**Restored Roots Furniture Business Plan**

**Executive Summary**

Restored Roots Furniture is a part-time, family-run furniture restoration business operating from the upstairs of the bank barn on a 50-acre orchard in Wantage, NJ. Led by an experienced professional with a passion for woodworking, the business sources discarded wood furniture (e.g., Adirondack chairs, dining tables, chairs, dressers) from bulk trash pickup days and social media platforms (e.g., Facebook groups) in affluent communities around Kinnelon, NJ (household income $150,000+). Restored pieces are sold through Wantage and Kinnelon farmstands (60% of sales), online marketplaces (40%), and eventually small businesses (e.g., restaurants, boutiques). Operating 10 days/month for restoration and 2–3 days/month for sourcing, with family labor (three teenage children), the business projects 2026 revenues of $48,000 (240 pieces at $200 avg.) and an EBITDA of $34,800, scaling to $96,000 revenue by 2029 with hired help. Startup costs of $15,000 are funded by family cash, using the existing GMC Sierra for pickups/deliveries. The venture integrates with Colonial Cider’s website and farmstand, leveraging grassroots marketing and orchard insurance for low overhead.

**Company Description**

* **Business Name**: Restored Roots Furniture
* **Location**: Upstairs of bank barn, 25 Clove Road, Wantage, NJ 07461; secondary sales at Kinnelon farmstand
* **Legal Structure**: Sole Proprietorship (under Colonial Cider LLC for simplicity)
* **Vision**: To transform discarded furniture into cherished, sustainable pieces, enhancing the family’s farm-based lifestyle and community engagement.
* **Mission**: To restore high-quality wood furniture sourced from affluent NJ communities, offering unique, eco-friendly pieces while fostering family collaboration and creative expression.
* **Objectives**:
  + Restore and sell 20–30 pieces/month (240–360 pieces/year) by 2026.
  + Achieve $48,000 revenue in 2026, scaling to $96,000 by 2029 with hired labor.
  + Leverage Kinnelon community ties for sourcing and sales in Sussex, Morris, and beyond.
  + Fund startup with $15,000 family cash, integrating with Colonial Cider operations.
* **Unique Selling Proposition**: Family-run, eco-friendly restoration of high-quality wood furniture sourced from affluent areas, sold at competitive prices with a sustainability narrative, integrated with the farm’s cidery and agritourism.

**Market Analysis**

**Industry Overview**

* The U.S. secondhand furniture market is projected to reach $16 billion by 2028 (6% CAGR), driven by demand for sustainable, vintage, and custom decor.
* Affluent communities in Kinnelon and surrounding areas (Morris, Sussex, Bergen, Passaic, Hunterdon) discard high-quality furniture during bulk pickups, providing low-cost sourcing.
* Local demand is strong, fueled by eco-conscious trends and high disposable incomes ($150,000+ households).

**Target Market**

* **Demographics**: Adults 30–65, household income $150,000+, homeowners, small businesses (e.g., farm-to-table restaurants, boutiques).
* **Psychographics**: Value sustainability, vintage aesthetics, local craftsmanship; enjoy unique decor and farm-based experiences.
* **Geographic Focus**:
  + **2025–2026**: Sussex, Morris counties (Wantage/Kinnelon farmstands, local sales).
  + **2027–2028**: Bergen, Passaic, Hunterdon counties.
  + **2029**: Explore small business accounts (e.g., restaurants, boutiques).

**Market Segmentation**

* **Direct Consumers**: Wantage farmstand (30%), Kinnelon farmstand (30%), cidery events, agritourism visitors.
* **Online Buyers**: Facebook Marketplace, Etsy, NJ buy/sell groups (40%).
* **Small Businesses**: Restaurants, cafes, boutiques seeking unique decor (potential growth by 2029).

**Competitive Analysis**

* **Morris Habitat for Humanity ReStore (Randolph, Morris County)**:
  + **Model**: Nonprofit selling donated furniture (antiques, cabinets, sofas) at discount prices to fund affordable housing. Accepts donations and offers pickup services.
  + **Strengths**: Large inventory, community goodwill, low prices ($50–$500), established since 2007.
  + **Weaknesses**: Broad focus (not just wood furniture), less emphasis on high-end restoration, nonprofit model limits premium pricing.
  + **Differentiation**: Restored Roots focuses on artisanal, high-quality wood restorations with a vintage aesthetic, targeting affluent buyers vs. ReStore’s bargain focus.
* **Heirloom Refinishing (Rockaway, Morris County)**:
  + **Model**: Full-service furniture refinishing since 1972, specializing in antiques and custom repairs in a 5,000 sq. ft. facility. Serves Morris, Sussex, and metro areas.
  + **Strengths**: 60+ years of experience, skilled craftsmen, high-end restorations (e.g., roll-top desks, piano benches), in-home estimates.
  + **Weaknesses**: Higher pricing ($500–$2,000+), less focus on upcycling discarded furniture, no integration with farm-based sales.
  + **Differentiation**: Restored Roots sources free furniture, offers mid-range pricing ($150–$1,200), and leverages farmstand/agritourism synergy.
* **Old World Furniture Restoration (Franklin Lakes, Bergen County)**:
  + **Model**: 60+ years of antique and furniture restoration, serving Sussex, Morris, Bergen, and Passaic. Operates from a workshop, focusing on heirlooms.
  + **Strengths**: Decades of expertise, personalized service, serves high-end clients in affluent areas.
  + **Weaknesses**: Limited pickup/delivery outside core areas, higher costs due to custom work, no upcycling of discarded furniture.
  + **Differentiation**: Restored Roots uses free sourcing, integrates with farm events, and targets broader consumer/small business markets.
* **A Furniture Guy (Bergen County)**:
  + **Model**: 15+ years of personalized furniture restoration/repair, serving Morris, Sussex, Bergen, and Passaic, with pickup/delivery for residential and commercial clients.
  + **Strengths**: Strong client relationships (e.g., hotels, country clubs), flexible service model, free estimates.
  + **Weaknesses**: Less focus on upcycling, smaller operation, higher service fees for premium work.
  + **Differentiation**: Restored Roots’ low-cost sourcing and farm-based sales create competitive pricing and unique customer access.
* **Similar Models**: No direct competitors in Morris/Sussex counties focus specifically on upcycling discarded furniture from bulk pickups for artisanal restoration. Most (e.g., Furniture Medic, Maxwell’s) focus on high-end antiques or commercial repairs, not free-sourced upcycling. Local junk removal services (e.g., Junkin’ Irishman, JunkDoctors) handle furniture disposal but do not restore, offering a sourcing opportunity.

**SWOT Analysis**

* **Strengths**: Free sourcing, no rent (barn space), family labor, Kinnelon community ties, integration with Colonial Cider.
* **Weaknesses**: Limited work schedule (12–13 days/month), reliance on variable furniture quality, initial equipment costs.
* **Opportunities**: Growing demand for sustainable furniture, small business sales potential, online market expansion, farm event synergy.
* **Threats**: Competition from established restorers, regulatory hurdles (e.g., bulk pickup permits), seasonal demand fluctuations.

**Organization and Management**

* **Ownership**: Sole proprietorship under Colonial Cider LLC.
* **Key Team**:
  + **Owner/Operator**: Your wife, leveraging woodworking skills and Kinnelon community ties for sourcing/sales.
  + **Family Support**: Three teenage children assist with pickups, sanding, manual labor (5–10 hours/month each).
  + **Future Hiring**: Part-time labor (1–2 workers, ~20 hours/month) by 2027 to scale production, allowing your wife to focus on management.
* **Organizational Structure**: Family-driven, with owner managing restoration/sales, children handling labor, and hired help for growth.

**Products or Services**

* **Core Products**:
  + **Adirondack Chairs**: Refinished or rebuilt, $150–$250 each.
  + **Dining Tables/Chairs**: Restored sets, $500–$1,200 per set.
  + **Dressers**: Refinished or upcycled, $300–$600 each.
* **Sourcing Strategy**: Free furniture from bulk trash pickups in Kinnelon, Morris, Sussex (2–3 days/month); supplemented via Facebook groups, Nextdoor.
* **Restoration Process**: Cleaning, sanding, refinishing, repairs (4–8 hours/piece); eco-friendly finishes (water-based stains, waxes).
* **Sales Channels**:
  + **Direct (60%)**: Wantage farmstand (30%), Kinnelon farmstand (30%), cidery events.
  + **Online (40%)**: Facebook Marketplace, Etsy, NJ buy/sell groups.
  + **Small Businesses**: Restaurants, cafes, boutiques (targeting 10–20 accounts by 2029).
* **Pricing Strategy**: Mid-range ($150–$1,200) for eco-conscious consumers; premium pricing ($500–$2,000) for small business custom orders.

**Marketing and Sales Strategy**

**Marketing Plan**

* **Brand Positioning**: Eco-friendly, family-crafted furniture with a vintage aesthetic, integrated with Colonial Cider’s historical narrative.
* **Channels**:
  + **Direct**: Wantage/Kinnelon farmstands, cidery events, agritourism.
  + **Online**: Colonial Cider website (dedicated furniture page), Facebook, Instagram, Etsy.
  + **Community**: Kinnelon networks, local craft fairs, farmers markets.
* **Promotions** (Grassroots, Low-Cost):
  + “Before and after” social media posts showcasing restorations.
  + Furniture displays at cidery tastings, U-pick events.
  + Word-of-mouth via Kinnelon community groups and local business partnerships.

**Sales Strategy**

* **Sales Targets**:
  + 2026: 240 pieces (20 pieces/month, $200 avg.) = $48,000.
  + 2029: 480 pieces (40 pieces/month, $200 avg.) = $96,000 with hired labor.
* **Sales Channels**:
  + Wantage Farmstand (30%): ~72 pieces/year in 2026.
  + Kinnelon Farmstand (30%): ~72 pieces/year in 2026.
  + Online (40%): ~96 pieces/year in 2026.
  + Small Businesses: 0 pieces in 2026, ~50 pieces/year by 2029 ($500 avg.).
* **Timeline**:
  + 2025: Establish sourcing/restoration, Wantage/Kinnelon sales (120 pieces).
  + 2026: Scale to 240 pieces, expand Morris/Sussex markets.
  + 2027: Bergen/Passaic/Hunterdon, hire part-time labor (360 pieces).
  + 2028–2029: Small business accounts, 480 pieces/year.
* **Sales Process**: Owner-led sourcing/sales, children assist with pickups/event setups, hired labor for production scaling.

**Operations Plan**

* **Location**: Upstairs of 60’x35’ bank barn (500 sq. ft. workspace, no rent).
* **Infrastructure**: Shared farm utilities (covered by cidery’s $6,000/year).
* **Equipment**:
  + Existing: Hand tools, workbench.
  + Purchased: Power sander ($500), air compressor ($500), spray gun ($300), woodworking tools ($1,200), storage racks ($500), cleaning supplies ($500), truck bed cover for GMC Sierra ($1,000).
  + Total: $15,000 (family cash).
* **Sourcing Process**: 2–3 days/month (16–24 hours) for bulk pickups in Kinnelon, Morris, Sussex; social media monitoring (Facebook, Nextdoor).
* **Restoration Process**:
  + Cleaning/assessment: 1–2 hours/piece.
  + Sanding/repairs/refinishing: 4–8 hours/piece.
  + Total labor: 10 days/month (80 hours restoration) + 2–3 days/month (16–24 hours sourcing) = 96–104 hours/month.
* **Production Capacity**:
  + 2026: 20–30 pieces/month (240–360 pieces/year) with family labor.
  + 2029: 40 pieces/month (480 pieces/year) with 1–2 part-time hires (~20 hours/month each).
* **Staffing**: Owner (50–60 hours/month), three children (5–10 hours/month each), hired labor by 2027.
* **Milestones**:
  + 2025: Set up workspace, source 120 pieces.
  + 2026: Restore/sell 240 pieces, expand Morris/Sussex.
  + 2027: Hire labor, target Bergen/Passaic/Hunterdon.
  + 2028–2029: Small business sales, 480 pieces/year.

**Financial Plan**

**Startup Costs**

| **Category** | **Cost** |
| --- | --- |
| Power Sander | $500 |
| Air Compressor | $500 |
| Spray Gun | $300 |
| Woodworking Tools | $1,200 |
| Storage Racks | $500 |
| Cleaning Supplies | $500 |
| Truck Bed Cover | $1,000 |
| **Total** | **$15,000** |

* **Funding**: $15,000 family cash.

**Revenue and Production Forecast**

| **Year** | **Pieces/Year** | **Avg. Price** | **Revenue** | **Notes** |
| --- | --- | --- | --- | --- |
| 2025 | 120 | $200 | $24,000 | Family labor, Wantage/Kinnelon startup |
| 2026 | 240 | $200 | $48,000 | Scaled production, Morris/Sussex expansion |
| 2027 | 360 | $200 | $72,000 | Hired labor, Bergen/Passaic/Hunterdon |
| 2028 | 420 | $200 | $84,000 | Small business accounts begin |
| 2029 | 480 | $200 | $96,000 | 40 pieces/month, small business growth |

* **Breakdown (2026)**:
  + Adirondack Chairs: 120 pieces, $200 avg. = $24,000.
  + Dining Tables/Sets: 72 pieces, $200 avg. = $14,400.
  + Dressers: 48 pieces, $200 avg. = $9,600.
* **Breakdown (2029)**:
  + Chairs: 200 pieces, $200 avg. = $40,000.
  + Tables/Sets: 100 pieces, $200 avg. = $20,000.
  + Dressers: 80 pieces, $200 avg. = $16,000.
  + Small Businesses: 50 pieces, $500 avg. = $25,000.

**Cost of Goods Sold (COGS)**

| **Category** | **COGS %** | **COGS (2026)** | **Gross Profit (2026)** | **COGS (2029)** | **Gross Profit (2029)** |
| --- | --- | --- | --- | --- | --- |
| Furniture Sales | 25% | $12,000 | $36,000 | $24,000 | $72,000 |

* **COGS Details**: Materials (stains, waxes, hardware: $30–$60/piece), fuel for pickups ($2,000/year in 2026, $3,000/year in 2029).

**Fixed Operating Expenses**

| **Expense Category** | **Annual COST (2026)** | **Annual Cost (2029)** |
| --- | --- | --- |
| Equipment Maintenance | $1,000 | $1,500 |
| Marketing (Grassroots) | $500 | $1,000 |
| Supplies (Ongoing) | $1,000 | $1,500 |
| Labor (Hired, 2027+) | $0 | $10,000 |
| **Total** | **$2,500** | **$14,000** |

* **Notes**: Insurance covered under orchard policy ($12,000/year). Marketing is grassroots (social media, cidery website, community events).

**Earnings**

| **Metric** | **2026** | **2029** |
| --- | --- | --- |
| Total Revenue | $48,000 | $96,000 |
| Total COGS | $12,000 | $24,000 |
| Gross Profit | $36,000 | $72,000 |
| Fixed Operating Expenses | $2,500 | $14,000 |
| **EBITDA** | **$33,500** | **$58,000** |

**5-Year Cash Flow Forecast**

| **Year** | **Revenue** | **EBITDA** |
| --- | --- | --- |
| 2025 | $24,000 | $20,500 |
| 2026 | $48,000 | $33,500 |
| 2027 | $72,000 | $49,500 |
| 2028 | $84,000 | $57,000 |
| 2029 | $96,000 | $58,000 |

**Financing Strategy**

* **Startup Funding**: $15,000 family cash.
* **Break-Even Analysis**: ~20 pieces/year in 2025 ($200 avg., 25% COGS, $2,500 fixed expenses); achieved in first quarter.
* **Synergies**: No rent (barn), utilities/insurance under cidery, free marketing via Colonial Cider website and farmstand.

**Appendix**

* Sample furniture restoration portfolio (before/after photos).
* Kinnelon community engagement plan (social media posts, event schedule).
* Equipment inventory and maintenance schedule.