



# Boschi Viaggio

FINANCIALS

**By Duncan Everson and Belen Chavez**

# Lifetime Value

Lifetime Value	
Customer Term Estimate (t)	10 years
Customer Expenditure (s)	\$90,000
Customer Cycle / Month (c)	0.33
Profit Margin (p)	20%
Customer Lifetime Value (CLV)	\$3,088,800



## Projected Revenue

Timeline	Projected Revenue
1st Month	\$1,030,000
1st year	\$21,010,000
3rd year	\$30,254,400

# Customer Acquisition Cost

Time Period (Month)	Amount of Money Spent on Promotion	Number of New Customers for the Month	Customer Acquisition Cost
0-1	\$75,416	10	\$7,541.60
2	\$25,788	11	\$2,344.36
3	\$17,128	12	\$1,427.33
4	\$17,128	13	\$1,317.54
5	\$17,128	14	\$1,223.43
6	\$17,128	15	\$1,141.87
7	\$17,128	16	\$1,070.50
8	\$17,128	17	\$1,007.53
9	\$17,128	18	\$951.56
10	\$17,128	19	\$901.47
11	\$17,128	20	\$856.40
12	\$17,128	21	\$815.62

# Albero Service Cost

The Costs of implementing the Albero package per customer (2 weeks)				
Aspect of Service	Amount of Time we are in possession	Cost per unit	Amount	Cost
Attorney for Contract with the Customer			1	\$1,000
Food Options		\$200	42	\$8,400
18 Hole Golf Reservation		\$75	14	\$975
18 Hole Tee Time Cushion		\$825	14	\$11,550
Rent 3 Bed House Rental in Oregon	1 month		1	\$1,951
Cleaning Service	1 day		1	\$400
Attorney for House			1	\$1,000
1st Class Commercial Flight (round trip) Cushion		\$2,000	4	\$8,000
Service Manager				
Rent a Car in Oregon	1 day	\$222	14	\$3,108
Rent a Car in Tokyo	1 day	\$400	2	\$800
Chauffeur in Tokyo		\$300	5	\$600
Chauffeur in Oregon		\$300	54	\$16,200
Gas Money				\$1,000
<b>Running Total</b>				\$56,984
Variable Cost Cushion (23%)			1	\$13,016
<b>Albero Variable Cost Total: \$70,000</b>				

**\$20,000  
Markup**

# Additional Costs of the Membership

**\$20,000  
Markup**

The cost of the amenities given through the membership per customer (2 additional weeks scenario)				
Additional Aspect of Service	Amount of time we are in possession	Cost per unit	Amount	Cost
Food Options		\$200	42	\$8,400
Activity Options Cushion			28	\$50,000
3 Bed House Rental in Oregon	1 month		1	\$1,951
Cleaning Service	1 day		1	\$400
Attorney for House			1	\$1,000
18 Hole Golf Reservation			14	\$975
18 Hole Tee Time Cushion		\$825	14	\$11,550
Rent a Luxury Car in Oregon	1 day	\$222	14	\$3,108
Gift Baskets		\$100	4	\$400
Tablet			1	\$2,000
Personal Chef		\$600	7	\$4,200
Chauffeur in Oregon		\$300	52	\$16,200
Gas Money				\$1,000
<b>Running Total</b>				\$101,184
Variable Cost Cushion (9%)			1	\$8,816
<b>Membership Upgrade Variable Cost Total: \$110,000</b>				

# Overhead Costs

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Cost Name	Rationale	Cost to Business in First year
Bookkeeper expenses	A bookkeeper is necessary in order to track our cashflow every day. A bookkeeper costs \$40 dollars per hour. We will be having a bookkeeper come in for 8 hours each Friday of the month.	\$16,640
Accounting expenses	Accounting expenses are necessary to track monetary flow within the company. The cost of an accountant is \$300 per hour. We will have the accountant come in for 4 hours a quarter.	\$4,800
Attorney expenses	We will need an attorney to set up and manage the legal aspects of the business.	\$1,000
Shared office within Portland	The shared office within Portland costs \$2,000 per month. This cost includes utilities.	\$24,000
Shared office within Minato	The shared office within Minato costs \$1,500 per month. This cost includes utilities. This is lower than the cost of rent in Portland because we have more desks and employees that are going to be in Portland at any given time	\$18,000
Utilities	Regarding utilities, we need work computers for all 4 employees plus us, which will cost \$1000 dollars each. We will also be utilizing cell phones for our phone service. \$300 dollars a month for all 6 of us. We will also have internet costs which will be around \$300.	\$13,200
Flight to Japan	As of 12/12/19, the cost to fly out to Japan one-way costs \$900	\$1,302
Liability insurance	The Liability insurance cost is \$400 per month.	\$4,800

# Startup Costs

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Name of Expenses	Cost
Attorney for setting up business	\$1,000
Pre-Opening Promotional Period	\$15,788
Pre-Opening Tokyo Office Rent	\$1,500
Pre-Opening Portland Office Rent	\$2,000
Office Supplies	\$100
Our Salary	\$13,000
Service Managers Salary	\$10,834
Office Managers Salary	\$9,166
Payroll Expenses	\$13,200
Computers	\$6,000
Phone Service	\$300
Internet	\$300
Flight to Japan	\$1,302
Liability Insurance	\$400
<b>Running Total</b>	<b>\$74,890</b>
Cash Flow Protection	20%
<b>Total</b>	<b>\$89,868</b>



# Assumptions for the Financials

<u>Assumptions:</u>		Employee	Monthly Rate
Initial Monthly Travelers	10	Office Manager	\$4,583
New Customer Growth Rate	5%	Service Manager	\$5,417
Albero Revenue/Customer	\$90,000	Owner	\$6,500
Membership Revenue/Customer	\$130,000		
Repeat Customer Rate	15%		
Membership Rate	10%		
Business Cost for Each Trip	\$70,000		
Business Cost for Each Membership	\$110,000		
Service Managers Rate	15%		

# Projected Income Statement by Month Year 1 10

	Jun 2020	Jul 2020	Aug 2020	Sep 2020	Oct 2020	Nov 2020	Dec 2020	Jan 2021	Feb 2021	Mar 2021	Apr 2021	May 2021	1 Yr Total
New Customers	10	11	12	13	14	15	16	17	18	19	20	21	186
Repeat Customers	0	0	0	2	2	2	2	2	2	2	3	3	20
Total Customers	10	11	12	15	16	17	18	19	20	21	23	24	206
Trip Revenue	\$900,000	\$990,000	\$1,080,000	\$1,350,000	\$1,440,000	\$1,530,000	\$1,620,000	\$1,710,000	\$1,800,000	\$1,890,000	\$2,070,000	\$2,160,000	\$18,540,000
Membership Purchases	1	1	1	1	1	2	2	2	2	2	2	2	19
Membership Revenue	\$130,000	\$130,000	\$130,000	\$130,000	\$130,000	\$260,000	\$260,000	\$260,000	\$260,000	\$260,000	\$260,000	\$260,000	\$2,470,000
Total Net Revenue	\$1,030,000	\$1,120,000	\$1,210,000	\$1,480,000	\$1,570,000	\$1,790,000	\$1,880,000	\$1,970,000	\$2,060,000	\$2,150,000	\$2,330,000	\$2,420,000	\$21,010,000
Trip Cost	\$700,000	\$770,000	\$840,000	\$1,050,000	\$1,120,000	\$1,190,000	\$1,260,000	\$1,330,000	\$1,400,000	\$1,470,000	\$1,610,000	\$1,680,000	\$14,420,000
Membership Cost	\$110,000	\$110,000	\$110,000	\$110,000	\$110,000	\$220,000	\$220,000	\$220,000	\$220,000	\$220,000	\$220,000	\$220,000	\$2,090,000
Total Cost of Service	\$810,000	\$880,000	\$950,000	\$1,160,000	\$1,230,000	\$1,410,000	\$1,480,000	\$1,550,000	\$1,620,000	\$1,690,000	\$1,830,000	\$1,900,000	\$16,510,000
Gross Profit/Loss	\$220,000	\$240,000	\$260,000	\$320,000	\$340,000	\$380,000	\$400,000	\$420,000	\$440,000	\$460,000	\$500,000	\$520,000	\$4,500,000
Number of Service Managers	2	2	2	2	2	3	3	3	3	3	3	4	4
Service Manager Salary	\$10,834	\$10,834	\$10,834	\$10,834	\$10,834	\$16,251	\$16,251	\$16,251	\$16,251	\$16,251	\$16,251	\$21,668	\$173,344
Office Manager Salary x 2	\$9,166	\$9,166	\$9,166	\$9,166	\$9,166	\$9,166	\$9,166	\$9,166	\$9,166	\$9,166	\$9,166	\$9,166	\$109,992
Owner Salary x 2	\$13,000	\$13,000	\$13,000	\$13,000	\$13,000	\$13,000	\$13,000	\$13,000	\$13,000	\$13,000	\$13,000	\$13,000	\$156,000
Payroll Total	\$33,000	\$33,000	\$33,000	\$33,000	\$33,000	\$38,417	\$38,417	\$38,417	\$38,417	\$38,417	\$38,417	\$43,834	\$439,336
Gross wages (exact withdrawal)	33,000	33,000	33,000	33,000	33,000	38,417	38,417	38,417	38,417	38,417	38,417	43,834	439,336
Payroll expenses (taxes, etc.)	13,200	13,200	13,200	13,200	13,200	15,367	15,367	15,367	15,367	15,367	15,367	17,534	175,734
Supplies (office & oper.)	100	100	100	100	100	117	117	117	117	117	117	133	1,333
Promotion	59,628	25,788	17,128	17,128	17,128	17,128	17,128	17,128	17,128	17,128	17,128	17,128	256,696
Phone Service	300	300	300	300	300	350	350	350	350	350	350	400	4,000
Internet Service	300	300	300	300	300	300	300	300	300	300	300	300	3,600
Accounting	1,280	1,280	2,480	1,280	1,280	2,480	1,280	1,280	2,480	1,280	1,280	2,480	20,160
Rent office (Portland)	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	24,000
Rent office (Tokyo)	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	18,000
Insurance	400	400	400	400	400	400	400	400	400	400	400	400	4,800
Interest	466	459	453	447	440	434	427	421	414	407	400	394	5,162
Loan Principle	951	957	964	970	976	983	990	996	1,003	1,009	1,016	1,023	11,838
Miscellaneous	500	500	500	500	500	500	500	500	500	500	500	500	6000
Total Expenses	113,625	79,784	72,325	71,125	71,124	79,975	78,775	78,775	79,975	78,774	78,774	87,626	970,660
Net Income/Loss	\$106,375	\$160,216	\$187,675	\$248,875	\$268,876	\$300,025	\$321,225	\$341,225	\$360,025	\$381,226	\$421,226	\$432,374	\$3,529,340

# Cash Flow Table

Cash Flow (12 months)		Boschi Viaggio					Fiscal Year Begins:					Jun-20	
	Pre-Startup EST	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21
Cash on Hand (beginning of month)		12,498	118,873	279,089	466,764	715,639	984,515	1,284,589	1,605,863	1,947,137	2,307,211	2,688,486	3,109,761
<b>CASH RECEIPTS</b>													
Cash Sales	0	220,000	240,000	260,000	320,000	340,000	380,000	400,000	420,000	440,000	460,000	500,000	520,000
Loan/ other cash injection	89,868												
<b>TOTAL CASH RECEIPTS</b>	89,868	220,000	240,000	260,000	320,000	340,000	380,000	400,000	420,000	440,000	460,000	500,000	520,000
<b>Total Cash Available (before cash out)</b>	89,868	232,498	358,873	539,089	786,764	1,055,639	1,364,515	1,684,589	2,025,863	2,387,137	2,767,211	3,188,486	3,629,761
<b>CASH PAID OUT</b>													
Travel to Japan	1,302	0	0	0	0	0	0	0	0	0	0	0	0
Computers	6,000	0	0	0	0	0	0	0	0	0	0	0	0
Gross wages (exact withdrawal)	33,000	33,000	33,000	33,000	33,000	33,000	38,417	38,417	38,417	38,417	38,417	38,417	43,834
Payroll expenses (taxes, etc.)	13,200	13,200	13,200	13,200	13,200	13,200	15,367	15,367	15,367	15,367	15,367	15,367	17,534
Attorney	1,000	0	0	0	0	0	0	0	0	0	0	0	0
Supplies (office & oppt.)	100	100	100	100	100	100	117	117	117	117	117	117	133
Internet Service	300	300	300	300	300	300	300	300	300	300	300	300	300
Promotion	15,788	59,628	25,788	17,128	17,128	17,128	17,128	17,128	17,128	17,128	17,128	17,128	17,128
Phone Service	300	300	300	300	300	300	300	300	300	300	300	300	300
Accounting	2,480	1,280	1,280	2,480	1,280	1,280	2,480	1,280	1,280	2,480	1,280	1,280	2,480
Rent office (Portland)	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000
Rent office (Tokyo)	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500
Insurance	400	400	400	400	400	400	400	400	400	400	400	400	400
Interest		466	459	453	447	440	434	427	421	414	407	400	394
Miscellaneous		500	500	500	500	500	500	500	500	500	500	500	500
<b>SUBTOTAL</b>	77,370	112,674	78,827	71,361	70,155	70,148	78,943	77,736	77,730	78,923	77,716	77,709	86,503
Loan principal payment		951	957	964	970	976	983	990	996	1,003	1,009	1,016	1,023
<b>TOTAL CASH PAID OUT</b>	77,370	113,625	79,784	72,325	71,125	71,124	79,926	78,726	78,726	79,926	78,725	78,725	87,526
<b>Cash Position</b>	12,498	118,873	279,089	466,764	715,639	984,515	1,284,589	1,605,863	1,947,137	2,307,211	2,688,486	3,109,761	3,542,235

# Projected 3-year plan

	Year 1	Year 2	Year 3
Net Sales Revenue	\$21,010,000	\$25,212,000	\$30,254,400
Trip Cost	\$14,420,000	\$17,304,000	\$20,764,800
Membership Cost	\$2,090,000	\$2,508,000	\$3,009,600
Salaries	\$439,336	\$527,203	\$632,644
Payroll Expenses	\$175,734	\$210,881	\$253,057
Accounting	\$20,160	\$20,160	\$20,160
Promotion	\$256,696	\$205,536	\$205,536
Loan Repayment	\$17,000	\$17,000	\$17,000
Office Supplies	\$1,333	\$1,600	\$1,920
Insurance	\$4,800	\$4,800	\$4,800
Phone Service	\$4,000	\$4,000	\$4,000
Internet Service	\$3,600	\$3,600	\$3,600
Rent Office (Tokyo)	\$18,000	\$21,600	\$25,920
Rent Office (Portland)	\$24,000	\$28,800	\$34,560
Miscellaneous	\$6,000	\$7,200	\$8,640
Business Profit/Loss	\$3,529,340	\$4,347,620	\$5,268,164