

Financials for Campus Cravings

Expenses

Office Space

Rent+Deposit	\$ 11,344.00
Rent	\$ 5,639.00
Utilities	\$ 666.00

Production

Packaging Machine	\$ 25,000.00
Label Printer	\$ 2,474.00
Pouches (10,000)	\$ 543.00
Flour (22.7Kg)	\$ 11.88
Sugar (22.7lbs)	\$ 32.99
Vanilla Powder (1Kg)	\$ 11.99
Chocolate Chips (4.5Kg)	\$ 30.49
Cocoa Powder (11.35Kg)	\$ 104.99
Baking Powder (4.5Kg)	\$ 19.49
Salt (11.35Kg)	\$ 19.35
Whey Protein (19.9Kg)	\$ 333.00
Mailer Boxes (50)	\$ 60.80
Shipping (per order)	\$ 2.10

Permits, Licenses, Taxes, Fees

LLC Registration	\$ 110.00
Secure Domain (each year)	\$ 15.00
SC Seller's Permit	\$ 50.00
Unemployment Insurance Tax	\$ 2,884.05
Employee Withholding Tax	\$ 9,781.60

Salaries (yearly)

Operations Manager (1)	\$ 35,000.00
Technology (1)	\$ 30,000.00
Machine Technician (2)	\$ 29,250.00
Packagers (3)	\$ 20,856.00

Total Initial Start Up Costs \$ 174,239.73

Total Recurring Yearly Costs \$ 196,120.65

Total Cost of Initial Inventory \$ 1,167.98

Raw Material Cost

Average Cost/Package	\$ 0.23
Cost of Box/Postage	\$ 3.32

Projected Sales

Product	Cost of Goods	Retail Price
6 pack	\$ 4.70	\$ 12.99
13 pack	\$ 6.31	\$ 18.99
24 pack	\$ 8.84	\$ 24.99

Target Consumers

Undergrad:	27,502
Estimated Parents	44,003

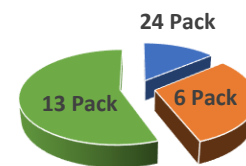
Year 1 Sales Projections

1% target consumers utilize service

715 Subscriptions

Size	Subscriptions
6	200
13	415
24	100

Proportions of order types



Net Income

6 packs	\$ 31,176.00
13 packs	\$ 94,570.20
24 packs	\$ 29,988.00
Revenue	\$ 155,734.20
Expenses	\$ 174,239.73
Net Loss	\$ (18,505.53)

Projected Future Net Income

Assuming 20% Growth

Year	Revenue	Net Income
2022	\$ 186,881.04	\$ (9,239.61)
2023	\$ 224,257.25	\$ 28,136.59
2024	\$ 269,108.70	\$ 72,988.04
2025	\$ 322,930.44	\$ 126,809.78

