

Purple Garden Health Bar Business Plan



OUR FORMULA FOR SUCCESS

January 2024

Aja Greene, Founder & CEO

o: 678-388-3977

c: 678-736-0047

www.purplegardenhealthbar.com

info@purplegardenhealthbar.com



TABLE OF CONTENTS

EXECUTIVE SUMMARY

1.1 Executive Summary- Introduction	3
1.2 Summary Operating Forecast	4
1.3 Funding Requirements	5
1.4 Fact Sheet	5
1.5 Highlights	6
1.6 Objectives	7
1.7 Vision and mission statement	8
1.8 Keys to Success	8

DESCRIPTION OF BUSINESS: PURPLE GARDEN HEALTH BAR

2.1 Business Model- Concept	9
2.2 Location	10
2.3 Interior	11
2.4 Hours of Operations	11
2.5 Products	12
2.6 Equipment	14
2.7 Management & Staff Planning	15
2.8 Start Up Summary	16

MARKETING

3.1 Industry Analysis	17
3.2 Market Analysis	19
3.3 Market Segmentation	21
3.4 Competition and Buying patterns	22
3.5 Pricing	24

APPENDIX

4.1 Start-Up Expenses	25
4.2 Video & Photo Examples	26

FINANCIALS

5.1 Peak & Non-Peak Season Projections	27
5.2 5 Year Projections	29

1. Executive Summary

1.1 Introduction: Purple Garden Health Bar

Purple Garden Health Bar is a fast-casual restaurant poised to be a very popular health focused restaurant by providing our customers with an attractive atmosphere and great health-focused food and service offerings that is in-line with current lifestyles. Compared to others in the market, Purple Garden Health Bar will exceed customers expectations through a wide offering. We will provide a full smoothie bar where patrons can dine in at the smoothie bar, full salads/wrap bar, freshly prepared cold press juices, and customized bowls made with quality ingredients at a competitive price with great margins. Our goal is to provide fresh food selections -farmed to table in an environment that will make guest feel relaxed and happy. Purple Garden Health Bar will be located just blocks away from the counties oldest shopping destinations, the area is known for popular movie productions, restaurants, nightlife venues, and shopping.

During our off-peak seasons, Purple Garden Health Bar will strategically optimize our offerings to ensure consistent customer engagement and revenue. While our core menu comprises smoothies, salads, juices, and wraps, we dynamically adapt to seasonal shifts. For instance, during slower periods, we emphasize seasonal variations in our smoothies and salads, leveraging locally available, fresh ingredients to create limited-time, exclusive offerings. Additionally, we introduce promotions and themed menu items to maintain customer interest and drive sales. Furthermore, we diversify our product line by exploring complementary items or limited-time specialty products, such as warm soups or hot beverages, which align with health-centric preferences and cater to changing consumer demands during the off-peak period. This agile approach allows us to continually innovate, staying relevant and enticing to our customer base, even during downtimes, ensuring a steady stream of sales and sustained customer loyalty.

Our products stand out due to their exceptional taste, house-made salads and dressings which derived from carefully curated recipes using premium, fresh ingredients, and a unique environment. This uniqueness keeps customers intrigued and wanting to return for more, knowing they'll experience something special each time. With our wide range of offerings, customers can explore different tastes and nutritional options. The ability to customize orders based on individual preferences ensures they can enjoy a meal that suits their specific needs, encouraging them to return for a tailored experience. Providing a consistent, top-notch experience in terms of taste, service, and ambiance. When customers know they can rely on a positive and consistent experience, they're more likely to return and recommend the establishment to others. Engaging with customers beyond their dining experience, such as through community initiatives, health and wellness events, and social media interactions, fosters a connection that goes beyond the product, building loyalty and advocacy for the brand.

By focusing on these key elements, Purple Garden Health Bar aims to create an environment where customers feel not only nourished by the food but also part of a community that values their well-being.

Purple Garden Health Bar, licensed as an Limited Liability Corporation in February 2022, stands as a beacon of culinary innovation and community empowerment. Owned 100% by Aja Greene, a visionary entrepreneur and a female Black minority, this establishment embodies her over two decades of expertise in corporate HR management, marketing, and sales. However, Aja's leadership extends beyond the business realm; she's a respected local figure, known for championing community causes and fostering meaningful connections. With her diverse background and unwavering commitment to excellence, Purple Garden Health Bar is not just a dining destination; it's a testament to inclusivity, quality, and the vibrant spirit of its owner.

1. Executive Summary Continued...



1.1 Introduction Continued:

As a fast-casual dining concept, Purple Garden Health Bar anticipates challenges typical in the food service industry. These may include fluctuating ingredient costs, seasonal demand variations, and intense market competition. To address these, we'll implement strategies to ensure resilience. To mitigate ingredient cost fluctuations, we'll establish long-term partnerships with suppliers and explore alternative sources for seasonal produce. During downtimes, we'll innovate with limited-time offers and seasonal specialties to maintain customer engagement. In the face of competition, our focus on unique, healthy, and customizable menu options, coupled with strong community engagement, will differentiate us. Moreover, we'll continuously adapt our strategies, remain agile in our operations, and prioritize customer feedback to stay aligned with evolving market demands. This proactive approach will help us navigate challenges and emerge stronger in the ever-evolving food service landscape.

Purple Garden Health Bar distinguishes itself through a blend of unique culinary experiences and a vibrant, customer-centric atmosphere. Our standout house-made creations, including the renowned Seafood Caesar Salad and our signature Purple Caesar Salad dressing, offer a distinct flavor profile that's exclusive to our establishment. Complementing these are our freshly squeezed cold-pressed juices, elevating our offerings with freshness and health benefits. What truly sets us apart, however, is not just what's on the menu, but the engaging and welcoming environment we cultivate. Tailored to resonate with millennials and all patrons, our space exudes a happy and friendly ambiance, making every visit an enjoyable experience. Combined with exceptional customer service, our commitment to providing a unique, flavorful, and inviting dining experience remains unmatched in our market segment.

In the landscape of fast-casual dining, major cities like New York City, Los Angeles, Chicago, and Miami serve as pivotal hubs for innovative culinary experiences. Market statistics reveal a robust and growing demand for health-focused dining options, with an approximate 15% year-over-year increase in consumer preference for nutritious fast-casual choices. These cities represent over 30% of the national market share for health-centric food, as their diverse and health-conscious populations continuously drive this upward trend. The demand for diverse and flavorful offerings, such as smoothies, salads, juices, and wraps, is on a steady rise, accounting for 40% of all fast-casual orders in these urban centers. As health and flavor become paramount, these cities remain prime territories for establishments that offer a wide range of nutritious and delicious options in the fast-casual dining industry.

1.2 Summary Operating Forecast:

Forecast operating results for the first five years are as follows:

	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	\$405,092	\$433, 448	\$472,458	\$518,287	\$575,298
Cost of Goods Sold	\$159,290	\$170,440	\$185,779	\$203,800	\$226,218
Employee Expenses	\$60,000	\$60,000	\$60,000	\$72,000	\$72,000
Operating Expenses	\$78,000	\$80,000	\$82,000	\$84,000	\$86,000
EBITA	80.8%	81.1%	82.4%	83.5%	84.8%

1. Executive Summary Continued...

1.3 Funding Requirements:

Purple Garden Health Bar will require \$75,000 in capital to fund the launch of the fast-casual restaurant. Out of that amount, \$25,000 has been contributed by the owner from friends and family. The balance of \$50,000 is being sought from investors. These funds and cash flow generated from operations will fund the business operations for the foreseeable future. The capital provided from all sources will be utilized as follows:

Amount	Application of Proceeds
Furniture, Fixtures, and Equipment	25,000
Inventory	\$20,000
Working Capital	\$5,000
Total	\$50,000

1.4 Fact Sheet:

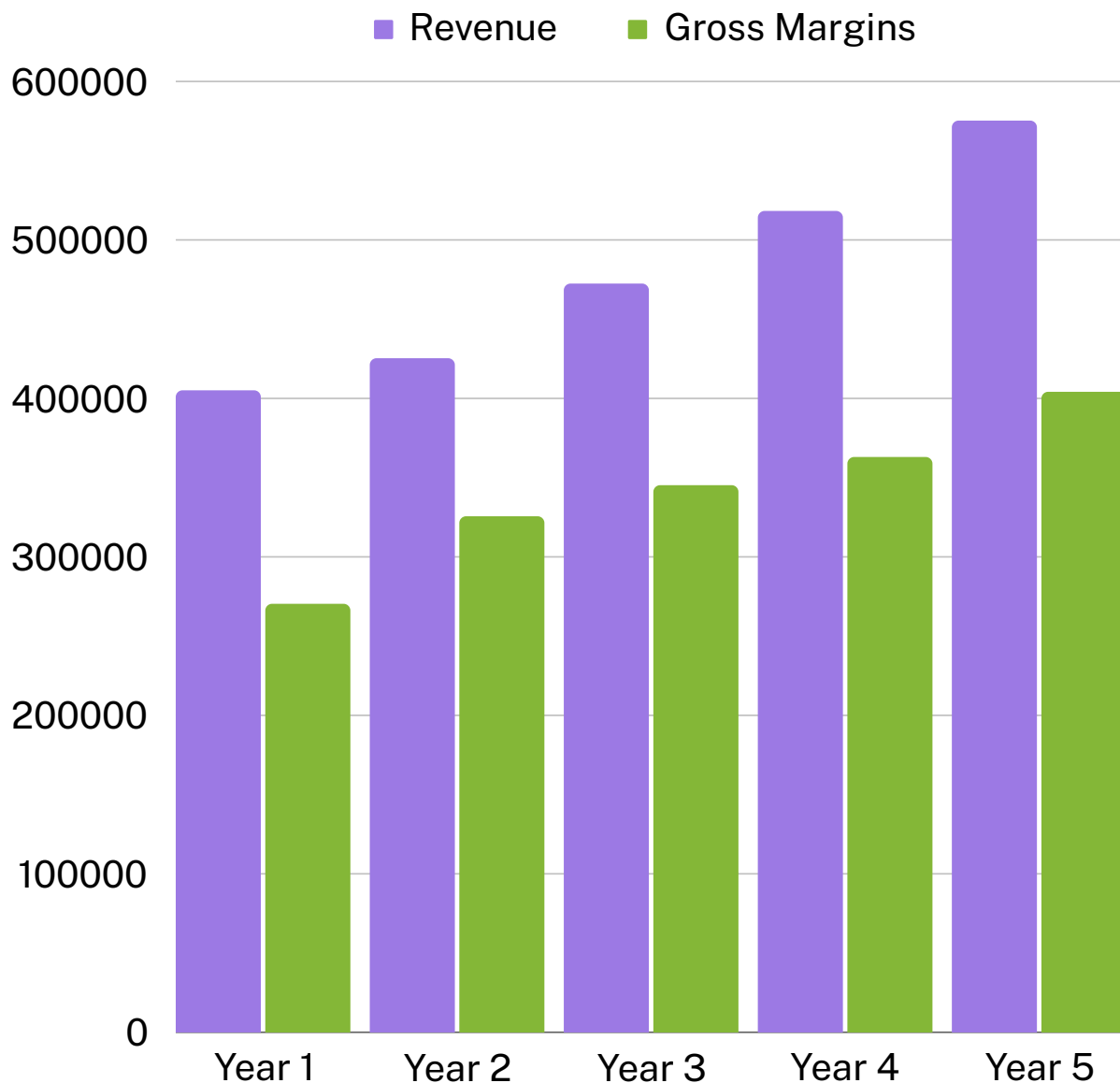
We are selling Smoothies, Salads, Fresh Cold Pressed Juices, Wraps and Bowls. All products cost us no more than \$1.01 to make and we sell from \$7-12. Our first year of sales will reach approximately \$405,092 and will climb up to \$425,346 by end of year two. According to market research, these sales will be attainable even by (industry) this financial model emphasizing long term opportunities in the local market over quick returns.

Investment Requested:	\$75,000
Owner Cash Invested:	\$25,000
Business Type:	Purple Garden Health Bar LLC
Location:	1927 HWY 138 SE SUITE 1100 Conyers, GA 30012
Size:	One Level - 1,500 SF
Rent:	Month 1-12 FREE
	Month 13 - 72 \$3500 (Includes CAM, Taxes, Insurance)
Projected Sales- Year 1:	\$405, 092.00
Principals:	Aja Greene, Founder & Owner 2631 Westchester Pkwy Se Conyers, GA 30013
Products:	We're selling Smoothies, Salads, Fresh Cold Pressed Juices, and Wraps. All products cost us no more than \$1.01 to make and we sell from \$7-12. Our first year of sales will reach approximately \$405,092 and will climb up to \$425,346 by end of year two. According to market research, these sales should be attainable even by (industry) this financial model emphasizes long term opportunities in the local market over quick returns.

1. Executive Summary Continued...

1.5 Highlights:

We're selling Smoothies, Salads, Fresh Cold Pressed Juices, and Wraps and Bowls. All products cost us no more than \$1.01 to make and we sell from \$7-12. Our first year of sales will reach approximately \$405,092 and will climb up to \$575,298 by end of year two. According to market research, these sales will be attainable even by (industry) this financial model emphasizes long term opportunities in the local market over quick returns.



1. Executive Summary Continued...

1.6 Highlights:

- **Establish Brand Presence:**
 - Increase brand awareness and recognition in the first year by implementing targeted marketing campaigns, social media strategies, and community engagement initiatives.
- **Achieve Sales Targets:**
 - Attain a 15% month-over-month increase in sales during the first year through a combination of effective marketing, strategic partnerships, and customer loyalty programs.
- **Customer Satisfaction:**
 - Achieve and maintain a customer satisfaction rating of 90% or higher through regular feedback mechanisms, staff training, and continuous improvement of our products and services.
- **Menu Innovation:**
 - Introduce at least four new menu items annually, including seasonal offerings and limited-time specials, to keep the menu fresh, exciting, and aligned with evolving customer preferences.
- **Community Engagement:**
 - Establish partnerships with local gyms, wellness centers, and community events to actively engage with our target demographic and strengthen Purple Garden Health Bar's ties within the local community.
- **Operational Efficiency:**
 - Streamline operations to achieve a 10% reduction in overall operational costs within the first two years while maintaining or improving product quality and customer service.
- **Online Presence and Delivery Expansion:**
 - Increase online visibility by implementing a robust online ordering platform and exploring partnerships with food delivery services to capture the growing market of online and app-based food orders.
- **Sustainability Initiatives:**
 - Implement sustainable practices, such as eco-friendly packaging and sourcing locally whenever possible, with the goal of achieving a 20% reduction in the environmental footprint within three years.
- **Employee Training and Development:**
 - Invest in ongoing training programs for staff, ensuring they provide excellent customer service, understand the nutritional benefits of menu items, and are knowledgeable about the company's values and mission.
- **Expansion Strategy:**
 - Explore opportunities for expansion into new markets, targeting at least two additional cities within the first three years, while maintaining a careful balance between growth and maintaining quality standards.

These objectives encompass a comprehensive strategy to ensure the success and growth of Purple Garden Health Bar in the fast-casual dining industry. We will adjust and refine these objectives as needed based on ongoing market analysis and the evolving needs of your business.

1. Executive Summary Continued...

1.7 Vision and Mission Statement:

Vision: To be the go-to destination for health-conscious individuals seeking tasty, nutritious, and convenient dining options.

Mission: To promote well-being and community vitality by serving fresh, locally sourced, and sustainable food while fostering a culture of health and happiness.



1.8 Keys to Success:

By focusing on these key success factors, Purple Garden Health Bar can build a strong and sustainable presence in the fast-casual dining industry, attracting and retaining a loyal customer base.

- **Quality Ingredients and Unique Flavors:**
 - Sourcing and using high-quality, fresh, and locally available ingredients for all menu items.
 - Our signature recipes that offer unique, unexpected, and delightful flavors. Such as our “Purple Caesar House-made dressing” and Our House-made Seafood Caesar Salad”
- **Menu Diversity and Customization:**
 - Offering a diverse range of options, catering to various dietary preferences and tastes.
 - Providing customization options to tailor orders to individual preferences.
- **Customer Experience and Convenience:**
 - Emphasizing a seamless and enjoyable customer experience, from ordering to dining.
 - Prioritizing convenience through online ordering, efficient service, and a welcoming ambiance.
- **Health-Focused Brand and Community Engagement:**
 - Building a brand that’s associated with health, wellness, and sustainability.
 - Engaging with the community through wellness initiatives, partnerships, and local involvement.



2. Description of Business

2.1 Business Model - Concept:

Purple Garden Health Bar is a Limited Liability Company (LLC). Organized on the February 16, 2022 in the State of Georgia. Purple Garden Health Bar has an active status with the Secretary of State.

Purple Garden Health Bar also has an established DUNS number.

Purple Garden Health Bar has a registered EIN number.

Purple Garden Health Bar (“the Restaurant”) is a new fast casual dining restaurant concept. It will be perfectly positioned to take advantage of the fastest growing segment within the food service industry and is designed to meet evolving demands of today’s consumers. There will be a full Smoothie bar with fresh frozen fruits daily, a Full salad/wrap station with farm-to-table vegetables. The menu offers a healthy diverse selection of farm-to-table items. A foundational block of Purple Garden Health Bar will be it’s technology platform that will be built to allow customers to order and pay for their orders through their mobile devices, touch pads, or kiosk located in the restaurant to enable a faster, more accurate customer service experience. It is expected that 70% of Purple Garden Health Bar’s orders will be consumed off premises. Purple Garden Health Bar pick-up and delivery system will also be second to none.



Customers will enjoy Purple Garden Health Bar the way they desire. They can Eat in, take out, or delivered. The Restaurant will be busy and filled with high energy. The food will always be fresh and delicious. Best off all, the entire staff will be trained to accommodate the needs of each and every patron.

The Menu will include fresh and healthy favorites prepared to order. Customers will be able to customize their orders if they wish. The menu will be designed to be mobile. This important distinction means that pick-up, delivery and catering options will be the heart of customer value proposition.

Patrons will enter a contemporary, bright, clean dining area and then walk to place their orders. The prep stations are visible so that customers can see their food being prepared from scratch.

Purple Garden Health Bar business model will be based on operational proficiency and a great tasting farm-to-table healthy menu. This business model is compelling for the simple reason that it will prepare meals that are sold in it’s restaurant, taken away, or delivered to be an enjoyed somewhere else or enjoyed at catered events such as corporate meetings or birthday parties.

2. Description of Business Continued...

2.2 Location:

Purple Garden Health Bar is located at 1927 HWY 138 SE Suite 1100 Conyers, GA. Rockdale County

Nestled strategically amidst a vibrant tapestry of urban life, the Purple Garden Health Bar storefront boasts a prime location catering to diverse clientele. Situated near bustling restaurants, thriving manufacturing facilities, dynamic movie production studios, and essential healthcare institutions, our fast-casual dining concept stands at the crossroads of bustling activity. The storefront is not only conveniently accessible for the professionals seeking a nutritious and quick dining option but also caters to the health-conscious individuals frequenting nearby hospitals.

Moreover, with ample parking facilities, handicap accessibility, and proximity to public transportation, Purple Garden Health Bar ensures a seamless and inclusive experience for all. The combination of this central location and our commitment to accessibility positions our storefront as a welcoming oasis for those craving a delightful and health-focused dining experience in the heart of the community.



2. Description of Business Continued...

2.3 Interior:

Purple Garden Health Bar will be designed to welcome and surprise guest to make them feel at home. Stepping into the inviting world of Purple Garden Health Bar, where the interior is a vibrant symphony of nature-inspired elegance. Adorned with exquisite floral decor wallpaper, the ambiance is a celebration of lush botanical motifs, creating a refreshing and visually enchanting atmosphere. The carefully curated floral arrangements and soft, ambient lighting cultivate a serene lounge feel, encouraging patrons to unwind and savor their dining experience. With comfortable seating arrangements and an aesthetically pleasing color palette, our interior design harmonizes with the freshness of our nutritious offerings.



Whether you're enjoying a crisp salad, a rejuvenating smoothie, or a wholesome wrap, every corner of Purple Garden Health Bar resonates with the beauty of nature, providing a delightful and uplifting backdrop for a health-conscious culinary journey.

2.4 Hours of Operations:

Open Daily 7am - 9pm

From the break of dawn until the evening glow, Purple Garden Health Bar invites you to savor a spectrum of nutritious delights. Our fast-casual dining concept opens its doors at 7 am, welcoming early risers seeking a wholesome start to their day with our invigorating smoothies, fresh salads, revitalizing juices, and flavorful wraps. The culinary journey extends into the night until 9 pm, ensuring that whether you crave a vibrant breakfast, a refreshing lunch, or a satisfying dinner. Embrace the flexibility of our extended hours, allowing you to experience the goodness of our menu from sunrise to sunset, fostering a commitment to well-being at any hour. We will accept our last online orders at 8:30pm.



2. Description of Business Continued...

2.5 Products- Menu:

Embark on a culinary journey at Purple Garden Health Bar, where our menu is a celebration of farm-to-table goodness crafted with care and creativity. From refreshing smoothies bursting with seasonal fruits to vibrant salads featuring crisp, locally sourced greens, our commitment to nutritious excellence shines through. Immerse yourself in the rejuvenating sips of our freshly squeezed juices, or savor the harmonious blend of flavors in our nourishing wraps and wholesome bowls. Each dish is a testament to our dedication to providing a wide range of options that cater to the diverse tastes and dietary preferences of our patrons. At Purple Garden Health Bar, we take pride in offering a delectable symphony of farm-fresh ingredients, ensuring that every bite not only delights the palate but also supports a balanced and health-conscious lifestyle.

Purple Garden Health Bar will be unique from our competitors because we will cater to the millennial market. We will provide House-made options that you can only find at our restaurant such as our “Seafood Caesar Salad” with our House-made “Purple Caesar salad dressing”. Not to mention our Full smoothie and salad bar that will give our customers a plethora of options to choose and not just corner then into a base menu selection.

Featured Products:

Salads



House-made
“Seafood Caesar
Salad”

Smoothies



Wraps



PG Shaker (Salad on the Go)



Fresh Cold Pressed Juice



Bowls



2. Description of Business Continued...

Menu Sample:



Marketing Mailout Promo Sample:



2. Description of Business Continued...

2.6 Equipment & Suppliers:

To bring the farm-to-table vision to life at Purple Garden Health Bar, we invest in state-of-the-art equipment designed to preserve the freshness and quality of our locally sourced ingredients. Our kitchen is equipped with cutting-edge blenders for crafting velvety smooth smoothies, refrigeration systems to maintain the crispness of farm-fresh greens for salads, and cold-press juicers for extracting the pure essence of locally harvested fruits. In our commitment to supporting local communities, Purple Garden Health Bar will partner directly with local farmers and suppliers. This ensures that our menu is not only a testament to the vibrant flavors of the region but also a catalyst for sustaining local agriculture. By establishing close relationships with farmers, we prioritize transparency, reduce food miles, and contribute to the vitality of the communities we serve. Every piece of equipment in our kitchen plays a crucial role in elevating the farm-to-table experience, allowing us to deliver nutritious and delicious options to our patrons while championing the principles of sustainability and local collaboration.

Equipment	Cost	Functions	Purchase Date
Sandwich Prep Tables 72" (2)	\$7,000	Prepare Food	4/1/24
Sandwich Prep Tables 62" (1)	\$5,000	Prepare Food	4/1/24
Commercial Freezer 3 Door (1)	\$1,500	Store Food	4/1/24
Commercial Refrigerator 3 Door (1)	\$1,500	Store Food	4/1/24
UnderCounter Refrigerator 2 or 3 Door (1)	\$1,000	Store Food	4/1/24
POS System	\$1,000	Take Orders	4/1/24
Prep Tables (1)	\$1,000	Prepare Food	4/1/24
Storage Shelves (3)	\$500	Hold Extra Inventory	4/1/24
Commercial Blenders (4)	\$3,000	Prepare Food	4/1/24
Juicer (2)	\$2,000	Prepare Food	4/1/24
One Sink Blender Cleaner (1)	\$1,500	Wash Supplies	4/1/24
Handwash Sink (1)	\$500	Wash Hands	4/1/24
3 Compartment Sink (1)	\$500	Wash Supplies	4/1/24
Steamer	\$1,000	Prepare Food	4/1/24
Kitchen Utensils	\$1,500	Prepare Food	4/1/24
Misc Items	\$1,500	Misc	4/1/24
Total	\$30,000		

2.7 Management & Staffing Plan

Founder & CEO- Store Manager Aja Greene, a native of Miami, Florida, is the visionary force behind Purple Garden Health Bar, an ambitious leader in the Rockdale-Conyers community.

Aja Greene has cultivated a diverse portfolio of successful ventures, including The AjaPreneur Consulting Agency LLC. Aja is not just an entrepreneur; she is a consummate leader with over 20 years of experience in HR management and consulting. Her commitment to uplift is evident through Aja Takes Action, a 501c3 non-profit organization that bridges gaps in community resources and empowers micro-small business owners. Aja's expertise, recognized by her local County Board of Commissioners, is underpinned by an associate degree in Broadcast Journalism and a bachelor's degree in Business Management with a concentration in Human Resources Management. Aja's passion, leadership, and dedication make her the perfect person to lead Purple Garden Health Bar, where her vision for health-focused dining aligns seamlessly with her proven track record of entrepreneurial success and community impact. Aja's focus on educating the community more on health and wellness by providing them with more diverse diet options. Learn more about Aja online at www.ajagreene.com

As CEO, Aja will be responsible for ensuring day-to-day operations will comply with the standards set by store policy.



2. Description of Business Continued...

2.7 Management & Staffing Plan

Purple Garden Health Bar aims to create a successful and rewarding work environment. It is our firm belief that employee satisfaction represents a key contribution to customer satisfaction. The management team will consist of Aja Greene as Store Manager for the first year. This will not be a paid roll to help labor overhead. The cost savings on labor will be added toward the remaining staff members. For the first year of operations there will be no employee benefits offered to employees. Down the road, this will be reviewed as it is the desire of the owner to be competitive in the workforce and care of its employees. Store can operate with minimum of 2 staff on-site during shift.

Purple Garden Health Bar Staffed as follows:

Restaurant: Front of the House	Starting Month:	Annual Salary:	Hourly Wage:	Hours Per Wk:
Store Manager	1	\$0	\$0.00	Full-Time
Smoothie Barista	1	\$16,640	\$8.00	32
Juice Barista	6	\$16,640	\$8.00	32
Sandwich/Wrap Artist	1	\$16,640	\$8.00	32
Restaurant: Back of the House	Starting Month:	Annual Salary:	Hourly Wage:	Hours Per Wk:
Food Prep Associate	1	\$16,640	\$8.00	32

Sanitation & Food Handling:

Purple Garden Heal Bar will maintain a 100% compliance policy for food handling to ensure safety and good health practices. We will always comply with the Department of Health sanitation standards. All staff will be certified under applicable food safety protocols and requirements. As well as training requirements accredited by “ServeSafe Certifications”



LABOR

- OPERATED WITH MINIMAL LABOR (2 EMPLOYEES)
- IDEALLY, OPERATED WITH AN EXISTING EMPLOYEE (USUALLY THE FRONT DESK EMPLOYEE)



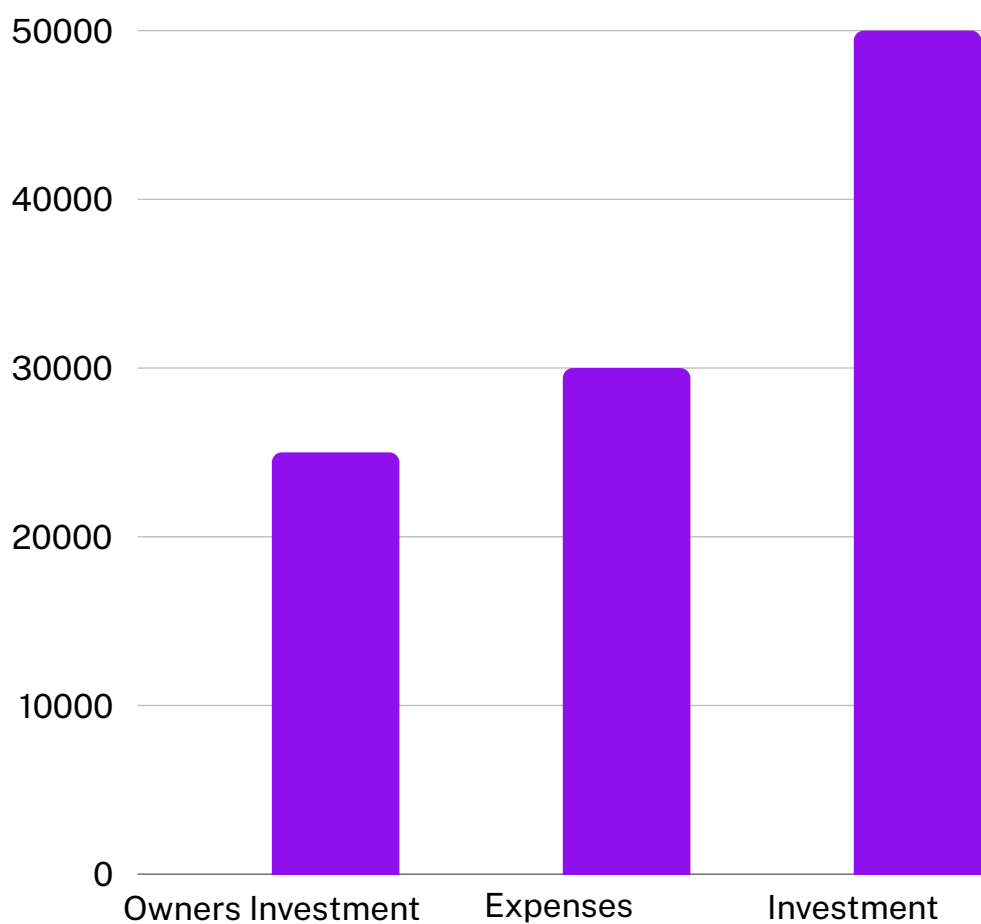
2. Description of Business Continued...



2.8 Start-Up Summary

Launching Purple Garden Health Bar involves careful financial planning to ensure a seamless start to this farm-to-table fast-casual dining concept. Start-up costs will encompass a variety of essential elements, including securing a prime location, interior design to create an inviting ambiance, state-of-the-art kitchen equipment for efficient operations, licensing and permits, and the initial inventory of high-quality, farm-fresh ingredients. Additionally, marketing and promotional expenses will play a crucial role in introducing Purple Garden Health Bar to the community. The costs associated with staff recruitment, training, and initial salaries are also factored in to ensure a skilled and dedicated team. A portion of the start-up budget will be allocated for technology infrastructure, such as a robust point-of-sale system and an online ordering platform. By meticulously accounting for every aspect of the start-up process, Purple Garden Health Bar aims to create a solid foundation for success in delivering nutritious and delicious options to its patrons.

Start up cost and initial financing are shown in the following table. I have \$5,000 in savings and I’m seeking an additional \$50,000. In addition we have received \$20,000 from friends and family members. (See appendix)



3. Marketing

3.1 Industry Analysis:

The fast-casual dining industry is undergoing a profound evolution, marked by a surge in demand for farm-to-table, nutritious offerings. Consumers are increasingly prioritizing health-conscious choices, seeking fresh, locally sourced ingredients in a convenient dining format. Purple Garden Health Bar is strategically positioned to capitalize on this trend, providing a diverse menu of delicious options crafted with a farm-to-table ethos.

Industry Statistics:

- **Market Growth:** The fast-casual dining segment has experienced consistent growth, with a projected annual increase of 6% over the next five years, according to industry analysts.
- **Health-Conscious Trends:** Over 70% of consumers express a preference for healthier food options, contributing to the rise of farm-to-table concepts in the industry.
- **Online Ordering:** With the increasing reliance on technology, online orders in the fast-casual sector have seen a 20% YoY increase, emphasizing the need for robust online platforms.

Restaurant Demographics:

Purple Garden Health Bar caters to a diverse range of demographics, strategically positioning itself near restaurants, manufacturing facilities, movie production studios, and hospitals.

- **Urban Professionals:** Targeting urban professionals seeking quick yet nutritious meals during work hours.
- **Families:** Providing a family-friendly environment with diverse menu options for all age groups.
- **Health-Conscious Individuals:** Attracting those committed to wellness, aligning with the growing trend of mindful eating.

Millennials:

Recognizing the significance of millennials in shaping dining trends, Purple Garden Health Bar tailors its offerings to meet their preferences:

- **Customization:** Millennials appreciate customizable options, and Purple Garden's menu, featuring bowls, wraps, and salads, provides the flexibility they seek.
- **Sustainability:** With a farm-to-table approach, Purple Garden resonates with millennials who value sustainable and environmentally friendly practices.
- **Social Media Presence:** Leveraging social media platforms to connect with millennials, showcasing the visually appealing and health-focused aspects of Purple Garden.

In 2021/2022, the average American consumed more than 230,000 tons of smoothies and juices. According to a 2022 survey by "Fresh packaged salads" 35% of Americans purchased at least two salads per week. Since, 2022, the sales volume of smoothies, juices, and salads in the U.S is increasing with sales reaching almost 1.4 billion, 192 oz cases sold daily in 2022.

Production:

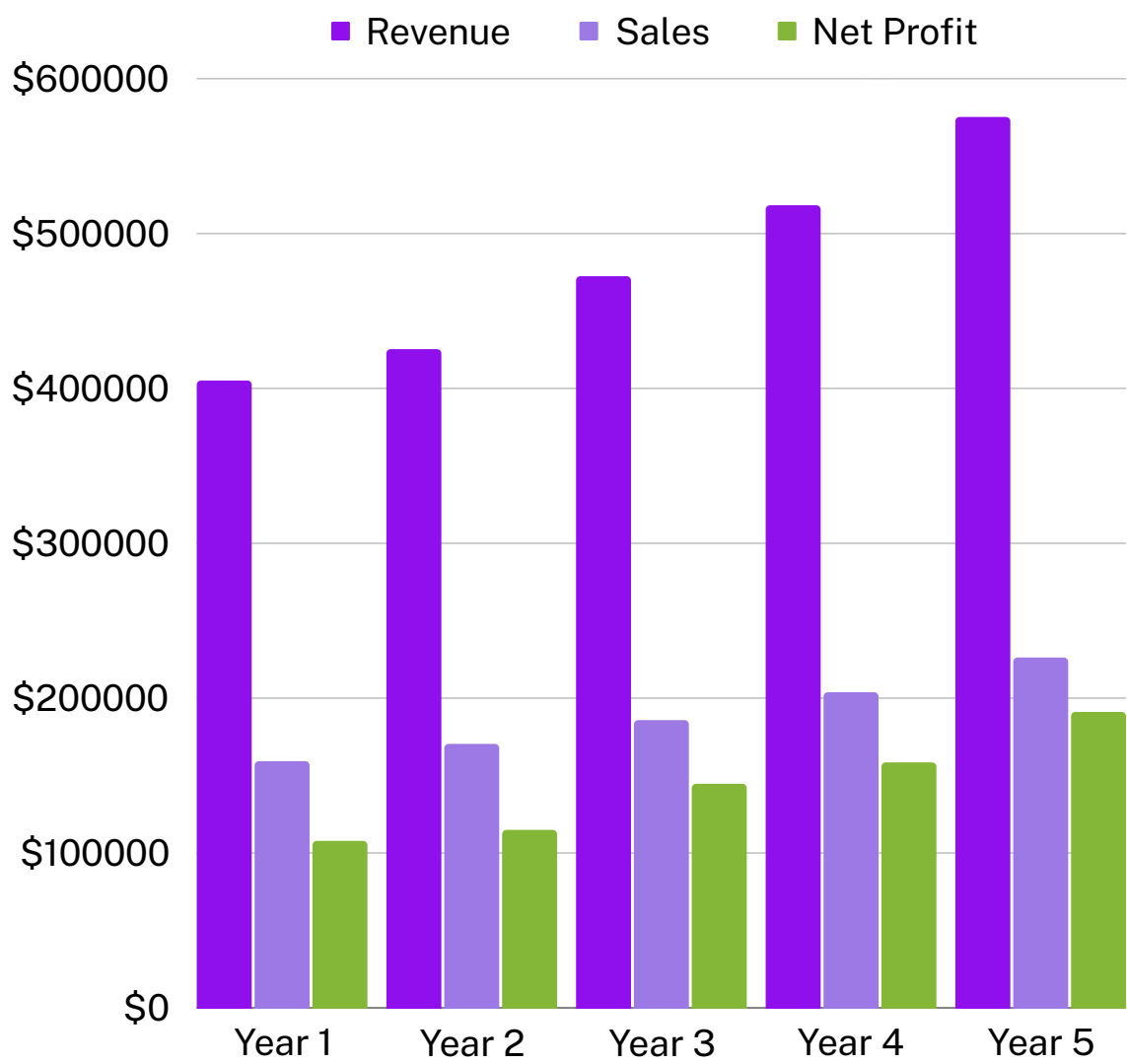
At Purple Garden Health Bar, our commitment to delivering farm-to-table excellence is woven into the very fabric of our production process. We proudly source our produce locally, establishing direct partnerships with nearby farmers. By doing so, we not only ensure the freshness and quality of our ingredients but also actively contribute to the vitality of the local economy. This intentional choice to purchase locally is a core aspect of our mission to give back to the community that nourishes us. Supporting local farmers not only fosters sustainable agricultural practices but also strengthens the ties that bind our community together. With every crisp leaf of lettuce and succulent berry in our smoothies, Purple Garden Health Bar is not just providing nutritious options; it's cultivating a cycle of support that benefits both our patrons and the local farmers who share in our vision of fostering health and community well-being.



3. Marketing Continued...

3.1 Sales & Trends:

Purple Garden Health Bar, nestled within the dynamic landscape of fast-casual dining, envisions promising sales potential aligned with industry standards and prevailing trends. According to current industry statistics, the demand for farm-to-table and nutritious dining options is on a steady rise, with a notable annual growth rate of 6%. Consumers increasingly seek fresh, locally sourced ingredients in their meals, reflecting a shift towards health-conscious choices. With a diverse menu encompassing smoothies, salads, juices, wraps, and bowls, Purple Garden Health Bar strategically aligns with these evolving preferences. As the industry places a premium on customizable, flavorful, and health-focused offerings, we anticipate capturing a significant market share. The upward trajectory in online orders, a trend amplified by the current digital age, is another factor contributing to potential sales growth. By combining our commitment to farm-to-table practices with these industry trends, Purple Garden Health Bar is poised to not only meet but exceed industry standards for sales, carving a niche as a go-to destination for those seeking a delightful fusion of nutrition and taste.



3. Marketing Continued...

3.2 Market Analysis:

Purple Garden Health Bar enters the fast-casual dining market with a strategic focus on farm-to-table, nutritious offerings, positioning itself to tap into current industry trends and meet the evolving demands of health-conscious consumers.

Consumer Preferences:

Research indicates a significant shift in consumer preferences towards healthier food options. Purple Garden Health Bar’s diverse menu, featuring smoothies, salads, juices, wraps, and bowls, aligns perfectly with this growing demand. Consumers increasingly seek customizable and flavorful dining experiences, emphasizing the need for fresh and high-quality ingredients.

Industry Growth:

The fast-casual dining sector has experienced consistent growth, with an annual growth rate of 6%. Purple Garden Health Bar aims to capitalize on this momentum by providing a unique dining experience that combines convenience with a commitment to health and sustainability.

Local Sourcing and Sustainability:

The emphasis on locally sourced ingredients has become a driving force in consumer decision-making. Purple Garden Health Bar’s dedication to partnering with local farmers not only ensures the freshness and quality of its offerings but also resonates with the environmentally conscious consumer, contributing to the sustainability of local communities.

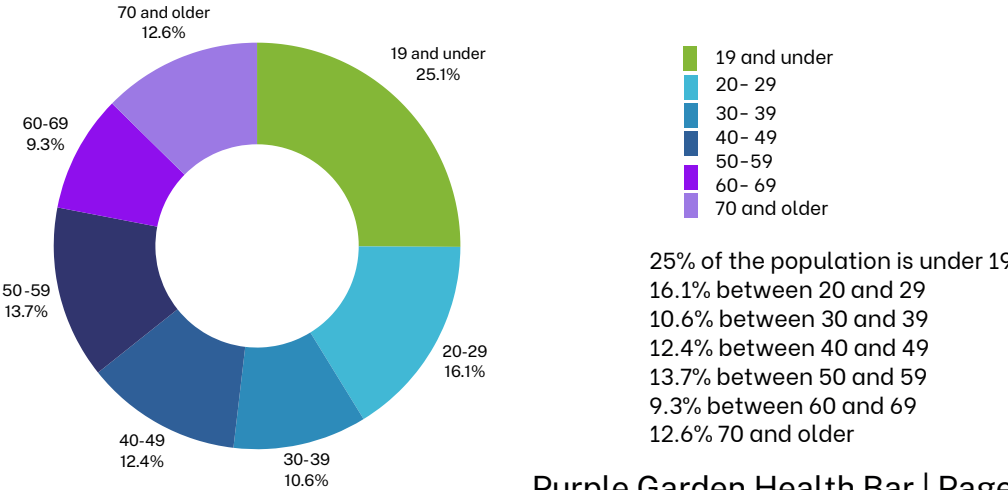
Online Ordering Trends:

As the digital landscape continues to influence consumer behavior, the fast-casual sector has seen a notable increase in online orders, with a year-over-year growth of 20%. Purple Garden Health Bar recognizes the significance of this trend and has invested in a robust online platform to cater to the convenience-seeking consumer.

Competitive Edge:

Purple Garden Health Bar’s commitment to a diverse, health-focused menu, combined with its farm-to-table approach, positions it as a distinctive player in the market. The unique offerings, sustainability practices, and a commitment to community well-being provide Purple Garden Health Bar with a competitive edge in the fast-casual dining landscape.

Age Composition
City of Conyers



3. Marketing Continued...

3.2 Market Analysis:

Purple Garden Health Bar's marketing strategy is poised to create a captivating narrative that not only introduces our fast-casual dining concept but also establishes a profound connection with our target audience. Through an integrated approach encompassing billboards, Every Door Direct Mail (EDDM) marketing, Trade-shows, health and wellness events, news ads, radio promos, and social media ads, we aim to forge a distinctive brand identity synonymous with farm-to-table excellence and a commitment to holistic well-being.



Billboards and EDDM Marketing:

Our billboards strategically placed in high-traffic locations will serve as visual ambassadors, showcasing the vibrant colors of our nutritious offerings and inviting the community to experience the freshness of Purple Garden Health Bar. EDDM marketing will further penetrate local neighborhoods, delivering visually appealing and informative materials directly to potential patrons' doorsteps, creating an immediate and tangible connection with our brand.

Tradeshows and Health & Wellness Events:

Participation in tradeshows and health and wellness events provides Purple Garden Health Bar with a platform to engage directly with our audience. Through interactive displays and tastings, attendees will experience the essence of farm-to-table dining. Our booth at these events will not only introduce our menu but also convey our commitment to community health, leaving a lasting impression on health-conscious consumers seeking convenient and nutritious dining options.

News Ads and Radio Promos:

Strategic placement of news ads and radio promos will amplify Purple Garden Health Bar's message across traditional media channels. With compelling visuals and narrations, we will communicate our dedication to farm-fresh ingredients, health-focused alternatives, and a vibrant dining experience. These mediums will serve as essential touchpoints for reaching a broad audience and building brand awareness within the local community.



Social Media Ads:

In the digital realm, social media will play a pivotal role in fostering a dynamic and interactive relationship with our audience. Engaging content featuring visually appealing dishes, behind-the-scenes glimpses, and customer testimonials will be disseminated through targeted social media ads. These platforms will not only showcase Purple Garden Health Bar's offerings but also invite a dialogue with our audience, creating a community around our brand.

Millennials (ages 27-42):

Recognizing the significance of millennials in shaping dining trends, Purple Garden Health Bar tailors its offerings to meet their preferences:

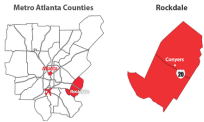
- **Customization:** Millennials appreciate customizable options, and Purple Garden's menu, featuring bowls, wraps, and salads, provides the flexibility they seek.
- **Sustainability:** With a farm-to-table approach, Purple Garden resonates with millennials who value sustainable and environmentally friendly practices.
- **Social Media Presence:** Leveraging social media platforms to connect with millennials, showcasing the visually appealing and health-focused aspects of Purple Garden.

3. Market Segmentation

3.3: Conyers, GA (Rockdale County)

Conyers, Georgia:

Conyers is the oldest city in Rockdale County and serves as its county seat. According to the U.S. Census Bureau’s 2020 data, Conyers had a population of around 16,041 residents, reflecting a diverse community with various ethnicities and age groups. The city boasts a historic district characterized by charming architecture from the late 19th and early 20th centuries. Conyers gained international recognition for hosting equestrian events during the 1996 Summer Olympics at the Georgia International Horse Park, which remains a significant attraction. The city is known for its natural beauty, with parks, green spaces, and a welcoming atmosphere.



Rockdale County:

Rockdale County, part of the Atlanta metropolitan area, had a population of approximately 94,466 residents as of the 2020 census. Conyers serves as the county seat. The county features a mix of residential, commercial, and industrial areas, reflecting economic growth and development. Rockdale County is home to various educational institutions, including public schools and higher education facilities. Residents and visitors can enjoy recreational areas and parks, contributing to the overall quality of life in the county.

- **Market Penetration:** Assume a percentage of the total population within the target age range will be your potential customers. This percentage could be influenced by factors such as the popularity of fast-casual dining, the uniqueness of your offerings, and local competition.
- **Frequency of Visits:** Estimate how often your target market might visit your establishment in a given week or month. This could be influenced by factors like the convenience of your location, the appeal of your menu, and the overall dining culture in Conyers.
- **Percentage of Market Captured:** Consider what percentage of the target market you expect to capture based on your marketing efforts, competitive advantages, and community engagement.

Without specific data, it’s challenging to provide an exact number. Let’s assume that 20% of the population in the 27-42 age range becomes our target market, and they visit our establishment on average twice a month. This would result in the following calculation:

Population × Market Penetration × Frequency of Visits = Estimated Number of People Served

94,900 × 0.20 × 2 = Estimated Number of People Served

18,980

People to Serve in Millennial age group alone.



Demographics	Statistics
Population - 2022 Census	94,984
Person over 18	75.3%
White alone	32.6%
Black alone	62.3%
Hispanic alone	10.8%
Other	5.0%
High school diploma	89.4%
Bachelor's Degree or higher	27.9%
Per capital income	\$30,961
Medium Household income	\$64,230

3. Competition & Buying Patterns

3.4: Competition & Buying Patterns

Health-Conscious Dining: Consumers are increasingly prioritizing health-conscious choices, driving the demand for nutritious and farm-to-table dining experiences. Purple Garden Health Bar caters to individuals seeking flavorful options crafted from fresh, locally sourced ingredients. Customers are drawn to our commitment to providing a menu that aligns with their wellness goals, offering a diverse range of smoothies, salads, juices, wraps, and bowls that contribute to a balanced and wholesome lifestyle.

Frequency of Purchases: Purple Garden Health Bar recognizes that consumer habits in the fast-casual dining industry often involve frequent visits, driven by the convenience and variety offered. Our diverse menu appeals to different tastes and dietary preferences, encouraging regular patronage. Whether customers are seeking a quick and nutritious lunch during the workweek or a refreshing weekend treat, Purple Garden becomes a go-to destination for frequent and satisfying dining experiences.

Reasons for Purchase:

- Customers are drawn to Purple Garden Health Bar for several compelling reasons. The farm-to-table approach assures them of the freshness and quality of the ingredients, contributing to a heightened dining experience.
- The customizable nature of our menu allows patrons to tailor their meals to their specific preferences, fostering a sense of personalization.
- The commitment to sustainability and supporting local farmers resonates with socially conscious consumers, creating a connection beyond just a transaction. Purple Garden becomes not only a place to satisfy hunger but a destination that aligns with values of health, freshness, and community support.

Experiential and Social Aspects: Beyond the food itself, Purple Garden recognizes the importance of creating an inviting and vibrant atmosphere. The ambiance and friendly environment encourage customers to view their dining experience as more than just a transaction. This experiential element, combined with a commitment to exceptional customer service, fosters customer loyalty and transforms Purple Garden into a social hub where patrons gather for both nourishment and connection.

Purple Garden Health Bar is driven by a combination of health-conscious motivations, the frequency of convenient and satisfying dining experiences, and the alignment of our values with those of our customers. Purple Garden seeks to become not just a dining option but a lifestyle choice for individuals seeking a flavorful, nutritious, and socially responsible fast-casual experience.



3. Competition & Buying Patterns Continued...

3.4: Direct Competitors:

A selection of direct competitors Includes:



Tropical Smoothie Cafe is recognized for its tropical-themed menu, featuring a mix of smoothies, wraps, sandwiches, and salads. With a focus on a relaxed and beachy ambiance, the cafe caters to a diverse consumer base seeking a balance between flavor and health. Purple Garden Health Bar positions itself as a competitor by offering a similar range of options but with a distinctive farm-to-table emphasis. Purple Garden stands out through its commitment to local sourcing, unique house-made offerings, and a broader menu selection that extends beyond smoothies, providing a more holistic dining experience.

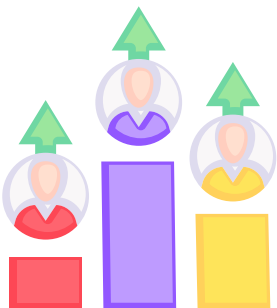
As a well-established player in the smoothie and health-focused industry, Smoothie King brings a robust and recognizable brand to the market. Known for its extensive menu of smoothie options catering to various health goals, Smoothie King appeals to a broad demographic. The franchise's emphasis on fitness and wellness aligns with the health-conscious trend, making it a formidable competitor. Purple Garden Health Bar distinguishes itself by offering a broader menu range, including salads, wraps, and bowls, providing a more comprehensive array of farm-to-table, nutritious options for a diverse customer base.



My Life Smoothie, as a local competitor, may have a niche presence in the market. Understanding local preferences and establishing a connection with the community is a potential strength. Purple Garden Health Bar, while acknowledging the significance of local competition, differentiates itself through a more extensive and diverse menu, a commitment to farm-to-table practices, and a focus on creating a vibrant and inviting atmosphere. By offering not just smoothies but also salads, wraps, juices, and bowls, Purple Garden aims to capture a broader audience seeking a comprehensive health-focused dining experience.

Purple Garden Health Bar's Unique Competitive Advantages:

- **Diverse Menu:** Purple Garden Health Bar distinguishes itself by providing a wide range of farm-to-table options, including smoothies, salads, juices, wraps, and bowls, offering a more comprehensive menu compared to competitors.
- **Local Sourcing and Sustainability:** The commitment to local sourcing and sustainability sets Purple Garden apart, resonating with consumers who prioritize supporting local farmers and environmentally friendly practices.
- **House-Made Offerings:** Unique house-made offerings, such as the seafood Caesar salad and purple Caesar salad dressing, contribute to Purple Garden's distinct flavor profile, offering something special that competitors may not replicate.
- **Community Connection:** By actively engaging with the local community, Purple Garden aims to create a sense of belonging and connection, transforming the dining experience into a lifestyle choice.



3. Competition & Buying Patterns

3.4: Pricing

Unlike competitors, the principals have developed standard prices for all products. Customers will enjoy our Smoothies, Salads, Juices, Wraps, and Bowls from \$7-\$12 which will be cheaper than our competitors.

Competitor Name	Smoothies	Salads	Wraps	Fresh Juices	Bowls
Tropical Smoothie Café	\$7.49	\$11.59	\$9.49	N/A	N/A
Smoothie King	\$7.29	N/A	N/A	N/A	\$11.99
My Life Smoothie	\$7.79	N/A	N/A	N/A	N/A
Purple Garden Health Bar	\$7.00	\$10.49	\$8.49	\$6.00	\$10.79

Various marketing strategies will be implemented. Marketing strategies are listed in order of priority. One factor that will play a major role in the marketing plan will be social media ads and will be reposted on social media. Also we will be using Facebook and building awareness with free post, discounts and giveaways.

The second biggest marketing strategy will be direct mailouts, sending coupons directly to our potential customers door. We will also have specialty days that allows schools, service workers, teachers, and others to come in and receive a discount. Being that we are an half mile from a major hospital, this program will popular among hospital staff.

Other marketing strategies include flyers, signs, business cards, and door to door promotion. A press release will be sent to local news outlets a month before the launch, as well as for the Grand Opening. The first 50 customers will receive a 50% discount off of their order.

Development Table

The proposed timetable for the project is as follows:

Activity	Target Timetable
Site Selection	10/23
Business Licenses, Tax Id, Bank Acct.	2/22
Apply for Loan	12/23
Investing Testing	1/24
Site Renovations Start (4-5 months)	1/24
Soft Opening (Family, Friends, Community Leaders)	5/27/2024 (Memorial Day Weekend)
Grand Opening	6/24/2024 (National Smoothie Day)



4. APPENDIX

4.1: Start-up Expenses

The startup costs for Purple Garden Health Bar encompass a variety of essential elements. These include expenditures on location setup and renovations, equipment acquisition such as blenders and juicers, licensing and permit fees, initial inventory of fresh ingredients, marketing and promotional efforts to attract customers, staffing costs including salaries and training, utilities for ongoing operations, business insurance for risk mitigation, technology expenses for point-of-sale systems and software, as well as legal and professional fees for necessary support services.

Start Up "ONE-TIME" Cost	Cost
Equipment	\$ 30,000.00
Decorating & Remodeling	\$ (7,500.00)
Starting Inventory	\$ 10,000.00
Deposits With Utilities	\$ 1,000.00
Legal & Other professional Services	\$ 1,000.00
Advertising & Marketing	\$ 5,000.00
Salary & Wages	\$ 5,000.00
Rent (First & Security)	\$ (10,000.00)
Business Identity (Websites, Logos, ETC)	\$ 500.00
Operating & Security Systems	\$ 5,000.00
Build Out cost	\$ 15,000.00
Misc	\$ (5,000.00)
Start Up Cost	\$ 50,000.00
Owner Invested Cost	\$ 25,000.00
Total Start Up Cost	\$ 75,000.00
Investment Requested	\$ 50,000.00



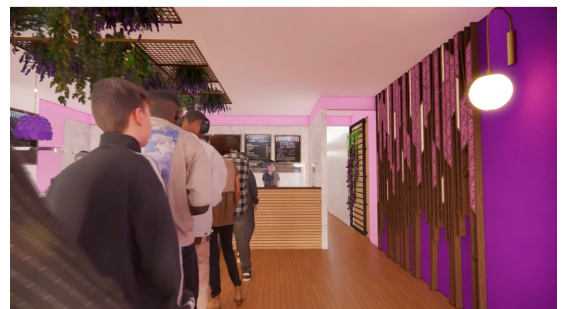
4. APPENDIX

4.2: Photo Examples

Welcome to Purple Garden Health Bar, where we've cultivated more than just a dining space; we've crafted an immersive experience for our cherished patrons. Step into a world where the ambiance transcends the ordinary, enveloping you in a floral haven. Our interior boasts intricate floral decor wallpaper, creating a tapestry of vibrant colors that sets the stage for a visually delightful and relaxing atmosphere. Picture yourself surrounded by nature-inspired aesthetics, as our floral decor ambiance evokes a sense of tranquility and rejuvenation.

At Purple Garden, we believe that dining is an experience to be savored, not just a transaction. Our unique decor transforms the space into a sanctuary, inviting you to escape the hustle and bustle and immerse yourself in a lounge-like feel. Whether you're sipping on a refreshing smoothie, savoring a nutrient-packed salad, or enjoying one of our signature wraps, the environment enhances every bite and sip, making your visit memorable.

At Purple Garden Health Bar, where the fusion of nutritious offerings and a uniquely crafted atmosphere creates a space that transcends the conventional dining experience. Here, every detail, from the decor to the service, is designed to envelop you in a floral embrace, making your journey with us not just a meal but a captivating and refreshing escape.



5 FINANCIALS

5.1: Peak

In our financial projections, we have meticulously accounted for both peak and non-peak seasons to provide a comprehensive outlook on our business's performance. During peak seasons, which typically coincide with higher consumer demand, we anticipate robust revenue growth driven by increased foot traffic and higher sales volumes. Our revenue projections for these periods are based on historical trends, market analysis, and anticipated growth in our customer base. We have factored in various promotional strategies and marketing initiatives to capitalize on the heightened consumer interest during these times.

Conversely, during non-peak seasons, where consumer demand may taper off, we have implemented strategies to mitigate potential revenue declines. While we expect a decrease in overall sales volume compared to peak seasons, we have taken proactive measures to optimize operational efficiency and minimize costs. This includes streamlining inventory management, optimizing staffing levels, and implementing targeted marketing campaigns to stimulate demand during slower periods.

Our financial projections account for these fluctuations in revenue throughout the year, providing a balanced view of our business's performance across different seasons. By strategically planning for both peak and non-peak periods, we aim to maintain stable cash flow, maximize profitability, and sustain long-term growth for our business.

Peak Season	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Total
Monthly Customers (repeated customer monthly)	4,907	5,029	5,155	5,284	5,416	5,551	31,342
Product Cash Sales In	Smoothies - \$7.00 Salads- \$10.49 Wraps- \$8.49 Fresh Juices - \$6.00 Bowls \$10.99 Total \$42.97 Average \$8.59	Smoothies - \$7.00 Salads- \$10.49 Wraps- \$8.49 Fresh Juices - \$6.00 Bowls \$10.99 Total \$42.97 Average \$8.59	Smoothies - \$7.00 Salads- \$10.49 Wraps- \$8.49 Fresh Juices - \$6.00 Bowls \$10.99 Total \$42.97 Average \$8.59	Smoothies - \$7.00 Salads- \$10.49 Wraps- \$8.49 Fresh Juices - \$6.00 Bowls \$10.99 Total \$42.97 Average \$8.59	Smoothies - \$7.00 Salads- \$10.49 Wraps- \$8.49 Fresh Juices - \$6.00 Bowls \$10.99 Total \$42.97 Average \$8.59	Smoothies - \$7.00 Salads- \$10.49 Wraps- \$8.49 Fresh Juices - \$6.00 Bowls \$10.99 Total \$42.97 Average \$8.59	
Total Revenue	\$42,151	\$42,204	\$44,285	\$45,392	\$46,526	\$47,690	\$268,248.00
Cost of Goods Sold							
Smoothies, Salads, Wraps, Juices, Bowls	\$11,571	\$11,860	\$12,156	\$12,460	\$12,772	\$13,091	
Total Cost of Sales	\$11,571	\$11,860	\$12,156	\$12,460	\$12,772	\$13,091	
Operating Expenses							
Rent	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$21,000
Payroll (includes taxes)	\$5,000	\$5,000	\$6,000	\$6,000	\$6,000	\$6,000	\$34,000
Marketing	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$6,000
Inventory	\$2,000	\$2,000	\$2,500	\$3,000	\$3,000	\$3,000	\$15,500
Misc. Telephone, Internet, POS System fees, Bank fees, Loan, Toiletries (Subject to change)	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$9,000
Total Outgoing Expenses	\$13,000.00	\$13,000.00	\$14,500.00	\$15,000.00	\$15,000.00	\$15,000.00	\$85,500
Ending Balance	\$29,151.00	\$29,204.00	\$29,785.00	\$30,392.00	\$31,526.00	\$32,690.00	\$182,748.00

5 FINANCIALS

5.1: Non-Peak Season

Non-Peak Season	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total
Monthly Customers (repeated customer monthly)	2,403	2,463	2,524	2,587	2,652	2,718	15,347
Product Cash Sales In	Smoothies - \$7.00 Salads- \$10.49 Wraps- \$8.49 Fresh Juices - \$6.00 Bowls \$10.99 Total \$42.97 Average \$8.59	Smoothies - \$7.00 Salads- \$10.49 Wraps- \$8.49 Fresh Juices - \$6.00 Bowls \$10.99 Total \$42.97 Average \$8.59	Smoothies - \$7.00 Salads- \$10.49 Wraps- \$8.49 Fresh Juices - \$6.00 Bowls \$10.99 Total \$42.97 Average \$8.59	Smoothies - \$7.00 Salads- \$10.49 Wraps- \$8.49 Fresh Juices - \$6.00 Bowls \$10.99 Total \$42.97 Average \$8.59	Smoothies - \$7.00 Salads- \$10.49 Wraps- \$8.49 Fresh Juices - \$6.00 Bowls \$10.99 Total \$42.97 Average \$8.59	Smoothies - \$7.00 Salads- \$10.49 Wraps- \$8.49 Fresh Juices - \$6.00 Bowls \$10.99 Total \$42.97 Average \$8.59	
Total Revenue	\$20,641	\$21,157	\$21,685	\$22,228	\$22,783	\$23,353	\$131,847
Cost of Sales							
Smoothies	\$4,182	\$4,286	\$4,393	\$4,503	\$4,616	\$4,731	
Salads	\$6,652	\$6,818	\$6,988	\$7,163	\$7,342	\$7,526	
Wraps	\$5,108	\$5,235	\$5,458	\$5,594	\$5,734	\$5,877	
Juices	\$2,080	\$2,132	\$2,185	\$2,239	\$2,295	\$2,353	
Bowls	\$2,619	\$2,684	\$2,751	\$2,819	\$2,890	\$2,962	
Total Cost of Sales	\$20,641	\$21,155	\$21,775	\$22,318	\$22,877	\$23,449	\$132,215
Operating Expenses							
Rent	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	
Payroll (includes taxes)	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	
Marketing	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	
Inventory	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	
Misc. Telephone, Internet, POS System fees, Bank fees, Loan, Toiletries (Subject to change)	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	
Total Outgoing Expenses	\$12,000.00	\$12,000.00	\$12,000.00	\$12,000.00	\$12,000.00	\$12,000.00	
Ending Balance	\$8,641.00	\$9,157.00	\$9,685.00	\$10,228.00	\$10,783.00	\$11,353.00	\$59,847.00

5 FINANCIALS

5.2: 5 Year Projections

In our financial projections spanning from year 1 through year 5, we anticipate a steady and sustainable growth trajectory for Purple Garden Health Bar. Leveraging our comprehensive market analysis and strategic planning, we forecast robust revenue increases year over year. During the initial year, we project a conservative yet promising revenue of \$405,092, with subsequent years witnessing incremental growth rates of 5%, 7%, 9%, 9.7%, and 11% respectively.

This growth is underpinned by several factors, including an expanding customer base, effective marketing strategies, and a diversified product offering. As our brand awareness increases and customer loyalty solidifies, we anticipate a positive feedback loop driving continued sales growth.

Furthermore, our cost management strategies ensure that operational expenses remain optimized throughout this period. By closely monitoring expenses, negotiating favorable supplier agreements, and implementing efficiency measures, we aim to maintain healthy profit margins while scaling our business.

Investments in technology and infrastructure enhancements are also factored into our projections, enabling us to meet growing demand, enhance customer experience, and drive operational efficiencies.

Overall, our financial projections reflect our commitment to sustainable growth, prudent financial management, and delivering long-term value to our stakeholders. With a clear vision and strategic roadmap in place, we are confident in our ability to achieve and exceed these projections in the years to come.

	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	\$405,092	\$433, 448	\$472,458	\$518,287	\$575,298
Cost of Goods Sold	\$159,290	\$170,440	\$185,779	\$203,800	\$226,218
Employee Expenses	\$60,000	\$60,000	\$60,000	\$72,000	\$72,000
Operating Expenses	\$78,000	\$80,000	\$82,000	\$84,000	\$86,000
EBITA	80.8%	81.1%	82.4%	83.5%	84.8%

Watch Virtual Walk through of Purple Garden Here

Please click this link : [WATCH NOW](#)



THANK YOU!

**Contact us for further
inquiries**



1927 GA- 138 SE
CONYERS, GA 30013
6780 736-0047

INFO@PURPLEGARDENHEALTHBAR.COM