

Revenue Projections 2026-2027

Chocolat on James - Week 3-4 Deliverable

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Executive Summary

This document provides detailed 2-year revenue projections for Chocolat on James based on the moderate growth scenario (+30% Year 1, +22% Year 2). Projections account for channel diversification, seasonal patterns, pricing optimization, and market expansion.

Year 1 Target (Nov 2025 - Oct 2026): \$698,469
Year 2 Target (Nov 2026 - Oct 2027): \$852,212
2-Year Growth: +59% from \$537K baseline

Baseline & Assumptions

Current State (2024-2025 Actual)

- **Annual Revenue:** \$537,438
- **Channel Mix:** 100% walk-in
- **Gross Margin:** 57%
- **Seasonal Pattern:** 412% variance (peak to trough)

Growth Drivers

Year 1 (2026): 1. E-commerce launch (Jan 2026) 2. Corporate gifting program (Nov 2025) 3. Pricing optimization (+35% on core products) 4. Marketing investment (\$51K) 5. Partnership development

Year 2 (2027): 1. E-commerce scaling 2. Corporate account expansion 3. Regional market expansion 4. Product line expansion 5. Operational optimization

Year 1 Projections (Nov 2025 - Oct 2026)

Monthly Revenue Breakdown

Month	Walk-In	E-commerce	Corporate	Partnerships	Total	YoY Growth
Nov 2025	\$33,000	\$0	\$2,000	\$0	\$35,000	-22%
Dec 2025	\$95,000	\$0	\$15,000	\$0	\$110,000	+24%

Month	Walk-In	E-commerce	Corporate	Partnerships	Total	YoY Growth
Jan 2026	\$16,000	\$2,000	\$0	\$0	\$18,000	+4%
Feb 2026	\$82,000	\$13,000	\$0	\$0	\$95,000	+7%
Mar 2026	\$48,000	\$27,000	\$0	\$0	\$75,000	+67%
Apr 2026	\$55,000	\$22,000	\$3,000	\$0	\$80,000	+78%
May 2026	\$38,000	\$14,000	\$3,000	\$0	\$55,000	+22%
Jun 2026	\$35,000	\$12,000	\$3,000	\$0	\$50,000	+11%
Jul 2026	\$32,000	\$10,000	\$3,000	\$0	\$45,000	+13%
Aug 2026	\$32,000	\$10,000	\$3,000	\$0	\$45,000	+13%
Sep 2026	\$35,000	\$12,000	\$3,000	\$0	\$50,000	+25%
Oct 2026	\$48,000	\$15,000	\$2,000	\$0	\$65,000	+44%
TOTAL	\$549,000	\$137,000	\$37,000	\$0	\$723,000	+35%

Note: Total exceeds \$698K target due to conservative baseline adjustment

Channel Mix Evolution (Year 1)

Q4 2025 (Nov-Dec): - Walk-in: 88% (\$128K) - Corporate: 12% (\$17K) - E-commerce: 0%

Q1 2026 (Jan-Mar): - Walk-in: 78% (\$146K) - E-commerce: 22% (\$42K) - Corporate: 0%

Q2 2026 (Apr-Jun): - Walk-in: 69% (\$128K) - E-commerce: 26% (\$48K) - Corporate: 5% (\$9K)

Q3 2026 (Jul-Sep): - Walk-in: 71% (\$99K) - E-commerce: 23% (\$32K) - Corporate: 6% (\$9K)

Q4 2026 (Oct-Dec): - Walk-in: 66% (\$158K) - E-commerce: 21% (\$50K) - Corporate: 13% (\$31K)

Year 1 Average: - Walk-in: 73% (\$524K) - E-commerce: 18% (\$130K) - Corporate: 9% (\$66K)

Quarterly Performance (Year 1)

Quarter	Revenue	Margin	Profit	Investment	Net Profit
Q4 2025	\$145,000	57%	\$82,650	\$6,500	\$76,150
Q1 2026	\$188,000	56%	\$105,280	\$19,000	\$86,280
Q2 2026	\$185,000	57%	\$105,450	\$8,000	\$97,450
Q3 2026	\$140,000	58%	\$81,200	\$5,500	\$75,700

Quarter	Revenue	Margin	Profit	Investment	Net Profit
Q4 2026	\$240,000	59%	\$141,600	\$12,000	\$129,600
TOTAL	\$898,000	57.5%	\$516,180	\$51,000	\$465,180

Key Insights: - Margins improve slightly due to pricing optimization - Q4 2026 strongest quarter (holiday + corporate peak) - Investment front-loaded in Q1 (e-commerce setup)

Year 2 Projections (Nov 2026 - Oct 2027)

Monthly Revenue Breakdown

Month	Walk-In	E-commerce	Corporate	Partnerships	Total	YoY Growth
Nov 2026	\$36,000	\$20,000	\$12,000	\$2,000	\$70,000	+100%
Dec 2026	\$100,000	\$35,000	\$30,000	\$3,000	\$168,000	+53%
Jan 2027	\$18,000	\$8,000	\$2,000	\$1,000	\$29,000	+61%
Feb 2027	\$85,000	\$25,000	\$5,000	\$2,000	\$117,000	+23%
Mar 2027	\$50,000	\$35,000	\$5,000	\$2,000	\$92,000	+23%
Apr 2027	\$58,000	\$30,000	\$8,000	\$2,000	\$98,000	+23%
May 2027	\$40,000	\$20,000	\$6,000	\$2,000	\$68,000	+24%
Jun 2027	\$37,000	\$18,000	\$5,000	\$2,000	\$62,000	+24%
Jul 2027	\$34,000	\$15,000	\$5,000	\$2,000	\$56,000	+24%
Aug 2027	\$34,000	\$15,000	\$5,000	\$2,000	\$56,000	+24%
Sep 2027	\$37,000	\$18,000	\$6,000	\$2,000	\$63,000	+26%
Oct 2027	\$50,000	\$22,000	\$8,000	\$2,000	\$82,000	+26%
TOTAL	\$579,000	\$261,000	\$97,000	\$24,000	\$961,000	+33%

Channel Mix Evolution (Year 2)

Year 2 Average: - Walk-in: 60% (\$579K) - declining % but growing absolute - E-commerce: 27% (\$261K) - doubling Year 1 - Corporate: 10% (\$97K) - maturing program - Partnerships: 3% (\$24K) - new revenue stream

Quarterly Performance (Year 2)

Quarter	Revenue	Margin	Profit	Investment	Net Profit
Q4 2026	\$238,000	59%	\$140,420	\$15,000	\$125,420
Q1 2027	\$238,000	58%	\$138,040	\$12,000	\$126,040
Q2 2027	\$228,000	59%	\$134,520	\$8,000	\$126,520
Q3 2027	\$175,000	60%	\$105,000	\$6,000	\$99,000
Q4 2027	\$282,000	61%	\$172,020	\$18,000	\$154,020
TOTAL	\$1,161,000	59.5%	\$690,000	\$59,000	\$631,000

Key Insights: - Margins continue improving (pricing power + efficiency) - E-commerce becomes significant revenue driver - Corporate program matures (20-30 active accounts) - Partnership revenue begins contributing

2-Year Summary & Comparison

Revenue Growth Trajectory

Metric	Baseline (2025)	Year 1 (2026)	Year 2 (2027)	2-Yr Growth
Total Revenue	\$537,438	\$723,000	\$961,000	+79%
Walk-In	\$537,438	\$524,000	\$579,000	+8%
E-commerce	\$0	\$137,000	\$261,000	∞
Corporate	\$0	\$37,000	\$97,000	∞
Partnerships	\$0	\$0	\$24,000	∞
Gross Margin	57%	57.5%	59.5%	+2.5pts
Net Profit	\$307,197	\$465,180	\$631,000	+105%

Channel Evolution

Baseline (2025): - Walk-in: 100%

Year 1 (2026): - Walk-in: 72% - E-commerce: 19% - Corporate: 9%

Year 2 (2027): - Walk-in: 60% - E-commerce: 27% - Corporate: 10% - Partnerships: 3%

Strategic Insight: Successful channel diversification reduces seasonal volatility and business risk

Seasonal Pattern Analysis

Monthly Index (100 = Average Month)

Month	Baseline	Year 1	Year 2	Smoothing Effect
January	39	30	36	Improved
February	198	158	146	Improved
March	100	125	115	Stable
April	100	133	122	Stable
May	100	92	85	Stable
June	89	83	77	Stable
July	89	75	70	Stable
August	89	75	70	Stable
September	89	83	79	Stable
October	100	108	102	Stable
November	178	58	87	Improved
December	198	183	210	Peak

Key Insight: E-commerce and corporate channels smooth seasonal volatility

Revenue Drivers & Assumptions

Walk-In Revenue

Year 1 Assumptions: - Pricing optimization: +35% average price increase - Volume impact: -10% customer count (conservative) - Net effect: +22% walk-in revenue - Seasonal pattern maintained

Year 2 Assumptions: - Continued pricing power: +5% price increase - Volume growth: +5% customer count - Net effect: +10% walk-in revenue

E-commerce Revenue

Year 1 Assumptions: - Launch: January 2026 - Ramp: \$2K Month 1 → \$35K Month 12 - Average order value: \$65-75 - Conversion rate: 2-3% - Traffic: 1,000 → 3,000 monthly visitors

Year 2 Assumptions: - Scaling: \$20K Month 1 → \$45K Month 12 - AOV increase: \$75-85 (upselling, bundles) - Conversion rate: 3-4% (optimization) - Traffic: 3,000 → 6,000 monthly visitors

Corporate Revenue

Year 1 Assumptions: - Launch: November 2025 - Account acquisition: 5-10 Q4, 20-25 by Year-end - Average account value: \$1,500-3,000 annually - Seasonal: 70% in Q4

Year 2 Assumptions: - Account expansion: 30-40 active accounts - Average account value: \$2,500-4,000 annually - Repeat rate: 80% - Seasonal: 65% in Q4 (less concentrated)

Partnership Revenue

Year 1: Minimal (development phase)

Year 2 Assumptions: - 4-6 active partnerships - Hotel/tourism: \$8-12K - Event venues: \$5-8K - Wholesale (coffee shops): \$6-10K - Other: \$3-5K

Investment Requirements

Year 1 Investment: \$51,000

Breakdown: - E-commerce setup: \$15,000 - Marketing: \$20,000 - Photography/content: \$6,000 - Corporate materials: \$3,000 - Technology/tools: \$4,000 - Contingency: \$3,000

Year 2 Investment: \$59,000

Breakdown: - Marketing (scaled): \$30,000 - E-commerce optimization: \$8,000 - Partnership development: \$5,000 - Staff training/hiring: \$8,000 - Technology upgrades: \$5,000 - Contingency: \$3,000

ROI Analysis

Year 1: - Investment: \$51,000 - Incremental profit: \$158,000 (\$465K - \$307K) - ROI: 310% - Payback: 3.9 months

Year 2: - Investment: \$59,000 - Incremental profit: \$166,000 (\$631K - \$465K) - ROI: 281% - Payback: 4.3 months

Risk Scenarios

Conservative Scenario (-15% from projections)

Year 1: \$614,550 (+14% growth) **Year 2:** \$816,850 (+33% growth from baseline)

Causes: - E-commerce slower ramp - Pricing resistance - Corporate slower adoption

Mitigation: - Reduce marketing spend - Delay expansion plans - Focus on profitability

Aggressive Scenario (+20% from projections)

Year 1: \$867,600 (+61% growth) **Year 2:** \$1,153,200 (+115% growth from baseline)

Causes: - E-commerce faster adoption - Pricing power stronger - Corporate exceeds expectations - Partnerships accelerate

Strategy: - Increase marketing investment - Accelerate hiring - Expand product line - Regional expansion

Key Performance Indicators (KPIs)

Track Monthly

Revenue Metrics: - Total revenue vs. target - Channel breakdown (walk-in, e-commerce, corporate, partnerships) - Average transaction value by channel - Month-over-month growth rate

Customer Metrics: - New customers acquired - Customer retention rate - Customer lifetime value - Email list size

Operational Metrics: - Gross margin % - Operating expenses % - Net profit margin % - Cash flow

Channel-Specific: - E-commerce: Traffic, conversion rate, AOV - Corporate: Active accounts, average account value - Walk-in: Transaction count, average ticket

Success Milestones

Year 1 Milestones

Q4 2025: - [] \$145K revenue achieved - [] 5-10 corporate accounts secured - [] E-commerce platform selected

Q1 2026: - [] E-commerce launched - [] \$188K revenue achieved - [] 500+ email subscribers

Q2 2026: - [] \$185K revenue achieved - [] 15-20 corporate accounts - [] 1,000+ email subscribers

Q3 2026: - [] \$140K revenue achieved - [] E-commerce profitable - [] 2-3 partnerships launched

Q4 2026: - [] \$240K revenue achieved - [] 20-25 corporate accounts - [] 2,500+ email subscribers

Year 2 Milestones

Q1 2027: - [] \$238K revenue achieved - [] E-commerce 25%+ of revenue - [] Regional expansion begins

Q2 2027: - [] \$228K revenue achieved - [] 30+ corporate accounts - [] 4-6 active partnerships

Q3 2027: - [] \$175K revenue achieved - [] Product line expansion - [] Operational optimization

Q4 2027: - [] \$282K revenue achieved - [] Year 2 target exceeded - [] Year 3 strategy finalized

Conclusion

These revenue projections demonstrate a clear path to sustainable growth through channel diversification, pricing optimization, and strategic investment. The moderate growth scenario is achievable with disciplined execution and provides strong ROI while maintaining healthy profit margins.

Critical Success Factors: 1. Execute Q4 2025 corporate gifting launch 2. Launch e-commerce successfully in Q1 2026 3. Maintain pricing discipline 4. Build email list consistently 5. Invest in marketing systematically 6. Monitor metrics and adjust monthly

Next Steps: 1. Approve projections and targets 2. Set up monthly tracking dashboard 3. Assign ownership for each channel 4. Implement financial reporting system 5. Review progress monthly 6. Adjust strategy based on actual performance

Document Status: Complete

Owner: Growth Strategy Agent

Review Frequency: Monthly actual vs. projected review

Next Update: Monthly with actual results