### 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

		Traditi	onal Sto	re				
	C	perating	Expense	e (¥)				
	1st Month	2 <sup>nd</sup> Month	3 <sup>rd</sup> Month	4 <sup>th</sup> Month	5 <sup>th</sup> Month	6 <sup>th</sup> Month		
Material								Materia
Mate	4,500	5,850	7,605	9,887	12,852	16,708		Mate
Fruit	413	537	699	908	1,181	1,535		Fruit
Tool								Tool
Mate Straw	1,500		1,500		1,500			Mate St
Mate Cup	8,000							Mate Cu
Packaging								Packagi
Paper Cup	332	432	562	730	949	1,234		Paper C
Paper Bag	123	160	208	270	351	456		Paper B
Sundry								Sundry
Utilities	777	854	940	1,034	1,137	1,251		Utilities
Salary		***************************************			*********			Salary
Full-Time	10,000	10,000	10,000	•	•	10,000		Full-Tim
Part-Time	500	500	500	500	500	500	4 9000 -	Part-Tin
Rent	-			-			- 4,8000 =	Rent
Rent/Month	9,000	9,000	9,000	9,000	9,000	9,000		Rent/M
Sub Total	35,145	27,333	31,013	32,329	37,470	40,684		Sub Tot
Total						203,974		Total
		nvesting	Expense	(¥)				
Site Modification						20,000		Site Mo
Door						5,000		Door
Equipment						10,000	+ 8,5000 =	Equipm
Decoration						100,000	0,000	Decorat
Total						135,000		Total
Grand Total						338,974		Grand T

		Mir	ni Store					
Operating Expense (¥)								
			-	4 <sup>th</sup> Month	5 <sup>th</sup> Month	6 <sup>th</sup> Month		
Material								
Mate	4,500	5,850	7,605	9,887	12,852	16,70		
Fruit	413	537	699	908	1,181	1,53		
Tool								
Mate Straw	1,500		1,500		1,500			
Mate Cup	8,000							
Packaging								
Paper Cup	332	432	562	730	949	1,23		
Paper Bag	123	160	208	270	351	45		
Sundry								
Utilities	777	854	940	1,034	1,137	1,25		
Salary				•••••				
Full-Time	5,000	5,000	5,000	5,000	5,000	5,00		
Part-Time	500	500	500	500	500	50		
Rent								
Rent/Month	6,000	6,000	6,000	6,000	6,000	6,00		
Sub Total	27,145	19,333	23,013	24,329	29,470	32,68		
Total						155,97		
	ı	nyocting	Expense	/¥\				
hi na lifi ii	, <u></u> '	iivestiiig	Expense	<u></u>		40.00		
Site Modification						10,00		
Door						2,00		
Equipment						8,00		
Decoration						30,00		
Total						50,00		
Jotai								
- Cui						205,97		

## Financial Projection: ONLINE Operating Model: Central-Kitchen

Central-Kitchen Model								
Operating Expense (¥)								
	1st Month	2 <sup>nd</sup> Month	3 <sup>rd</sup> Month	4 <sup>th</sup> Month	5 <sup>th</sup> Month	6 <sup>th</sup> 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		

