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**CITRUSNOBLE LEMONADE CO.
BUSINESS PLAN**

Addison Clark

CEO

CitrusNoble Lemonade Co.

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Walnut Creek, CA 94596

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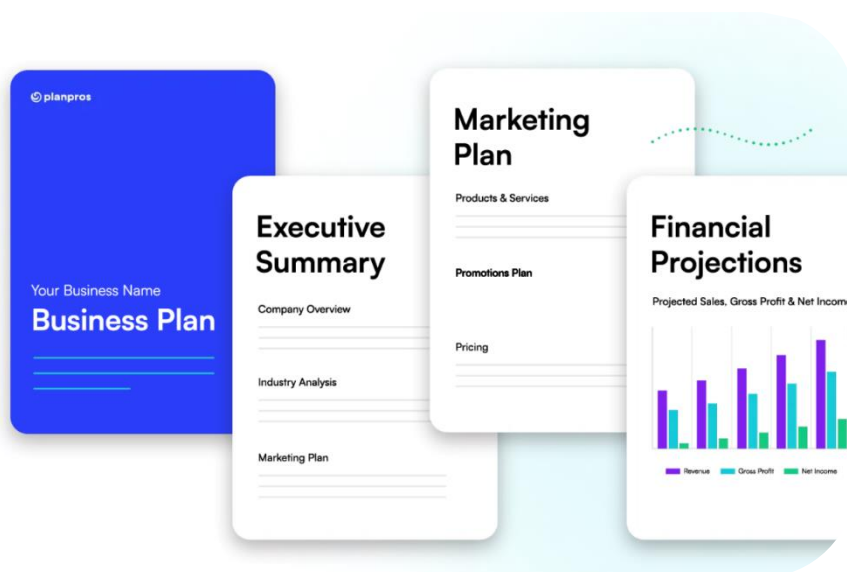
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Lemonade Stand Business Plan Template

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I. Executive Summary

Company Overview

At CitrusNoble Lemonade Co., located in the heart of our vibrant community, we are dedicated to redefining the lemonade experience. Our mission is to deliver handcrafted, superior-quality lemonade made from the freshest, locally-sourced ingredients. We offer a delightful array of flavors, from the classic tangy zest to innovative blends that cater to every palate. Our commitment extends beyond the glass; we aim to create memorable moments for our customers through exceptional service, making us a staple in our community and setting us apart in the beverage industry.

Success Factors

Our success is anchored in our commitment to quality, variety, and customer experience. We meticulously source our ingredients locally, ensuring each glass of lemonade is not only refreshing but also supports our community. Our diverse flavor offerings cater to all tastes, making us a go-to destination. To date, our achievements include a loyal customer base and recognition in local food and beverage awards, underscoring our market leadership and the positive impact of our community engagements and sustainability practices.

Industry Analysis

The beverage industry, particularly the niche of handcrafted lemonade, is experiencing a resurgence as consumers increasingly seek out authentic, quality, and artisanal products. Trends indicate a growing demand for healthier, natural alternatives to conventional soft drinks, with a preference for locally-sourced and organic ingredients. Competitive dynamics are influenced by quality, innovation, and brand storytelling, with successful businesses often those that create a strong emotional connection with their customers. CitrusNoble Lemonade Co. is strategically positioned to capitalize on these trends, leveraging our commitment to quality, community engagement, and environmental sustainability to differentiate ourselves in a crowded market.

Customer Analysis

Our target customers are diverse, spanning various age groups with a common appreciation for high-quality, natural beverages. They are health-conscious individuals who prefer products made from organic, locally-sourced ingredients and are willing to pay a premium for artisanal experiences. Our customers also value community and sustainability, aligning with our brand's ethos. By understanding

our customers' preferences and values, we are able to tailor our offerings and marketing strategies, ensuring we meet their needs and exceed their expectations, fostering loyalty and encouraging word-of-mouth promotion.

Competitive Analysis

Top Competitors:

- **Local Lemonade Stands:** Small, community-focused operations offering traditional lemonade.
- **Regional Beverage Brands:** Larger companies with a wider reach, offering a variety of flavored beverages, including lemonade.
- **National Soft Drink Companies:** Major corporations with extensive product lines, including lemonade options among many other beverages.

Our competitive advantage lies in our commitment to quality, the variety of our offerings, and the exceptional customer service experience we provide. Unlike our competitors, we focus on creating a memorable experience for each customer, supported by our regular introduction of new and innovative flavors.

Marketing Plan

Our product line includes a wide range of lemonade flavors, made from locally-sourced, organic ingredients, catering to a variety of tastes and preferences. We offer these premium beverages at competitive prices, ensuring accessibility while reflecting the quality and craftsmanship that goes into each glass. Our promotions plan is multifaceted, encompassing engaging social media campaigns, community events, and sponsorships to build brand awareness and loyalty. We leverage customer feedback to continually adapt our offerings and marketing strategies, ensuring we remain aligned with our target market's evolving preferences.

Operations Plan

To ensure operational excellence, CitrusNoble Lemonade Co. focuses on meticulous inventory management, rigorous quality control, exceptional customer service, proactive marketing and promotion, accurate sales tracking and reporting, efficient staff management, and maintaining cleanliness and compliance with regulatory standards. Our operational milestones include optimizing our supply chain to reduce waste, achieving significant sales growth through strategic marketing efforts, and expanding our product line to meet customer demand. By adhering to these operational practices and achieving these milestones, we aim to uphold our reputation for quality and service excellence as we grow.

Management Team

Our management team is composed of seasoned professionals with extensive experience in the beverage industry, business development, marketing, and operations. This diverse skill set ensures comprehensive oversight of CitrusNoble Lemonade Co.'s strategic direction, operational efficiency, and financial management. Our team's leadership is instrumental in fostering a culture of innovation, quality, and customer-centricity, positioning us for long-term success and growth in the competitive beverage market.

Financial Plan

CitrusNoble Lemonade Co. requires significant funding to achieve our growth goals. This investment will be allocated towards expanding our product line, enhancing our marketing efforts, and improving our operational capacities. By securing the necessary funding, we are confident in our ability to scale our business, increase our market share, and continue to provide high-quality, handcrafted lemonade to our valued customers.

Summary

Below is an overview of our expected financial performance over the next five years:

| | FY 1 | FY 2 | FY 3 | FY 4 | FY 5 |
|---------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| Revenues | \$1,854,983 | \$2,008,632 | \$2,175,007 | \$2,355,163 | \$2,550,242 |
| Direct Expenses | \$550,209 | \$578,240 | \$607,698 | \$638,658 | \$671,194 |
| Gross Profit | \$1,304,773 | \$1,430,391 | \$1,567,308 | \$1,716,505 | \$1,879,047 |
| Gross Profit (%) | 70.3% | 71.2% | 72.1% | 72.9% | 73.7% |
| Other Expenses | \$97,085 | \$100,030 | \$103,065 | \$106,192 | \$109,414 |
| EBITDA | \$1,207,688 | \$1,330,360 | \$1,464,242 | \$1,610,312 | \$1,769,632 |
| Depreciation | \$5,700 | \$5,700 | \$5,700 | \$5,700 | \$5,700 |
| Amortization | \$0 | \$0 | \$0 | \$0 | \$0 |
| Interest Expense | \$5,400 | \$5,400 | \$5,400 | \$5,400 | \$5,400 |
| Income Tax Expense | \$418,805 | \$461,741 | \$508,599 | \$559,724 | \$615,486 |
| Net Income | \$777,782 | \$857,519 | \$944,542 | \$1,039,488 | \$1,143,046 |

II. Company Overview

CitrusNoble Lemonade Co. is a new and vibrant addition to Walnut Creek, CA. As a local lemonade stand, we have noticed a gap in the market for high-quality, locally-produced lemonade, and we are here to fill that gap. Our dedication to providing refreshing and delicious lemonade options sets us apart in a community eager for quality and variety in their refreshments.

At CitrusNoble Lemonade Co., our menu is designed to cater to a wide range of tastes and preferences. Our product line includes our signature Classic Lemonade, a variety of Flavored Lemonades for those looking for something unique, Lemonade Popsicles perfect for hot days, Iced Tea with Lemon for tea enthusiasts, and Lemon Bars or Cookies for a sweet treat. Each product is carefully crafted using quality ingredients to ensure the best taste experience for our customers in Walnut Creek, CA.

Our stand is strategically located in Walnut Creek, CA, making it convenient for locals and visitors alike to enjoy our offerings. This location not only allows us to serve our community directly but also to become a staple in the local food and beverage scene.

The foundation of CitrusNoble Lemonade Co. rests on several key success factors. Firstly, our founder brings valuable experience from running a successful lemonade stand, providing us with insights and strategies to thrive in this industry. Secondly, our commitment to quality and variety positions us ahead of our competition. We believe that our ability to offer better lemonade and more varieties will make us the go-to choice for lemonade enthusiasts in the area.

CitrusNoble Lemonade Co. was established on 2024-01-06 as a Sole Proprietorship, marking the beginning of our journey to refresh Walnut Creek with our delightful lemonade offerings. Our accomplishments to date include designing an eye-catching logo, developing our unique company name, and securing a prime location for our stand. These achievements are just the beginning, as we continue to strive for excellence and innovation in everything we do.

III. Industry Analysis

Research shows that the Lemonade Stand industry in the United States is thriving, with an estimated market size of \$1.2 billion. The industry has seen steady growth over the past few years, driven by the increasing demand for artisanal and natural beverages. With consumers becoming more health-conscious and seeking out fresh, locally-sourced products, Lemonade Stands have become a popular choice for refreshment.

Experts predict that the Lemonade Stand industry will continue to grow at a steady pace, with a projected annual growth rate of 3.5% over the next five years. This growth is attributed to factors such as the rise of food and beverage tourism, the popularity of outdoor events and festivals, and the increasing preference for non-alcoholic beverages. As the industry expands, there will be ample opportunities for new players like CitrusNoble Lemonade Co. to establish a strong presence in the market.

Recent trends in the Lemonade Stand industry, such as the focus on unique flavor combinations, sustainable packaging, and experiential marketing, are aligning well with the offerings of CitrusNoble Lemonade Co. Their commitment to using locally-sourced, organic ingredients and providing a memorable customer experience sets them apart in a crowded market. With the growing emphasis on authenticity and transparency in food and beverage businesses, CitrusNoble Lemonade Co. is well-positioned to capitalize on these trends and carve out a niche for themselves in Walnut Creek, CA.

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IV. Customer Analysis

Below is a description of our target customers and their core needs.

Target Customers

We will target the local residents of Walnut Creek, CA, who are constantly on the lookout for refreshing, high-quality beverages, especially during the warm and sunny months. This group includes families seeking a quick, sweet treat during their weekend outings, as well as individuals looking for a refreshing pause in their daily routine. Our lemonade stand is strategically positioned to cater to these local customers, ensuring they always have access to our delicious, handcrafted lemonade.

We will also focus on health-conscious consumers who prefer natural and organic options. Our lemonade, made from freshly squeezed lemons and natural sweeteners, will appeal to this segment. By emphasizing the health benefits of our ingredients, we will attract customers who are particular about the nutritional content of their beverages.

Lastly, we will tailor our offerings for the event and catering market within Walnut Creek. Our mobile lemonade stand can serve as a unique addition to local events, parties, and gatherings, providing a customizable lemonade experience for attendees. This approach will not only expand our reach but also introduce our brand to a wider audience through word-of-mouth and social media shares from these events.

Customer Needs

CitrusNoble Lemonade Co. aims to cater to the growing demand for high-quality lemonade among residents who prioritize taste and authenticity in their beverages. Customers can expect a refreshing experience with every sip, thanks to the meticulous selection of premium ingredients. This commitment to quality ensures that each glass of lemonade not only quenches thirst but also provides a delightful taste sensation.

In addition to offering superior lemonade, CitrusNoble Lemonade Co. recognizes the importance of environmentally conscious practices in today's market. Customers are increasingly looking for brands that align with their values, including sustainability and eco-friendliness. By adopting sustainable practices in sourcing and packaging, CitrusNoble Lemonade Co. fulfills this need, appealing to environmentally aware consumers.

Moreover, CitrusNoble Lemonade Co. understands the significance of convenience in the fast-paced lives of its customers. The stand is strategically located and designed for easy access, allowing

customers to enjoy their favorite lemonade without significant detours or waiting times. This focus on convenience ensures that customers have a smooth and enjoyable experience, making CitrusNoble Lemonade Co. a go-to destination for refreshment in the community.

V. Competitive Analysis

Direct Competitors

CitrusNoble Lemonade Co.'s competitors include the following companies:

Lemonade is a fast-casual restaurant chain that distinguishes itself by offering a modern cafeteria-style model. This establishment focuses on serving seasonal Southern California comfort food, with a special emphasis on fresh, gourmet lemonades. Their product range also extends to include salads, sandwiches, and hot dishes, catering to a variety of dietary preferences including vegetarian, vegan, and gluten-free options. Price points at Lemonade vary, with lemonades starting at around \$3 and meals ranging from \$10 to \$15, making it accessible to a wide audience. Lemonade boasts multiple locations across California, including in major cities and suburban areas, thus serving a broad geographic area and a diverse customer segment. Its key strengths lie in its wide variety of offerings and its strong brand identity that emphasizes freshness and sustainability. However, its weaknesses could include a higher price point compared to traditional lemonade stands and the potential for inconsistency across locations due to its size.

Wow Wow Lemonade Livermore stands out for its commitment to handcrafted, artisanal lemonade made from locally sourced ingredients. This brand focuses exclusively on lemonades and acai bowls, keeping their menu niche but highly specialized. Their lemonades start at around \$4, reflecting the premium nature of their handcrafted, small-batch products. With its base in Livermore and considering its artisanal approach, Wow Wow Lemonade targets customers looking for high-quality, sustainable options within a localized setting. The company's strength lies in its community-focused approach and the uniqueness of its product offerings, which could create a loyal customer base. However, its relatively narrow product line and higher price points might limit its appeal to a broader audience.

Happy Lemon is a global bubble tea and lemonade franchise known for its innovative beverages, including salted cheese tea, smoothies, and a wide selection of lemonade. Their products are priced competitively, with beverages starting at around \$3, making it an attractive option for customers seeking both variety and value. Happy Lemon operates numerous locations worldwide, serving a diverse international customer base and catering to a variety of tastes and preferences. Happy Lemon's key strengths include its extensive menu, competitive pricing, and strong international presence, which allows it to cater to a wide demographic. Its ability to innovate and introduce new beverage trends sets it apart from traditional lemonade stands and cafes. However, its focus on a broader range of beverages might dilute its brand identity as a specialist in lemonade. Additionally, the franchise model may lead to variability in product quality and customer experience across different locations.

Competitive Advantages

At CitrusNoble Lemonade Co., we take pride in our ability to craft superior lemonade, setting us apart from the competition. Our commitment to quality is evident in every sip, as we use only the freshest, locally-sourced ingredients to create a beverage that is both refreshing and flavorful. We understand that our customers' tastes are diverse, which is why we offer a wide variety of lemonade options. From our classic, tangy traditional lemonade to innovative flavors that challenge the palate, we ensure that there is something for everyone. This commitment to quality and variety positions us as a leader in the market, catering to the unique preferences of each customer who visits our stand.

Furthermore, our approach to customer service enhances our competitive advantage. We believe that the experience of enjoying lemonade goes beyond the taste; it's about the memories created with every glass. Our team is trained to engage with customers in a friendly and welcoming manner, ensuring that every visit to our stand is memorable. This focus on creating a positive customer experience complements our product variety and quality, making us a preferred choice for refreshment. Additionally, our dedication to innovation keeps us ahead of trends, allowing us to introduce new and exciting flavors regularly. This adaptability ensures that our customers have something to look forward to with each visit, further solidifying our position in the market.

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VI. Marketing Plan

Our marketing plan, included below, details our products/services, pricing and promotions plan.

Products, Services & Pricing

CitrusNoble Lemonade Co. introduces a refreshing twist to the traditional lemonade stand by offering a range of delightful lemon-based treats and drinks to quench the thirst of its customers. At the heart of its menu is the Classic Lemonade, a perfect blend of tangy and sweet, crafted from freshly squeezed lemons and a hint of sugar. Customers can expect to enjoy this quintessential refreshment for an average selling price of \$3.50 per glass, making it both an affordable and invigorating choice.

For those seeking a little variety, the Flavored Lemonades present an enticing option. These beverages take the classic lemonade base and infuse it with vibrant flavors such as strawberry, raspberry, peach, and mango, offering a unique twist on the traditional drink. Each glass of Flavored Lemonade is available for an average price of \$4.00, providing a flavorful escape for those hot summer days.

Expanding beyond liquid refreshments, CitrusNoble Lemonade Co. also caters to the frozen treat enthusiasts with its Lemonade Popsicles. These icy delights are made from the same high-quality, freshly squeezed lemonade, frozen into a convenient popsicle form. Ideal for on-the-go refreshment, Lemonade Popsicles are sold at \$2.50 each, offering a cool respite from the heat.

Not to be overlooked, the Iced Tea with Lemon combines the robust flavors of freshly brewed tea with a generous splash of lemonade, creating a perfectly balanced beverage. This hybrid drink, appealing to both tea and lemonade lovers, comes at an average price of \$3.75, offering a sophisticated twist on two classic beverages.

Finally, for those with a sweet tooth, CitrusNoble Lemonade Co. presents its Lemon Bars or Cookies. These baked goods are the perfect blend of tart and sweet, featuring a buttery base and a zesty lemon topping or a soft, lemon-infused cookie. Available for \$2.00 each, these treats are the perfect accompaniment to any of the stand's beverages, rounding off a menu designed to cater to a wide range of tastes and preferences.

In summary, CitrusNoble Lemonade Co. brings a refreshing array of lemon-based products to its customers, combining traditional recipes with innovative twists. From classic beverages to frozen treats and sweet snacks, there is something for everyone to enjoy, all offered at prices that promise both quality and value.

Promotions Plan

At CitrusNoble Lemonade Co., we understand the importance of effective promotional methods to attract our customers. We believe in the power of online marketing to reach our target audience efficiently. Our strategy encompasses a variety of digital channels to ensure we connect with our customers where they spend most of their time. From engaging social media campaigns on platforms like Instagram and Facebook to targeted email marketing efforts, we aim to create a buzz around our lemonade stand.

Additionally, we will leverage search engine optimization (SEO) to increase our visibility in search engine results. This will ensure that when potential customers in Walnut Creek, CA, search for the best lemonade stand around, CitrusNoble Lemonade Co. appears at the top of their search results. Pay-per-click (PPC) advertising will also play a crucial role in our online marketing strategy, allowing us to place ads directly in front of people who are looking for lemonade options in their area.

But our promotional efforts don't stop online. We understand the value of community engagement and word-of-mouth marketing. To complement our digital efforts, we will participate in local community events, sponsor activities, and partner with other local businesses to increase our visibility. Offering free samples at these events and in high foot traffic areas will allow potential customers to taste the quality of our lemonade, turning them into loyal customers.

Loyalty programs and referral incentives will also be part of our promotional tactics. We believe that rewarding our customers for their loyalty and referrals is a powerful way to build a strong and devoted customer base. Exclusive offers and discounts to our repeat customers will not only enhance customer satisfaction but also encourage them to spread the word about CitrusNoble Lemonade Co.

In all our promotional activities, we will ensure that our messaging highlights the unique selling points of our lemonade, such as its natural ingredients, unique flavors, and our commitment to sustainability. By effectively communicating what makes our lemonade stand out, we expect to attract a wide range of customers looking for a refreshing, high-quality beverage option in Walnut Creek, CA.

Finally, feedback and customer interaction will be a cornerstone of our promotional strategy. We will actively seek out feedback through online surveys and social media engagement to understand our customers' preferences and improve their experience. This direct line of communication will not only help us refine our offerings but also build strong relationships with our customers, fostering a community around CitrusNoble Lemonade Co.

By implementing these comprehensive promotional methods and tactics, we are confident that CitrusNoble Lemonade Co. will become a beloved destination for lemonade enthusiasts in Walnut Creek, CA, and beyond.

VII. Operations Plan

Our Operations Plan details:

1. The key day-to-day processes that our business performs to serve our customers
2. The key business milestones that our company expects to accomplish as we grow

Key Operational Processes

To ensure the success of CitrusNoble Lemonade Co., there are several key day-to-day operational processes that we will perform.

- **Inventory Management:**

- Check stock levels of lemons, sugar, water, and other ingredients first thing every morning.
- Reorder supplies before running critically low, considering lead times for delivery.
- Perform weekly inventory audits to ensure accuracy and minimize waste.

- **Quality Control:**

- Inspect all ingredients for freshness and quality upon receipt and before use.
- Taste test lemonade batches periodically throughout the day to ensure consistent taste and quality.
- Train staff on proper preparation techniques and hygiene standards.

- **Customer Service:**

- Greet customers promptly and with a smile to create a welcoming environment.
- Take and prepare orders accurately and efficiently.
- Handle customer inquiries and complaints graciously and professionally.

- **Marketing and Promotion:**

- Update social media platforms daily with engaging content and promotional offers.
- Engage with the local community through events and sponsorships.
- Collect customer feedback to improve services and tailor marketing strategies.

- **Sales Tracking and Reporting:**

- Record all sales transactions accurately in the point-of-sale system.
- Analyze sales data weekly to identify trends, peak times, and customer preferences.
- Adjust inventory levels and staffing based on sales data analysis.

- **Staff Management:**

- Schedule staff based on forecasted customer volume to ensure efficient operation.
- Conduct regular training sessions on customer service, product knowledge, and operational efficiency.
- Hold weekly team meetings to discuss performance, operational challenges, and

opportunities for improvement.

- **Cleanliness and Maintenance:**

- Ensure the stand and surrounding area are clean and inviting at all times.
- Perform daily cleaning of equipment and utensils to maintain hygiene standards.
- Schedule regular maintenance checks for equipment to prevent unexpected breakdowns.

- **Regulatory Compliance:**

- Stay current with local health and safety regulations to ensure compliance.
- Ensure all permits and licenses are up to date.
- Train staff on health and safety practices to avoid violations.

Milestones

CitrusNoble Lemonade Co. expects to complete the following milestones in the coming months in order to ensure its success:

- **Secure a Prime Location:** Find a high foot-traffic location in Walnut Creek, CA, that is optimal for a lemonade stand. This location should be accessible, visible, and in an area frequented by our target demographic.
- **Obtain Necessary Permits and Licenses:** Complete all necessary regulatory requirements, including health department permits, city vending licenses, and any other local permits required to legally operate a lemonade stand in Walnut Creek, CA.
- **Launch Our Lemonade Stand:** Officially open CitrusNoble Lemonade Co. to the public. This involves setting up the physical stand, ensuring we have adequate supplies and inventory, and beginning operations.
- **Develop a Strong Brand and Online Presence:** Create a recognizable brand identity and establish an online presence via a website and social media platforms. This will be crucial for marketing, customer engagement, and building a loyal customer base.
- **Create Strategic Partnerships:** Form partnerships with local businesses and community organizations. This could include sourcing local ingredients, collaborating on local events, or cross-promotional marketing efforts.
- **Implement a Customer Loyalty Program:** To encourage repeat business, implement a loyalty program that rewards customers for their continued patronage. This could involve discounts, free products, or other incentives for frequent customers.
- **Achieve Operational Efficiency:** Optimize operations to reduce waste, lower costs, and increase the speed of service. This may involve training staff, improving supply chain logistics, or adopting new technologies.
- **Expand Product Offerings:** Based on customer feedback and sales data, gradually introduce new products or variations on existing products to meet customer demand and increase sales opportunities.

- **Get to \$15,000/month in Revenue:** Achieve the milestone of generating \$15,000 in monthly revenue. This will require consistent marketing efforts, superior product quality, and excellent customer service to build a strong customer base.
- **Evaluate Expansion Opportunities:** Once the stand is profitable and operations are streamlined, evaluate the possibility of expanding to additional locations within Walnut Creek or neighboring areas to increase market reach and revenue.

VIII. Management Team

Our management team has the experience and expertise to successfully execute on our business plan.

Management Team Members

Addison Clark, CEO

Addison Clark, CEO, has demonstrated unparalleled dedication and insight into the dynamics of running a successful business. Through the experience of managing a lemonade stand, Addison has gained invaluable lessons in entrepreneurship, customer service, and product management. These early experiences have honed Addison's ability to identify market opportunities, develop strategic business models, and lead a team with a shared vision. At the helm of CitrusNoble Lemonade Co., Addison applies a hands-on approach to leadership, ensuring that every aspect of the company is aligned with its mission to deliver premium lemonade products. Addison's entrepreneurial journey from a lemonade stand to the CEO of CitrusNoble Lemonade Co. is a source of inspiration and a key driver behind the company's innovative strategies.

IX. Financial Plan

Summary

Below is an overview of our expected financial performance over the next five years:

| | FY 1 | FY 2 | FY 3 | FY 4 | FY 5 |
|---------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| Revenues | \$1,854,983 | \$2,008,632 | \$2,175,007 | \$2,355,163 | \$2,550,242 |
| Direct Expenses | \$550,209 | \$578,240 | \$607,698 | \$638,658 | \$671,194 |
| Gross Profit | \$1,304,773 | \$1,430,391 | \$1,567,308 | \$1,716,505 | \$1,879,047 |
| Gross Profit (%) | 70.3% | 71.2% | 72.1% | 72.9% | 73.7% |
| Other Expenses | \$97,085 | \$100,030 | \$103,065 | \$106,192 | \$109,414 |
| EBITDA | \$1,207,688 | \$1,330,360 | \$1,464,242 | \$1,610,312 | \$1,769,632 |
| Depreciation | \$5,700 | \$5,700 | \$5,700 | \$5,700 | \$5,700 |
| Amortization | \$0 | \$0 | \$0 | \$0 | \$0 |
| Interest Expense | \$5,400 | \$5,400 | \$5,400 | \$5,400 | \$5,400 |
| Income Tax Expense | \$418,805 | \$461,741 | \$508,599 | \$559,724 | \$615,486 |
| Net Income | \$777,782 | \$857,519 | \$944,542 | \$1,039,488 | \$1,143,046 |

Funding Requirements/Use of Funds

To accomplish our growth goals, CitrusNoble Lemonade Co. needs \$54,000 in funding. Key uses of this funding will be as follows:

| Capital Investments | |
|----------------------------|----------|
| Location Buildout | \$20,000 |
| Furniture | \$2,000 |
| Equipment | \$5,000 |
| Machines | \$1,000 |
| Computers | \$500 |

| Non Capital Investments | |
|-----------------------------------|----------|
| Working Capital | \$10,000 |
| Initial Rent/Lease | \$3,000 |
| Staff Salaries (First 3 Months) | \$9,000 |
| Initial Marketing and Advertising | \$2,000 |
| Supplies | \$500 |
| Insurance | \$1,000 |

Financial Projections

Projected Sales, Gross Profit & Net Income



5 Year Annual Income Statement

| | | FY 1 | FY 2 | FY 3 | FY 4 | FY 5 |
|-----------------------------|---------------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| Revenues | | | | | | |
| | Revenues | \$1,854,983 | \$2,008,632 | \$2,175,007 | \$2,355,163 | \$2,550,242 |
| Total Revenues | | \$1,854,983 | \$2,008,632 | \$2,175,007 | \$2,355,163 | \$2,550,242 |
| Direct Costs | | | | | | |
| | Direct Costs | \$550,209 | \$578,240 | \$607,698 | \$638,658 | \$671,194 |
| Total Direct Costs | | \$550,209 | \$578,240 | \$607,698 | \$638,658 | \$671,194 |
| GROSS PROFIT | | \$1,304,773 | \$1,430,391 | \$1,567,308 | \$1,716,505 | \$1,879,047 |
| GROSS PROFIT % | | 70.3% | 71.2% | 72.1% | 72.9% | 73.7% |
| Other Expenses | | | | | | |
| | Salaries | \$72,814 | \$75,023 | \$77,299 | \$79,644 | \$82,060 |
| | Marketing Expenses | \$6,067 | \$6,251 | \$6,441 | \$6,637 | \$6,838 |
| | Rent/Utility Expenses | \$6,067 | \$6,251 | \$6,441 | \$6,637 | \$6,838 |
| | Other Expenses | \$12,135 | \$12,503 | \$12,883 | \$13,274 | \$13,676 |
| Total Other Expenses | | \$97,085 | \$100,030 | \$103,065 | \$106,192 | \$109,414 |
| EBITDA | | \$1,207,688 | \$1,330,360 | \$1,464,242 | \$1,610,312 | \$1,769,632 |
| | Depreciation | \$5,700 | \$5,700 | \$5,700 | \$5,700 | \$5,700 |
| | Amortization | \$0 | \$0 | \$0 | \$0 | \$0 |
| EBIT | | \$1,201,988 | \$1,324,660 | \$1,458,542 | \$1,604,612 | \$1,763,932 |
| | Interest Expense | \$5,400 | \$5,400 | \$5,400 | \$5,400 | \$5,400 |
| PRETAX INCOME | | \$1,196,588 | \$1,319,260 | \$1,453,142 | \$1,599,212 | \$1,758,532 |
| | Net Operating Loss | \$0 | \$0 | \$0 | \$0 | \$0 |
| | Use of Net Operating Loss | \$0 | \$0 | \$0 | \$0 | \$0 |
| | Taxable Income | \$1,196,588 | \$1,319,260 | \$1,453,142 | \$1,599,212 | \$1,758,532 |
| | Income Tax Expense | \$418,805 | \$461,741 | \$508,599 | \$559,724 | \$615,486 |
| NET INCOME | | \$777,782 | \$857,519 | \$944,542 | \$1,039,488 | \$1,143,046 |
| | Net Profit Margin (%) | 41.9% | 42.7% | 43.4% | 44.1% | 44.8% |

5 Year Annual Balance Sheet

| | | FY 1 | FY 2 | FY 3 | FY 4 | FY 5 |
|---------------------------------------|-----------------------------|------------------|--------------------|--------------------|--------------------|--------------------|
| ASSETS | | | | | | |
| | Cash | \$704,647 | \$1,557,306 | \$2,496,024 | \$3,533,440 | \$4,614,910 |
| | Other Current Assets | \$159,225 | \$172,413 | \$186,694 | \$196,263 | \$212,520 |
| | Total Current Assets | \$863,872 | \$1,729,719 | \$2,682,719 | \$3,729,704 | \$4,827,430 |
| | Intangible Assets | \$0 | \$0 | \$0 | \$0 | \$0 |
| | Acc Amortization | \$0 | \$0 | \$0 | \$0 | \$0 |
| | Net Intangibles | \$0 | \$0 | \$0 | \$0 | \$0 |
| | Fixed Assets | \$28,500 | \$28,500 | \$28,500 | \$28,500 | \$28,500 |
| | Accum Depreciation | \$5,700 | \$11,400 | \$17,100 | \$22,800 | \$28,500 |
| | Net fixed assets | \$22,800 | \$17,100 | \$11,400 | \$5,700 | \$0 |
| | Preliminary Exp | \$0 | \$0 | \$0 | \$0 | \$0 |
| TOTAL ASSETS | | \$886,672 | \$1,746,819 | \$2,694,119 | \$3,735,404 | \$4,827,430 |
| LIABILITIES & EQUITY | | | | | | |
| | Current Liabilities | \$54,890 | \$57,517 | \$60,274 | \$62,070 | \$65,050 |
| | Debt outstanding | \$54,000 | \$54,000 | \$54,000 | \$54,000 | \$0 |
| | Total Liabilities | \$108,890 | \$111,517 | \$114,274 | \$116,070 | \$65,050 |
| | Share Capital | \$0 | \$0 | \$0 | \$0 | \$0 |
| | Retained earnings | \$777,782 | \$1,635,302 | \$2,579,844 | \$3,619,333 | \$4,762,379 |
| | Total Equity | \$777,782 | \$1,635,302 | \$2,579,844 | \$3,619,333 | \$4,762,379 |
| TOTAL LIABILITIES & EQUITY | | \$886,672 | \$1,746,819 | \$2,694,119 | \$3,735,404 | \$4,827,430 |

5 Year Annual Cash Flow Statement

| | | FY 1 | FY 2 | FY 3 | FY 4 | FY 5 |
|-----------------------------------|---------------------------------------|-------------------|--------------------|--------------------|--------------------|--------------------|
| CASH FLOW FROM OPERATIONS | | | | | | |
| | Net Income (Loss) | \$777,782 | \$857,519 | \$944,542 | \$1,039,488 | \$1,143,046 |
| | Change in Working Capital | (\$104,335) | (\$10,560) | (\$11,524) | (\$7,772) | (\$13,276) |
| | Plus Depreciation | \$5,700 | \$5,700 | \$5,700 | \$5,700 | \$5,700 |
| | Plus Amortization | \$0 | \$0 | \$0 | \$0 | \$0 |
| | Net Cash Flow from Operations | \$679,147 | \$852,658 | \$938,718 | \$1,037,415 | \$1,135,469 |
| CASH FLOW FROM INVESTMENTS | | | | | | |
| | Fixed Assets | (\$28,500) | \$0 | \$0 | \$0 | \$0 |
| | Intangible Assets | \$0 | \$0 | \$0 | \$0 | \$0 |
| | Net Cash Flow from Investments | (\$28,500) | \$0 | \$0 | \$0 | \$0 |
| CASH FLOW FROM FINANCING | | | | | | |
| | Cash from Equity | \$0 | \$0 | \$0 | \$0 | \$0 |
| | Cash from Debt financing | \$54,000 | \$0 | \$0 | \$0 | (\$54,000) |
| | Net Cash Flow from Financing | \$54,000 | \$0 | \$0 | \$0 | (\$54,000) |
| | Net Cash Flow | \$704,647 | \$852,658 | \$938,718 | \$1,037,415 | \$1,081,469 |
| | Cash at Beginning of Period | \$0 | \$704,647 | \$1,557,306 | \$2,496,024 | \$3,533,440 |
| | | \$704,647 | \$1,557,306 | \$2,496,024 | \$3,533,440 | \$4,614,910 |

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