



MAY 2024

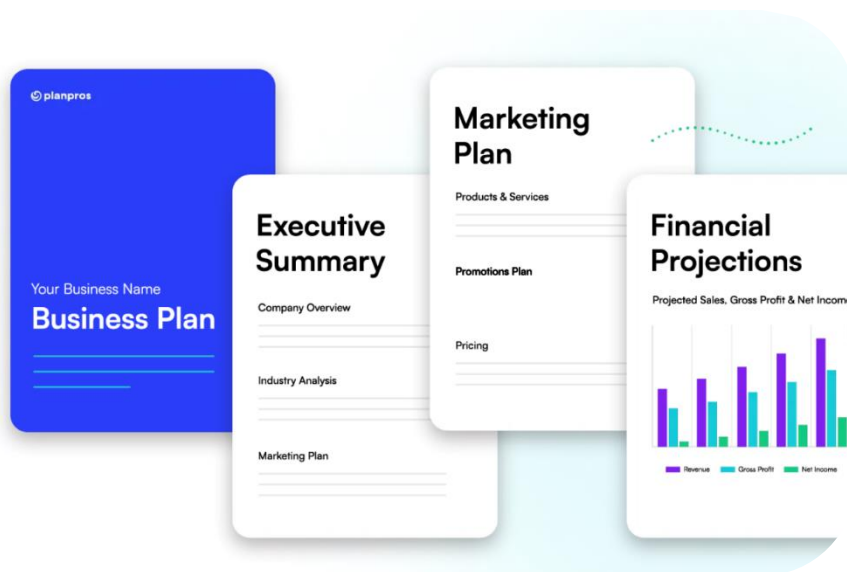
**GELATOGROVE
BUSINESS PLAN**

Eva Kelly
President
GelatoGrove
17 Main Street
Newton, MA 02458
555-555-5555
Eva@GelatoGrove.com
GelatoGrove.com

Gelato Business Plan Template

Attention Entrepreneurs and Business Owners:

If you want to finish your business plan FAST and you don't want to struggle with your financial model, then you're in luck...



[You can quickly & easily create your own, fully customized gelato business plan using PlanPros amazing AI-powered business plan generator. Try it free here <—](#)

I. Executive Summary

Company Overview

GelatoGrove is a vibrant new gelato shop located in the heart of Newton, MA, dedicated to bringing high-quality, delicious gelato and other Italian desserts to the local community. Our passion for gelato is evident in every scoop, with a menu that includes a wide variety of flavors from creamy Gelato to refreshing Sorbet, and the classic Affogato, alongside Biscotti and Gelato Cakes for those special occasions. Our commitment to quality and variety ensures there's something for every taste. As a Non-Profit Organization founded on January 6, 2024, we aim to fill the gap in the local market for premium gelato, making us the go-to destination for gelato lovers in Newton and beyond.

Success Factors

Our unique positioning in the local gelato market is driven by the extensive experience of our founder, who has previously managed a successful gelato shop, and our unwavering commitment to excellence. This foundation allows us to deliver superior quality and a broader variety of flavors than our competitors, establishing us as a leader in Newton's gelato scene. Our achievements since our inception, including the development of our brand identity and securing a prime location, set the stage for our continued growth and success in serving the Newton community.

Industry Analysis

The Gelato industry in the United States, valued at approximately \$1.4 billion and growing at an annual rate of 4.3%, is witnessing a shift towards healthier and more artisanal dessert options. GelatoGrove is perfectly poised to capitalize on these trends by offering a wide range of innovative and high-quality flavors, including plant-based and dairy-free options, to meet the evolving tastes of consumers. With the industry's expansion and our strategic approach to engaging customers through experiential dining and social media, GelatoGrove is set to carve a significant niche in the competitive dessert market by offering an authentic taste of Italy in Newton, MA.

Customer Analysis

Our primary target market includes local residents of Newton, MA, families, health-conscious individuals, and tourists seeking artisanal, high-quality dessert options. Gelato, known for its lower fat content and rich flavors, appeals to those looking for a healthier alternative to traditional ice cream. By focusing on the diverse and vibrant local palate, we aim to become a staple in the community for both

locals and visitors keen on experiencing authentic, artisanal gelato.

Competitive Analysis

Our top competitors include Delini Gelato, Italian Cafe Gelato, and NOVA Gelato & Bakery, each offering a unique blend of products and experiences. However, GelatoGrove distinguishes itself through superior gelato quality, leveraging traditional Italian techniques, and a vast variety of flavors that cater to a wide audience. Our focus on customer experience, combined with our commitment to quality and innovation, gives us a competitive edge that not only attracts but retains a loyal customer base in the Newton area.

Marketing Plan

GelatoGrove offers an exquisite menu of gelato, sorbet, affogato, biscotti, and gelato cakes, promising an authentic taste of Italy with every bite. Our pricing strategy is designed to offer affordable luxury, ensuring that everyone can enjoy our products. To spread the word about our unique offerings, we will engage in both online and traditional marketing, leveraging social media, email newsletters, and community events to build brand awareness. Our promotional efforts, coupled with a focus on creating a welcoming and engaging customer experience, will help us attract and retain a diverse clientele.

Operations Plan

Key operational processes at GelatoGrove include daily inventory management, strict quality control, exceptional customer service, and rigorous cleanliness and sanitation practices. Our financial health is closely monitored through diligent financial management. Additionally, we focus on engaging marketing and promotional activities to attract new customers while retaining existing ones. Our upcoming milestones, such as finalizing our prime location, developing and testing new gelato recipes, and launching targeted marketing campaigns, are crucial for our growth and success in establishing GelatoGrove as a beloved destination for gelato lovers.

Management Team

Under the leadership of Eva Kelly, our President, the GelatoGrove team brings a wealth of experience and expertise to the table. Eva's previous success in running a gelato shop and her deep understanding of the gelato market and customer preferences are invaluable assets to our business. Her vision and strategic direction are set to propel GelatoGrove towards becoming a staple in the Newton, MA, dessert scene.

Financial Plan

GelatoGrove requires \$577,000 in funding to achieve our growth objectives. This investment will be allocated towards capital expenses such as location buildout, equipment, and furniture, as well as non-capital investments including working capital, initial marketing, and staff salaries. This financial strategy is designed to support our operational needs, marketing efforts, and overall goal of becoming Newton’s premier gelato destination.

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	\$2,164,147	\$2,343,404	\$2,537,508	\$2,747,690	\$2,975,282
Direct Expenses	\$641,911	\$674,613	\$708,982	\$745,101	\$783,060
Gross Profit	\$1,522,236	\$1,668,790	\$1,828,526	\$2,002,589	\$2,192,221
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	\$1,425,150	\$1,568,759	\$1,725,460	\$1,896,396	\$2,082,807
Depreciation	\$74,000	\$74,000	\$74,000	\$74,000	\$74,000
Amortization	\$0	\$0	\$0	\$0	\$0
Interest Expense	\$57,700	\$57,700	\$57,700	\$57,700	\$57,700
Income Tax Expense	\$452,707	\$502,970	\$557,816	\$617,643	\$682,887
Net Income	\$840,743	\$934,088	\$1,035,944	\$1,147,053	\$1,268,219

II. Company Overview

GelatoGrove is a new gelato shop serving the community of Newton, MA. As a local business, we pride ourselves on being the premier destination for gelato lovers in the area, filling a gap in the market for high-quality, artisanal gelato. Recognizing the lack of local gelato shops that meet our standard of excellence, we are thrilled to introduce our unique flavors and creations to our neighbors and friends.

At GelatoGrove, our menu is designed to delight every palate, featuring a wide range of products and services. Our offerings include traditional gelato in a variety of flavors, refreshing sorbet, indulgent affogato, crispy biscotti, and exquisite gelato cakes and desserts. Each item is crafted with care, using only the finest ingredients to ensure the highest quality and taste. Whether you're in the mood for a classic gelato or seeking something more adventurous, our menu has something for everyone.

Located in the heart of Newton, MA, GelatoGrove is perfectly positioned to serve our local community. Our shop is more than just a place to grab a quick dessert; it's a destination where families, friends, and gelato aficionados can gather to enjoy our delicious creations in a welcoming and friendly environment.

GelatoGrove is uniquely qualified to succeed for several reasons. Our founder brings a wealth of experience from previously running a successful gelato shop, ensuring we have the knowledge and expertise to create a thriving business. Moreover, our commitment to quality sets us apart from the competition. We make better gelato by focusing on the richness of flavors and the creaminess of the texture, offering a wider variety of choices to our customers than anyone else in the area.

Since our founding on January 6, 2024, GelatoGrove has achieved several significant milestones as a Non-Profit Organization. We've developed a visually appealing logo that encapsulates our brand's essence, created a memorable company name that resonates with our customers, and secured a prime location that is both accessible and inviting. These accomplishments lay a solid foundation for our business and highlight our commitment to becoming the go-to gelato destination in Newton, MA.

III. Industry Analysis

The Gelato industry in the United States has been steadily growing in recent years, with the current market size estimated to be around \$1.4 billion. This growth can be attributed to the increasing popularity of Gelato as a healthier alternative to traditional ice cream, as well as the growing demand for artisanal and premium frozen desserts.

Looking ahead, the Gelato market is expected to continue its upward trajectory, with a projected annual growth rate of 5.8% over the next five years. This growth is driven by factors such as the rising disposable income of consumers, the increasing trend towards indulgent desserts, and the growing number of Gelato shops and cafes opening across the country.

These trends bode well for GelatoGrove, a new Gelato business serving customers in Newton, MA. As consumers become more health-conscious and seek out higher quality dessert options, GelatoGrove is well-positioned to attract a loyal customer base with its focus on fresh, natural ingredients and unique flavor offerings. By capitalizing on the growing popularity of Gelato and differentiating itself from competitors, GelatoGrove has the potential to thrive in the expanding Gelato market.

**Ready To Complete Your
Business Plan (in Just Minutes)?
Get Started Now!**

[Try PlanPros for Free](#)

IV. Customer Analysis

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

Target Customers

We will target local residents as our primary customer base, focusing on families and individuals seeking high-quality dessert options. Newton, MA, is known for its diverse community and appreciation for artisanal foods, making it the perfect location for our unique gelato offerings. Our strategy will tailor offerings to appeal to the local palate, ensuring we become a go-to spot for dessert enthusiasts.

We will also attract health-conscious customers looking for a treat that fits their lifestyle. Gelato is often perceived as a healthier alternative to traditional ice cream due to its lower fat content and more intense flavor, allowing for smaller servings. By highlighting these benefits, we will appeal to those who are mindful about their dietary choices but still wish to indulge.

Additionally, we will target tourists and visitors to Newton, MA, who seek to experience local flavors and culinary craftsmanship. By situating ourselves as a destination for authentic, artisanal gelato, we will draw in those looking to taste the best of what the area has to offer. Our location and product selection will be key factors in attracting this segment.

Customer Needs

GelatoGrove stands out by offering high-quality gelato and sorbet to residents with a discerning palate. Customers expect more than just a dessert; they seek an exceptional culinary experience. GelatoGrove meets this demand by sourcing premium ingredients and employing traditional Italian techniques, ensuring every scoop is a journey to the heart of Italy's rich dessert culture.

In addition to satisfying the taste buds of its customers, GelatoGrove caters to a variety of dietary preferences and restrictions. With an increasing number of consumers looking for dairy-free, gluten-free, and vegan options, our range of sorbets and select gelato flavors ensures that everyone can indulge without compromise. This inclusivity broadens our appeal, making us a destination for all dessert lovers.

Moreover, GelatoGrove recognizes the importance of convenience in today's fast-paced world. Customers can quickly satisfy their craving for high-quality, artisanal gelato without sacrificing time, thanks to our efficient service and strategic location. By combining traditional flavors with modern convenience, GelatoGrove creates a unique experience that keeps customers coming back for more.

V. Competitive Analysis

Direct Competitors

GelatoGrove's Competitors

Delini Gelato

Delini Gelato specializes in offering a wide variety of gelato flavors, ranging from classic choices to unique, seasonal options. Their products cater to both traditional gelato lovers and those seeking innovative tastes. Price points are moderate, making it accessible to a broad audience.

Delini Gelato operates in multiple locations across the region, with a strong presence in urban areas. This geographical spread allows them to serve a diverse customer segment, from families to young professionals. Their key strength lies in their extensive flavor selection and strategic location choices. However, their weakness is the lack of a strong online presence, limiting their reach beyond physical stores.

Italian Cafe Gelato

Italian Cafe Gelato offers an authentic gelato experience with products crafted using traditional Italian techniques and ingredients. Their menu also includes coffee and pastries, providing a comprehensive cafe experience. Prices are positioned at the premium end, reflecting the quality and authenticity of their offerings.

Their single location in a high-traffic, upscale neighborhood targets affluent customers seeking premium dessert options. The key strength of Italian Cafe Gelato is its emphasis on authenticity and quality, which appeals to purists and those who prioritize ingredient sourcing. A potential weakness is the limited product range beyond gelato, which might not cater to customers looking for a wider variety of dessert or snack options.

NOVA Gelato & Bakery

NOVA Gelato & Bakery combines the sale of gelato with a range of bakery products, including pastries and artisan bread. This combination attracts a wider audience, from dessert enthusiasts to those seeking a light meal. Their pricing strategy is competitive, offering good value for both gelato and bakery items.

Operating from a centrally located store, NOVA Gelato & Bakery serves a mixed demographic, including students, families, and office workers. Their key strength is the dual focus on gelato and

bakery products, making it a one-stop shop for various needs. However, this broad focus might dilute their brand identity as a specialist gelato provider, potentially confusing customers about their core offering.

Competitive Advantages

At the heart of our competitive advantage is the unparalleled quality of our gelato. We take pride in creating a product that not only surpasses the competition in taste but also in texture and richness. Our secret lies in the meticulous selection of ingredients and the passion we pour into the crafting process. This dedication to excellence ensures that each scoop from GelatoGrove offers a unique, indulgent experience that can't be found elsewhere. By prioritizing quality over quantity, we set a new standard in the gelato industry, inviting customers to savor the difference that comes from a genuine love for the craft.

Moreover, our extensive variety of gelato flavors stands as a testament to our commitment to catering to a wide range of tastes and preferences. From classic favorites to innovative concoctions, we continuously evolve our menu to include flavors that intrigue and delight our customers. This diversity in our offerings not only attracts a broader audience but also encourages repeat visits as customers return to explore new tastes. Additionally, our willingness to experiment and incorporate feedback ensures our flavor lineup remains fresh and aligned with our customers' desires. This approach has not only established us as a leader in variety but also fosters a strong, engaged community around our brand.

**Ready To Complete Your
Business Plan (in Just Minutes)?
Get Started Now!**

[Try PlanPros for Free](#)

VI. Marketing Plan

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

Products, Services & Pricing

GelatoGrove emerges as a delightful destination for those looking to indulge in authentic Italian frozen desserts and more. This establishment prides itself on offering a wide range of products that cater to various tastes and preferences, ensuring there's something for everyone to enjoy. From creamy gelatos to refreshing sorbets, the menu is designed to tantalize the taste buds of its patrons.

The cornerstone of GelatoGrove's offerings is its Gelato, a rich and creamy Italian ice cream that is denser and silkier than its American counterpart. Customers can expect to pay an average price of \$5.50 for a small serving. With a variety of flavors made from high-quality ingredients, gelato remains a favorite among visitors seeking a luxurious frozen treat.

For those who prefer a dairy-free option, GelatoGrove presents its Sorbet. This frozen dessert is made from fruit and sugar, offering a light and refreshing taste. Available in an assortment of fruit flavors, sorbets are priced at an average of \$5.00 for a small serving, making it an appealing choice for vegans and lactose-intolerant individuals.

Another highlight on the menu is the Affogato, a classic Italian dessert that combines the rich taste of espresso with the creamy texture of gelato. Priced at an average of \$6.00, this delightful concoction offers a perfect balance of sweetness and bitterness, making it an ideal treat for coffee lovers.

Biscotti, the traditional Italian almond biscuits, are also featured at GelatoGrove. These crunchy treats are perfect for dipping into a cup of coffee or enjoying on their own. Customers can expect to pay around \$2.00 for a piece, offering a budget-friendly option for those seeking a light snack.

For special occasions, GelatoGrove offers Gelato Cakes and Desserts, which are made to order. These exquisite creations combine layers of gelato with cake, fruits, and other decadent ingredients. Prices for these custom desserts start at \$35.00, depending on the size and complexity of the design. These cakes are not only a feast for the eyes but also provide a unique and memorable dessert experience for any celebration.

In summary, GelatoGrove stands out as a premium destination for those seeking to experience the authentic taste of Italian desserts in Newton, MA. With a focus on quality ingredients and traditional recipes, this establishment ensures that each visit is a delightful journey through the flavors of Italy.

Promotions Plan

At GelatoGrove, we understand the importance of connecting with our customers and making them aware of the unique and delicious gelato flavors we offer. To achieve this, we will employ a variety of promotional methods designed to attract and engage our target audience effectively. Our strategies will encompass both traditional and digital marketing efforts to ensure widespread recognition within the Newton, MA, community and beyond.

One of the primary tactics we will leverage is online marketing. We will create a vibrant and interactive website that not only showcases our wide range of gelato flavors but also features our story and the values that drive us. Through our website, customers can expect to find detailed information about our products, including ingredients, nutritional facts, and any allergen information. Additionally, we will maintain an active presence on social media platforms such as Instagram, Facebook, and Twitter. By posting engaging content, including mouth-watering images of our gelato, behind-the-scenes looks into our preparation processes, and promotional offers, we expect to build a loyal online community that translates into increased foot traffic to our store.

Email marketing will also play a significant role in our promotional efforts. We will collect email addresses through our website and in-store sign-ups, allowing us to send out newsletters that inform our subscribers about new flavors, special events, and exclusive discounts. This direct line of communication will enable us to keep our customers engaged and encourage repeat visits.

To further enhance our connection with the local community, we will participate in community events and sponsor local sports teams or activities. These engagements will not only increase our visibility but also allow us to contribute positively to the community that supports us. We will also collaborate with local businesses for cross-promotional opportunities, creating a network of support that benefits all parties involved.

Furthermore, we recognize the power of word-of-mouth marketing and will implement a referral program that rewards our customers for bringing new friends to GelatoGrove. This approach not only incentivizes our current customer base to spread the word but also attracts new customers who are more likely to trust recommendations from friends and family.

Lastly, we will not overlook the impact of in-store promotions and visual merchandising. From the moment customers walk into GelatoGrove, they will be greeted with an inviting atmosphere, attractive displays of our gelato, and information about our loyalty program, which offers rewards for frequent purchases. Seasonal promotions and limited-time flavors will keep our offerings fresh and encourage customers to visit regularly to see what's new.

By implementing these promotional methods, we are confident that we will not only attract customers to GelatoGrove but also create a memorable experience that keeps them coming back. Our

commitment to quality, community, and customer engagement will set us apart in the Newton, MA, gelato market.

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 GelatoGrove, there are several key day-to-day operational processes that we will perform.

- **Inventory Management:**

- Conduct daily inventory checks to ensure all necessary ingredients are available and fresh.
- Order supplies before stock runs low, considering lead times to avoid shortages.
- Manage the storage of ingredients to maximize shelf life and maintain quality.

- **Quality Control:**

- Perform daily taste tests to ensure product consistency and excellence.
- Monitor and adjust the gelato-making process to meet high standards.
- Implement and adhere to health and safety guidelines to ensure a safe eating environment for customers.

- **Customer Service:**

- Train staff to provide friendly, knowledgeable, and efficient service.
- Handle customer inquiries and feedback promptly and professionally.
- Create a welcoming environment that encourages repeat business.

- **Marketing and Sales:**

- Utilize social media platforms to engage with the community and promote daily specials or events.
- Implement loyalty programs or discounts to encourage repeat visits.
- Analyze sales data to identify trends, popular flavors, and peak times to optimize staffing and inventory.

- **Financial Management:**

- Monitor daily sales and expenses to ensure profitability.
- Prepare and review financial reports regularly to make informed business decisions.
- Manage cash flow effectively to cover operational costs and plan for future investments.

- **Staff Management:**

- Schedule staff efficiently to cover peak times without overstaffing during slower periods.
- Conduct regular training sessions to improve skills and knowledge.
- Maintain open communication with the team to foster a positive work environment.

- **Maintenance:**

- Ensure all gelato-making and serving equipment are in good working condition.
- Perform regular cleaning of the premises to maintain a hygienic and inviting space.
- Schedule routine maintenance checks to prevent unexpected breakdowns.

Milestones

GelatoGrove expects to complete the following milestones in the coming months in order to ensure its success:

- **Securing a Prime Location:** Identify and lease a storefront in a high-traffic area within Newton, MA, conducive to foot traffic and with good visibility to attract customers.
- **Obtaining Permits and Licenses:** Successfully navigate local regulations to obtain all necessary health, safety, and business operation permits and licenses required to legally operate a gelato shop in Newton, MA.
- **Building Out the Shop:** Complete the interior design and construction of the shop, ensuring it is both appealing to customers and functional for operations, including kitchen equipment for gelato making and customer seating area.
- **Hiring and Training Staff:** Recruit a skilled team passionate about customer service and trained in gelato making, food safety, and shop operations to provide an exceptional customer experience.
- **Launching Our Gelato Shop:** Officially open GelatoGrove with a launch event to generate buzz in the community, attract initial customers, and start building a loyal customer base.
- **Developing a Marketing Strategy:** Implement a marketing strategy that includes social media presence, local advertising, and community engagement events to increase brand awareness and attract customers.
- **Establishing Supplier Relationships:** Secure reliable suppliers for high-quality ingredients and necessary supplies to ensure the consistent quality of gelato and smooth shop operations.
- **Implementing an Efficient POS and Inventory System:** Adopt a point-of-sale and inventory management system to streamline operations, track sales, and manage inventory effectively, reducing waste and increasing profitability.
- **Achieving \$15,000/month in Revenue:** Reach the financial goal of generating \$15,000 in monthly revenue, a critical benchmark for covering operational costs and moving towards profitability.
- **Creating a Loyalty Program:** Develop and launch a customer loyalty program to encourage repeat business, increase customer retention, and boost sales through rewards for frequent customers.

VIII. Management Team

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

Management Team Members

GelatoGrove management team, which includes the following members, has the experience and expertise to successfully execute on our business plan:

Eva Kelly, President

Eva Kelly brings to GelatoGrove a wealth of experience in the gelato industry, highlighted by her successful tenure running a gelato shop prior to joining the team. Her entrepreneurial spirit and profound understanding of both the operational and consumer-facing aspects of the business make her an invaluable leader for GelatoGrove. Eva's background is a testament to her ability to navigate the complexities of the food and beverage sector, drive customer satisfaction, and manage a thriving business. Her leadership is instrumental in steering GelatoGrove towards achieving lasting success in a competitive market.

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	\$2,164,147	\$2,343,404	\$2,537,508	\$2,747,690	\$2,975,282
Direct Expenses	\$641,911	\$674,613	\$708,982	\$745,101	\$783,060
Gross Profit	\$1,522,236	\$1,668,790	\$1,828,526	\$2,002,589	\$2,192,221
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	\$1,425,150	\$1,568,759	\$1,725,460	\$1,896,396	\$2,082,807
Depreciation	\$74,000	\$74,000	\$74,000	\$74,000	\$74,000
Amortization	\$0	\$0	\$0	\$0	\$0
Interest Expense	\$57,700	\$57,700	\$57,700	\$57,700	\$57,700
Income Tax Expense	\$452,707	\$502,970	\$557,816	\$617,643	\$682,887
Net Income	\$840,743	\$934,088	\$1,035,944	\$1,147,053	\$1,268,219

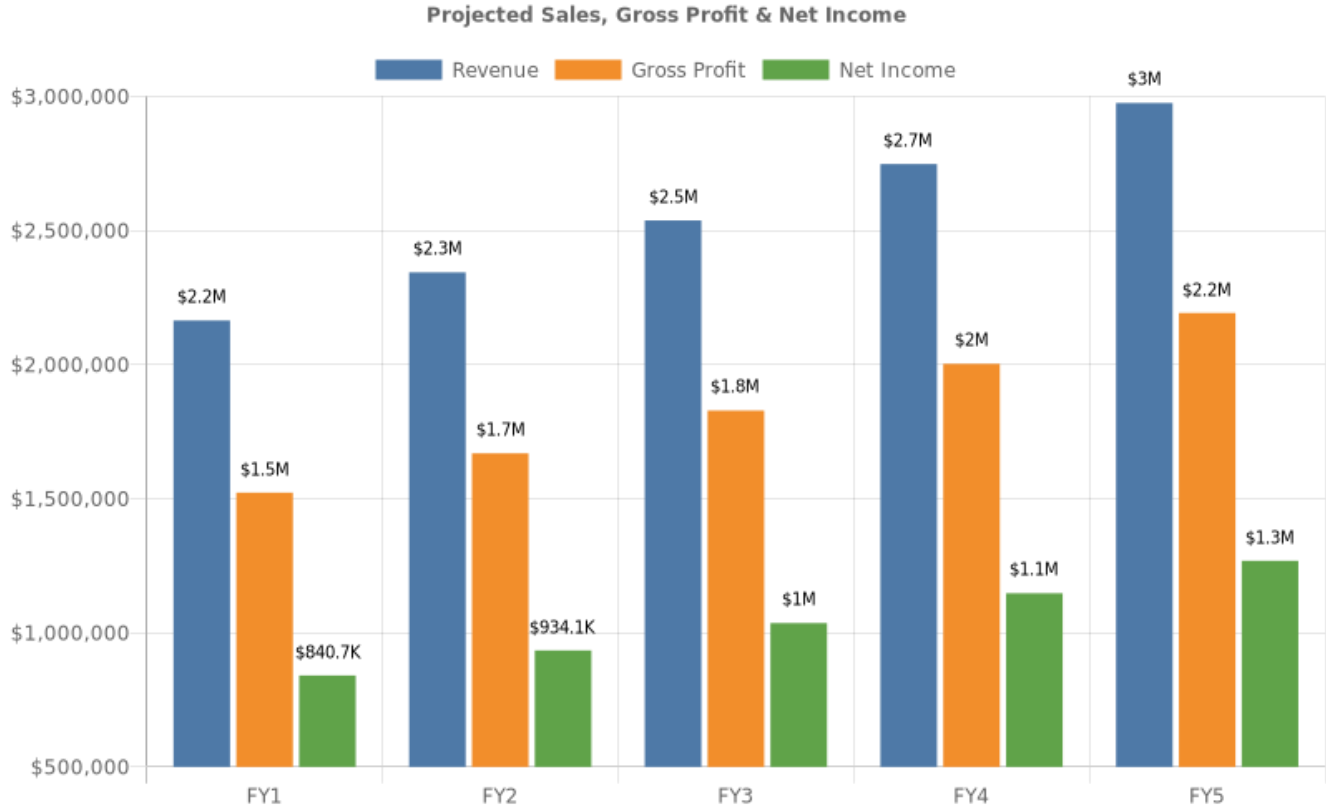
Funding Requirements/Use of Funds

To accomplish our growth goals, GelatoGrove needs \$577,000 in funding. Key uses of this funding will be as follows:

Capital Investments	
Location Buildout	\$200,000
Furniture	\$30,000
Equipment and Machines	\$120,000
Computers and POS Systems	\$20,000

Non Capital Investments	
Working Capital	\$50,000
Initial Rent/Lease (3 months advance)	\$45,000
Staff Salaries (First 3 months)	\$60,000
Initial Marketing and Advertising	\$25,000
Supplies (Initial stock)	\$15,000
Insurance (First year premium)	\$12,000

Financial Projections



GelatoGrove Business Plan

5 Year Annual Income Statement

		FY 1	FY 2	FY 3	FY 4	FY 5
Revenues						
	Revenues	\$2,164,147	\$2,343,404	\$2,537,508	\$2,747,690	\$2,975,282
Total Revenues		\$2,164,147	\$2,343,404	\$2,537,508	\$2,747,690	\$2,975,282
Direct Costs						
	Direct Costs	\$641,911	\$674,613	\$708,982	\$745,101	\$783,060
Total Direct Costs		\$641,911	\$674,613	\$708,982	\$745,101	\$783,060
GROSS PROFIT		\$1,522,236	\$1,668,790	\$1,828,526	\$2,002,589	\$2,192,221
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		\$1,425,150	\$1,568,759	\$1,725,460	\$1,896,396	\$2,082,807
	Depreciation	\$74,000	\$74,000	\$74,000	\$74,000	\$74,000
	Amortization	\$0	\$0	\$0	\$0	\$0
EBIT		\$1,351,150	\$1,494,759	\$1,651,460	\$1,822,396	\$2,008,807
	Interest Expense	\$57,700	\$57,700	\$57,700	\$57,700	\$57,700
PRETAX INCOME		\$1,293,450	\$1,437,059	\$1,593,760	\$1,764,696	\$1,951,107
	Net Operating Loss	\$0	\$0	\$0	\$0	\$0
	Use of Net Operating Loss	\$0	\$0	\$0	\$0	\$0
	Taxable Income	\$1,293,450	\$1,437,059	\$1,593,760	\$1,764,696	\$1,951,107
	Income Tax Expense	\$452,707	\$502,970	\$557,816	\$617,643	\$682,887
NET INCOME		\$840,743	\$934,088	\$1,035,944	\$1,147,053	\$1,268,219
	Net Profit Margin (%)	38.8%	39.9%	40.8%	41.7%	42.6%

GelatoGrove Business Plan

5 Year Annual Balance Sheet

		FY 1	FY 2	FY 3	FY 4	FY 5
ASSETS						
	Cash	\$998,655	\$1,994,381	\$3,090,838	\$4,302,796	\$5,052,481
	Other Current Assets	\$185,762	\$201,149	\$217,810	\$228,974	\$247,940
	Total Current Assets	\$1,184,417	\$2,195,531	\$3,308,648	\$4,531,770	\$5,300,422
	Intangible Assets	\$0	\$0	\$0	\$0	\$0
	Acc Amortization	\$0	\$0	\$0	\$0	\$0
	Net Intangibles	\$0	\$0	\$0	\$0	\$0
	Fixed Assets	\$370,000	\$370,000	\$370,000	\$370,000	\$370,000
	Accum Depreciation	\$74,000	\$148,000	\$222,000	\$296,000	\$370,000
	Net fixed assets	\$296,000	\$222,000	\$148,000	\$74,000	\$0
	Preliminary Exp	\$0	\$0	\$0	\$0	\$0
TOTAL ASSETS		\$1,480,417	\$2,417,531	\$3,456,648	\$4,605,770	\$5,300,422
LIABILITIES & EQUITY						
	Current Liabilities	\$62,674	\$65,699	\$68,872	\$70,941	\$74,372
	Debt outstanding	\$577,000	\$577,000	\$577,000	\$577,000	\$0
	Total Liabilities	\$639,674	\$642,699	\$645,872	\$647,941	\$74,372
	Share Capital	\$0	\$0	\$0	\$0	\$0
	Retained earnings	\$840,743	\$1,774,831	\$2,810,776	\$3,957,829	\$5,226,049
	Total Equity	\$840,743	\$1,774,831	\$2,810,776	\$3,957,829	\$5,226,049
TOTAL LIABILITIES & EQUITY		\$1,480,417	\$2,417,531	\$3,456,648	\$4,605,770	\$5,300,422

5 Year Annual Cash Flow Statement

		FY 1	FY 2	FY 3	FY 4	FY 5
CASH FLOW FROM OPERATIONS						
	Net Income (Loss)	\$840,743	\$934,088	\$1,035,944	\$1,147,053	\$1,268,219
	Change in Working Capital	(\$123,087)	(\$12,362)	(\$13,487)	(\$9,095)	(\$15,534)
	Plus Depreciation	\$74,000	\$74,000	\$74,000	\$74,000	\$74,000
	Plus Amortization	\$0	\$0	\$0	\$0	\$0
	Net Cash Flow from Operations	\$791,655	\$995,726	\$1,096,456	\$1,211,957	\$1,326,685
CASH FLOW FROM INVESTMENTS						
	Fixed Assets	(\$370,000)	\$0	\$0	\$0	\$0
	Intangible Assets	\$0	\$0	\$0	\$0	\$0
	Net Cash Flow from Investments	(\$370,000)	\$0	\$0	\$0	\$0
CASH FLOW FROM FINANCING						
	Cash from Equity	\$0	\$0	\$0	\$0	\$0
	Cash from Debt financing	\$577,000	\$0	\$0	\$0	(\$577,000)
	Net Cash Flow from Financing	\$577,000	\$0	\$0	\$0	(\$577,000)
	Net Cash Flow	\$998,655	\$995,726	\$1,096,456	\$1,211,957	\$749,685
	Cash at Beginning of Period	\$0	\$998,655	\$1,994,381	\$3,090,838	\$4,302,796
		\$998,655	\$1,994,381	\$3,090,838	\$4,302,796	\$5,052,481

**Ready To Complete Your
Business Plan (in Just Minutes)?
Get Started Now!**

[Try PlanPros for Free](#)