

ORGANIC RETAIL

WE HELP YOU GROW



Distribution
Services (retail)



Marketing
services & Social
Media



eCommerce
management



EXECUTIVE SUMMARY

ORGANIC RETAIL

- Food distribution company
- Direct store delivery (**DSD**)
- Add-ons
- Small business owners
- Miami, FL
- Expected launch: Aug 2021
- KPIs: Profit, customers, add-ons



OUR UNIQUE VALUE PROPOSITION

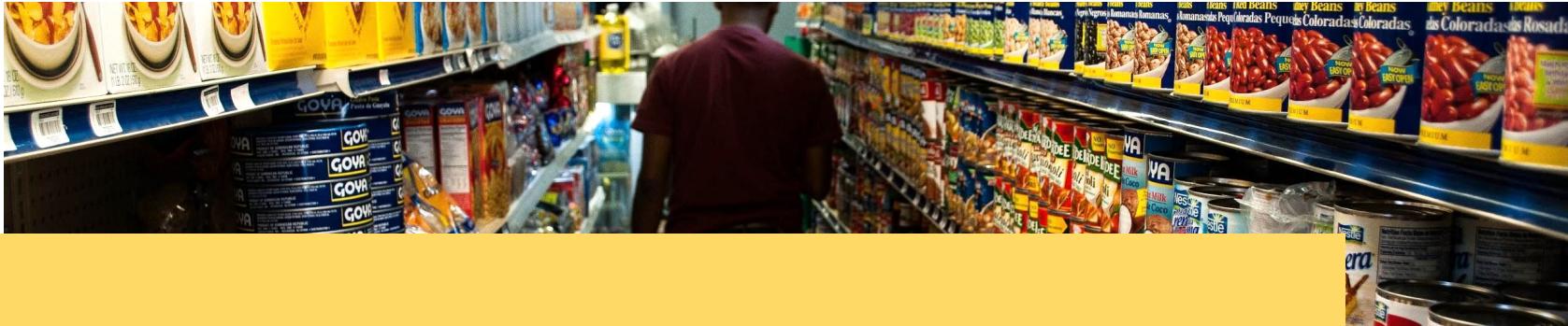
”

We believe that there is no such thing as small businesses, there are only growing businesses that need guidance.

WE HELP YOU GROW

BUSINESS MODEL

REVENUE STREAM



\$3,000

Entry fee

\$2,500

add-on fee

18-25%

Markup



TARGET AUDIENCE

- 25 to 55 years old
- Small business owners (food producers)
- Producing at an industrial kitchen
- Healthy / Organic food
- Mid/strong social media presence
- Loyal customers base



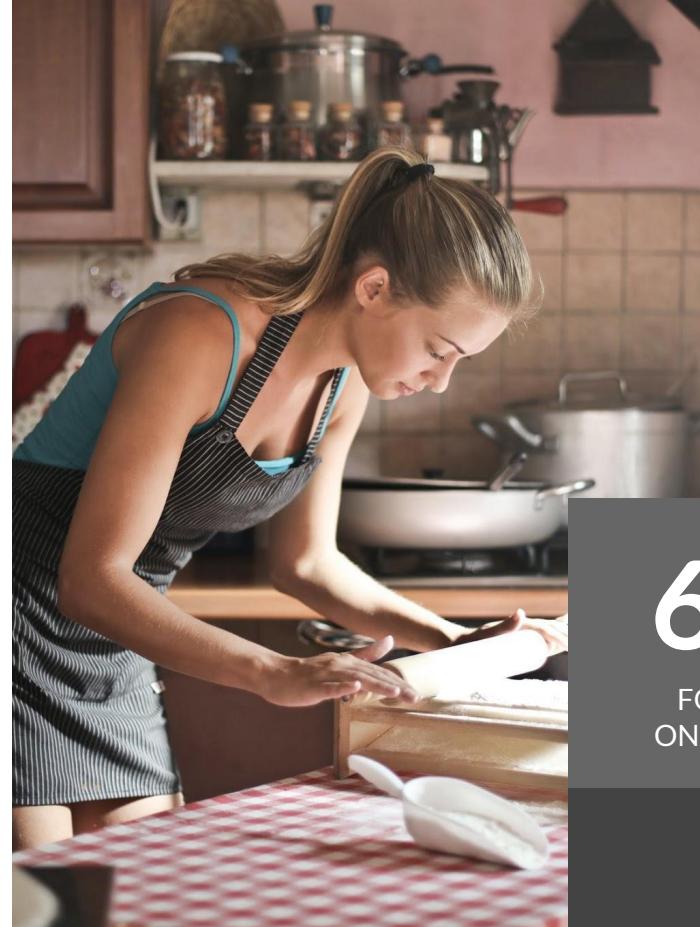
One

MEET AMANDA

28-year-old architect owner of “*0 Guilt per Bite*” a small healthy bakery.

PROBLEMS

- Few locations
- eCommerce
- Social media
- UberEats (25% fee)
- Sells at healthy restaurants
- No experience (retail)



60K

FOLLOWERS
ON INSTAGRAM

3

YEARS IN THE
MARKET



AMANDA'S COSTS

RETAIL

Items	Cost to make	Retail Price	Net Earnings	
Small	\$2.75	\$8.00	\$5.25	→ 65.63%
Medium	\$9.50	\$24.50	\$15.00	→ 61.22%
Large	\$17.25	\$42.00	\$24.75	→ 58.93%

WHOLESALE

Items	Cost to make	Wholesale	Net Earnings	
Small	\$2.75	\$3.50	\$0.75	→ 21.43%
Medium	\$9.50	\$12.00	\$2.50	→ 20.83%
Large	\$17.25	\$22.00	\$4.75	→ 21.59%



0 Guilt per Bite's Net Revenue per month

Items	Sano 305 X 4 (wholesale price)	Instagram	Other	UberEats	TOTAL ITEMS SOLD
Small	1,200	180	150	120	1,650
Medium	-	70	55	40	165
Large	-	40	20	15	75
EARNINGS	\$900	\$2,985	\$2,107	\$1,201	\$7,193

NET EARNINGS \$7,193

Our proposal

SERVICES

- Distribution → 18% markup
- eCommerce → \$2,500

%10 OFF for advertising

$$\$2,500 - 10\% = \$2,250$$

RETAILERS

- Whole Foods - 4 locations
- Publix - 4 locations

400 small
250 medium
PER WEEK

Become their sole distributor of the product



Our proposal

Items	Cost to make	Price	Quantity	COGS	Revenue	Earnings
Small Marquesa	\$2.75	\$3.50	12,800	\$35,200	\$44,800	\$9,600
Medium Marquesa	\$9.50	\$12.00	8,000	\$76,000	\$96,000	\$20,000
TOTAL EARNED			20,800	\$111,200	\$140,800	\$29,600

RETAILERS

- Whole Foods - 4 locations
- Publix - 4 locations

} 400 small
250 medium
PER WEEK



Our proposal

Items	Earnings	Organic Retail's %	Net Earnings
Small Marquesa	\$9,600.00	18%	\$7,872
Medium Marquesa	\$20,000.00	18%	\$16,400
TOTAL EARNED	\$29,600.00		\$24,272

OUR EARNINGS | 18% markup

• Small = \$1,728
• Medium= \$16,400 } **TOTAL EARNINGS: \$5,328**

DISTRIBUTION COST
ANNUALLY: \$ 13,390



TARGET AUDIENCE

- Important retailers
- Organic section
- Section for local producers



TWO



HOW WE ENTER THE MARKET

Creating a profile at rangeme.com
which is used by most retailers

Fancy Food Shows → networking
to get in touch with key employees
that will impulse us.

Testing process → Our own brand
Wateke Foods



Advance Monthly Sales for Retail and Food Services

Observation:
Jan 2021: **568,215** (+ more)
Updated: Feb 17, 2021

Units:
Millions of Dollars,
Seasonally Adjusted

Frequency:
Monthly

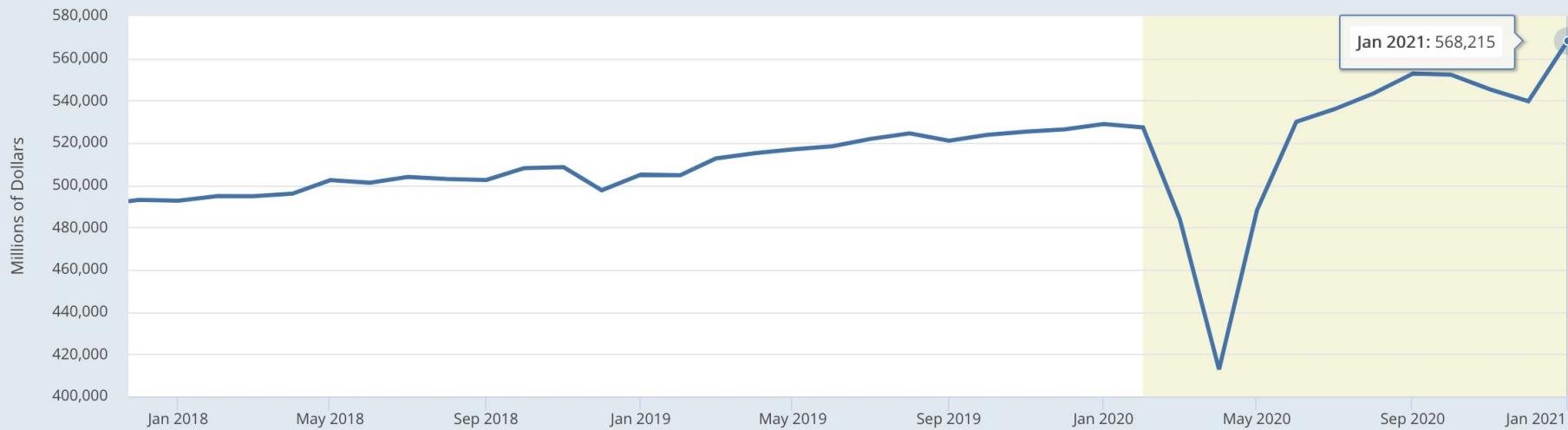
1Y | 5Y | 10Y | Max

2017-11-22

to 2021-01-01

EDIT GRAPH

FRED — Advance Retail Sales: Retail and Food Services, Total



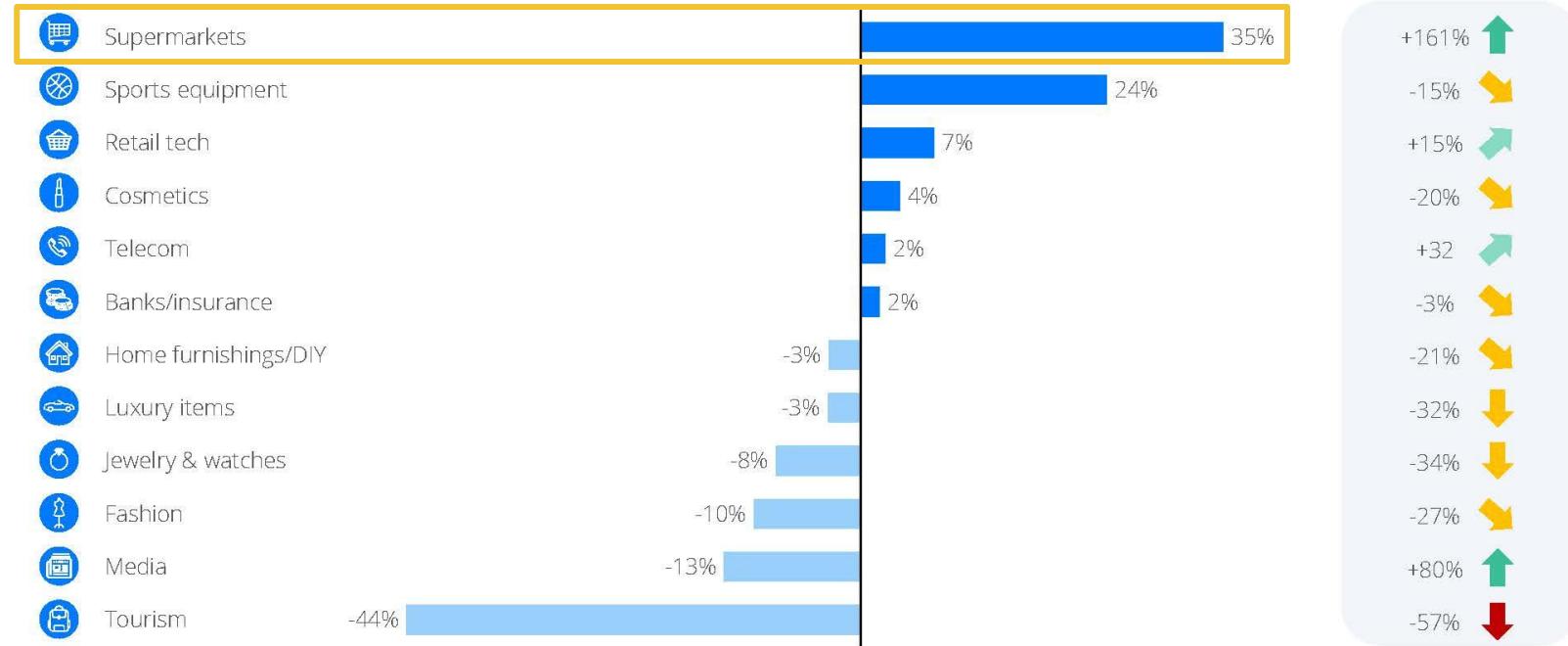
Source: U.S. Census Bureau

Consumer online interests shifted during COVID-19 and pushed web traffic to supermarkets

Shopping behavior shifts: traffic shifts

COVID-19 impact on global online traffic: November 2020¹

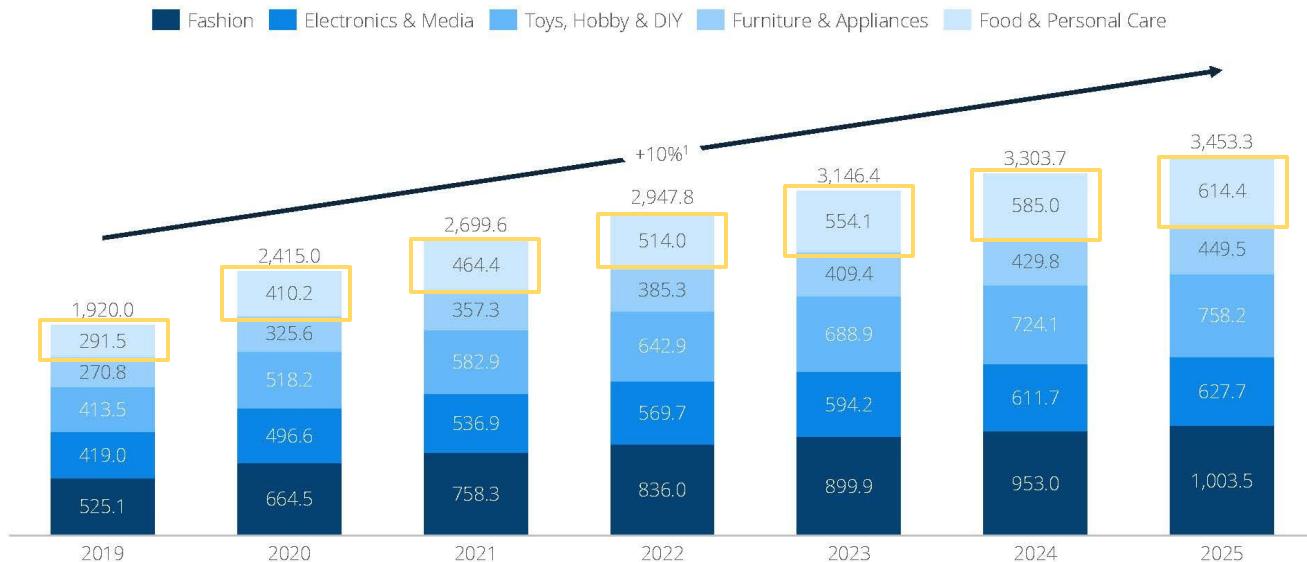
March 2020²



The global eCommerce revenue is expected to grow to US\$3,453.3 billion by 2024

Estimated market development (1/2)

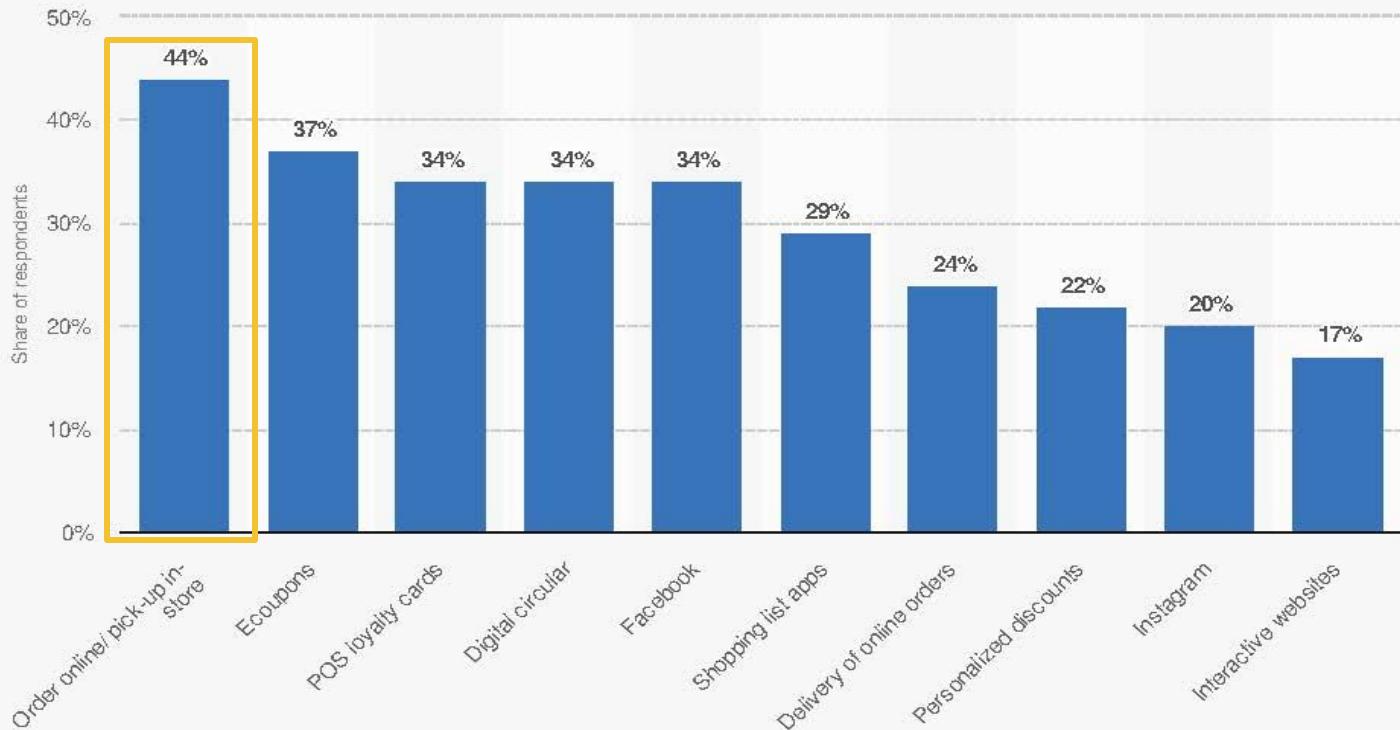
Global eCommerce revenue forecast in billion US\$



Note: Revenue figures refer to Gross Merchandise Value (GMV); Forecast adjusted for expected impact of COVID-19, November 2020

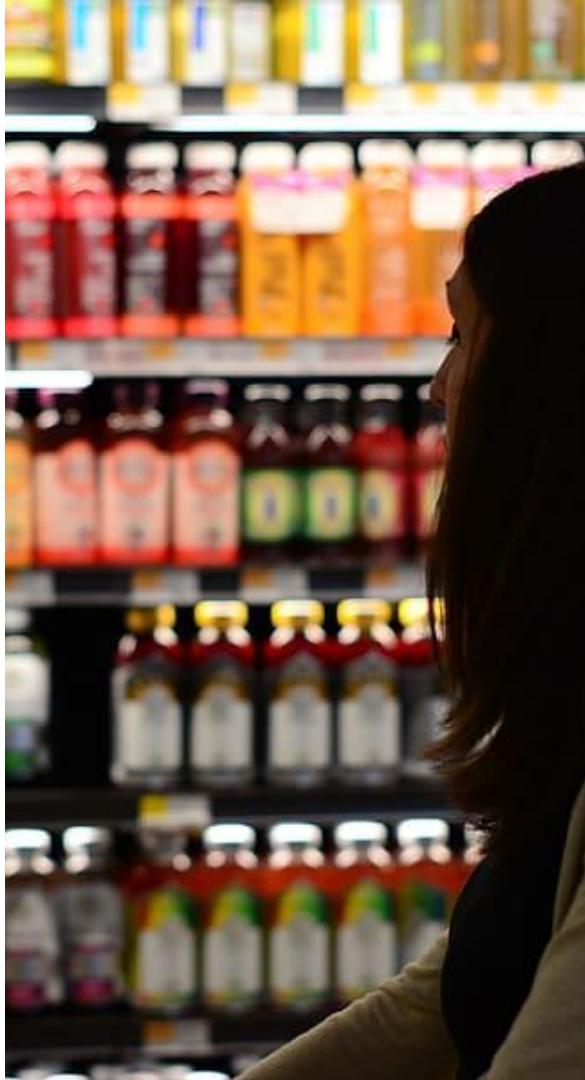
Source: [Statista Digital Market Outlook 2020](#)

Most advantageous benefits offered by mobile devices according to grocery retailers in the United States in 2020



STRENGTHS

- First distributor to offer marketing, eCommerce and social media services.
- Untapped niche market
- Testing phase with **Wateke Foods**.
- “Support local”



WEAKNESSES

- New to the market
- Food and sanitation rules are being more strict.
- People can't eat samples.
- Distrust from potential investors due to last year's crash.

OPPORTUNITIES

- Data to understand market.
- Alliance with food bloggers.
- Be the first to only focus on supporting local.



THREATS

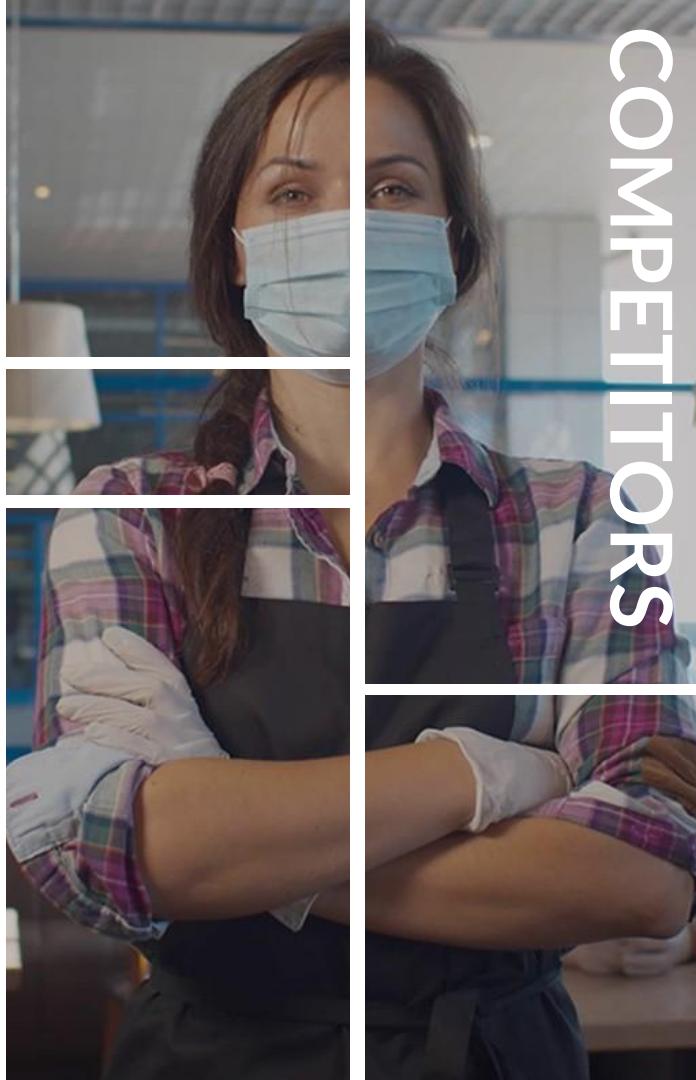
- Copy this business model.
- Unprofessional business owners.
- Unable to fulfill unexpected high demand.

RANGE•me

- Online Platform
- Vendors, suppliers and service providers.
- Used by most retailers



- Logistic solutions
- Check tool
- Are focusing on local



COMPETITORS

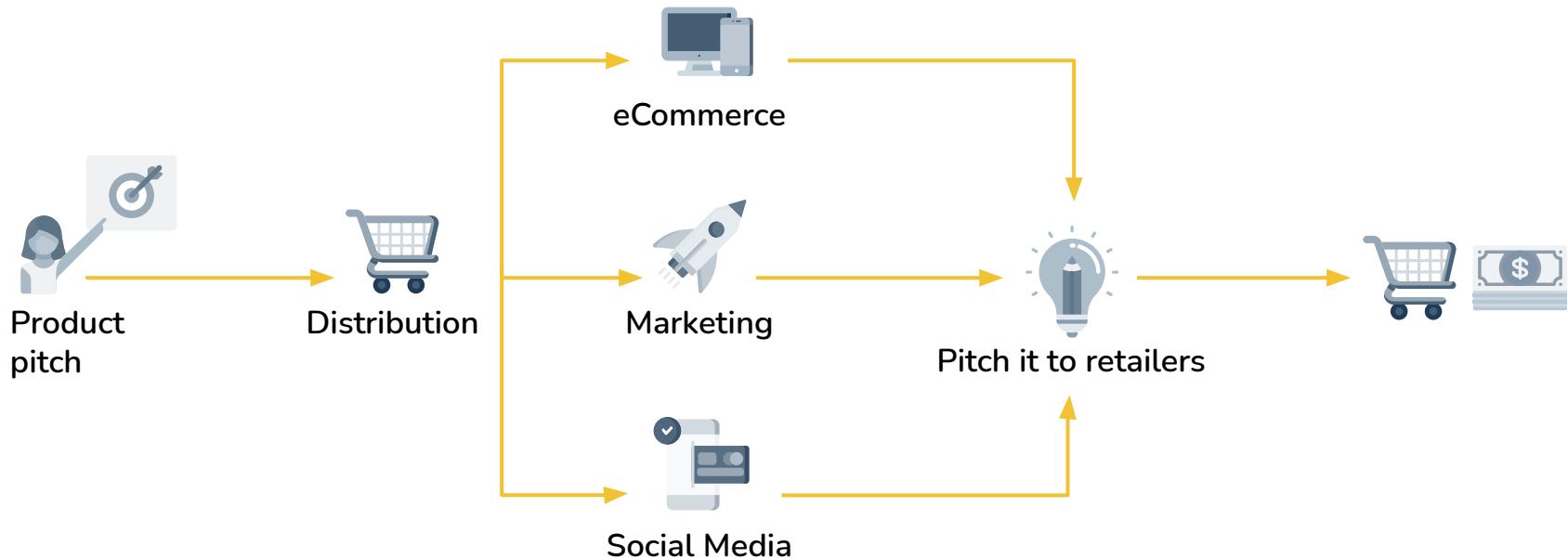


- Food & non-food
- Marketing services
- Sanitation and health



- Largest distributors in Southeastern U.S.
- Wide variety of clients
- Sub-brands

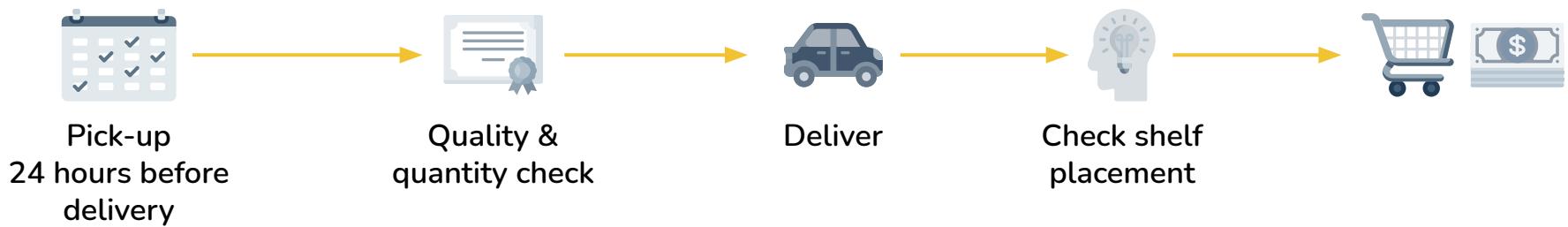
PROCESS TO ENTER



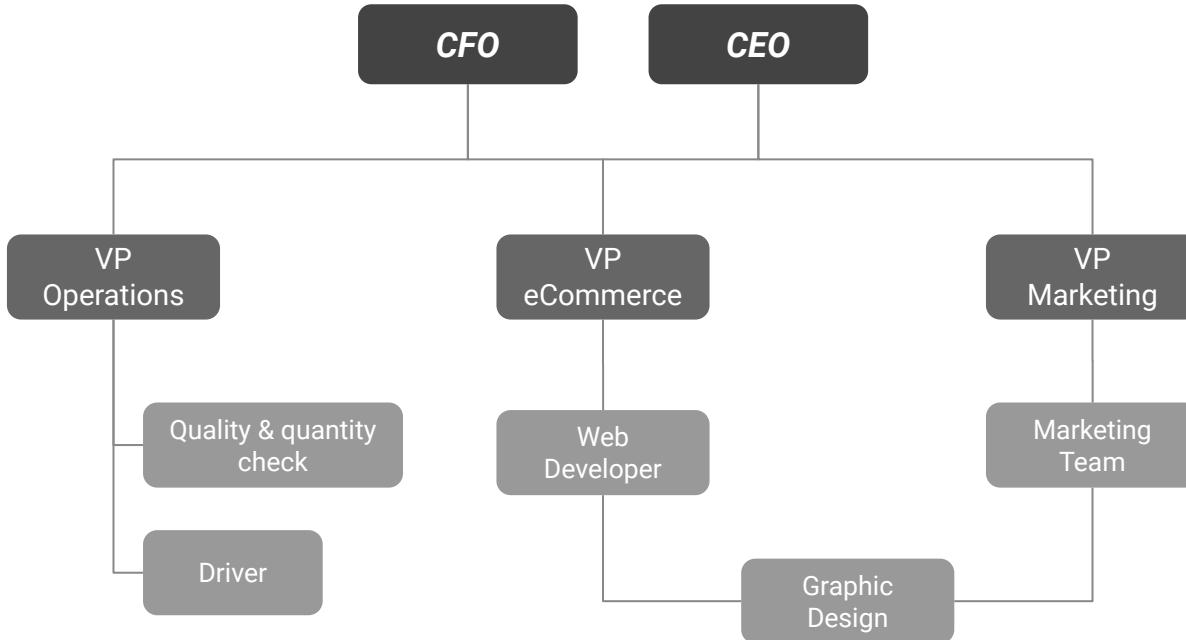
APPROVAL PROCESS



DSD PROCESS



MANAGEMENT TEAM



PRE-LAUNCH TIMELINE



INITIAL INVESTMENT:

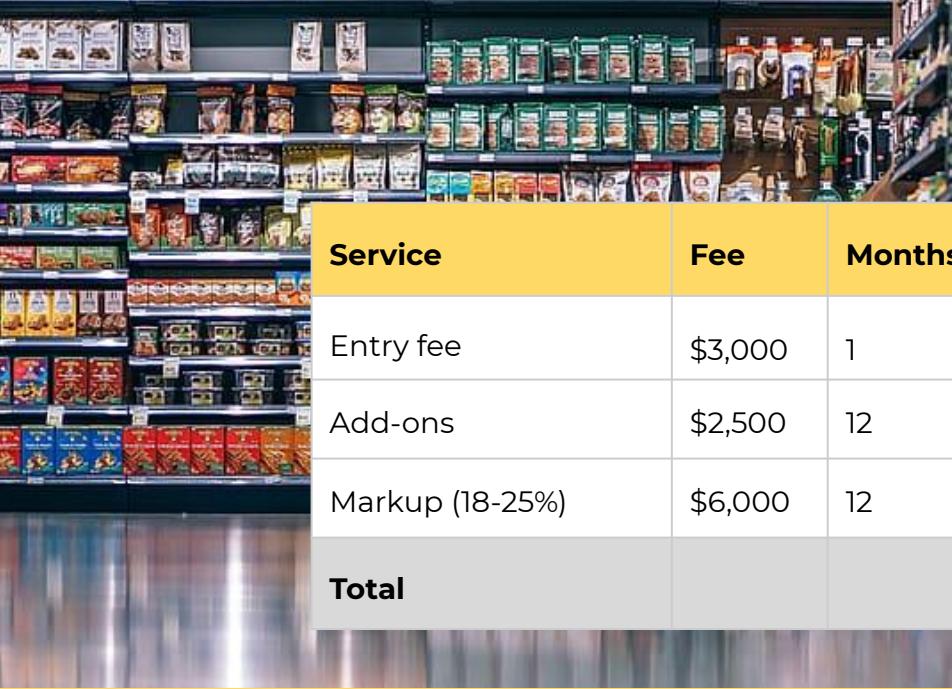
1 MILLION DOLLARS

at a 6.25% annual interest rate

1st Year Expenses

Most expensive year due to investment in technology, furniture and down payments.

ASSUMPTION	1st year
Salaries	\$240,000
Rent	\$72,000
Utilities	\$5,400
Furniture	\$20,000
Vehicles	\$7,080
Down payment X2	\$6,000
Gas for vans	\$9,110
Technology	\$18,941
Insurance	\$700
Marketing	\$30,000
TOTAL	\$409,231



Service	Fee	Months	Rev/year	Clients	Total
Entry fee	\$3,000	1	\$3,000	8	\$24,000
Add-ons	\$2,500	12	\$30,000	6	\$180,000
Markup (18-25%)	\$6,000	12	\$72,000	8	\$576,000
Total					\$780,000

REVENUE FORECAST - YEAR 1

Income Statement

Year 1

P&L Year 1	\$	% Sales
Sales	780,000	100%
Cost of Goods	234,000	30%
SG&A	357,210	46%
<i>of which Marketing</i>	30,000	4%
Other Expenses	92,835	12%
Net Earnings	95,955	12%

Income Statement

3 Years

In \$	2021	2022	2023
Sales	780,000	873,600	943,488
Cost of Goods Sold (COGS)	234,000	262,080	283,046
Gross Profit	546,000	611,520	660,442
SG&A	357,210	386,410	391,410
Salaries and Benefits	240,000	259,200	259,200
Marketing Expense	30,000	40,000	45,000
Rent and Overhead	87,210	87,210	87,210
Depreciation & Amortization	6,346	21,715	17,153
Interest	62,500	62,500	62,500
Total Expenses	426,056	470,625	471,063
Earnings Before Tax	119,944	140,895	189,378
Taxes	23,989	28,179	37,876
Net Earnings	95,955	112,716	151,503

Balance Sheet

3 Years

Balance Sheet	2021	2022	2023
Assets			
Cash	\$ 994,229	\$ 1,361,332	\$ 1,371,802
Accounts Receivable	\$ 64,110	71,803	77,547
Inventory	\$ 19,500	19,500	19,500
Property & Equipment	\$ 57,116	\$ 57,116	57,116
Total Assets	\$ 1,134,955	\$ 1,509,751	\$ 1,525,965
Liabilities			
Accounts Payable	39,000	39,000	39,000
Debt	\$ 1,000,000	\$ 1,000,000	\$ 1,000,000
Total Liabilities	\$ 1,039,000	\$ 1,039,000	\$ 1,039,000
Shareholder's Equity			
Equity Capital			
Retained Earnings	95,955	208,671	151,503
Shareholder's Equity	95,955	208,671	151,503
Total Liabilities & Shareholders Equity	1,134,955	1,247,671	1,190,503

Cash flow statement

Cash Flow Statement	2021	2022	2023
Operating Cash Flow			
Net Earnings	95,955	112,716	151,503
Plus: Depreciation & Amortization	6,346	21,715	17,153
Changes in Working Capital	(44,610)	(7,693)	(5,744)
Cash from Operations	57,692	142,124	174,400
Investing Cash Flow			
Investments in Property & Equipment	63,462	-	-
Cash from Investing	63,462	-	-
Financing Cash Flow			
Debt	1,000,000	(62,500)	
Equity	-	-	-
Cash from Financing	\$1,000,000	(62,500)	-
Net increase (decrease) in Cash	994,230	142,124	174,400
Operating Cash Balance	-	994,229	1,361,332
Closing Cash Balance	994,230	1,136,354	1,535,732

HOW WE PLAN TO TARGET OUR CLIENTS

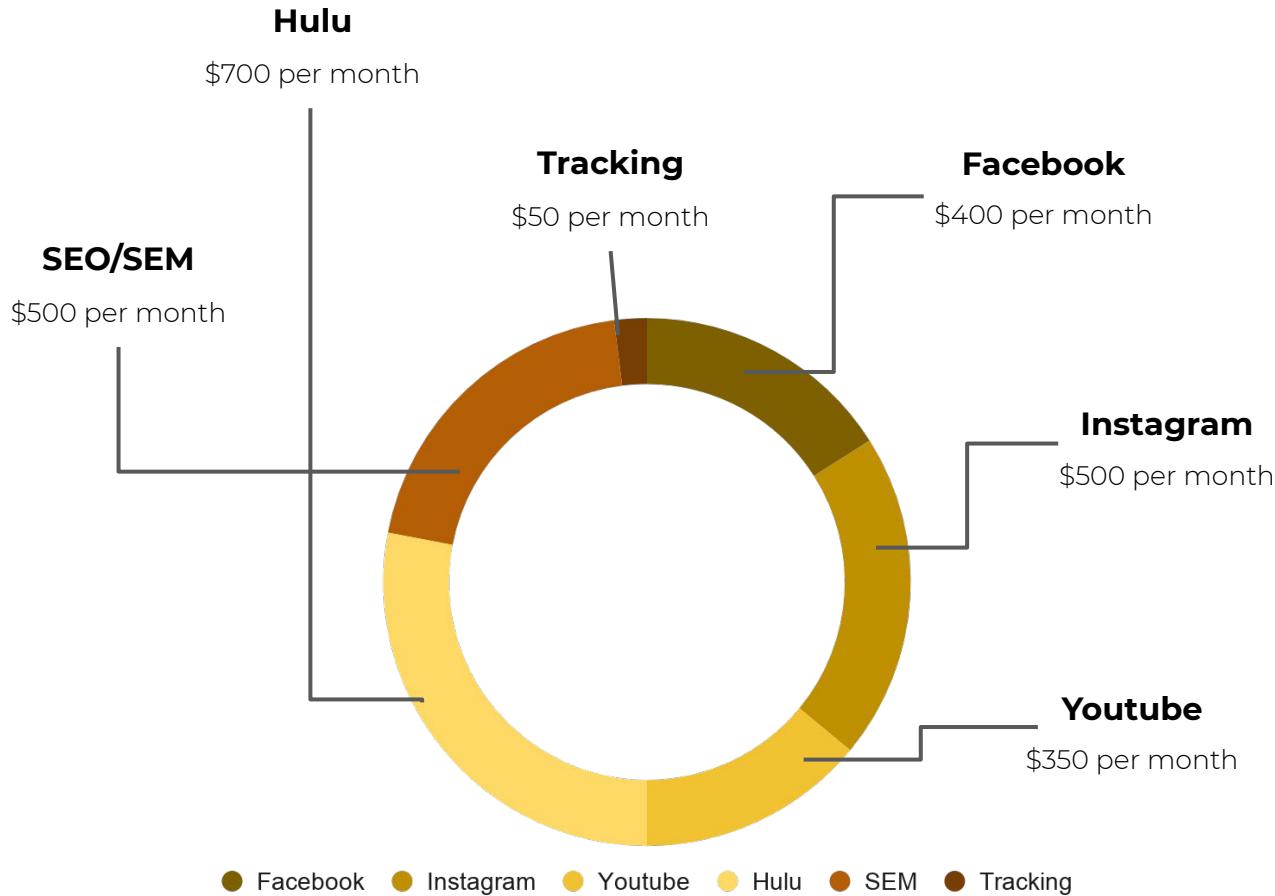
Heavy advertising & Word-of-mouth.

Our goals for year 1

- 1- 8 - 12 customers → First year
- 2- 60 - 80% with add-ons.
- 3- Increase awareness
- 4- 10K followers on Instagram
- 5- Increase website traffic by 80%



BUDGET BREAKDOWN - \$2,500/month

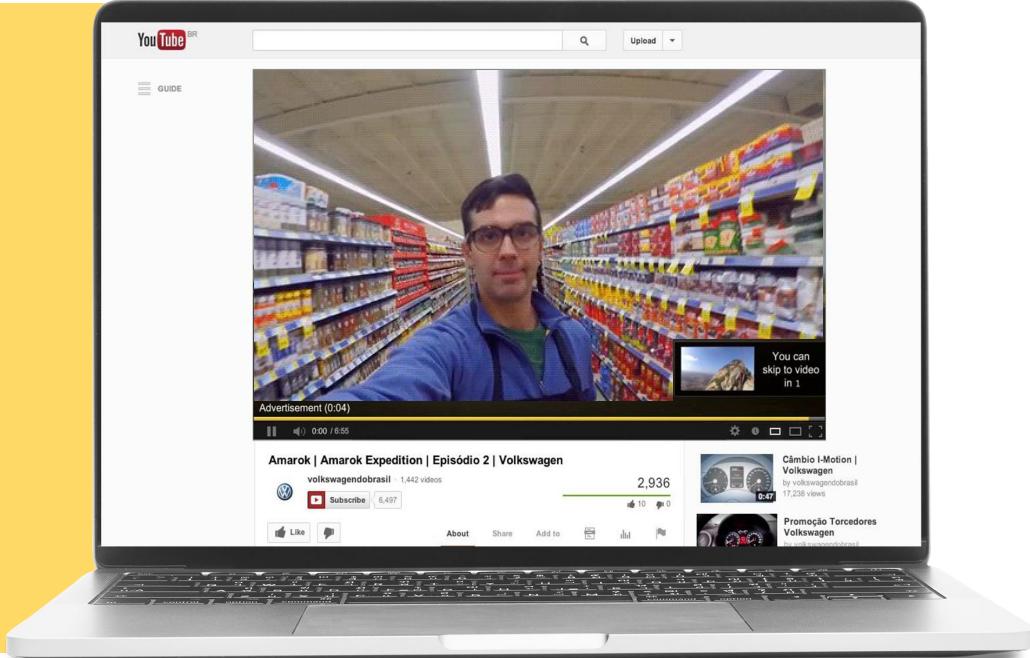


MARKETING CALENDAR



Instagram facebook.

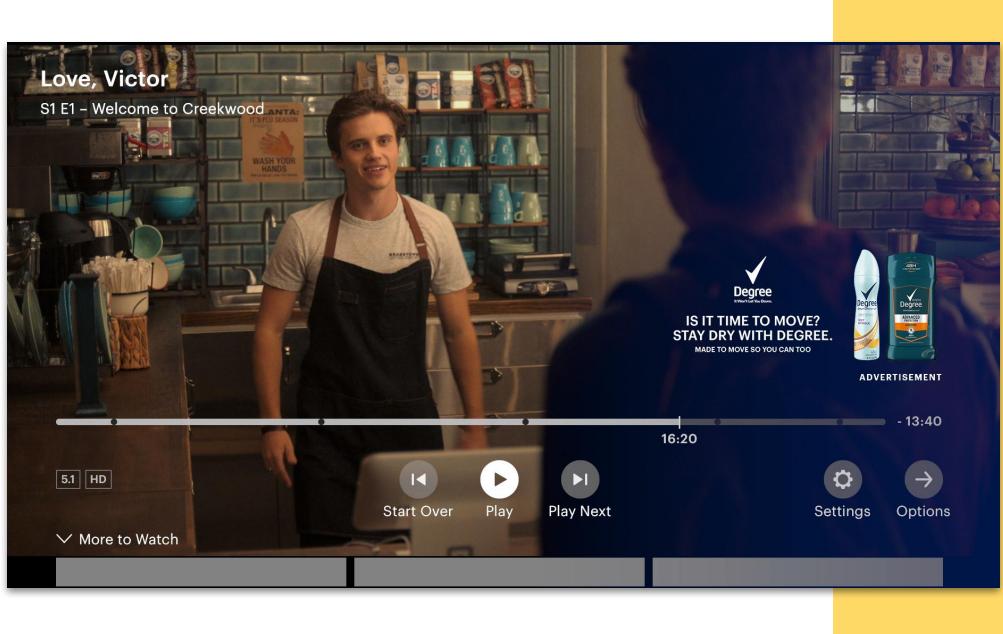
- 10K followers
- 100 likes per photo
- 2k - 5k views per reel
- 10% conversion rate
- Coupon usage/Giveaway participations
- Exchange post/stories with customers



- 15 & 30 second non-skippable ads
- 15%-20% conversion rate
- 30% leads
- Increase website traffic



- 15 & 30 second ads
- Increase awareness
- Increase trust
- Increase website traffic by 25%
- Coupon usage “growtoday”



ORGANIC & PAID SEARCH

- Increase website traffic
- Conversion rate 10%
- 200 subscribers - year 1
- Number of leads
- Decrease bounce rate





TRACKING & MANAGEMENT



facebook

Instagram

PLANOLY

THANK YOU

