



# Empamate

...bring or meet your mate



# Outline

---

- Description of the Project: Empamate GmbH
  - Description of Production
  - Description of Services
  - Description of Empamate GmbH
- Market Analysis
  - Results of the Market Study
- Marketing
- Investment and Depreciation Costs
  - Building Renovation and Equipment
  - Additional Equipment
  - Off-sites
- Total Investment, Depreciation Costs and Financing Costs
- Financing Costs: Calculation of Interests and Payback
- Labour Costs
- Utility Costs
- Raw Material Costs
- Administrative Costs
- Costs per Piece and Calculation of Price
- Self Costs
- Profitability and Cashflow

# Description of the Project: Empamate GmbH

---

Taking advantage of the interculturality in Cologne and of the interest of young people in getting to know the Latin American culture, we decided to create a small restaurant/café guided by **food, drinks, music, dance** and the **language** from **Latin American countries**.

The **food speciality** of our business resides on:

- Empanadas are a stuffed bread or pastry baked or fried in many countries in Latin America, but also in Southern Europe and Southeast Asia.
- Arepas are a flatbread made of ground maize dough or cooked flour, eaten mainly in Colombia and Venezuela. They can be stuffed for example with meat, chicken or cheese.
- Mate is a caffeinated beverage made from yerba mate. It's a traditional drink in countries like Argentina, Uruguay, Paraguay, Chile and the southern states of Brazil.

Our **cultural offer** includes:

- Dance course
- Cooking classes
- Tandem evening



<http://www.flickr.com/photos/andrewscrivani/3730557892/>



<http://www.flickr.com/photos/dircinha/5910694978/>

# Description of Production

## Arepa

Pour 1kg of corn flour in a recipient, add 0.75 L of water and 0.25 L of milk. Mix the dough and pour 3 ½ teaspoon salt and 1 teaspoon sugar. Add 4 teaspoons butter to the mixture and mix until the dough gets tough. Leave it settle during 4 or 5 minutes and then knead with the hands until it gets uniform. Make a small ball of dough, press it and use a mould to give the size and shape. Place the arepa on a hot frying pan with or without few cooking oil and wait until it gets a gold colour and it's lightly brown. When ready cut it by the border and filled it with the desired ingredients.

## Empanada

Dough: Mix warmed water with flour, egg yolks, liquid lard. Add salt.

Prove the dough 5 minutes and finally roll it out!

Meat: Cut and Cook the onions, add lard and mix it finally with the meat. Don't forget the spicery.

Stuffing: Fill the dough with meat, egg and a olive, fold it up, put some egg on it and put it into the oven. Or fill it instead with cheese and fry the folded empanada.

## Mate

Put the bombilla into the Kalebasse and then fill 3/4 with Mate.

Then fill it up to the top with the heated water and enjoy!

Refill it with the heated water and pass it to your friend!



<http://www.spoonforboccon.com/2011/10/arepas-filled-with-carnitas-and-guasacaca/>

# Description of Services



<http://www.flickr.com/photos/onlineasdas/3035776675/>

## Dance Course

Everyone is welcome to our Salsa, Reggeaton, Merengue, and Bachata lessons. An extern teacher will show new figures and go through all these music genres, assuring a great time. *The extern teacher gets 50% of the course price. Maximum 8 couples.*

Price: 100 € / Person.

Units: 10 weeks – Once/Week.

Duration: 90 minutes.



<http://www.flickr.com/photos/onlineasdas/3035776675/>

## Cooking Classes

Let our chef bring the taste of South America to your own table. The classes are offered twice a month and for a small fee you will get everything you need to learn to cook South American Food. After cooking you enjoy your creation in our dinning room. *The ingredients will be bought with the course price. Maximum 12 people.*

Price: 30€ / Person.

Units: One evening.

Duration: 90 minutes.



<http://blog.indianraillibrary.org/wp-content/uploads/2013/11/hello.png>

## Tandem Evening

Once a week we invite all the people who are interested in practicing spanish and german mainly, but also other foreign languages. Those who only would like to know someone of another nationality are also welcome!

Price: Free.

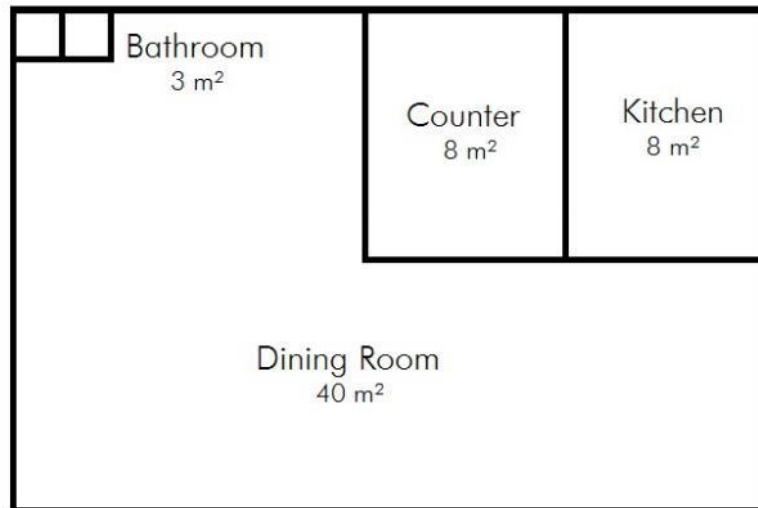
Duration: from 20:00.

# Description of Empamate GmbH

Our Opening Hours will be:

|                   |               |
|-------------------|---------------|
| Monday:           | Closed.       |
| Tuesday - Friday: | 11.00 – 23.00 |
| Saturday:         | 11.00 – 23.00 |
| Sunday:           | 12.00 – 21.00 |

Location plan:



$\approx 62 \text{ m}^2$

|            |            |
|------------|------------|
| Rent       | 12,00 €/m² |
| Total Area | 62 m²      |
| Costs p.m. | 744,00 €   |

# Market Analysis

---

## Where

The area close to the **Chlodwigplatz (Südstadt, Cologne)** is in one of cologne's most famous neighbourhoods for restaurants and bars. Aside it is home to many university students and Spanish-speaking people from all over the world

## Customer analysis

Customers might be the Spanish-speaking population, as well as students and other people who want to eat a snack or spend their time relaxing with their friends while taking a Mate.

## Competition analysis

There are few Spanish restaurants, but still no snackbar, where you can buy Empanadas, Arepas or Mate-Tea. The only possible Competitors might be "Döner" or other kinds of snack-shop. But caused to the completely different offers:

**Our shop will be a premiere!!!**

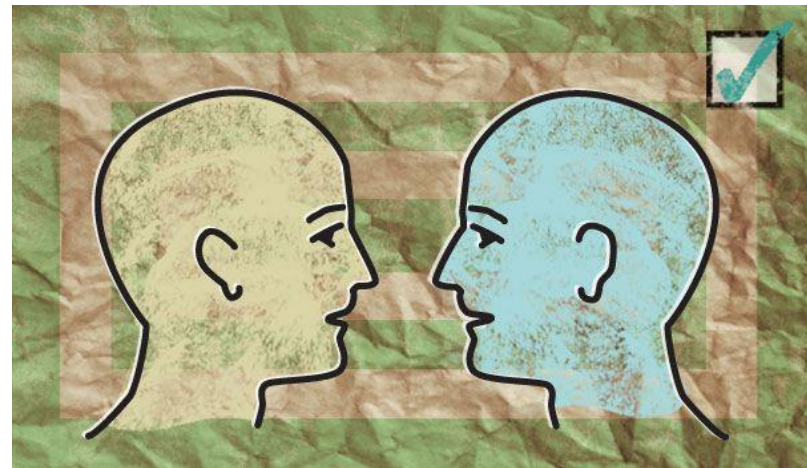
# Market Analysis: Results of the Market Study

| Assumptions                     |                          |                                                           |
|---------------------------------|--------------------------|-----------------------------------------------------------|
|                                 | <u>Products</u>          | <u>Selling prices (average)</u>                           |
| Coffee                          | Small coffee (0,2l)      | 1,80 €                                                    |
|                                 | to-Go                    | 1,80 €                                                    |
|                                 | Large coffee (0,3l)      | 2,60 €                                                    |
|                                 | to-Go                    | 2,60 €                                                    |
| Mate                            | Mate single(0,2l)        | Not sold in the current market                            |
|                                 | Mate group (1l)          |                                                           |
| Non-Alcoholic Drinks            | Water without gas (0,5l) | 1,80 €                                                    |
|                                 | Water classic (0,5l)     | 2,20 €                                                    |
|                                 | Coca-Cola (0,2l)         | 1,70 €                                                    |
|                                 | Fanta (0,2l)             | 1,70 €                                                    |
|                                 | Sprite (0,2l)            | 1,70 €                                                    |
| Wines                           | Red Wine (0,2l)          | 4,00 €                                                    |
|                                 | White Wine (0,2l)        |                                                           |
|                                 | Rose (0,2l)              |                                                           |
| Empanadas                       | Option1-Meat             | Compared with Döner: Price varies between 2,50 and 2,50 € |
|                                 | Option2 - Chicken        |                                                           |
|                                 | Option3 - Cheese         |                                                           |
|                                 | Option 4-Veggie          |                                                           |
| Arepas                          | Option1-Beef             | We intend to sell them between 2,00 and 2,50 €            |
|                                 | Option2 - Chicken        |                                                           |
|                                 | Option3 - Cheese         |                                                           |
|                                 | Option 4-Veggie          |                                                           |
|                                 | Option 5 - Egg           |                                                           |
| <u>Work time</u>                |                          |                                                           |
| 3 Owners                        |                          | 6 days/week    10 hours/day                               |
| 1 Chef (Fulltime Employee)      |                          | 6 days/week    10 hours/day                               |
| 2 Mini-Job (Service,Kitchen)    |                          | 3 days/week    13 Hours/week                              |
| 1 Service (Part-Time)           |                          | 6 days/week    4 hours/day                                |
| 1 Cleaning Personal (Part-Time) |                          | 6 days/week    13 Hours/week                              |

# Marketing

## Advertising

- Publications in Facebook, Ksta and Prinz-Gastro Guide
- Later: only Face-2-Face Publicity
- Posters and Flyers for special events inside of the Bistro



# Investment and Depreciation Costs: Building Renovation and Equipment

| Category                     | Purchase                  | Investment per unit | Units | Investment        | Deprecation years | Deprecation costs |
|------------------------------|---------------------------|---------------------|-------|-------------------|-------------------|-------------------|
| Car                          | Renault Kangoo            | 7000,00 €           | 1     | 7000,00 €         | 5                 | 1400,00 €         |
| Renovation                   | Sound-System              | 5000,00 €           | 1     | 5000,00 €         | 9                 | 555,56 €          |
|                              | Ventilation               | 2000,00 €           | 1     | 2000,00 €         | 11                | 181,82 €          |
|                              | Lamps                     | 2000,00 €           | 1     | 2000,00 €         | 5                 | 400,00 €          |
|                              | Wall Colour               | 1000,00 €           | 1     | 1000,00 €         | 5                 | 200,00 €          |
|                              | Floor (40m2 parquet)      | 3000,00 €           | 1     | 3000,00 €         | 10                | 300,00 €          |
|                              | Restrooms                 | 1500,00 €           | 1     | 1500,00 €         | 9                 | 166,67 €          |
|                              | Decoration                | 1000,00 €           | 1     | 1000,00 €         | 3                 | 333,33 €          |
|                              | Indoor Advertising        | 1000,00 €           | 1     | 1000,00 €         | 3                 | 333,33 €          |
| <b>Total</b>                 |                           |                     |       | <b>16500,00 €</b> |                   |                   |
| Bar-Room                     | Tables                    | 100,00 €            | 8     | 800,00 €          | 5                 | 160,00 €          |
|                              | Chairs                    | 50,00 €             | 16    | 800,00 €          | 5                 | 160,00 €          |
|                              | Tablecloths               | 30,00 €             | 24    | 720,00 €          | 1                 | 720,00 €          |
| Bar                          | Coffee machine            | 5000,00 €           | 1     | 5000,00 €         | 5                 | 1000,00 €         |
|                              | Serving Counter           | 2000,00 €           | 1     | 2000,00 €         | 5                 | 400,00 €          |
|                              | Fridge                    | 1089,00 €           | 1     | 1089,00 €         | 5                 | 217,80 €          |
|                              | Dish washer               | 700,00 €            | 1     | 700,00 €          | 5                 | 140,00 €          |
|                              | Cash desk                 | 2000,00 €           | 1     | 2000,00 €         | 5                 | 400,00 €          |
|                              | Waitress-Purse            | 19,90 €             | 3     | 59,70 €           | 1                 | 59,70 €           |
|                              | Stone oven                | 2000,00 €           | 1     | 2000,00 €         | 5                 | 400,00 €          |
| Kitchen Equipment (includes) | Transfer from Antecessor  | 15000,00 €          | 1     | 15000,00 €        | 5                 | 3000,00 €         |
|                              | Stove/Cooker              |                     |       |                   |                   |                   |
|                              | Work table + Sink         |                     |       |                   |                   |                   |
|                              | Refrigerated storage room |                     |       |                   |                   |                   |
| Kitchen Tools                | Pans                      | 50,00 €             | 7     | 350,00 €          | 3                 | 116,67 €          |
|                              | Pots                      | 40,00 €             | 10    | 400,00 €          | 3                 | 133,33 €          |
|                              | Microwave                 | 150,00 €            | 1     | 150,00 €          | 3                 | 50,00 €           |
|                              | Cooking-Knives            | 40,00 €             | 20    | 800,00 €          | 1                 | 800,00 €          |
|                              | Cutting-Slat              | 20,00 €             | 4     | 80,00 €           | 1                 | 80,00 €           |
|                              | Other kitchen tools       |                     |       | 500,00 €          | 1                 | 500,00 €          |
| <b>Total</b>                 |                           |                     |       | <b>32448,70 €</b> |                   |                   |



# Investment and Depreciation Costs:

## Additional Equipment

| <i>Category</i>           | <i>Purchase</i>  | <i>Investment per unit</i> | <i>Units</i> | <i>Investment</i> | <i>Deprecation years</i> | <i>Deprecation costs</i> |
|---------------------------|------------------|----------------------------|--------------|-------------------|--------------------------|--------------------------|
| <b>Cutlery</b>            | Knife            | 2,67 €                     | 75           | 200,00 €          | 1                        | 200,00 €                 |
|                           | Fork             | 2,00 €                     | 75           | 150,00 €          | 1                        | 150,00 €                 |
|                           | Little spoon     | 1,00 €                     | 75           | 75,00 €           | 1                        | 75,00 €                  |
|                           | Plates           | 5,00 €                     | 75           | 375,00 €          | 1                        | 375,00 €                 |
|                           | Cup 0,2          | 2,33 €                     | 75           | 175,00 €          | 1                        | 175,00 €                 |
|                           | Cup 0,4          | 1,92 €                     | 75           | 143,75 €          | 1                        | 143,75 €                 |
|                           | Glass 0,2        | 0,49 €                     | 75           | 36,75 €           | 1                        | 36,75 €                  |
|                           | Glass 0,4        | 0,70 €                     | 75           | 52,50 €           | 1                        | 52,50 €                  |
|                           | Bombilla (Mate)  | 5,00 €                     | 30           | 150,00 €          | 1                        | 150,00 €                 |
|                           | Kalebasse (Mate) | 10,00 €                    | 30           | 300,00 €          | 1                        | 300,00 €                 |
| <b>Cleaning Equipment</b> | Cleaning cloth   | 0,30 €                     | 75           | 22,50 €           | 1                        | 22,50 €                  |
|                           | Bucket           | 10,00 €                    | 3            | 30,00 €           | 1                        | 30,00 €                  |
|                           | Vacuum cleaner   | 50,00 €                    | 1            | 50,00 €           | 7                        | 7,14 €                   |
| <b>Total</b>              |                  |                            |              | <b>1760,50 €</b>  |                          |                          |

# Investment and Depreciation Costs:

---

## Off-sites

| <b><u>Description</u></b> | <b><u>Costs</u></b> |
|---------------------------|---------------------|
| Foundation GmbH           | 600 €               |
| Schooling (Owners)        | 1.500 €             |
| Concession                | 300 €               |
| Security Deposit          | 3.000 €             |
| <b>Total</b>              | <b>5.400 €</b>      |

# Total Investment, Depreciation Costs and Financing Costs

| <u>Description</u>          | <u>Costs</u>       |
|-----------------------------|--------------------|
| Land/Building               | 0,00 €             |
| Car                         | 7.000,00 €         |
| Renovation                  | 16.500,00 €        |
| Barroom                     | 32.448,70 €        |
| Cutlery                     | 1.760,50 €         |
| Unexpected Costs            | 10.000,00 €        |
| Circulating Capital         | 5.000,00 €         |
| Off-Sites                   | 5.400,00 €         |
| <b>Total Capital Demand</b> | <b>78.109,20 €</b> |

| <u>Financing Costs</u> |                 |                    |                 |
|------------------------|-----------------|--------------------|-----------------|
|                        | <u>Sum</u>      | <u>Loan Period</u> | <u>Interest</u> |
| Equity capital         | 25.000 €        |                    |                 |
| Bank                   | 55.000 €        | 10 Years           | 7%              |
| <b>Total Funds</b>     | <b>80.000 €</b> |                    |                 |

# Financing Costs: Calculation of Interests and Payback

---

| <b><u>Credit</u></b>      |                               |                                                 |                         |
|---------------------------|-------------------------------|-------------------------------------------------|-------------------------|
| <b><u>Loan Period</u></b> | <b><u>Balance of debt</u></b> | <b><u>Interest Costs</u><br/><u>Paid 7%</u></b> | <b><u>Repayment</u></b> |
| 1                         | 55.000,00 €                   | 3.850,00 €                                      | 5.500,00 €              |
| 2                         | 49.500,00 €                   | 3.465,00 €                                      | 5.500,00 €              |
| 3                         | 44.000,00 €                   | 3.080,00 €                                      | 5.500,00 €              |
| 4                         | 38.500,00 €                   | 2.695,00 €                                      | 5.500,00 €              |
| 5                         | 33.000,00 €                   | 2.310,00 €                                      | 5.500,00 €              |
| 6                         | 27.500,00 €                   | 1.925,00 €                                      | 5.500,00 €              |
| 7                         | 22.000,00 €                   | 1.540,00 €                                      | 5.500,00 €              |
| 8                         | 16.500,00 €                   | 1.155,00 €                                      | 5.500,00 €              |
| 9                         | 11.000,00 €                   | 770,00 €                                        | 5.500,00 €              |
| 10                        | 5.500,00 €                    | 385,00 €                                        | 5.500,00 €              |

# Labour Costs

| Labour costs               |               |                  |                            |                            |                                   |                                           |                                       |                     |
|----------------------------|---------------|------------------|----------------------------|----------------------------|-----------------------------------|-------------------------------------------|---------------------------------------|---------------------|
| <u>Mode of employment</u>  | <u>Amount</u> | <u>Salary</u>    | <u>Sum Salary<br/>p.m.</u> | <u>Sum Salary<br/>p.a.</u> | <u>Retirement<br/>pay (9,75%)</u> | <u>Unemployment<br/>insurance (2,5 %)</u> | <u>Health<br/>Insurance (7<br/>%)</u> | <u>Total</u>        |
| Owner                      | 3             | 10,00 €/h        | 7.500,00 €                 | 90.000,00 €                | 8.775,00 €                        | 2.250,00 €                                | 6.300,00 €                            | 107.325,00 €        |
| Fulltime                   | 1             | 10,00 €/h        | 2.000,00 €                 | 24.000,00 €                | 2.340,00 €                        | 600,00 €                                  | 1.680,00 €                            | 28.620,00 €         |
| Parttime                   | 1             | 10,00 €/h        | 1.000,00 €                 | 12.000,00 €                | 1.170,00 €                        | 300,00 €                                  | 840,00 €                              | 14.310,00 €         |
| Mini-Job (Service,Kitchen) | 3             | 8,50 €/h         | 1.350,00 €                 | 16.200,00 €                | 1.579,50 €                        | 405,00 €                                  | 1.134,00 €                            | 19.318,50 €         |
| Cleaningstaff (Mini-Job)   | 1             | 8,50 €/h         | 450,00 €                   | 5.400,00 €                 | 526,50 €                          | 135,00 €                                  | 378,00 €                              | 6.439,50 €          |
| <b>Total</b>               | <b>9</b>      | <b>47,00 €/h</b> | <b>12.300,00 €</b>         | <b>147.600,00 €</b>        | <b>14.391,00 €</b>                | <b>3.690,00 €</b>                         | <b>10.332,00 €</b>                    | <b>176.013,00 €</b> |

# Utility Costs

| Utilities              |                                         |                               |                   |                   |
|------------------------|-----------------------------------------|-------------------------------|-------------------|-------------------|
| <u>Description</u>     | <u>Costs per unit</u>                   | <u>Consumption</u>            | <u>Costs p.m.</u> | <u>Costs p.a.</u> |
| Electricity costs      | 0,25 €/kWh                              | 163 kWh/m <sup>2</sup> a      | 210,54 €          | 2526,50 €         |
| Heating costs          | 0,06 €/kWh                              | 381 kWh/m <sup>2</sup> a      | 28,54 €           | 1370,08 €         |
| Firewood (Stone oven)  | 220,00 €/rm                             | 12 rm/a                       | 220,00 €          | 2640,00 €         |
| Gas (Car)              | 1,40 €/l                                | 608 l/a                       | 70,93 €           | 851,20 €          |
| Water                  | <u>Consumption per m<sup>2</sup>/ a</u> | <u>Costs p. m<sup>3</sup></u> | <u>Costs p.m.</u> | <u>Costs p.a.</u> |
| Costs                  | 0,88 m <sup>3</sup>                     | 1,60 €                        | 7,27 €            | 87,30 €           |
| <b>Utilities Costs</b> |                                         |                               | <b>537,29 €</b>   | <b>7.475,07 €</b> |

# Raw Material Costs

| Product                  | Ingredients                                       | Costs per Unit | Incl. VAT | Costs without VAT | Mass per unit | Mass per order | Unit       | Price per order | Costs  |
|--------------------------|---------------------------------------------------|----------------|-----------|-------------------|---------------|----------------|------------|-----------------|--------|
| <b>Drinks</b>            |                                                   |                |           |                   |               |                |            |                 |        |
| Small coffee (0,2l)      | Colombian Coffee "Oma", Arabica, Full Bean        | 24,40 €        | 7,00%     | 22,69 €           | 1000          |                | 7g         | 0,1588 €        |        |
|                          | Water                                             | 1,60 €         | 7,00%     | 1,49 €            | 1000          |                | 0,2l       | 0,0003 €        |        |
|                          | Milk-condensated (unit)                           | 10,69 €        | 0,00%     | 10,69 €           | 240           |                | 1piece     | 0,0445 €        |        |
|                          | Sugar (small package)                             | 18,65 €        | 7,00%     | 17,34 €           | 1000          |                | 1piece     | 0,0173 €        |        |
|                          | Cookie                                            | 12,00 €        | 7,00%     | 11,16 €           | 200           |                | 1piece     | 0,0558 €        | 0,28 € |
| to-Go                    | Cup                                               | 45,00 €        | 19,00%    | 36,45 €           | 1000          |                | 1piece     | 0,0365 €        | 0,31 € |
| Large coffee (0,3l)      | Colombian Coffee "Oma", Arabica, Full Bean        | 22,80 €        | 7,00%     | 21,20 €           | 1000          |                | 11g        | 0,2332 €        |        |
|                          | Water                                             | 1,60 €         | 7,00%     | 1,49 €            | 1000          |                | 0,3l       | 0,0004 €        |        |
|                          | Milk-condensated (unit)                           | 10,69 €        | 0,00%     | 10,69 €           | 240           |                | 1piece     | 0,0445 €        |        |
|                          | Sugar (small package)                             | 20,00 €        | 7,00%     | 18,60 €           | 1000          |                | 1piece     | 0,0186 €        |        |
|                          | Cookie                                            | 12,00 €        | 7,00%     | 11,16 €           | 200           |                | 1piece     | 0,0558 €        | 0,35 € |
| to-Go                    | Cup                                               | 60,00 €        | 19,00%    | 48,60 €           | 1000          |                | 1piece     | 0,0486 €        | 0,40 € |
| Mate single(0,2l)        | Water                                             | 1,60 €         | 7,00%     | 1,49 €            | 1000          |                | 0,2l       | 0,0003 €        |        |
|                          | Mate                                              | 7,60 €         | 7,00%     | 7,07 €            | 1000          |                | 100g       | 0,7068 €        |        |
|                          | Sugar (small package)                             | 18,65 €        | 7,00%     | 17,34 €           | 1000          |                | 1piece     | 0,0173 €        | 0,72 € |
| Mate group (1l)          | Water                                             | 1,60 €         | 7,00%     | 1,49 €            | 1000          |                | 1l         | 0,0015 €        |        |
|                          | Mate                                              | 7,60 €         | 7,00%     | 7,07 €            | 1000          |                | 500g       | 3,5340 €        |        |
|                          | Sugar (small package)                             | 18,65 €        | 7,00%     | 17,34 €           | 1000          |                | 5piece     | 0,0867 €        | 3,62 € |
| Water without gas (0,5l) | Vittel                                            | 0,35 €         | 0,00%     | 0,35 €            | 0,5           |                | 0,5l       | 0,3500 €        | 0,35 € |
| Water classic (0,5l)     | Gerolsteiner classic                              | 0,35 €         | 0,00%     | 0,35 €            | 0,5           |                | 0,3l       | 0,2100 €        | 0,21 € |
| Coca-Cola (0,2l)         | Coca-Cola                                         | 7,79 €         | 0,00%     | 7,79 €            | 24            |                | 1piece     | 0,3246 €        | 0,32 € |
| Fanta (0,2l)             | Fanta                                             | 7,79 €         | 0,00%     | 7,79 €            | 24            |                | 1piece     | 0,3246 €        | 0,32 € |
| Sprite (0,2l)            | Sprite                                            | 7,79 €         | 0,00%     | 7,79 €            | 24            |                | 1piece     | 0,3246 €        | 0,32 € |
| Red Wine (0,2l)          | Concha y Toro - Carmenera                         | 6,00 €         | 19,00%    | 4,86 €            | 0,75          |                | 0,2l       | 1,2960 €        | 1,30 € |
| White Wine (0,2l)        | Concha y Toro Sauvignon Blanc                     | 6,25 €         | 19,00%    | 5,06 €            | 0,75          |                | 0,2l       | 1,3500 €        | 1,35 € |
| Rose (0,2l)              | Concha y Toro Rosé Merlot                         | 6,25 €         | 19,00%    | 5,06 €            | 0,75          |                | 0,2l       | 1,3500 €        | 1,35 € |
| <b>Food</b>              |                                                   |                |           |                   |               |                |            |                 |        |
| Empanada                 | Flour                                             | 0,59 €         | 7,00%     | 0,55 €            | 1000          |                | 37,5g      | 0,0206 €        |        |
|                          | Eggs                                              | 1,10 €         | 7,00%     | 1,02 €            | 10            |                | 0,1pieces  | 0,0102 €        |        |
|                          | Lard (Schmalz)                                    | 0,89 €         | 7,00%     | 0,83 €            | 200           |                | 3,75g      | 0,0155 €        |        |
|                          | Salt                                              | 0,22 €         | 7,00%     | 0,20 €            | 500           |                | 1g         | 0,0004 €        |        |
|                          | Sugar                                             | 0,99 €         | 7,00%     | 0,92 €            | 1000          |                | 0,5g       | 0,0005 €        |        |
|                          | Spices (Alliö, Garlic, Paprika, Oregano, Caraway) | 3,20 €         | 7,00%     | 2,98 €            | 80            |                | 1g         | 0,0372 €        | 0,08 € |
| Option: Meat             | Minced meat                                       | 1,50 €         | 7,00%     | 1,40 €            | 500           |                | 40g        | 0,1116 €        |        |
|                          | Onion                                             | 0,49 €         | 7,00%     | 0,46 €            | 1500          |                | 20g        | 0,0061 €        |        |
|                          | Olives                                            | 0,99 €         | 7,00%     | 0,92 €            | 150           |                | 10         | 0,0614 €        |        |
|                          | Eggs                                              | 1,10 €         | 7,00%     | 1,02 €            | 10            |                | 0,16pieces | 0,0164 €        | 0,28 € |
| Option: Chicken          | Chicken                                           | 1,39 €         | 7,00%     | 1,29 €            | 250           |                | 40g        | 0,2068 €        |        |
|                          | Onion                                             | 0,49 €         | 7,00%     | 0,46 €            | 1500          |                | 20g        | 0,0061 €        | 0,30 € |
| Option: Cheese           | Cheese                                            | 1,60 €         | 7,00%     | 1,49 €            | 300           |                | 33,5g      | 0,1662 €        |        |
|                          | Oil                                               | 0,95 €         | 7,00%     | 0,88 €            | 1000          |                | 2ml        | 0,0018 €        | 0,25 € |
| Option: Veggie           | Tomato                                            | 1,29 €         | 7,00%     | 1,20 €            | 1000          |                | 15g        | 0,0180 €        |        |
|                          | Rice                                              | 1,29 €         | 7,00%     | 1,20 €            | 1000          |                | 30g        | 0,0360 €        |        |
|                          | Onion                                             | 0,49 €         | 7,00%     | 0,46 €            | 1500          |                | 20g        | 0,0061 €        | 0,14 € |
| Arepá                    | Corn flour                                        | 2,35 €         | 7,00%     | 2,19 €            | 1000          |                | 40g        | 0,0874 €        |        |
|                          | Water                                             | 1,60 €         | 7,00%     | 1,49 €            | 1000          |                | 37,5ml     | 0,0558 €        |        |
|                          | Milk                                              | 0,55 €         | 7,00%     | 0,51 €            | 1000          |                | 12,5ml     | 0,0064 €        |        |
|                          | Salt                                              | 0,22 €         | 7,00%     | 0,20 €            | 1000          |                | 1g         | 0,0002 €        |        |
|                          | Sugar                                             | 0,99 €         | 7,00%     | 0,92 €            | 500           |                | 0,2g       | 0,0004 €        |        |
|                          | Butter                                            | 0,99 €         | 7,00%     | 0,92 €            | 100           |                | 10g        | 0,0921 €        | 0,15 € |
| Option: Meat             | Minced meat                                       | 1,50 €         | 7,00%     | 1,40 €            | 500           |                | 40g        | 0,1116 €        |        |
|                          | Onion                                             | 0,49 €         | 7,00%     | 0,46 €            | 1500          |                | 20g        | 0,0061 €        |        |
|                          | Gouda Cheese                                      | 1,60 €         | 7,00%     | 1,49 €            | 300           |                | 33,5g      | 0,1662 €        | 0,43 € |
| Option: Chicken          | Chicken breast                                    | 1,39 €         | 7,00%     | 1,29 €            | 250           |                | 40g        | 0,2068 €        |        |
|                          | Gouda Cheese                                      | 1,60 €         | 7,00%     | 1,49 €            | 300           |                | 33,5g      | 0,1662 €        |        |
|                          | Onion                                             | 0,49 €         | 7,00%     | 0,46 €            | 1500          |                | 20g        | 0,0061 €        | 0,53 € |
| Option: Cheese           | Gouda Cheese                                      | 1,60 €         | 7,00%     | 1,49 €            | 300           |                | 50g        | 0,2480 €        | 0,40 € |
|                          | Lettuce                                           | 0,89 €         | 7,00%     | 0,83 €            | 300           |                | 15g        | 0,0414 €        |        |
| Option: Veggie           | Tomato                                            | 1,29 €         | 7,00%     | 1,20 €            | 1000          |                | 20g        | 0,0240 €        |        |
|                          | Gouda Cheese                                      | 1,60 €         | 7,00%     | 1,49 €            | 300           |                | 33,5g      | 0,1662 €        |        |
|                          | Paprika                                           | 1,20 €         | 7,00%     | 1,12 €            | 1000          |                | 20g        | 0,0223 €        | 0,40 € |
|                          | Egg                                               | 1,10 €         | 7,00%     | 1,02 €            | 10            |                | 1piece     | 0,1023 €        |        |
| Option: Egg              | Gouda Cheese                                      | 1,60 €         | 7,00%     | 1,49 €            | 300           |                | 33,5g      | 0,1662 €        | 0,42 € |

# Administrative Costs

| Administrative Costs                                              |                       |    |                   |                   |
|-------------------------------------------------------------------|-----------------------|----|-------------------|-------------------|
|                                                                   | <u>Costs per unit</u> |    | <u>Costs p.m.</u> | <u>Costs p.a.</u> |
| <b>Insurance</b>                                                  |                       |    |                   |                   |
| Business liability insurance<br>(Betriebshaftpflichtversicherung) |                       |    | 18,67 €           | 224,00 €          |
| Legal protection                                                  |                       |    | 21,33 €           | 256 €             |
| <b>Advertising-Newspaper</b>                                      |                       |    | 83,33 €           | 1.000,00 €        |
| <b>Gema</b>                                                       |                       |    | 15,00 €           | 180,00 €          |
| <b>Newspaper</b>                                                  |                       |    |                   |                   |
| Express, FAZ, Handelsblatt, Bild                                  |                       |    |                   |                   |
| Spiegel, Focus                                                    | 9,60 €/week           |    | 41,60 €           | 499,20 €          |
| <b>Cleaning Tablecloth</b>                                        | 0,50 €/week           | 15 | 32,50 €           | 390,00 €          |
| <b>Phone</b>                                                      |                       |    | 20,00 €           | 240,00 €          |
| <b>Waste (180l Teilservice)</b>                                   |                       |    | 37,92 €           | 455,00 €          |
| <b>Administrative Costs</b>                                       |                       |    | <b>270,35 €</b>   | <b>3.244,20 €</b> |

# Costs per Piece and Calculation of Price

|               |                      | Costs                    | Price  | Profit/unit | Estimated Sellings/day | Material costs/year | Earnings/year | Profit/year  |             |
|---------------|----------------------|--------------------------|--------|-------------|------------------------|---------------------|---------------|--------------|-------------|
|               |                      |                          |        |             |                        |                     |               |              |             |
| Raw Materials | Coffee               | Small coffee (0,2l)      | 0,28 € | 2,00 €      | 1,72 €                 | 30                  | 2.491,45 €    | 18.000,00 €  | 15.508,55 € |
|               |                      | to-Go                    | 0,31 € | 2,20 €      | 1,89 €                 | 30                  | 2.819,50 €    | 19.800,00 €  | 16.980,50 € |
|               |                      | Large coffee (0,3l)      | 0,35 € | 2,50 €      | 2,15 €                 | 20                  | 2.115,79 €    | 15.000,00 €  | 12.884,21 € |
|               |                      | to-Go                    | 0,40 € | 2,70 €      | 2,30 €                 | 20                  | 2.407,39 €    | 16.200,00 €  | 13.792,61 € |
|               | Mate                 | Mate single(0,2l)        | 0,72 € | 3,00 €      | 2,28 €                 | 55                  | 11.953,29 €   | 49.500,00 €  | 37.546,71 € |
|               |                      | Mate group (1l)          | 3,62 € | 12,00 €     | 8,38 €                 | 20                  | 21.733,26 €   | 72.000,00 €  | 50.266,74 € |
|               | Non-Alcoholic Drinks | Water without gas (0,5l) | 0,35 € | 2,00 €      | 1,65 €                 | 20                  | 2.100,00 €    | 12.000,00 €  | 9.900,00 €  |
|               |                      | Water classic (0,5l)     | 0,21 € | 2,00 €      | 1,79 €                 | 20                  | 1.260,00 €    | 12.000,00 €  | 10.740,00 € |
|               |                      | Coca-Cola (0,2l)         | 0,32 € | 2,00 €      | 1,68 €                 | 20                  | 1.947,50 €    | 12.000,00 €  | 10.052,50 € |
|               |                      | Fanta (0,2l)             | 0,32 € | 2,00 €      | 1,68 €                 | 5                   | 486,88 €      | 3.000,00 €   | 2.513,13 €  |
|               |                      | Sprite (0,2l)            | 0,32 € | 2,00 €      | 1,68 €                 | 5                   | 486,88 €      | 3.000,00 €   | 2.513,13 €  |
|               | Wines                | Red Wine (0,2l)          | 1,30 € | 4,00 €      | 2,70 €                 | 10                  | 3.888,00 €    | 12.000,00 €  | 8.112,00 €  |
|               |                      | White Wine (0,2l)        | 1,35 € | 4,00 €      | 2,65 €                 | 10                  | 4.050,00 €    | 12.000,00 €  | 7.950,00 €  |
|               |                      | Rose (0,2l)              | 1,35 € | 4,00 €      | 2,65 €                 | 5                   | 2.025,00 €    | 6.000,00 €   | 3.975,00 €  |
|               | Empanadas            | Option1-Meat             | 0,28 € | 2,50 €      | 2,22 €                 | 40                  | 3.357,83 €    | 30.000,00 €  | 26.642,17 € |
|               |                      | Option2 - Chicken        | 0,30 € | 2,50 €      | 2,20 €                 | 20                  | 1.783,82 €    | 15.000,00 €  | 13.216,18 € |
|               |                      | Option3 - Cheese         | 0,25 € | 2,50 €      | 2,25 €                 | 30                  | 2.255,00 €    | 22.500,00 €  | 20.245,00 € |
|               |                      | Option 4-Veggie          | 0,14 € | 2,00 €      | 1,86 €                 | 20                  | 866,75 €      | 12.000,00 €  | 11.133,25 € |
|               | Arepas               | Option1-Beef             | 0,43 € | 3,50 €      | 3,07 €                 | 40                  | 5.208,27 €    | 42.000,00 €  | 36.791,73 € |
|               |                      | Option2 - Chicken        | 0,53 € | 3,50 €      | 2,97 €                 | 20                  | 3.175,53 €    | 21.000,00 €  | 17.824,47 € |
|               |                      | Option3 - Cheese         | 0,40 € | 3,50 €      | 3,10 €                 | 40                  | 4.778,24 €    | 42.000,00 €  | 37.221,76 € |
|               |                      | Option 4-Veggie          | 0,40 € | 3,50 €      | 3,10 €                 | 20                  | 2.424,27 €    | 21.000,00 €  | 18.575,73 € |
|               |                      | Option 5 - Egg           | 0,42 € | 3,50 €      | 3,08 €                 | 15                  | 1.883,91 €    | 15.750,00 €  | 13.866,09 € |
| Total         |                      |                          |        |             |                        | 85.498,56 €         | 483.750,00 €  | 398.251,44 € |             |

# Self Costs

## Self Costs over 10 Years

|                          | Year 1           | Year 2           | Year 3           | Year 4           | Year 5           | Year 6           | Year 7           | Year 8           | Year 9           | Year 10          |
|--------------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| Quantity Sellings factor | 50%              | 60%              | 70%              | 75%              | 85%              | 85%              | 80%              | 85%              | 90%              | 100%             |
| <b>Costs</b>             |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |
| Depreciation costs       | 13.846 €         | 10.056 €         | 10.056 €         | 9.089 €          | 9.089 €          | 1.211 €          | 1.211 €          | 1.204 €          | 1.204 €          | 482 €            |
| Financing costs          | 3.850 €          | 3.465 €          | 3.080 €          | 2.695 €          | 2.310 €          | 1.925 €          | 1.540 €          | 1.155 €          | 770 €            | 385 €            |
| Labour costs             | 176.013 €        | 176.013 €        | 176.013 €        | 176.013 €        | 176.013 €        | 176.013 €        | 176.013 €        | 176.013 €        | 176.013 €        | 176.013 €        |
| Raw material costs       | 42.749 €         | 51.299 €         | 59.849 €         | 64.124 €         | 72.674 €         | 72.674 €         | 68.399 €         | 72.674 €         | 76.949 €         | 85.499 €         |
| Utility costs            | 19.156 €         | 19.156 €         | 19.156 €         | 19.156 €         | 19.156 €         | 19.156 €         | 19.156 €         | 19.156 €         | 19.156 €         | 19.156 €         |
| <b>Total costs</b>       | <b>255.614 €</b> | <b>259.989 €</b> | <b>268.154 €</b> | <b>271.077 €</b> | <b>279.242 €</b> | <b>270.979 €</b> | <b>266.319 €</b> | <b>270.202 €</b> | <b>274.092 €</b> | <b>281.534 €</b> |

# Profitability (around 10 years) and Cashflow

## Dividend over 10 Years

|                                             | Year 1          | Year 2          | Year 3          | Year 4           | Year 5           | Year 6           | Year 7           | Year 8           | Year 9           | Year 10          |
|---------------------------------------------|-----------------|-----------------|-----------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| Turnover/Revenue                            | 247.955 €       | 297.546 €       | 347.137 €       | 371.933 €        | 421.524 €        | 421.524 €        | 396.728 €        | 421.524 €        | 446.319 €        | 495.910 €        |
| <b>Costs</b>                                |                 |                 |                 |                  |                  |                  |                  |                  |                  |                  |
| Depreciation costs                          | 13.846 €        | 10.056 €        | 10.056 €        | 9.089 €          | 9.089 €          | 1.211 €          | 1.211 €          | 1.204 €          | 1.204 €          | 482 €            |
| Financing costs                             | 3.850 €         | 3.465 €         | 3.080 €         | 2.695 €          | 2.310 €          | 1.925 €          | 1.540 €          | 1.155 €          | 770 €            | 385 €            |
| Labour costs                                | 176.013 €       | 176.013 €       | 176.013 €       | 176.013 €        | 176.013 €        | 176.013 €        | 176.013 €        | 176.013 €        | 176.013 €        | 176.013 €        |
| Raw material costs                          | 42.749 €        | 51.299 €        | 59.849 €        | 64.124 €         | 72.674 €         | 72.674 €         | 68.399 €         | 72.674 €         | 76.949 €         | 85.499 €         |
| Utility costs                               | 19.156 €        | 19.156 €        | 19.156 €        | 19.156 €         | 19.156 €         | 19.156 €         | 19.156 €         | 19.156 €         | 19.156 €         | 19.156 €         |
| Loss carried forward                        |                 | 7.659 €         | 0 €             | 0 €              | 0 €              | 0 €              | 0 €              | 0 €              | 0 €              | 0 €              |
| <b>Profit before tax</b>                    | <b>-7.659 €</b> | <b>37.557 €</b> | <b>78.983 €</b> | <b>100.856 €</b> | <b>142.282 €</b> | <b>150.545 €</b> | <b>130.409 €</b> | <b>151.322 €</b> | <b>172.227 €</b> | <b>214.376 €</b> |
| Taxes (40%)                                 | 0 €             | 15.023 €        | 31.593 €        | 40.342 €         | 56.913 €         | 60.218 €         | 52.164 €         | 60.529 €         | 68.891 €         | 85.750 €         |
| <b>Profit after taxes</b>                   | <b>-7.659 €</b> | <b>22.534 €</b> | <b>47.390 €</b> | <b>60.513 €</b>  | <b>85.369 €</b>  | <b>90.327 €</b>  | <b>78.245 €</b>  | <b>90.793 €</b>  | <b>103.336 €</b> | <b>128.625 €</b> |
| Cash-flow (net profit + depreciation costs) | 6.187 €         | 32.590 €        | 57.446 €        | 69.602 €         | 94.458 €         | 91.538 €         | 79.457 €         | 91.997 €         | 104.540 €        | 129.107 €        |
| Repayment credit                            | 5.500 €         | 5.500 €         | 5.500 €         | 5.500 €          | 5.500 €          | 5.500 €          | 5.500 €          | 5.500 €          | 5.500 €          | 5.500 €          |
| <b>Dividend</b>                             | <b>687 €</b>    | <b>27.090 €</b> | <b>51.946 €</b> | <b>64.102 €</b>  | <b>88.958 €</b>  | <b>86.038 €</b>  | <b>73.957 €</b>  | <b>86.497 €</b>  | <b>99.040 €</b>  | <b>123.607 €</b> |

---

¡Muchas Gracias!  
Y buen provecho.

