

Business Plan

Drink'n Drive

Your Mobile Refreshment Service

Philip Schuler



proudly supported by:

Description

- Mobile van
- Inboard kitchen
- Cocktails & bottled drinks
- Snacks
- On board music unit
- Tables to stay
- Outside light machine
- One-man business

**Connection between outdoor activity and
'low –budget' drinking pleasure!!!**

**No fixed costs in renting space! Usage of
public space for free!!!**

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Possible locations

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Marketing & Planning

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- No currently known competitor!

Potential Customers	Marketing
People +18	Facebook
Students	Flyers
Alcoholics	Radio
Outdoor drinkers	Youtube spots

Investment & Depreciation

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Description	Cost per piece [€]	Amounts of Investments	Depreciation rate [% & years]	Depreciation [p. a.; €]
<i>Vehicle</i>				
Van	10.000	10.000	5	2.000
Hanger	3.000	3.000	5	600
TOTAL		13.000		2.600

Investment & Depreciation

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Description	Cost per piece [€]	Amounts of Investments	Depreciation rate [% & years]	Depreciation [p. a.; €]
<i>Licenses</i>				
Trader's license § 1 Gaststättengesetz (GastG)	20-60	50	-	-
Hanger's license (BE)	500	500	-	-
TOTAL		550		-

Investment & Depreciation

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Description	Cost per piece [€]	Amounts of Investments	Depreciation rate [% & years]	Depreciation [p. a.; €]
<i>kitchen</i>				
3 x fridge	600	1.800	10	180
1 x freezer	500	500	10	50
1 x dish washer	400	400	10	40
5 x mixer	20	100	10	10
400 hard plastic cups	0.2	80	10	8
cutlery	200	200	10	20
3 x fridge	600	1.800	10	180
1 x freezer	500	500	10	50
1 x dish washer	400	400	10	40
1 x micro-wave	100	100	10	10
3 x ice crusher	150	450	10	45
Different interior	1.000	1.000	10	100
TOTAL		7.330		733

Investment & Depreciation

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Description	Cost per piece [€]	Amounts of Investments	Depreciation rate [% & years]	Depreciation [p. a.; €]
<i>Outdoor</i>				
3 x tables	200	600	10	60
Sound system	1.500	1.500	10	150
4 x speakers	400	1.600	10	160
Light system	800	800	10	80
Advertisement	900	900	10	90
TOTAL		5.400		540

Investment & Depreciation

Total calculation

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Description	Amounts of Investments	Depreciation rate [% & years]	Depreciation [p. a.; €]
<i>altogether</i>			
Vehicle	13.000	5	2.600
Licenses	550	-	-
Kitchen	7.330	10	733
Outdoor	5.400	10	540
Unexpected	1000	-	-
<i>TOTAL</i>	<i>27.280</i>		<i>3.873</i>
Sponsoring	5.000	-	-
TOTAL (inc. sponsoring)	22.280	-	-

Menu

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Article	Price [EUR]	Profit [%]
Mai Tai (500 ml)	7	344
Caipirinha (400 ml)	5	845
Cuba libre (400 ml)	5	650
Zombie (400 ml)	6	400
Mojito (400 ml)	6	685
Pina Colada (400 ml)	7	410
Whiskey Tonic (200 ml)	3.5	800
Beck's (0.33 l)	2	450
Stuttgarter Hofbräu (0.5 l)	2.5	400
Erdinger (0.5 l)	3	350
Jägermeister	1.5	250
Jack Daniels (0.05 l)	1.5	1000
Nachos (400 g)	3.5	450
Peanuts (200 g)	2	410
Bretzel (defrosted)	0.8	350



Consumption costs I

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Expendable material	Specific consumption per drink (500 ml)	Specific price per liter in EUR	Costs per drink in EUR
Mai Tai			
Rum (Havanna Club)	2 cl	19	0.38
Amaretto	2 cl	14	0.28
Cointreau	2 cl	16	0.32
Rum (brown)	2 cl	12	0.24
Rum (white)	2 cl	12	0.24
Orange juice	10 cl	1.5	0.15
Ananas juice	20 cl	1.6	0.32
Grenadine	1 tea spoon	6	0.018
Ice	6 cubes (200 cl)	0.005	0.001
Fruits	2 slices of orange	1 per kg	0.05
Energy			0.01
Maintenance			0.01
Administrative overhead cost			0.012
TOTAL	-	-	2.031

Consumption costs II

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Expendable material	Specific consumption per drink (500 ml)	Specific price per liter in EUR	Costs per drink in EUR
<i>Caipirinha</i>			
Cachaca	3 cl	15	0.38
Lime	1	2/kg	0.15
Brown sugar	2 tea spoon	2/kg	0.06
Ice	8 cubes (280 cl)	0.005	0.0014
Energy			0.01
Maintenance			0.01
Administrative overhead cost			0.012
TOTAL	-	-	0.6234

Total of investment & financing

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Total investments in EUR	22.280
50 % own capital in EUR	11.140
50 % outside financing in EUR	11.140

Year	Balance of debt	Interest rate [%]	Interest costs paid p.a.	Repayment/ Paying back loan p.a.
1	11.140	7	779,8	2.228
2	8.912	7	623,8	2.228
3	6.684	7	467,9	2.228
4	4.456	7	311,9	2.228
5	2.228	7	156,0	2.228
Total paid interest			2.339,4	

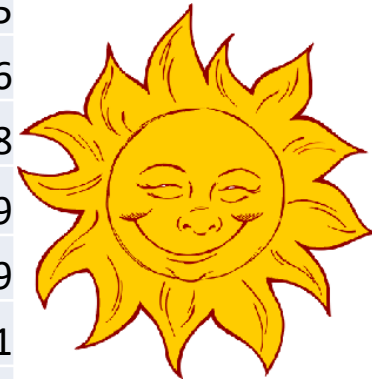
Customer pattern I

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Article	Price [EUR]	Average disposal per hour	Income per good per hour in EUR	Profit [%]	Profit per good/hour
Mai Tai	7	0	0	344	0
Caipirinha	5	1	5	845	4
Cuba libre	5	0	0	650	0
Zombie	6	0	0	400	0
Mojito	6	1	6	685	5
Pina Colada	7	1	7	410	5
Whiskey Tonic	3,5	2	7	800	6
Beck's	2	5	10	450	8
Stuttgarter Hofbräu	2,5	5	12,5	400	9
Erdinger	3	4	12	350	9
Jägermeister	1,5	1	1,5	250	1
Jack Daniels	1,5	1	1,5	1000	1
Nachos	3,5	3	10,5	450	8
Peanuts	2	2	4	410	3
Bretzel	0,8	8	6,4	350	5
TOTAL			83,4		65

**day shift:
12.00-18.00**



Customer pattern II

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Article	Price [EUR]	Average disposal per hour	Income per good per hour in EUR	Profit [%]	Profit per good/hour
Mai Tai	7	2	14	344	10
Caipirinha	5	2	10	845	9
Cuba libre	5	2	10	650	8
Zombie	6	1	6	400	5
Mojito	6	3	18	685	15
Pina Colada	7	1	7	410	5
Whiskey Tonic	3,5	3	10,5	800	9
Beck's	2	8	16	450	12
Stuttgarter Hofbräu	2,5	10	25	400	19
Erdinger	3	3	9	350	6
Jägermeister	1,5	6	9	250	5
Jack Daniels	1,5	8	12	1000	11
Nachos	3,5	3	10,5	450	8
Peanuts	2	4	8	410	6
Bretzel	0,8	4	3,2	350	2
TOTAL			168		132

**night shift:
20.00-4.00**



Customer pattern III

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	Day shift	Night shift	Day shift	Night shift
	realistic		pessimistic (-20%)	
hours	6	8	6	8
Profit per hour in EUR	65	132	52	105,6
Raw materials per hour	18,4	36	14,72	28,8
Profit per shift in EUR	390	1056	312	844,8
Raw materials per shift	110,4	288	88,32	230,4
Profit per week in EUR	1170	2376	936	1901
Raw materials per week	331,2	864	264,96	691,2
TOTAL per week	3.546 (1.195,2)		2.837 (956,16)	

- One week:
 - 3 night shifts
 - 3 day shifts

- Business between April and November

Income during the year

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Month	Operation & capacity [%]	Number of weeks	Income (real. scenario)	Income (pess. Scenario)
January				
February				
March				
April	80	4.5	12.765,6	10.213,2
May	90	4.5	14.361,3	11.489,85
June	100	4	14.184	11.348
July	100	4	14.184	11.348
August	100	4.5	15.957	12.766,5
September	90	4	12.765,6	10.213,2
October	90	4.5	14.361,3	11.489,85
November				
December				
TOTAL p.a.			98.578,8	78.868,6

Self-cost for year 1-4

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- Variation of seasonal capacity (0,926)
- Running business: 30 weeks per year
- One week:
 - 3 day shifts
 - 3 night shifts
- No labour cost
- Capacity:
 - 1st year: 60%
 - 2nd year: 80%
 - 3rd year: 100%
- Realistic & pessimistic scenarios

Self-cost for year 1-4

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	1. Year		2. Year		3. Year		4. Year	
	real.	poss.	real.	poss.	real.	poss.	real.	Pess.
utilization of capacity	60%		80%		100%		100%	
Quantity	59.147,28	47.321,16	78.863,04	63.094,88	98.578,8	78.868,6	98.578,8	78.868,6
Costs								
Depreciation costs	3.837	3.837	3.837	3.837	3.837	3.837	3.837	3.837
Financing Costs	779,8	779,8	623,8	623,8	467,9	467,9	311,9	311,9
Labour costs	0	0	0	0	0	0	0	0
Raw material costs	19.935,94	15.948,75	26.581,25	21.265	33.226,56	26.581,25	33.226,56	26.581,25
Sum of costs	21.255,74	17.268,55	27.745,05	22.428,8	34.234,46	27.589,15	34.078,46	27.433,15

Quantity is calculated by figures from them raw materials are already substracted

Cash-flow for year 1-5 I

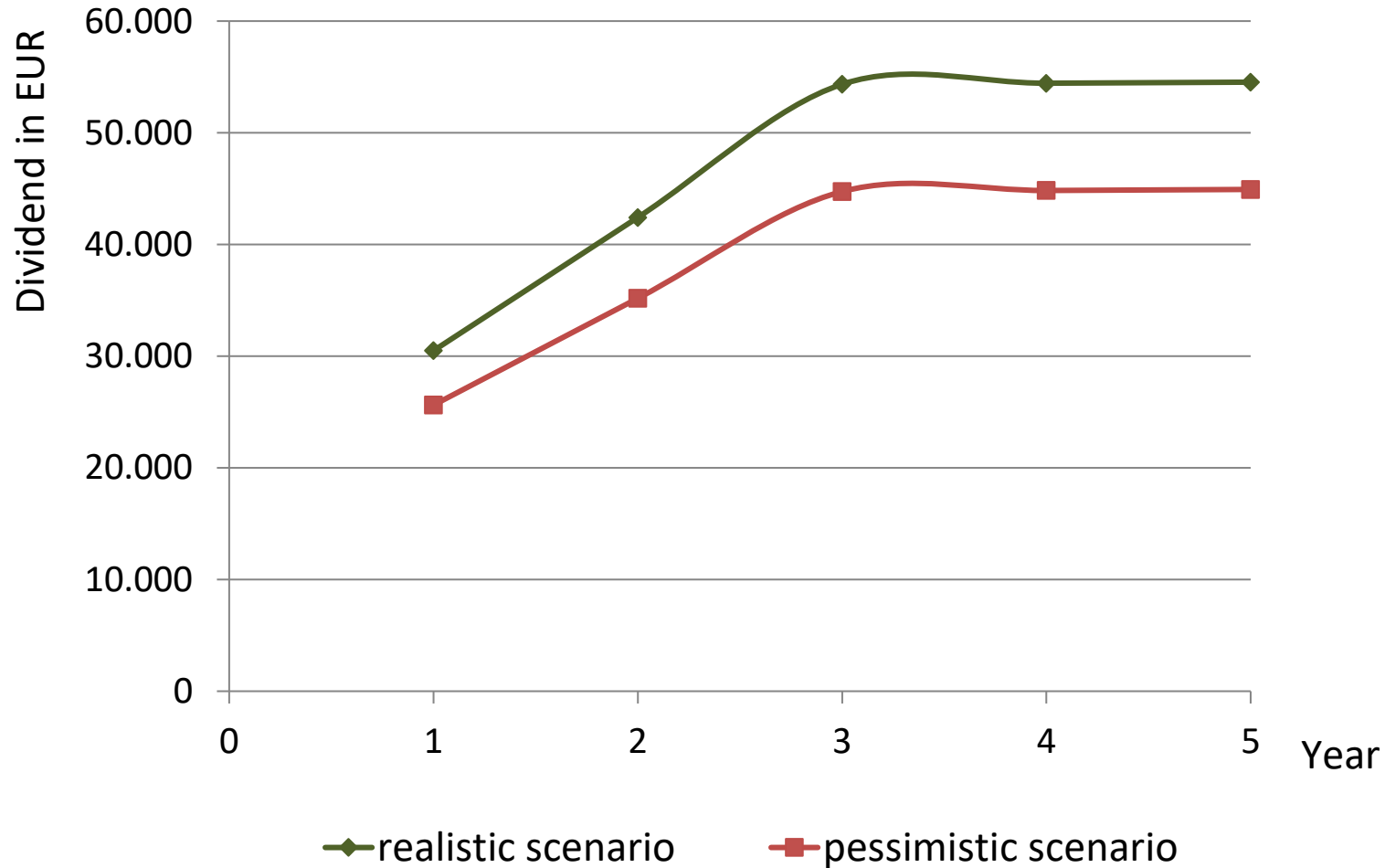
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	1. Year		2. Year		3. Year		4. Year		5. Year	
	real.	pess.	real.	pess.	real.	pess.	real.	pess	real.	pess
Quantity	59.147	47.321	78.863	63.095	98.579	78.869	98.579	78.869	98.579	78.869
Depreciation costs	3.837	3.837	3.837	3.837	3.837	3.837	3.837	3.837	3.837	3.837
Financing Costs	780	780	624	624	468	468	312	312	156	156
Profit carried forward	-	-	-	-	-	-	-	-	-	-
Labour costs	0	0	0	0	0	0	0	0	0	0
Profit (bef.tax)	54.530	42.704	74.402	58.634	94.274	74.564	94.430	74.720	94.586	74.876
tax (40%)	21.812	17.082	29.761	23.454	37.710	29.825	37.772	29.888	37.834	29.950
Profit (after tax)	32.718	25.623	44.641	35.180	56.564	44.738	56.658	44.832	56.751	44.925
Repayment credit	2.228		2.228		2.228		2.228		2.228	
Dividend:	30.490	25.623	42.413	35.180	54.336	44.738	54.430	44.832	54.523	44.925

Cash-flow for year 1-5 II

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Conclusion

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- Profitability from the beginning!
- Total dividend after 5 years:
 - Realistic: 236.193 EUR
 - Pessimistic: 195.298 EUR
- No fixed labour costs
- No fixed costs for property
- Extendable to other cities
- Very flexible
- Maybe winter business?

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Thank You



enjoy responsible!