



YOUR COFFEE SHOP

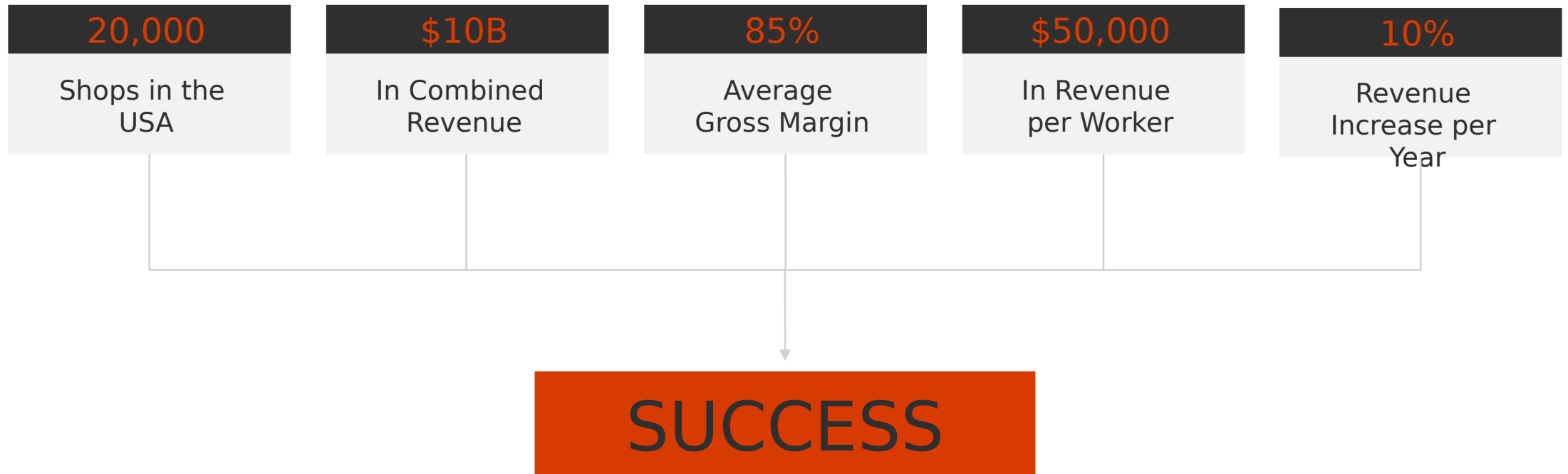
INVESTOR OPPORTUNITY

OUR BIG IDEA

Your Coffee Shop's mission is to become the recognized leader in its target market for providing an outstanding selection of premium bagged coffees and coffee drinks.

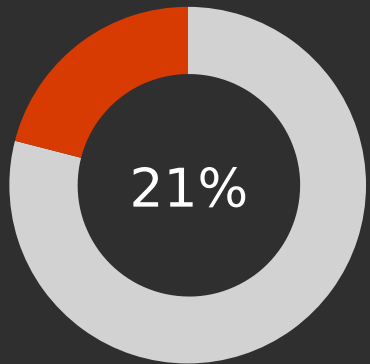


INDUSTRY OUTLOOK

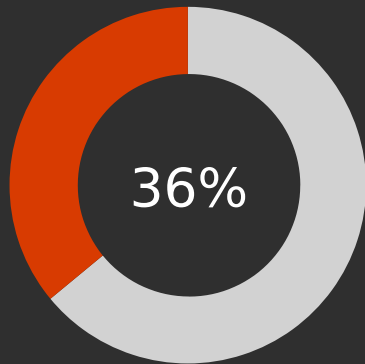


THE MARKET

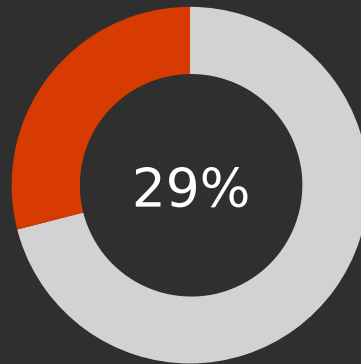
CUSTOMER SEGMENTATION



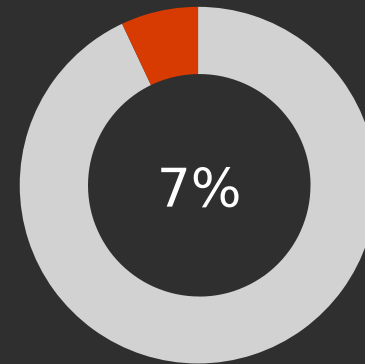
Local Residents



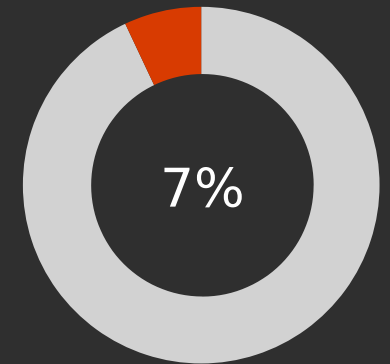
Tourists



Passing Travelers



Students



Local Businesses

CUSTOMERS	GROWTH	YR1	YR2	YR3
Local Residents	2%	\$15000	\$15300	\$15606
Tourists	5%	\$25000	\$26250	\$27563
Passing travelers	5%	\$20000	\$21000	\$22050
Students	1%	\$5000	\$5050	\$5101
Local Businesses	1%	\$5000	\$5050	\$5101
TOTAL	2.8%	\$70000	\$72650	\$75420

OUR PREMIUM OFFERINGS



Gourmet Bagged



Coffee



Deluxe Coffee Drinks

Delicious Local Food



OUR PREMIUM OFFERINGS



**Gourmet Bagged
Coffee
Deluxe Coffee Drinks**



Delicious Local Food



REVENUE MODEL

Bagged Coffee

- 35 to 40 different varieties
- Differing flavors, brew strengths, and different regions
- Specialized coffee inventories
- Priced by the pound
- Ranging \$4.00 to \$40.00 per pound
- Average \$15.00 per pound.

Customers choose coffee ground or not onside

Coffee Beverages

- Variety of coffee beverages
- Three different size cups
- Priced from \$2.50 for a 12-ounce drip coffee to \$5.75 for a 20-ounce latte
- Provides a steady and reliable source of income
- Highly predictable and high margin

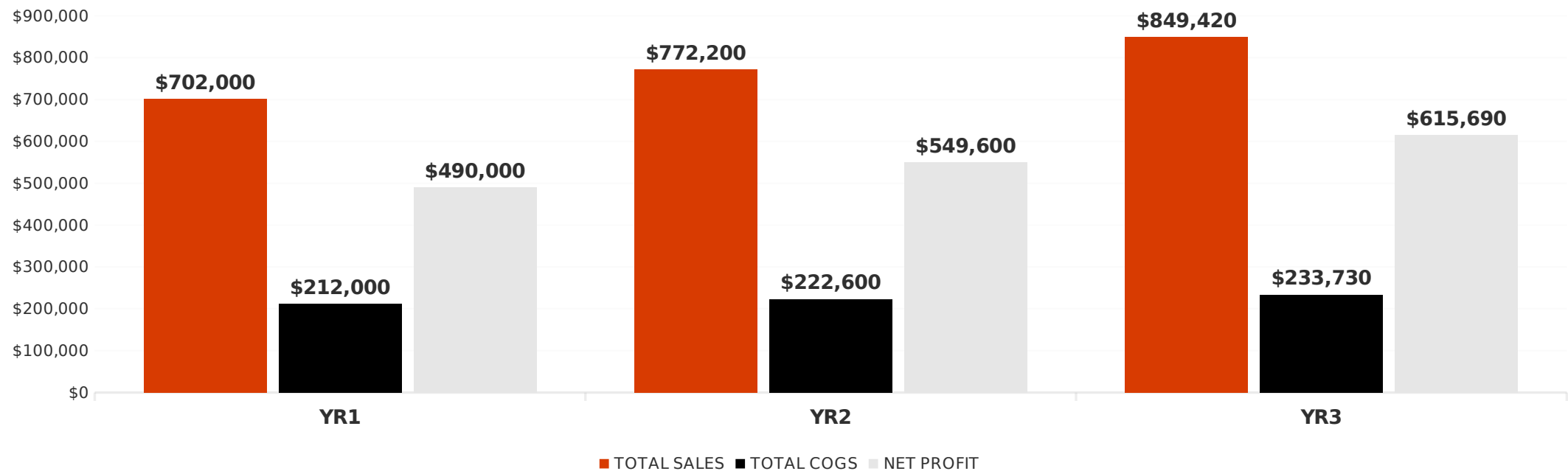
Local Food

- Direct sale of food products
- Locally sourced
- Reputable and recognizable vendor and/or chefs.
- May include sandwiches, bagels, burritos, pastries, and cookies

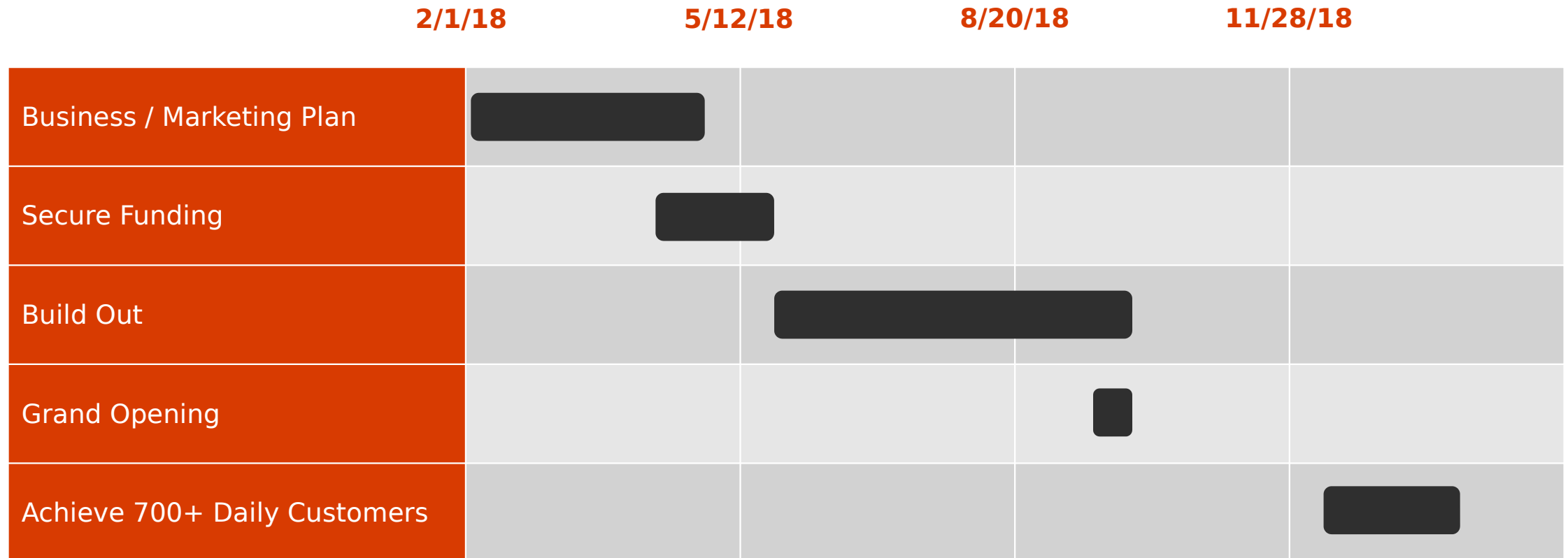
SALES FORECAST

3 YEAR SALES SUMMARY	YR1	YR2	YR3
TOTAL SALES	\$702,000	\$772,200	\$849,420
TOTAL COGS	\$212,000	\$222,600	\$233,730
NET PROFIT	\$490,000	\$549,600	\$615,690

ANNUAL SALES & GROSS PROFIT



KEY TIMELINE GOALS



THE TEAM



MANAGER

First Last



OWNER

First Last



KEY EMPLOYEE

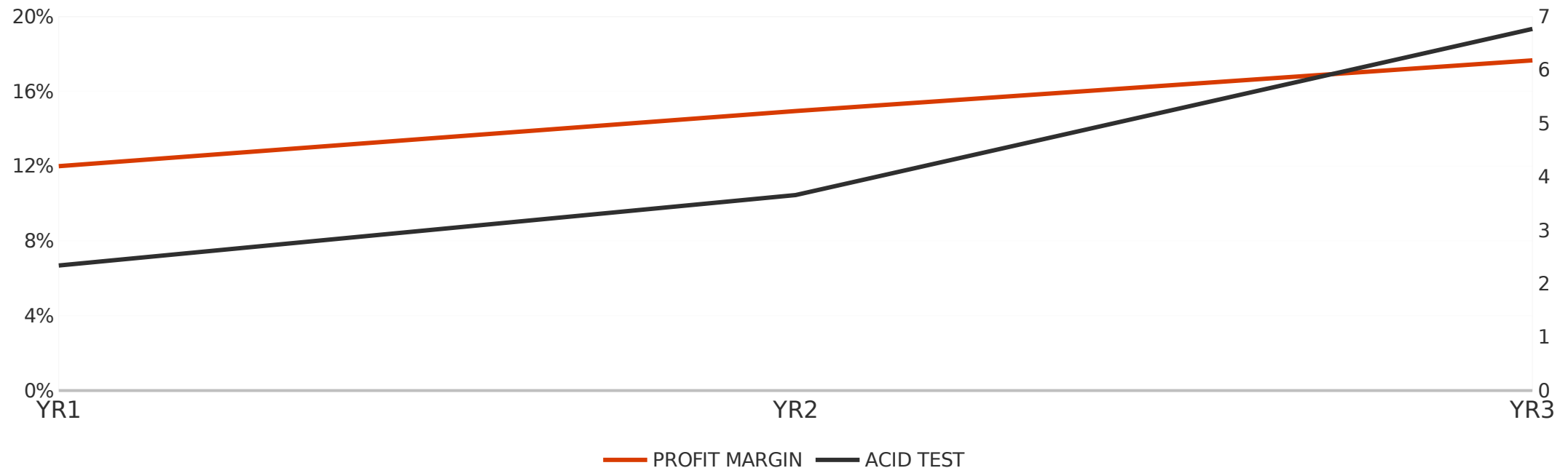
First Last

BUSINESS RATIOS

FINANCIAL RATIOS	YR1	YR2	YR3
PROFIT MARGIN	12.07%	14.95%	17.66%
ASSETS TO LIABILITIES	2.83	4.24	7.44
EQUITY TO LIABILITIES	1.83	3.24	6.44
ASSETS TO EQUITY	1.55	1.31	1.16

LIQUIDITY RATIOS	YR1	YR2	YR3
ACID TEST	2.34	3.66	6.67
CASH TO ASSETS	0.83	0.86	0.90

SUCCESS RATIOS



MAJOR COMPETITORS

✓ Starbucks - 1 mile

Started the specialty coffee chain phenomena in America in 1982. 99% are company owned. Revenues exceeded \$6 billion in 2002. Average store gross revenue is \$805,000. Now in 30 countries. Same store sales increased by 10% in 2002.

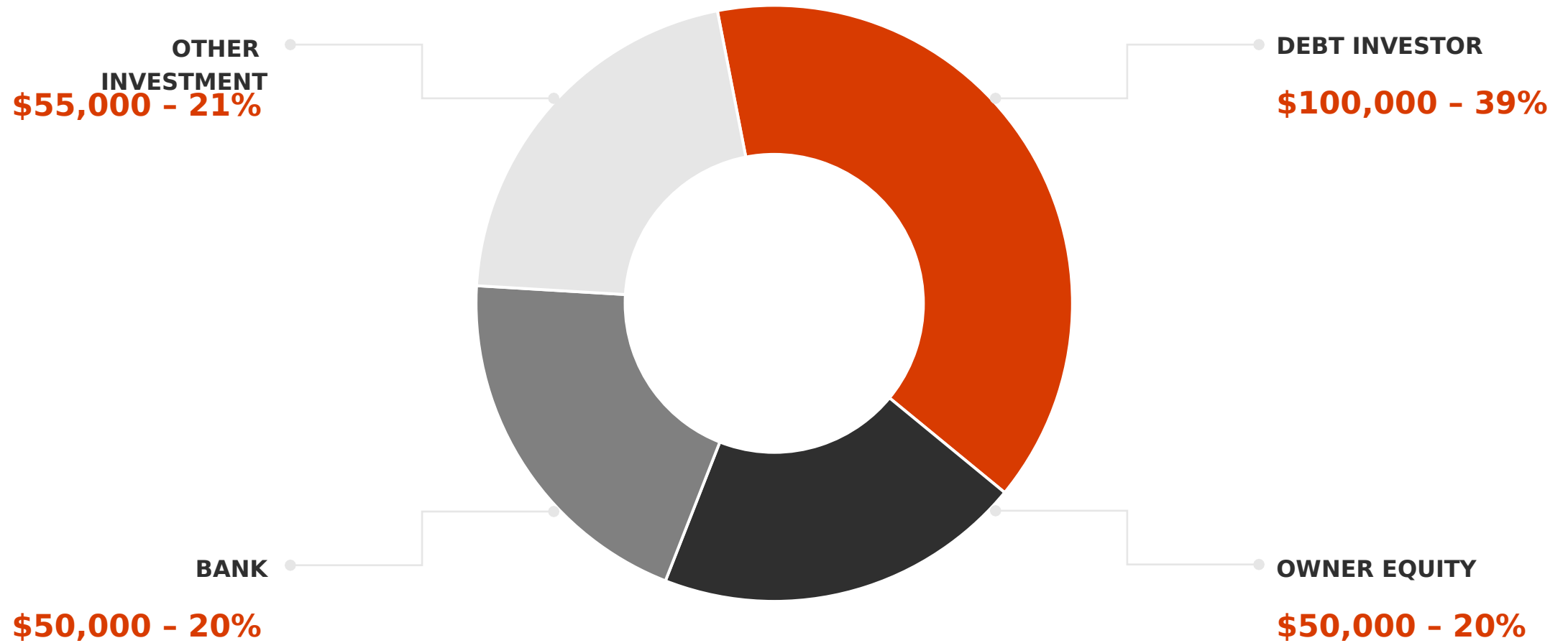
✓ Caribou Coffee - 2 miles

Second largest all company-owned chains. Founded in 1992 in Minneapolis.

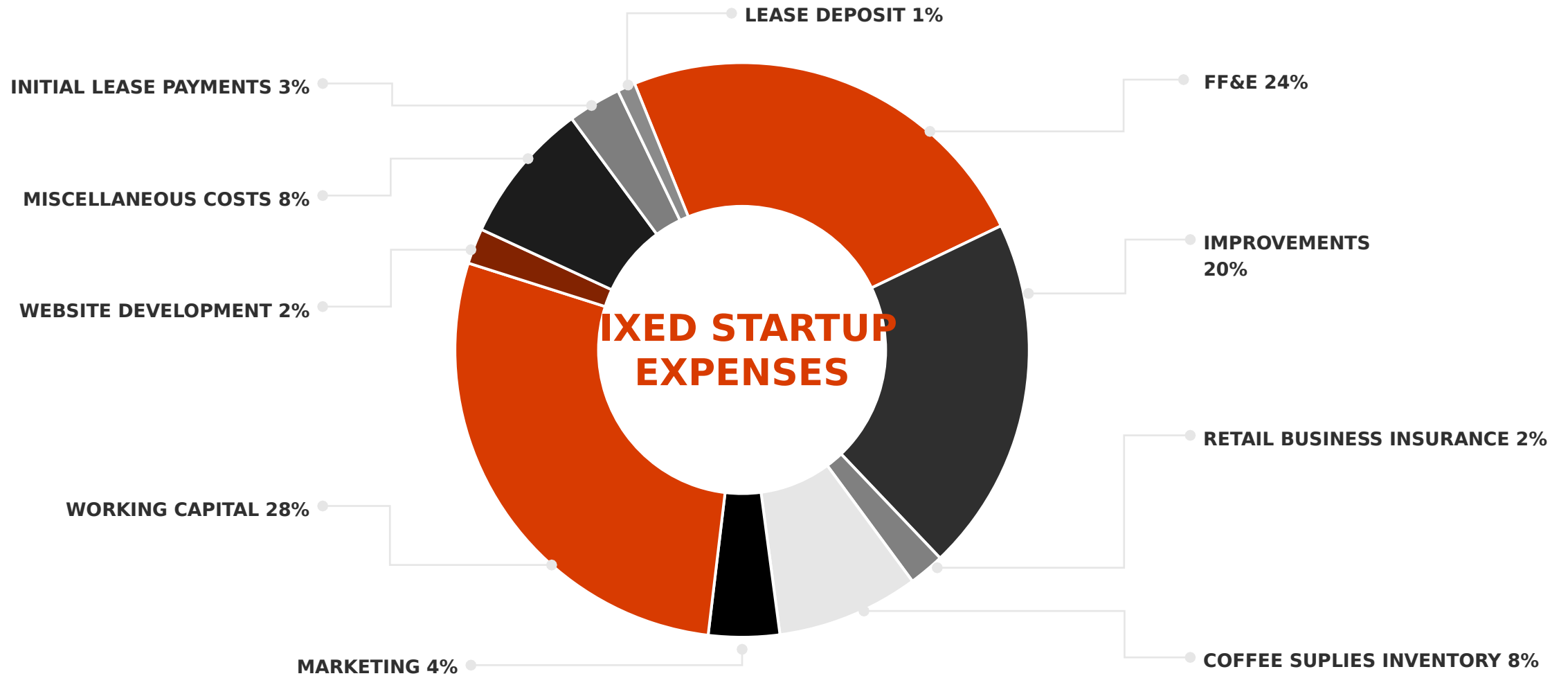
✓ Tully's - 400 feet

The third largest company-owned chain. Another Seattle-born company. The only coffeehouse chain that has not experienced excellent growth every year; business.com cites poor management as the reason. New management seems to leading a turnaround.

REQUIRED FUNDING



USE OF FUNDS



THANK YOU!

CONTACT US AT:



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