

3 Operating Models: From **Heavy** to **Light**

Traditional Store

Integrated Functions

Product / Service Delivery + Community

Mini /Basic Store

Merely Functional

Product Oriented, Easy to Copy

Central - Kitchen

Order Online, Delivery

Only Central - Kitchen & Warehouse



Financial Projection : OFFLINE Operating Models: Traditional Store vs. Mini Store

Traditional Store						
Operating Expense (￥)						
	1 st Month	2 nd Month	3 rd Month	4 th Month	5 th Month	6 th Month
Material						
Mate	4,500	5,850	7,605	9,887	12,852	16,708
Fruit	413	537	699	908	1,181	1,535
Tool						
Mate Straw	1,500		1,500		1,500	
Mate Cup	8,000					
Packaging						
Paper Cup	332	432	562	730	949	1,234
Paper Bag	123	160	208	270	351	456
Sundry						
Utilities	777	854	940	1,034	1,137	1,251
Salary						
Full-Time	10,000	10,000	10,000	10,000	10,000	10,000
Part-Time	500	500	500	500	500	500
Rent						
Rent/Month	9,000	9,000	9,000	9,000	9,000	9,000
Sub Total	35,145	27,333	31,013	32,329	37,470	40,684
Total						203,974
Investing Expense (￥)						
Site Modification						20,000
Door						5,000
Equipment						10,000
Decoration						100,000
Total						135,000
Grand Total						
						338,974

- 4,8000 =

+ 8,5000 =

Mini Store						
Operating Expense (￥)						
	1 st Month	2 nd Month	3 rd Month	4 th Month	5 th Month	6 th Month
Material						
Mate	4,500	5,850	7,605	9,887	12,852	16,708
Fruit	413	537	699	908	1,181	1,535
Tool						
Mate Straw	1,500		1,500		1,500	
Mate Cup	8,000					
Packaging						
Paper Cup	332	432	562	730	949	1,234
Paper Bag	123	160	208	270	351	456
Sundry						
Utilities	777	854	940	1,034	1,137	1,251
Salary						
Full-Time	5,000	5,000	5,000	5,000	5,000	5,000
Part-Time	500	500	500	500	500	500
Rent						
Rent/Month	6,000	6,000	6,000	6,000	6,000	6,000
Sub Total	27,145	19,333	23,013	24,329	29,470	32,684
Total						155,974
Investing Expense (￥)						
Site Modification						10,000
Door						2,000
Equipment						8,000
Decoration						30,000
Total						50,000
Grand Total						
						205,974

Financial Projection : ONLINE Operating Model: Central-Kitchen

Central-Kitchen Model						
Operating Expense (￥)						
	1 st Month	2 nd Month	3 rd Month	4 th Month	5 th Month	6 th Month
Material						
Mate	4,500	5,850	7,605	9,887	12,852	16,708
Fruit	413	537	699	908	1,181	1,535
Packaging						
Paper Cup	332	432	562	730	949	1,234
Paper Bag	123	160	208	270	351	456
Rent						
Rent/Month	5,000	5,000	5,000	5,000	5,000	5,000
Sub Total	10,369	11,979	14,073	16,795	20,333	24,934
Total						98,483
Investing Expense (￥)						
Central Kitchen						200,000
Central Warehouse						30,000
Total						230,000
Grand Total						328,483

