



Essential **Basic**

THE HEALTHIEST BUSINESS :
**THE BEST EQUIPMENT
+ THE EASIEST FORMULA**

12 oz cup of freshly squeezed orange juice

Selling Price	\$4.50
Cost	- \$1.50
Profit	= \$3.00

Selling 20 juices per day
\$3 x 20 juices x 25 days = **\$1,500 monthly gross profits**

Payment plan #1 : Purchase - One time payment

Retail price	Discount	Final price
\$4,320	-15%	\$3,672

Payment plan #2 : Purchase - Financed over 12 months

Months	Monthly payment	Total paid
12	\$360	\$4,320

Payment plan #3 : Rent

Monthly payment
\$120

Cancel at any time. Option to buy the juicer is available at any point, and **70%** of your rent payments will be **discounted** from the retail price.

ALL PLANS: taxes not included.



UNDERSTANDING THE PROFIT

Our analysis for a 12 oz cup of freshly squeezed orange juice

Selling Price \$4.50

Cost - \$1.50

Profit = \$3.00

	30lb box of oranges	
Number of oranges	≈ 70	
Juice obtained	≈ 200 oz	
Number of 12oz juices	≈ 17	
Price per box		JUN - NOV DEC - MAY
		\$25 \$20
Cost per 12 oz juice		\$1.50 \$1.18
Average cost per 12 oz juice		\$1.30
Cup + Lid + Straw		\$0.20
Average total cost per 12oz cup		\$1.50 (tax incl.)

Prices and yields can vary though the year, these are estimates

Selling 20 juices per day

\$3 x 20 juices x 25 days = **\$1,500 monthly gross profits**

With payment plan #2: Purchase - Financed over 12 months

- \$1,500 gross profit - \$385 payment = **\$1,115 net monthly profit** for the first 12 months

With payment plan #3: Rent

- \$1,500 gross profit - \$120 rent = **\$1,380 net monthly profit**

