

Revenue Projections

Average Delivery Fee: \$1.50

Average Service Fee: \$0.50

Estimated Daily Deliveries: 9

Monthly Revenue (without subscriptions):

Daily Deliveries: $9 \times 30 \text{ days} = 270 \text{ deliveries}$

Total Revenue from Deliveries:

$$270 \times (1.50 + 0.50) = 270 \times 2.00 = 540$$

Commission from Businesses:

Average Sale per Delivery: \$3

Commission Rate: 3%

Commission Revenue:

$$270 \times 3 \times 0.03 = 24.30$$

Total Revenue Over 6 Months:

Total Revenue from Deliveries: $540 \times 6 = 3,240$

Total Commission Revenue: $24.30 \times 6 \approx 145.80$

Total Revenue:

$$3,240 + 145.80 \approx 3,385.80$$

Total Fixed Costs

App and Website Development: \$100 (one-time cost)

Maintenance Costs: \$50 per month

Total Maintenance for 6 months: $50 \times 6 = 300$

Total Fixed Costs:

$$100 + 300 = 400$$

Total Variable Costs

Delivery Costs:

Delivery Cost per Delivery: \$1

Monthly Variable Costs:

$$270 \times 1 = 270$$

Total Variable Costs for 6 months:

$$270 \times 6 = 1,620$$

Payment Processing Fee:

Total Revenue: \$3,385.80

Processing Charge:

$$3,385.80 \times 0.020 = 0.067716 \text{ (approximately)}$$

Total Processing Fee for 6 months:

$$0.067716 \times 6 \approx 0.406296 \text{ (approximately)}$$

Total Variable Costs:

$$1,620 + 0.406296 \approx 1,620.41$$

Total Costs Over 6 Months

Total Costs:

$$\text{Fixed Costs} + \text{Variable Costs} = 400 + 1,620.41 \approx 2,020.41$$

Profit Calculation

Total Revenue: \$3,385.80

Total Costs: \$2,020.41

Profit:

$$3,385.80 - 2,020.41 \approx 1,365.39$$

Estimated Profit Margin

Profit Margin:

$$(3,385.80 / 1,365.39) \times 100 \approx 40.3\%$$