

Jade Palace

Date: 15 August 2026

Opening hours:
12:00-14:30 and 17:00 to 22:00

Company Mission

Our restaurant is dedicated to bring you the finest and freshest Chinese dishes, made from traditional recipes passed down through generations, and fused with contemporary flavors to present diverse tastes.



About Jade Palace

Jade Palace is a fictional Chinese restaurant in London, United Kingdom. Founded in 2025, the first shop was opened in Camden. Favoured by the local community and tourists from all over the world, Jade Palace will be opening their new shop at Hammersmith in Sep 2026. Jade Palace offers a variety of Chinese dishes as we aim to make you feel just like home.



Coffee or Tea, why not both? Come try our signature drink - Hong Kong Style Coffee Milk Tea - a beloved drink in Hong Kong. At its heart, the drink combines the boldness of coffee with the distinct flavor of black tea, two beverages that are deeply familiar to British people, yet with a distinct twist. Don't trust the critics, come try it yourself!



Latest News!

Buy 1 Get 1 Free Boba Tea

Following our new restaurant opening in Hammersmith, we will be having a Buy 1 Get 1 Free Promotion for bubble tea (Hammersmith Store Only). Bring your friends and family to enjoy this discount with delicious food and weather in Hammersmith!

Promotion Date: Sep 1 to Sep 20

Terms and Conditions:

Hammersmith Store and Dine-In only

A minimum spend of £10 per person required for Buy 1 Get 1 Free



Disclaimer

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General Assumptions

| | Jan-25 | 2025 | 2026 | 2027 |
|-------------------------|-----------|---------|----------|--------|
| Start date: | | | | |
| Starting year of model | | 2025 | | |
| Expansion open: | | Sep-26 | | |
| VAT rate | | 20% | | |
| Profit before Tax | € 2025 | € 90.00 | € 260.00 | € 2627 |
| Corporation Tax Rate | 0.00% | 22.38% | 24.69% | |
| National Inflation Rate | Base year | 4.00% | 4.25% | |
| Products price change | Base year | 3.50% | 3.50% | |

Appetisers



| Ingredients | 2025 | 2026 | 2027 |
|-------------------|---------------|---------------|---------------|
| Prawns | € 1.25 | € 1.30 | € 1.36 |
| Bread | € 0.19 | € 0.20 | € 0.20 |
| Egg | € 0.11 | € 0.11 | € 0.11 |
| Seasoning | € 0.02 | € 0.02 | € 0.02 |
| Total Cost | € 1.55 | € 1.62 | € 1.68 |

| VAT Calculation | | | |
|--------------------------|---------------|---------------|---------------|
| Selling price (incl VAT) | € 6.75 | € 7.80 | € 7.20 |
| VAT | € 1.13 | € 1.17 | € 1.20 |
| Selling price (excl VAT) | € 5.63 | € 5.83 | € 6.00 |
| Gross Profit | € 4.07 | € 4.22 | € 4.32 |
| Gross Margin % | 72.4% | 72.3% | 71.9% |

| Total Cost (Food) | | | |
|-------------------|--|--|--|
| | | | |

| Ingredients | 2025 | 2026 | 2027 |
|-------------------|---------------|---------------|---------------|
| Beef | € 1.14 | € 1.19 | € 1.45 |
| Vegetables | € 0.37 | € 0.39 | € 0.40 |
| Seasoning | € 0.20 | € 0.21 | € 0.22 |
| Total Cost | € 1.91 | € 1.98 | € 2.07 |

| VAT Calculation | | | |
|--------------------------|---------------|---------------|---------------|
| Selling price (incl VAT) | € 7.50 | € 7.80 | € 8.10 |
| VAT | € 1.25 | € 1.30 | € 1.35 |
| Selling price (excl VAT) | € 6.25 | € 6.50 | € 6.75 |
| Gross Profit | € 4.34 | € 4.52 | € 4.68 |
| Gross Margin % | 69.5% | 69.5% | 69.4% |

| Total Cost (Food) | | | |
|-------------------|--|--|--|
| | | | |

| Ingredients | 2025 | 2026 | 2027 |
|-------------------|---------------|---------------|---------------|
| Tofu | € 0.92 | € 0.96 | € 1.00 |
| Vegetables | € 0.53 | € 0.55 | € 0.57 |
| Seasoning | € 0.30 | € 0.31 | € 0.33 |
| Total Cost | € 1.75 | € 1.82 | € 1.89 |

| VAT Calculation | | | |
|--------------------------|---------------|---------------|---------------|
| Selling price (incl VAT) | € 7.25 | € 7.50 | € 7.80 |
| VAT | € 1.21 | € 1.25 | € 1.30 |
| Selling price (excl VAT) | € 6.04 | € 6.25 | € 6.50 |
| Gross Profit | € 4.29 | € 4.43 | € 4.61 |
| Gross Margin % | 71.1% | 70.9% | 70.9% |

| Total Cost (Food) | | | |
|-------------------|--|--|--|
| | | | |

Main Dishes



| Ingredients | 2025 | 2026 | 2027 |
|-------------------------------|---------------|---------------|---------------|
| Jasmine Rice | € 0.34 | € 0.36 | € 0.37 |
| Vegetables | € 0.15 | € 0.13 | € 0.13 |
| Kids Fries | € 0.49 | € 0.52 | € 0.55 |
| BBQ Pork | € 0.26 | € 0.27 | € 0.28 |
| Egg | € 0.20 | € 0.21 | € 0.22 |
| Seasoning | € 0.11 | € 0.12 | € 0.13 |
| Total Cost (Prawns) | € 1.68 | € 1.74 | € 1.82 |
| Total Cost (Vegetable) | € 0.88 | € 0.91 | € 0.95 |

| Special Fried Rice | | | |
|--------------------------|---------------|---------------|---------------|
| Selling price (incl VAT) | € 9.50 | € 8.80 | € 9.10 |
| VAT | € 1.42 | € 1.47 | € 1.52 |
| Selling price (excl VAT) | € 7.08 | € 7.33 | € 7.58 |
| Gross Profit | € 5.41 | € 5.59 | € 5.77 |
| Gross Margin % | 76.3% | 76.2% | 76.0% |

| Vegetable Fried Rice | | | |
|--------------------------|---------------|---------------|---------------|
| Selling price (incl VAT) | € 7.00 | € 7.20 | € 7.50 |
| VAT | € 1.04 | € 1.12 | € 1.15 |
| Selling price (excl VAT) | € 5.83 | € 6.00 | € 6.25 |
| Gross Profit | € 4.95 | € 5.09 | € 5.30 |
| Gross Margin % | 84.9% | 84.8% | 84.7% |

| Total Cost (Food) | | | |
|-------------------|--|--|--|
| | | | |

| Ingredients | 2025 | 2026 | 2027 |
|-------------------|---------------|---------------|---------------|
| Rice Noodles | € 0.90 | € 0.94 | € 0.98 |
| Vegetables | € 0.10 | € 0.10 | € 0.11 |
| Beef | € 0.74 | € 0.77 | € 0.81 |
| Seasoning | € 0.20 | € 0.21 | € 0.22 |
| Total Cost | € 1.95 | € 2.02 | € 2.11 |

| VAT Calculation | | | |
|--------------------------|---------------|---------------|---------------|
| Selling price (incl VAT) | € 9.50 | € 9.30 | € 9.60 |
| VAT | € 1.50 | € 1.55 | € 1.60 |
| Selling price (excl VAT) | € 7.50 | € 7.75 | € 8.00 |
| Gross Profit | € 5.55 | € 5.73 | € 5.89 |
| Gross Margin % | 74.0% | 73.9% | 73.6% |

| Total Cost (Food) | | | |
|-------------------|--|--|--|
| | | | |

| Ingredients | 2025 | 2026 | 2027 |
|-------------------|---------------|---------------|---------------|
| Jasmine Rice | € 0.34 | € 0.36 | € 0.37 |
| Vegetables | € 0.19 | € 0.20 | € 0.21 |
| Pork Belly | € 1.31 | € 1.31 | € 1.45 |
| Seasoning | € 0.11 | € 0.11 | € 0.12 |
| Total Cost | € 2.17 | € 2.25 | € 2.35 |

| VAT Calculation | | | |
|--------------------------|---------------|---------------|---------------|
| Selling price (incl VAT) | € 9.50 | € 9.80 | € 10.10 |
| VAT | € 1.58 | € 1.63 | € 1.68 |
| Selling price (excl VAT) | € 7.92 | € 8.17 | € 8.42 |
| Gross Profit | € 5.75 | € 5.91 | € 6.07 |
| Gross Margin % | 72.6% | 72.4% | 72.1% |

| Total Cost (Food) | | | |
|-------------------|--|--|--|
| | | | |

| Ingredients | 2025 | 2026 | 2027 |
|--------------------------|---------------|---------------|---------------|
| Tea | € 0.20 | € 0.21 | € 0.22 |
| Milk | € 0.19 | € 0.20 | € 0.20 |
| Whipping Cream | € 0.30 | € 0.31 | € 0.33 |
| Sugar | € 0.21 | € 0.21 | € 0.21 |
| Starch | € 0.46 | € 0.48 | € 0.50 |
| Total Cost (Hot) | € 1.07 | € 1.12 | € 1.16 |
| Total Cost (Iced) | € 1.34 | € 1.39 | € 1.45 |

| Hot Drink (BOGO) | | | |
|--------------------------|---------------|---------------|---------------|
| Selling price (incl VAT) | € 4.20 | € 4.30 | € 4.50 |
| VAT | € 0.63 | € 0.72 | € 0.75 |
| Selling price (excl VAT) | € 3.59 | € 3.58 | € 3.75 |
| Gross Profit | € 2.43 | € 2.47 | € 2.59 |
| Gross Margin % | 69.4% | 68.9% | 69.0% |

| Iced Drink (BOGO) | | | |
|--------------------------|---------------|---------------|---------------|
| Selling price (incl VAT) | € 2.25 | € 2.30 | € 2.40 |
| VAT | € 0.38 | € 0.38 | € 0.40 |
| Selling price (excl VAT) | € 1.88 | € 1.92 | € 2.00 |
| Gross Profit | € 1.53 | € 1.52 | € 1.55 |
| Gross Margin % | 64.2% | 64.4% | 64.4% |

| Total Cost (Food) | |
|-------------------|--|
|-------------------|--|

Jade Palace Financial Model

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Summaries

| Profit & Loss | 2025 | 2026 | 2027 |
|--------------------------------------|-------------------|-------------------|-------------------|
| Sales (excl VAT) | £350,415 | £760,436 | £1,296,572 |
| Cost of sales | (£46,283) | (£105,383) | (£182,895) |
| Appetisers | £66,592 | £150,747 | £263,837 |
| Main Dishes | £161,819 | £322,171 | £502,856 |
| Drinks | £31,919 | £87,081 | £184,913 |
| Service Charge | £43,802 | £95,054 | £162,071 |
| Gross profit | £304,132 | £655,053 | £1,113,677 |
| <i>CHECK LINE:</i> | <i>£304,132</i> | <i>£655,053</i> | <i>£1,113,677</i> |
| | 87% | 86% | 86% |
| Operating expenses | | | |
| Employee Wages | (£224,720) | (£392,624) | (£652,721) |
| Staff Tips (From Service Charge) | (£13,141) | (£28,516) | (£48,621) |
| Property Rent | (£52,000) | (£72,413) | (£113,578) |
| Business Rates | (£21,409) | (£26,296) | (£36,071) |
| Utilities | (£16,500) | (£22,880) | (£35,779) |
| Accounting services | £0 | (£3,000) | (£3,120) |
| Dinnerware | (£1,700) | (£2,550) | (£1,785) |
| Cookware | (£1,500) | (£2,000) | (£500) |
| Other misc. costs (stationery, menu) | (£1,000) | (£2,500) | (£3,500) |
| Advertising | (£2,400) | (£2,560) | (£840) |
| Operating expenses | (£334,369) | (£555,340) | (£896,515) |
| <i>CHECK LINE:</i> | <i>(£334,369)</i> | <i>(£555,340)</i> | <i>(£896,515)</i> |
| EBITDA | (£30,238) | £99,713 | £217,162 |
| Depreciation | (£4,620) | (£5,817) | (£8,035) |
| Operating profit (EBIT) | (£34,858) | £93,896 | £209,127 |
| Loan interest | (£3,647) | (£2,951) | (£2,199) |
| Profit before tax | (£38,505) | £90,945 | £206,928 |
| | -11% | 12% | 16% |
| Corporation tax | £0 | (£4,242) | (£53,070) |
| Profit after tax | (£38,505) | £86,703 | £153,858 |
| <i>CHECK LINE:</i> | <i>-£38,505</i> | <i>£86,703</i> | <i>£153,858</i> |
| | -11% | 11% | 12% |
| Cash Flow | 2025 | 2026 | 2027 |
| Operations | (£123,966) | £37,171 | £162,989 |
| Investments | (£21,530) | (£22,391) | £0 |
| Financing | £351,510 | £182,814 | (£169,938) |
| Net Cash Flow | £206,014 | £197,594 | (£6,949) |
| Closing Bank Account | £206,014 | £403,609 | £396,659 |

| Balance Sheet | 2025 | 2026 | 2027 |
|--|----------------|-----------------|-----------------|
| Non-current assets | | | |
| Fast-Wearing Equipment | £9,180 | £18,032 | £12,623 |
| Long-Lasting Equipment | £7,730 | £15,452 | £12,827 |
| | £16,910 | £33,485 | £25,449 |
| Current assets | | | |
| Stocks (inventory) | £50,000 | £60,000 | £70,000 |
| Debtors (receivables) | £46,410 | £104,058 | £148,240 |
| Prepayments | £0 | £0 | £0 |
| Cash | £206,014 | £403,609 | £396,659 |
| | £302,424 | £567,667 | £614,900 |
| Current liabilities (< 1 year) | | | |
| Creditors (payables) | (£6,329) | (£14,387) | (£20,836) |
| Accruals | £0 | £0 | £0 |
| Bank loans (< 1 year) | (£9,186) | (£9,938) | (£10,752) |
| VAT | £0 | £0 | £0 |
| Corporation Tax | £0 | (£4,242) | (£53,070) |
| | (£15,514) | (£28,567) | (£84,658) |
| Net current liabilities | £286,910 | £539,100 | £530,241 |
| Long term liabilities (> 1 year) | | | |
| Bank loans (> 1 year) | (£32,324) | (£22,386) | (£11,633) |
| Directors' loans | (£250,000) | (£200,000) | (£50,000) |
| | (£282,324) | (£222,386) | (£61,633) |
| Net assets | £21,495 | £350,199 | £494,057 |
| Capital & reserves | | | |
| Called-up share capital | £60,000 | £312,000 | £312,000 |
| Revaluation reserve | £0 | £0 | £0 |
| Retained earnings | (£38,505) | £38,199 | £182,057 |
| Shareholders' equity | £21,495 | £350,199 | £494,057 |

| Capital Employed | 2025 | 2026 | 2027 |
|--------------------------------|-----------------------|-------------|-------------|
| Total capital employed | £313,005 | £582,523 | £566,443 |
| Profitability Ratios | 2025 | 2026 | 2027 |
| Gross margin | 87% | 86% | 86% |
| EBITDA margin | -9% | 13% | 17% |
| Operating profit (EBIT) margin | -10% | 12% | 16% |
| Profit before tax margin | -11% | 12% | 16% |
| Profit after tax margin | -11% | 11% | 12% |
| Return on capital employed | -11% 16% 37% | | |
| Return on equity | -179% 25% 31% | | |
| Gearing Ratios | 2025 | 2026 | 2027 |
| Debt to equity | 13.6 | 0.7 | 0.1 |
| Interest cover | -9.6 31.8 95.1 | | |
| Liquidity Ratios | 2025 | 2026 | 2027 |
| Current ratio | 19.5 | 19.9 | 7.3 |
| Quick ratio (acid test) | 16.3 17.8 6.4 | | |
| Efficiency Ratios | 2025 | 2026 | 2027 |
| No. days stock (inventory) | 394 | 208 | 140 |
| Stock turn per annum | 1 | 2 | 3 |
| Debtor (receivables) days | 40 | 42 | 35 |
| Creditor (payables) days | 5.5 5.8 4.9 | | |
| Total asset turnover | 16.30 2.17 2.62 | | |
| Other Ratios | 2025 | 2026 | 2027 |
| Sales per employee | £38,935 | £47,527 | £54,024 |
| Profit (loss) per employee | (£4,278) | £5,684 | £8,622 |
| Earnings per share | (£39) £76 £135 | | |
| P/E ratio | -1.6 23.7 13.3 | | |
| No shares issued (from CF) | 1,000 | 1,140 | 1,140 |
| Assumed share price | £60.00 | £1,800.00 | £1,800.00 |
| Average number of employees | 9 | 16 | 24 |

Jade Palace Financial Model

Performance Graphs

