



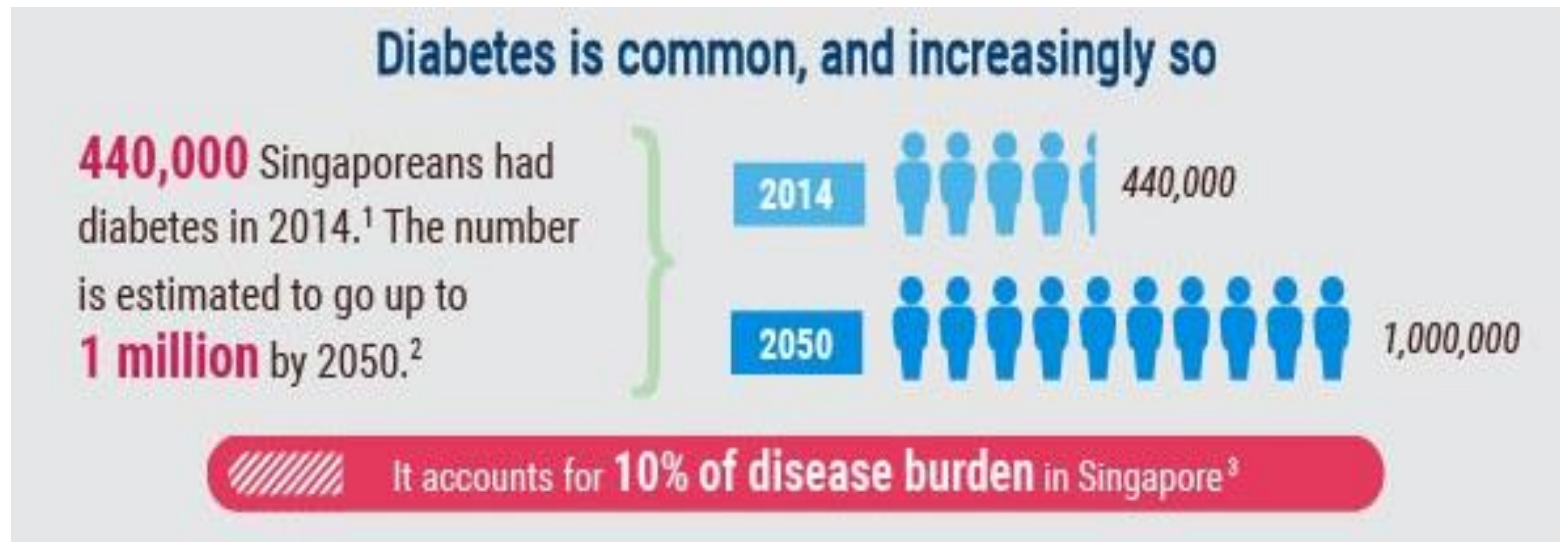
**YOUR HEALTHY CAFÉ**

IN SINGAPORE

INVESTOR OPPORTUNITY

# BACKGROUND

About 400,000 Singaporeans are diabetes and one in three has lifetime risk of developing the disease. And if nothing is done, the number of diabetes under age 70 is expected to rise to 670,000 by 2030 and one million by 2050.





Singapore government adopts a multi-pronged strategy to encourage Singaporeans to eat healthily and reduce their sugar intake from foods and drinks.

Coffee is one of the common sugar intakes for Singaporean. We are going to open a café to server coffee with less sugar and food with balanced nutrition.

# OUR BIG IDEA

**Your Coffee Shop's** mission is to provide healthy meal for office clerks in a rushing pace for business. They can have a healthy choice of meal in a convenient place. Perhaps breakfast before work, lunch break during working hour, a quick dinner after work or before going to gym, or a power-up after exercise.



	Sugar	0%	25%	50%	75%	100%
	Milk	Non-fat		Skimmed		Soya Milk
	White Rice		Brown Rice		Soba Noodle	
	Pork		Beef		Fish	
	Green Vegetable		Organic Vegetable			



# Explore Singapore Market



Find out a suitable location for café shop



Allocate business area



Find out the crowd with healthy awareness

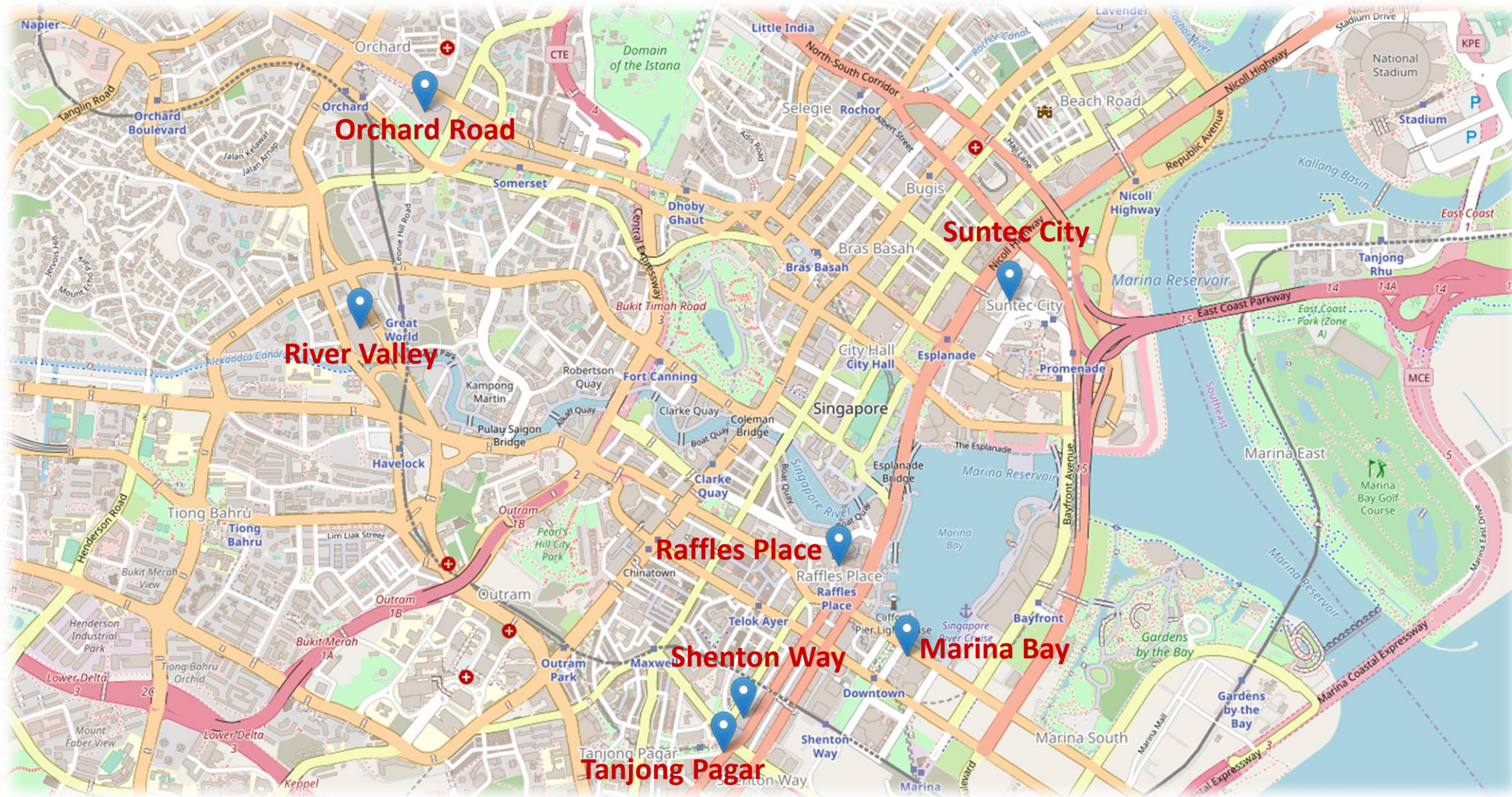


Avoid competitors



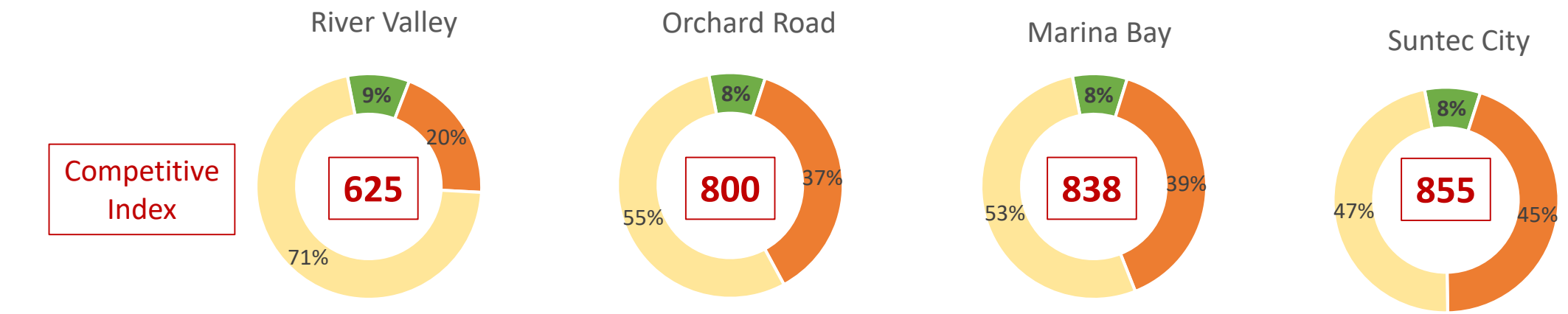
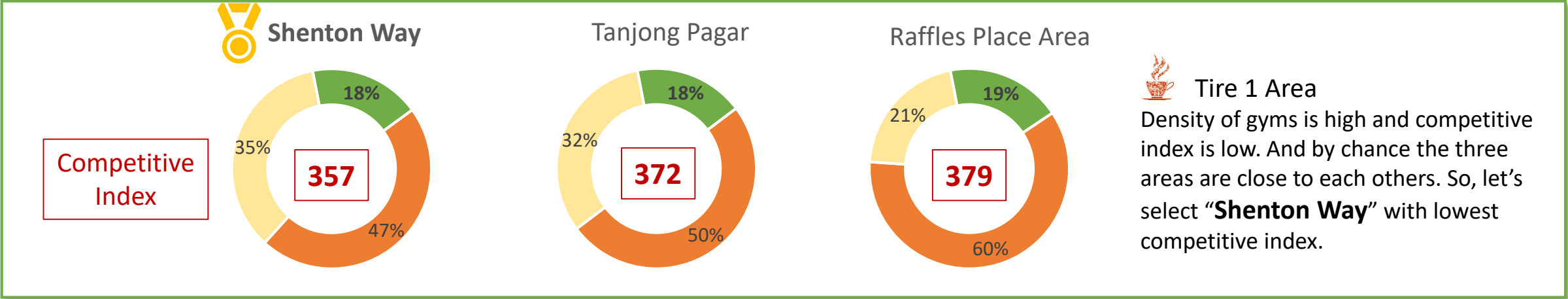


# Singapore 7 Popular Business Area



# Nearby Venues in Each Business Area

Distribution among gyms, café and other restaurant



Competitive Index = (Count of Café + Count of other restaurant) / (Count of gyms) \* 100. It shows the level of competitors in each location.

# Explore Shenton Way





## OUR PREMIUM OFFERINGS



**Gourmet Bagged Coffee**



**Deluxe Coffee Drinks**

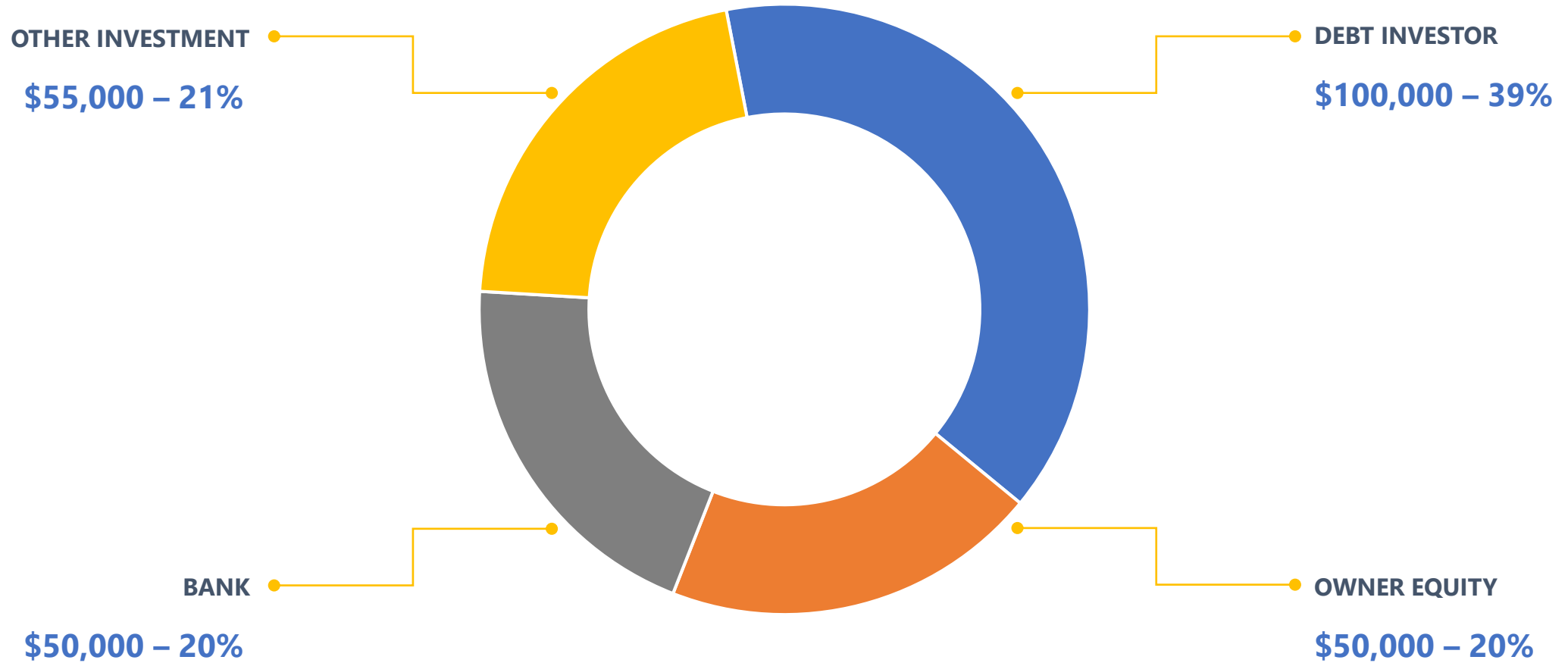


**Delicious Local Food**

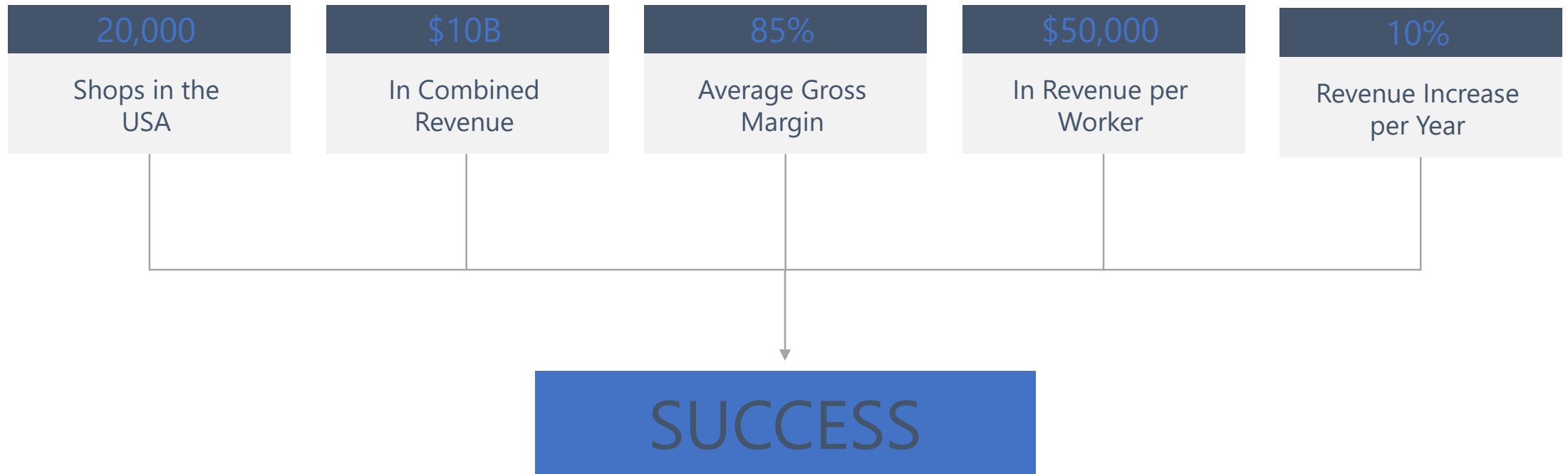




# REQUIRED FUNDING



# INDUSTRY OUTLOOK





# OUR PREMIUM OFFERINGS



**Gourmet Bagged Coffee**



**Deluxe Coffee Drinks**

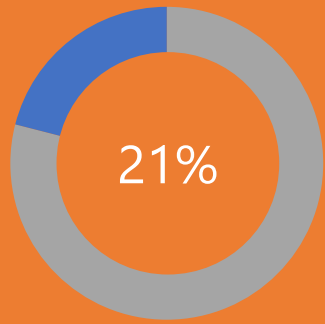


**Delicious Local Food**

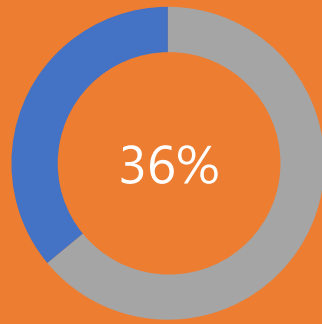


# THE MARKET

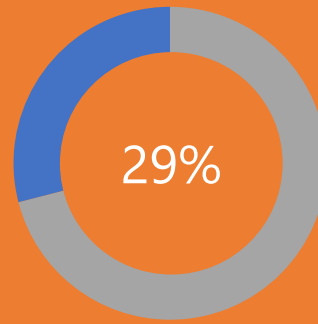
## CUSTOMER SEGMENTATION



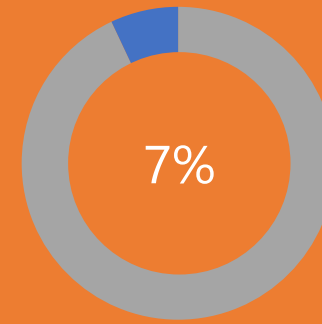
Local Residents



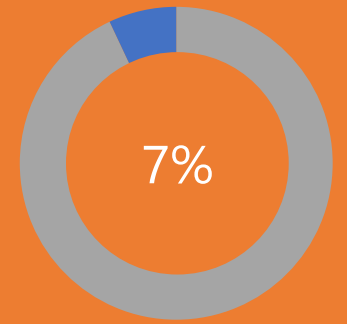
Tourists



Passing Travelers



Students



Local Businesses

CUSTOMERS	GROWTH	YR1	YR2	YR3
Local Residents	2%	\$15000	\$15300	\$15606
Tourists	5%	\$25000	\$26250	\$27563
Passing travelers	5%	\$20000	\$21000	\$22050
Students	1%	\$5000	\$5050	\$5101
Local Businesses	1%	\$5000	\$5050	\$5101
<b>TOTAL</b>	<b>2.8%</b>	<b>\$70000</b>	<b>\$72650</b>	<b>\$75420</b>



# REVENUE MODEL

## Bagged Coffee

- 35 to 40 different varieties
- Differing flavors, brew strengths, and different regions
- Specialized coffee inventories
- Priced by the pound
- Ranging \$4.00 to \$40.00 per pound
- Average \$15.00 per pound. Customers choose coffee ground or not inside

## Coffee Beverages

- Variety of coffee beverages
- Three different size cups
- Priced from \$2.50 for a 12-ounce drip coffee to \$5.75 for a 20-ounce latte
- Provides a steady and reliable source of income
- Highly predictable and high margin

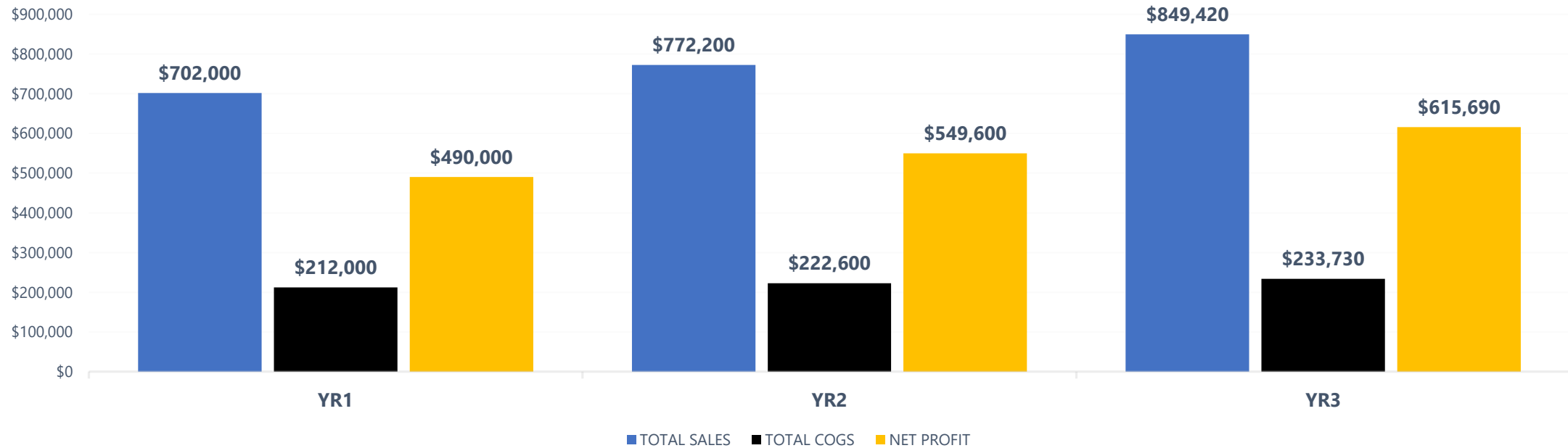
## Local Food

- Direct sale of food products
- Locally sourced
- Reputable and recognizable vendor and/or chefs.
- May include sandwiches, bagels, burritos, pastries, and cookies

# SALES FORECAST

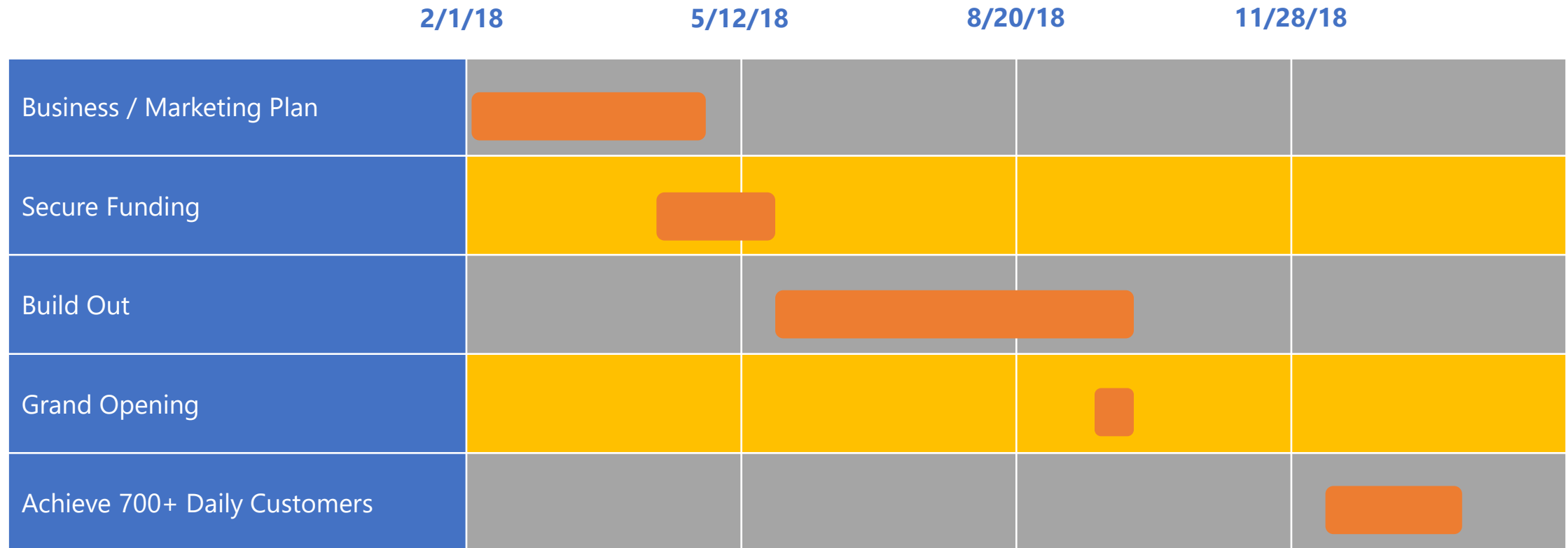
3 YEAR SALES SUMMARY	YR1	YR2	YR3
TOTAL SALES	\$702,000	\$772,200	\$849,420
TOTAL COGS	\$212,000	\$222,600	\$233,730
NET PROFIT	\$490,000	\$549,600	\$615,690

## ANNUAL SALES & GROSS PROFIT





# KEY TIMELINE GOALS



# THE TEAM



MANAGER

First Last



OWNER

First Last



KEY EMPLOYEE

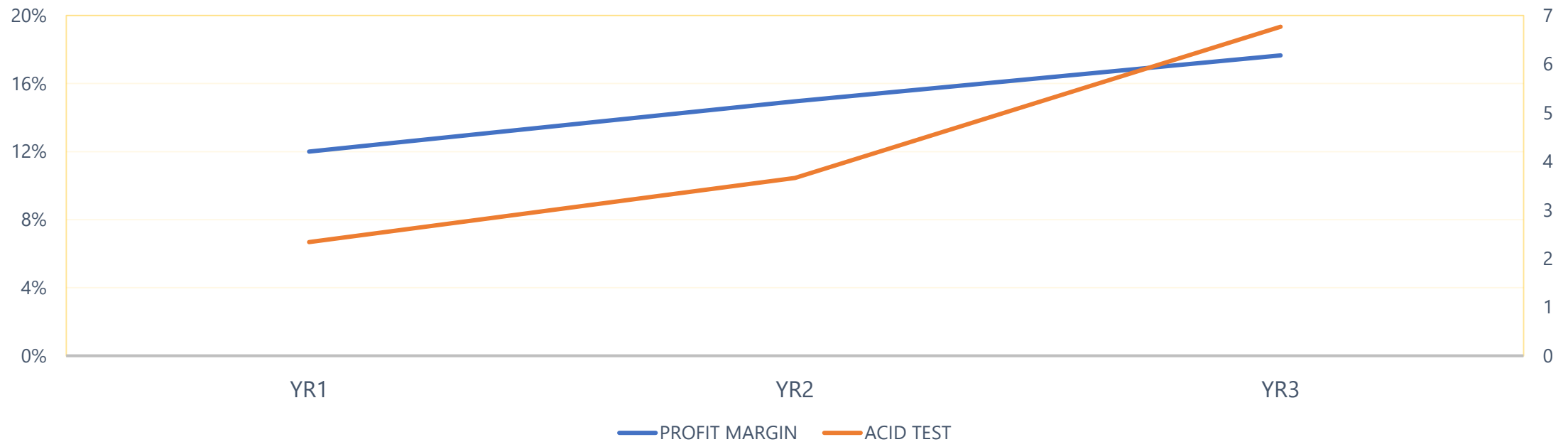
First Last

# BUSINESS RATIOS

FINANCIAL RATIOS	YR1	YR2	YR3
PROFIT MARGIN	12.07%	14.95%	17.66%
ASSETS TO LIABILITIES	2.83	4.24	7.44
EQUITY TO LIABILITIES	1.83	3.24	6.44
ASSETS TO EQUITY	1.55	1.31	1.16

LIQUIDITY RATIOS	YR1	YR2	YR3
ACID TEST	2.34	3.66	6.67
CASH TO ASSETS	0.83	0.86	0.90

## SUCCESS RATIOS



# MAJOR COMPETITORS

## ✓ Starbucks – 1 mile

Started the specialty coffee chain phenomena in America in 1982. 99% are company owned. Revenues exceeded \$6 billion in 2002. Average store gross revenue is \$805,000. Now in 30 countries. Same store sales increased by 10% in 2002.

## ✓ Caribou Coffee – 2 miles

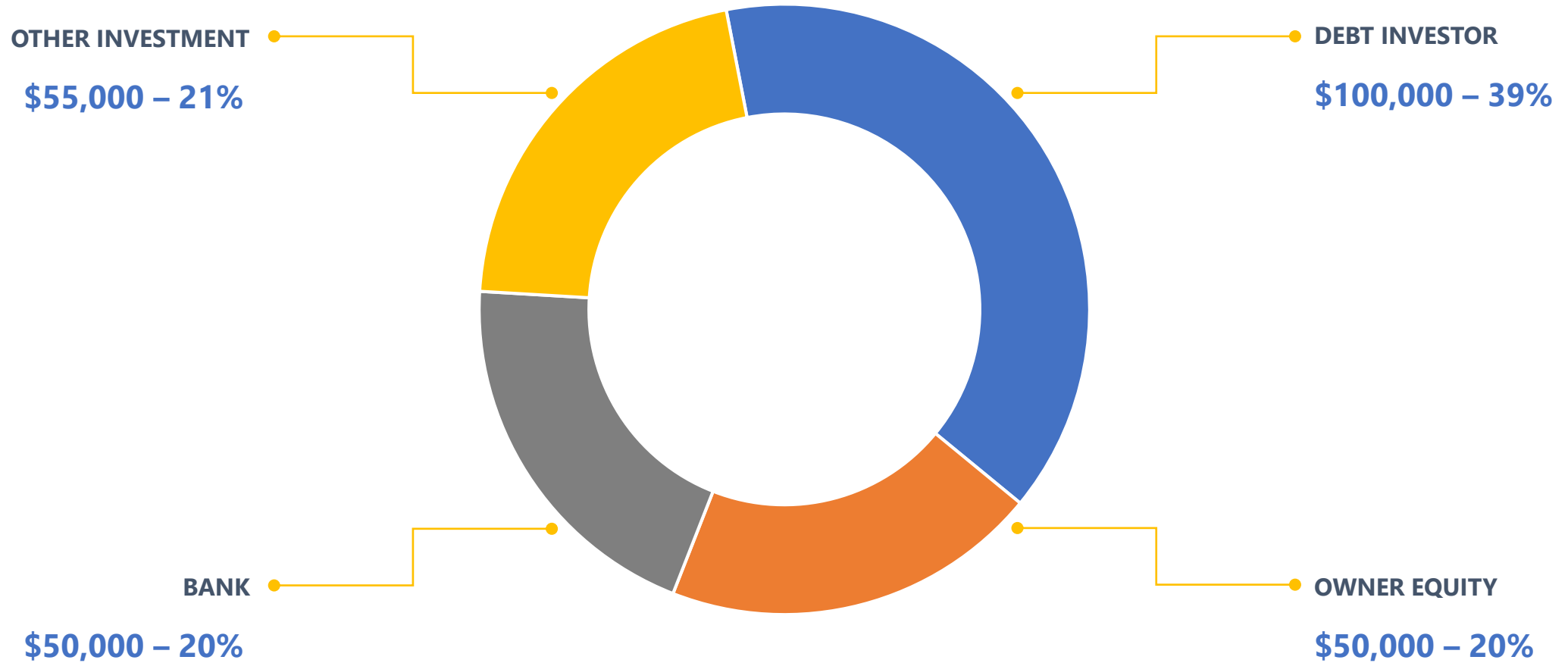
Second largest all company-owned chains. Founded in 1992 in Minneapolis.

## ✓ Tully's – 400 feet

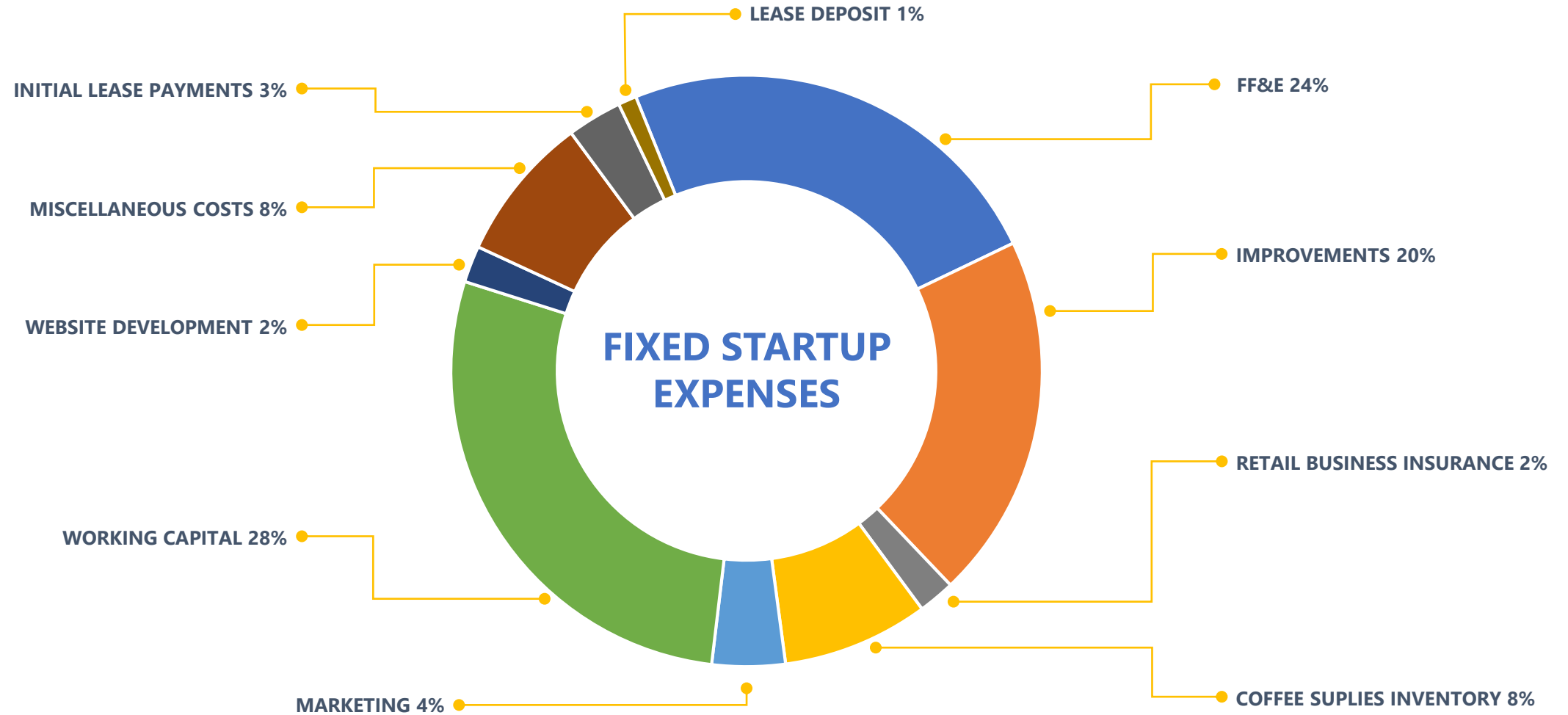
The third largest company-owned chain. Another Seattle-born company. The only coffeehouse chain that has not experienced excellent growth every year; business.com cites poor management as the reason. New management seems to leading a turnaround.



# REQUIRED FUNDING



# USE OF FUNDS



## CONTACT US AT:

