GROUP BUSINESS PLAN

Board Brews Cafe

Funding Request

Amount Required: $150,000

Utilization of Funds:

* Location and Leasehold Improvements: $50,000

For our company, securing a great location close to McMaster University is essential. The money will go towards leasehold upgrades, such as furnishings, fixtures, and interior renovations, ensuring a cozy and welcoming space that encourages socializing and gaming.

* Inventory and Equipment: $40,000

We'll allocate money to acquire a sizable collection of board games, from beloved classics to current blockbusters, so there's bound to be something for everyone. To provide premium beverages and food, we will also make investments in top-notch kitchen appliances, serving utensils, and coffee brewing equipment.

* Marketing and Promotion: $30,000

In order to draw in our target audience and increase brand recognition in the Hamilton neighborhood, effective marketing is crucial. Funds will be used for advertising on social media, digital marketing campaigns, signage, and promotional events that will showcase our distinctive products and position Board Brews Cafe as the go-to place for fans of board games.

* Working Capital: $30,000

A portion of the funds will be set aside for working capital, which will be used to pay for staffing, utilities, insurance, and other unforeseen costs during the first few months of operation as we build a solid customer base and increase sales.

Financial Projections:

Income Statement (Year 1):

|  |  |
| --- | --- |
| **Revenue** | **Amount** |
| Café Sales | $250,000 |
| Board Game Rentals | $50,000 |
| Total Revenue | $300,000 |

Expenses:

|  |  |
| --- | --- |
| **Expense** | **Amount** |
| Cost of Goods Sold | $90,000 |
| Rent | $30,000 |
| Utilities | $12,000 |
| Salaries and Wages | $80,000 |
| Marketing | $30,000 |
| Other Operating Costs | $18,000 |
| Total Expenses | $260,000 |

Net Profit: $40,000

Balance Sheet (Year 1):

|  |  |
| --- | --- |
| **Assets** | **Amount** |
| Cash | $10,000 |
| Inventory | $20,000 |
| Equipment | $60,000 |
| Leasehold Improvements | $50,000 |
| Total Assets | $140,000 |

|  |  |
| --- | --- |
| **Liabilities** | **Amount** |
| Accounts Payable | $15,000 |
| Loans Payable | $50,000 |
| Total Liabilities | $65,000 |

|  |  |
| --- | --- |
| **Equity** | **Amount** |
| Owner's Equity | $75,000 |
| Total Liabilities & Equity | $140,000 |

Cash Flow Statement (Year 1):

|  |  |
| --- | --- |
| **Cash Inflows** | **Amount** |
| Café Sales | $250,000 |
| Board Game Rentals | $50,000 |
| Total Cash Inflows | $300,000 |

|  |  |
| --- | --- |
| **Cash Outflows** | **Amount** |
| Cost of Goods Sold | $90,000 |
| Rent | $30,000 |
| Utilities | $12,000 |
| Salaries and Wages | $80,000 |
| Marketing | $30,000 |
| Other Operating Costs | $18,000 |
| Total Cash Outflows | $260,000 |

Net Clash Flow: $40,000

Board Brews Cafe will be well-positioned to launch successfully and establish itself as Hamilton's best destination for board gaming lovers and coffee aficionados, with the proposed $150,000 in funding. Our financial projections show a clear route to profitability in the first year of business, providing prospective investors with enticing returns. We are sure that Board Brews Cafe will blossom into Hamilton's most thriving center for culture, community, and coffee, with the right support.