Bank	2 674 781	3 281 117	3 934 230	4 637 666	5 394 672
Stock	14 767	14 767	14 767	14 767	14 767
Debtors					
Fixed Assets	35 714	28 000	22 000	16 000	10 000
Buildings	0	0	0	0	0
Vehicles	0	0	0	0	0
Equipment/Machinery/Computer	35 714	28 000	22 000	16 000	10 000
Total Liabilities	45 767	45 767	45 767	45 767	45 767
Current Liabilities	0	0	0	0	0
Creditors					
Bank	0	0	0	0	0
Tax					
Other					
Long Term Liabilities	45 767	45 767	45 767	45 767	45 767
Term Finance	0	0	0	0	0
Loan Account	45 767	45 767	45 767	45 767	45 767
Owners Equity	2 679 495	3 278 117	3 925 230	4 622 666	5 373 672

Coffee Shop Valuation

Coffee Shop

Valuation/Exit Model

This Valuation Model allows for your input of an appropriate PE:RATIO for the Evaluation of your Coffee Shop at certain exit points

Apply your PE:RATIO here			2,00	(EG: 1 or 2 or 5 etc.)	Capital Gains Tax (%)		22,00%
NPAT	ASSETS	LIABILITIES		Goodwill Value	Exit Value = Goodwill +	CGT on Goodwill	Net Exit Value
351 989	497 856	145 867		703 978	1 055 966	154 875	901 091
385 512	861 602	124 101		771 024	1 508 524	169 625	1 338 899
421 321	1 259 115	100 293		842 642	2 001 464	185 381	1 816 083
459 559	1 692 632	74 251		919 118	2 537 499	202 206	2 335 293
507 577	2 171 725	45 767		1 015 154	3 141 113	223 334	2 917 779
553 537	2 725 262	45 767		1 107 074	3 786 570	243 556	3 543 013
598 621	3 323 884	45 767		1 197 243	4 475 360	263 393	4 211 966
647 113	3 970 997	45 767		1 294 226	5 219 456	284 730	4 934 726
697 436	4 668 433	45 767		1 394 872	6 017 538	306 872	5 710 666
751 007	5 419 439	45 767		1 502 013	6 875 686	330 443	6 545 243

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Business Plan template with some automated Financial Imports

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Coffee Shop Business Plan

Executive Summary & Overview

Business Name Here

This is where you will summarise the main inputs such as market, personnel and important financial data!
It is probably better to first complete the sections below and then extract the most pertinent data and info!
Funding requirements.

The Business Description & Structure

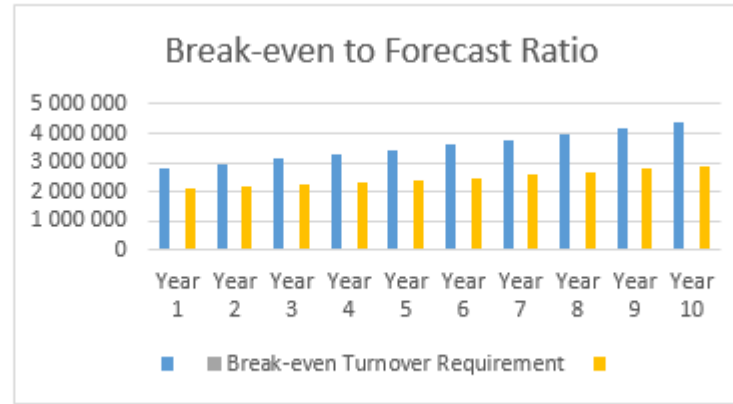
This is where you will outline the why and how of your products, basic business description and what you are selling.
You will also provide an overview of personnel, your intellectual property and the legal structure of your company

The Market, Research & Strategies

This is where you will outline the why and how of your products stack up against competitors, your basic marketing/advertising strategy.
You will also provide an overview of personnel, your intellectual property and the legal structure of your company
You will also provide a bit of data analysis such as sales forecasts etc. (this we have automated for you below)

Bus Plan Continued ...

<u>10-year Sales Forecast</u>	
Year 1	2 823 600
Year 2	2 964 780
Year 3	3 113 019
Year 4	3 268 670
Year 5	3 432 103
Year 6	3 603 709
Year 7	3 783 894
Year 8	3 973 089
Year 9	4 171 743
Year 10	4 380 330



<u>Break-even Turnover Requirement</u>	
Year 1	2 111 174
Year 2	2 186 198
Year 3	2 263 953
Year 4	2 344 529
Year 5	2 413 574
Year 6	2 495 302
Year 7	2 587 726
Year 8	2 682 720
Year 9	2 783 909
Year 10	2 888 968

Financial Summary

<u>Weighted Ave. GP %</u>	
Year 1	68,62%
Year 2	68,77%
Year 3	68,92%
Year 4	69,07%
Year 5	69,21%
Year 6	69,36%
Year 7	69,51%
Year 8	69,65%
Year 9	69,80%
Year 10	69,94%

<u>Weighted Ave. NPAT %</u>	
Year 1	12,47%
Year 2	13,00%
Year 3	13,53%
Year 4	14,06%
Year 5	14,79%
Year 6	15,36%
Year 7	15,82%
Year 8	16,29%
Year 9	16,72%
Year 10	17,14%

<u>Break-even - Min Turnover</u>	
Year 1	2 111 174
Year 2	2 186 198
Year 3	2 263 953
Year 4	2 344 529
Year 5	2 413 574
Year 6	2 495 302
Year 7	2 587 726
Year 8	2 682 720
Year 9	2 783 909
Year 10	2 888 968

<u>NPV - Net Present Value</u>	
Year 1	319 147
Year 2	640 416
Year 3	962 917
Year 4	1 285 848
Year 5	1 613 163
Year 6	1 940 042
Year 7	2 265 023
Year 8	2 587 856
Year 9	2 907 451
Year 10	3 223 515

<u>IRR - Internal Rate of Return</u>	
Year 1	769,09%
Year 2	782,49%
Year 3	785,00%
Year 4	785,38%
Year 5	785,43%
Year 6	785,43%
Year 7	785,43%
Year 8	785,43%
Year 9	785,43%
Year 10	785,43%

<u>MIRR - Reinvestment Rate used same as Funders Rate</u>	
Year 1	769,09%
Year 2	322,06%
Year 3	205,61%
Year 4	153,15%
Year 5	123,50%
Year 6	104,33%
Year 7	90,87%
Year 8	80,90%
Year 9	73,18%