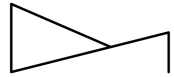


Daniel Herbert



GOLDEN SALMON

— SMALL **RUM** BATCH —

BUSINESS PLAN

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figures, references and bibliography)



**BA (Hons) - Digital Media Design - DM3105 - Enterprise
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Section One

EXECUTIVE SUMMARY

Business Summary

Golden Salmon is a craft small-batch rum distillery that produces high-quality, unique rum using traditional ingredients and modern methods. Our rum is aged for a minimum of 12 months, resulting in a smooth and complex flavour that is true to our heritage. In addition to the quality of our rum, we differentiate ourselves from the competition through our innovative marketing campaigns, including an AR immersive smuggling story that allows customers to participate in a virtual experience where they learn more about the history and process of rum-making and follow the lives of smugglers in the 18th century. Our goal is to become the leading small-batch rum brand in Dorset and Hampshire by improving quality and offering a memorable brand experience, and we aim to launch by December 2024. We predict a first-year revenue of £26,800, followed by £371,050 in year two with a net profit of £47,700 and £479,505 in the third year with a net profit of £145,390 and a balance of £185,860 by the end of the first 36 months.



MARKET STRATEGY

Business Objectives

- **Increase brand awareness** by 50% within the second year of trading through targeted marketing campaigns that leverage the AR immersive smuggling story, measured by website traffic and social media engagement metrics.
- **Increase production capacity** by 25% within the first two years by investing in additional equipment and training for the distillery team, as measured by an increase in the amount of rum produced and the efficiency of the production process.
- **Secure at least two new partnerships or collaborations** by the first quarter of year two by identifying and reaching out to complementary brands in the industry, as measured by an increase in the visibility and credibility of the distillery.
- **Improve the quality of the rum** by consistently achieving a rating of at least 95 out of 100 on independent review websites, measured by customer feedback and ratings.

Business Name

“Golden Salmon Limited”

Strap Line

“Embark on a journey of discovery with rich flavours and immersive history of the Smuggler’s Rum with the Golden Salmon Distillery”

Elevator Pitch

“Golden Salmon Small Batch Rum is a craft distillery that combines traditional ingredients and modern methods to create a unique, high-quality rum. Aged in oak barrels for at least 12 months, our rum has a smooth, complex flavour that sets it apart from the competition. But we’re not just about the rum – we also offer an innovative, immersive marketing experience through our AR smuggling story. Follow the lives of 18th-century smugglers and learn about the history and process of rum-making as you participate in a virtual narrative. We’re in the early stages of launching the company. Still, our goal is to become the leading small-batch rum brand in Dorset and Hampshire, offering customers a memorable and authentic brand experience. Keep an eye out for our launch in December 2024!”

Unique Selling Proposition

At the Golden Salmon, we believe everyone should have the chance to try the smuggling delights of the 18th century. We recreate rums as they would have tasted when Christchurch's smuggling trade was at its best. To enhance the taste sensation of the newest South Coast rum distillery, our fellow smugglers will be transported back to murkier times through our immersive AR experience.

Dorset and the Jurassic coast were notorious locations for 18th-century smuggling villains; local communities embraced fellow smugglers as their own, signalling the direction of the tax inspectors by changing the orientation of the famous weather cock on top of Christchurch Priory Church, the Golden Salmon (Morley, 1983).

Our culturally rich heritage, warmly embraced by bartenders and Christchurch foodies alike, gives us a unique position to sell small-batch, high-quality, experiential rum. Using recently rediscovered recipes from the past, patrons across the Jurassic coast will once again enjoy gently spiced golden liquid that famed Christchurch as the smuggling epicentre of 18th century England's liquid landscape.

Intellectual Property

Due to being an established cottage producer of spirits and other alcoholic beverages, I have honed my craft and skill to cater to a broad audience with a range of diverse pallets. For the Golden Salmon, we have taken inspiration from historic rum recipes and upgraded the production using modern distilling techniques and cutting-edge supporting technologies to deliver beautifully crafted experiential drinks. As most of our history and inspiration is in the public domain, our IPs are our: AR experience created in-house and our methods of producing spirits alongside a collection of digital artefacts including but not limited to branding, logo design, bottle design etc.





Sustainable Development

Goal 8

“Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.” (United Nations, 2022)

Golden Salmon is dedicated to creating good jobs with fair wages and safe working conditions for employees. This includes investing in training and development and offering pension and paid time off benefits. We also support the local economy by sourcing some ingredients and our barrels and bottles from local suppliers and implementing eco-friendly production processes. By partnering with organisations that promote sustainable economic growth and development in Dorset, we aim to create economic opportunities for the community and contribute to SDG 8.

SWOT Analysis

Strengths

- Access to the latest technology
- Strong brand name and story in the local area
- Interactive product and story
- Links with local restaurants and proximity to large markets
- Fair Trade ingredients

Opportunities

- Growing market
- Expansion into global markets
- Introduction of new products and flavours
- Collaboration with other local businesses
- Increased visibility through online marketing

Weakness

- Lack of experience with scaling up
- Lack of access to global markets
- Limited marketing and advertising budget
- Small production size
- Lack of brand recognition outside of the local area

Threats

- Increased competition from more prominent players in the industry
- Potential changes in regulations and taxes
- Price fluctuations in raw materials
- Unfavourable economic conditions
- People buying directly from supermarkets

Section Two

OWNER'S BACKGROUND

Motivation

Daniel Herbert - Born and raised in Christchurch with a love for its heritage - Current Owner and Master Brewer at a cottage producer of small-batch Ciders and IPAs and aiming to start a new venture and focus on his true passion for rum.

Experience

- **Master Brewer** of alcoholic beverages
- **The Noisy Lobster** - High-end Christchurch seafood restaurant - Operations Manager - Bartender
- **Digital Designer** - Specialising in UX design with a passion for 3D - UX and UI website designer - AR Designer and Developer.
- **Accountancy** for sole traders



Section Three

THE MARKET

The market size for Golden Salmon is broken down into TAM (Total Addressable Market), SAM (Serviceable Addressable Market), and SOM (Serviceable Obtainable Market). TAM is the total market demand, SAM depends on business limitations, and SOM helps determine short-term growth targets.

- **UK Population** - 67.33 million (Gov.uk, 2018, [online])
- **TAM - Legal Drinking Age** - 53.14 million - 78.92% (Gov.uk, 2018, [online])
 - **Aged 18 to 39 years** - 19.53 million - 36.75%
 - **Aged 40 to 59 years** - 18.18 million - 34.21%
 - **Aged 60 years and over** - 14.81 million - 27.87%
- **SAM - Rum Drinkers** - 7.71 million - 14.51% (Statista Research Department, 2022, [online])
 - **Light Rum Drinkers** - 4.36 million - 56.55%
 - **Medium Rum Drinkers** - 1.27 million - 16.47%
 - **Heavy Rum Drinkers** - 2.08 million - 26.98%
- **SOM - Craft Rum Drinkers** - 1.38 million - 17.9% (www.burningbarnrum.com, 2022, [online])



PERSONAS

Timothy

▸ Demographic

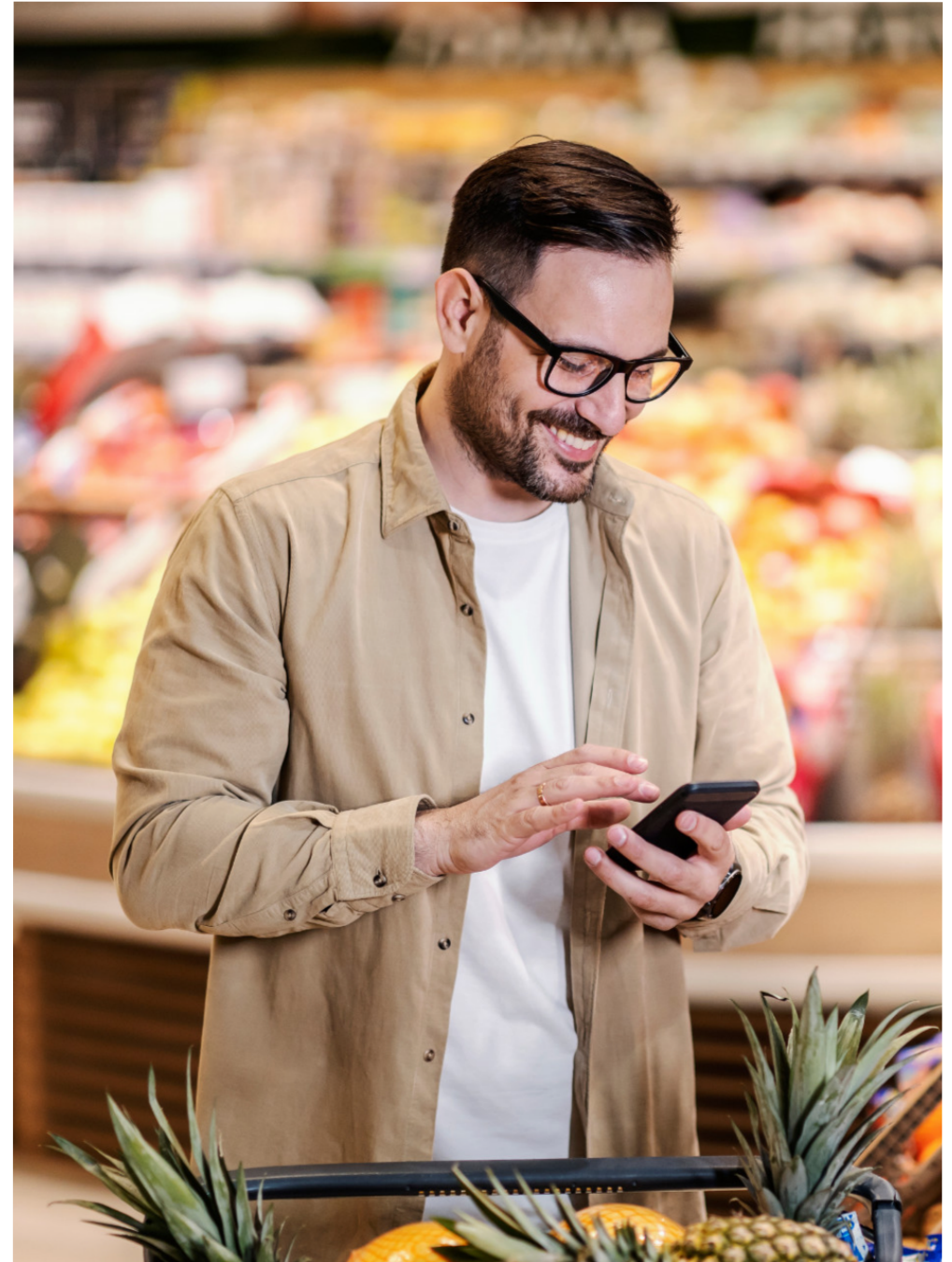
- 28
- Male
- Marketing Professional

▸ Christchurch, Dorset

- Timothy is a food and drink enthusiast passionate about craft rum, local food and drink, and immersive experiences.
- He frequents the Christchurch food and drink festival, enjoys trying new rums and learning about the history and process of rum-making.

▸ Social Media & Experiences

- He is active on social media, enjoys pairing food and drink, and is willing to pay a premium for unique and memorable brand experiences.
- The immersive smuggling story offered by Golden Salmon would be a key factor in his decision to choose our product.



Sebastian

▸ Demographic

- 34
- Male
- Bar Manager

▸ Christchurch, Dorset

▸ Bar Manager

- Sebastian is a bar manager and mixologist
- Works at Dirty Gerties Cocktail Parlour, known for his locally inspired cocktails using a range of spirits.
- Passionate about the craft cocktail scene, always looking for new and unique rums to add to his menu.
- Because of its traditional methods and ingredients, he is interested in using Golden Salmon's rum in his cocktails and is intrigued by the immersive smuggling story.
- The Golden Salmon rum is designed for bartenders with a larger (than standard) bottle to maximise cost efficiency.

▸ Links to other restaurants

- He has connections to other restaurants in the area and would be interested in using Golden Salmon as part of his bar's marketing and branding efforts.



Sarah

- **Demographic**

- 30
- Female
- Event Planner

- **Lyndhurst, Hampshire**

- **Event Planner**

- Sarah is always looking for unique and memorable experiences to offer her clients.
- She is interested in using Golden Salmon's immersive smuggling story and high-quality rum as part of themed events and parties.
- She values the included immersive experience and the brand's traditional rum flavour.
- Her clients are willing to pay a premium for a high-quality product, and she has connections in the hospitality industry.



Section Four

MARKET RESEARCH

Secondary Research

The Spirit Market

Rum is a popular spirit with a rich history and complex flavour. Golden Salmon believes it to be the spirit of the present and future due to growing demand, a diverse market, a trend towards premium products, and opportunities for innovation.

- **Growing Demand** - According to IWSR (Aswani, 2022a, [online]), global rum consumption has been growing at a steady rate of 2% per year and is expected to continue in the future, indicating a strong demand for rum.
- **Diverse Market** - The market for rum offers opportunities to reach a wide range of consumers by tapping into different global segments.
- **Innovation** - The rum market offers opportunities to differentiate products and reach new customers through diverse and innovative styles, flavours, and production methods.

- **Premiumisation Trend** - Consumers are willing to pay more for premium and high-quality rum, as seen in the market's growth of premium and super-premium segments, offering opportunities for investors with increasing sales of premium and super-premium rum by 5.8% and 7.8%, respectively, in 2019 (Aswani, 2022c, [online]). This suggests a strong demand for high-quality, premium rum, which could provide opportunities for investors.

Primary Research

Primary research was conducted to understand how the target market would receive Golden Salmon rum. The research included responses from males and females ages 20-55, focusing on 20-34-year-olds who regularly drink rum. Participants were shown a presentation and asked for feedback on the rum's immersive experience and flavour profile.

“Love the backstory for the name, as well as the logo” - F, 20

“Quality visuals, exciting idea.” - M, 21

“I love the idea of adding a modern twist to tradition.” - M, 28

“The AR experience would be a welcome addition to any spirit tasting” - M, 28

“I would definitely make signature cocktails with this rum” - M, 36

“What great way to be transported back whilst drinking” - F, 55

Section Five

COMPETITOR ANALYSIS

Local Distilleries

Current local distillers in Dorset, Hampshire and the Isle of Wight focus their brand on the surroundings and present day. These distilleries also focus on Gin, except for The IOW Distillery, which has started to expand into different spirits, including rum and vodka.

- **The Isle of Wight Distillery** - The island's only distillery home of The Mermaid Collection - Established in 2014 - Based in Ryde, UK - High quality locally sourced and produced spirits.
- **Products** (700ml): Rum £48.96, Gin £39.90 - £48, Vodka £39.90 (Isle of Wight Distillery, n.d., [online])
- **Key Financials** (Company Check LTD, 2022, [online])
 - **Cash** - £67,000 - 86% ▼ from 2021
 - **Net Worth** - £874,000 - 15% ▲ from 2021
 - **Total Current Assets** - £1,000,000 - 5% ▼ from 2021
 - **Total Current Liabilities** - £949,000 - 12% ▼ from 2021

- **Conker Distillery** - That's the spirit - Established in 2014 - Based in Dorset, UK - High quality locally produced spirits and liqueurs.
- **Products** (700ml): Gin £36-£50, Coffee Liqueur £31, Alcohol-Free Gin £20 (Conker, n.d., [online])
- **Key Financials** (Company Check LTD, 2021, [online])
 - **Cash** - £53,000 - 47% ▼ from 2020
 - **Net Worth** - £-89,000 - 56% ▲ from 2020
 - **Total Current Assets** - £439,000 - 14% ▲ from 2020
 - **Total Current Liabilities** - £200,000 - 14% ▼ from 2020
- **Winchester Distillery** - Kindred Spirits - Established in 2014 - Based in Winchester, UK - Clear chalk streams and watercress beds home of Twisted Nose Gin
- **Products** (700ml): Gin £34.95-£39.95 (Winchester Distillery, n.d., [online])
- **Key Financials** (Company Check LTD, 2021, [online])
 - **Cash** - £183,000 - 42% ▼ from 2020
 - **Net Worth** - £412,000 - 13% ▼ from 2020
 - **Total Current Assets** - £434,000 - 12% ▼ from 2020
 - **Total Current Liabilities** - £70,000 - 2% ▼ from 2020

Small-Batch Rum

Distilleries

The current craft and small-batch rum competitors are located outside the local area. There are a range of distilleries across the coast of England; however, none on the Jurassic Coast.

- **Devon Rum Co.** - Shares the joy of artisan rums with the world - Established in 2020 - Based in Devon, UK - Blends and bottles only the finest spirits, focusing on environmental sustainability.
 - **Products** (700ml): Rum £39.95 (Devon Rum Co, n.d., [online])
 - **Key Financials** (Company Check LTD, 2021, [online])
 - **Cash** - £76,000 - 1000% ▲ from 2020
 - **Net Worth** - £12,000 - 124% ▲ from 2020
 - **Total Current Assets** - £161,000 - 781% ▲ from 2020
 - **Total Current Liabilities** - £133,000 - 566% ▲ from 2020
- **Portsmouth Distillery Co.** - Rum aged in Bourbon casks for three years, less than 100m from the sea in Fort Cumberland - Established in 2018 - Based in Portsmouth, UK - Premium artisan spirit producer. (Portsmouth Distillery Co, n.d., [online])
 - **Products** (700ml): Rum £34 - £36, Gin £34 - £36
 - **Key Financials** - Not recorded (Company Check LTD, 2019, [online])



Section Six

OPERATION & LOGISTICS

Rum Production & Bottling

Golden Salmon rum is crafted using 'Fair Trade' Black Strap Molasses, locally sourced yeast and purified water. Our two-step process includes a 14-day distillation process followed by ageing for a minimum of 12 months in natural oak barrels sourced from a New Forest supplier. The final product is bottled in custom-moulded 750ml bottles, corked, and wax-dipped for authenticity. Our production forecasting, shown in Figure 2, allows us to determine sales and financial forecasts, intending to increase production from 500 to 800 litres monthly using our five high-quality copper stills.

Delivery to Businesses

Delivery to Businesses is critical in ensuring good relations between the Golden Salmon and local eateries and bars. We ship rum at no extra cost to the consumer by using drink delivery services costing £1.00 a bottle (Delicious Drinks Shop, n.d., [online]).



Delivery to Customers

Delivery to customer purchases through our website at no extra cost to the individuals by delivering our spirit through DPD local; we can safely deliver our bottles at £2.00 each with included pickup from our premises (DPD, n.d., [online]).

Payment Methods & Terms

All non-business customer payments can be made through our e-commerce website powered by Webflow. All business purchases will be charged via an invoice with 14 days to complete payment once the goods are received.

Premises & Equipment

The Golden Salmon requires a minimum of 1,500 sq. ft for distillation and storage of rum with vehicle class B and C access, located within Christchurch's industrial park.

Outlined in Figure 1 are the premises, maintenance and equipment costs, along with the quantity of itemised equipment.

Management & Staff

In the first year, Golden Salmon will only require two staff members: the owner and a Master Distiller, who will ensure the quality of the goods sold. In the second year, a Marketer will be hired to support growth. Staff rates are outlined in Figure 1.

Legal & Insurance

As a new company producing and selling alcohol with a **40% ABV - 80 proof**, a list of required legal and insurance-based items includes the following (with costs featured in Figure 1) (Home Office, 2012, [online]) (BCP Council, n.d., [online]):

- Obtain a Distiller's Licence from HM Revenue and Customs (HMRC).
- Apply for a Premises Licence from BCP Council.
- Have suitable distillery premises that meet all safety, environmental and other regulations.
- Have the appropriate insurance in place.
- Ensure we adhere to all regulations regarding the production, distribution and sale of alcohol.
- Ensure we follow all UK laws regarding selling and advertising alcoholic beverages.
- Ensure that we meet all health and safety requirements.
- Have a water supply and waste disposal system in place.
- Obtain a trade waste permit from BCP Council.
- Have an appropriate staff training program in place.
- Obtain trademark and copy write on necessary physical and digital property

Section Seven

COSTS & PRICING

Break Even

A break-even sheet in Figure 3 was used to determine the initial price point for Golden Salmon rum. 5,689 bottles must be sold to break even, considering each bottle's fixed expenses and variable costs.

Costs

The cost per unit will decrease annually from £36.07 to £24.42 per bottle over three years, including transport costs. This cost decrease is due to the increase in the production rate.

Business Pricing

Our pricing strategy is based on the principle of variable unit pricing. This means that as the demand for our products increases, so does the price of our products.

We have carefully calculated that over the next three years, the demand for our products will likely increase significantly, leading to increased production rates and potential costs. As a result, we have decided to gradually raise our prices from £38.00 to £45.00 over the next three years.

Customer Pricing

Golden Salmon offers high-quality craft rum at a fair price of £52.00 and will not raise prices for the next three years. Our commitment to stable prices reflects our dedication to customers and believe in our product's value. We understand that budgeting for luxury items can be frustrating, and we aim to make it easy for customers to enjoy our rum without financial burden.

Section Eight

MILESTONES

Starting the Golden Salmon would involve a significant personal and company workload. Some of the most time-consuming and noteworthy tasks that would need to be completed include:

Personal Workload

- **November 2023** - Securing funding from a bank loan - Managing finances and keeping accurate records.
- **December 2023** - Employing and training a Master Distiller.
- **June 2024** - Developing the AR bottle experience in-house - Designing and developing an interactive website.

Company Workload

- **December 2023** - Obtaining necessary licenses and permits for distilling and selling alcohol - Finding and leasing a facility to use as a distillery - Investing in equipment and supplies for the distillery.
- **January 2025** - Building relationships with suppliers for ingredients - Establishing a distribution network for the finished product.
- **December 2025** - Adapting to industry trends and regulations - Growing the business and increasing production over time.

September 2023 - Seek financial investment

November 2023 - Receive investment

December 2023 - Purchase equipment and employ Master Distiller

January 2024 - Start distilling first 200 litre of rum

February 2024 - Start website design and advertising plan

June 2024 - Complete AR bottle experience

October 2024 - Prepare launch

November 2024 - Employ Marketer

December 2024 - Test and launch first year aged rum - Start selling at local markets and selling to bars

January 2025 - Start shipping rum to businesses and customers

March 2025 - First experience day for clients

May 2025 - First Christchurch Food Festival feature

December 2025 - Complete first year trading

Section Nine

FINANCIAL FORECASTS

Financial Summary

The financial plan for Golden Salmon covers three years, as the initial 11 months are considered expenses due to the minimum 12 months needed for rum production. The income statement, cash flow statement, and balance sheet have been created, and assumptions have been outlined. The fiscal year ends on December 31st. The business capital requirements are £175,000, with £20,000 from the business owner and £155,000 from a bank loan and investors. Note that different costs apply for rum sold to other businesses (labelled 'B' in figures) and rum sold to customers (labelled 'C' in figures).

Expenses

Figure 1 shows all one-time equipment purchases, licenses, and monthly expenses for staff, marketing, premises, ingredients, bottling and transport costs per unit.

Sales Forecast

Market research predicts a 2:1 split of units sold between business and customer for the first three years. Figure 4 shows revenue and gross profit for years one to three, using the production forecast and selling price influenced by the break-even sheet in Figure 3.

Finance Forecast & Balance

Figure 5 shows gross earnings, taxes, net earnings, and monthly balance for years one to three. The starting balance is £175,000 from the owner and bank investment. The final balance after year one is £-7356.92, year two is £40,471.50, and after three years, the balance is £185,861.04. This includes repayment of 30% of the initial loan and interest to the bank.

Figures

Figure 1 - Expenses

Item	Category	Quantity	Cost	Total Amount	Quantity - per year	Total Amount - per year	Item	Category	Quantity	Cost	Total Amount	Quantity - per year	Total Amount - per year
Category:				Sum:		Sum:	Category:				Sum:		Sum:
▼ Ingredients - per barrel (100 litre) of rum				£ 121		£ 7,866	▼ Legal & Insurance				£ 6,490		£ 14,283
Water	Ingredients - per barrel (100 litre) of rum	1	£ 0.20	£ 0.20	65	£ 13.00	Distiller's licence	Legal & Insurance	1	£ 4,300	£ 4,300	0	£ 0
Black Strap Molasses	Ingredients - per barrel (100 litre) of rum	1	£ 96.42	£ 96.42	65	£ 6,267.30	Distiller's licence - per month	Legal & Insurance	1	£ 31	£ 31	12	£ 372
Yeast	Ingredients - per barrel (100 litre) of rum	1	£ 24.40	£ 24.40	65	£ 1,586.00	Approval for your plant and process	Legal & Insurance	1	£ 1,000	£ 1,000	0	£ 0
▼ Bottling - per bottle				£ 2		£ 20,709	Spirits Duty - per 100 litre	Legal & Insurance	1	£ 1,150	£ 1,150	12	£ 13,800
Bottle - 750 ml	Bottling - per bottle	1	£ 2	£ 2	8665	£ 19,410	Street market licence	Legal & Insurance	1	£ 9	£ 9	12	£ 111
Wax Sealing	Bottling - per bottle	1	£ 0.15	£ 0.15	8665	£ 1,300	▼ Marketing - per month				£ 2,117		£ 25,409
▼ Transport - per unit				£ 3		£ 6,500	Website - Webflow	Marketing - per month	1	£ 32	£ 32	12	£ 389
Delivery to business	Transport - per unit	1	£ 1	£ 1	3500	£ 3,500	SEO & Social Advertising	Marketing - per month	1	£ 835	£ 835	12	£ 10,020
Delivery to customers	Transport - per unit	1	£ 2	£ 2	1500	£ 3,000	Print Advertising	Marketing - per month	1	£ 250	£ 250	12	£ 3,000
▼ Staff - per month				£ 9,500		£ 114,000	Experience days for clients	Marketing - per month	1	£ 1,000	£ 1,000	12	£ 12,000
Master Distiller	Staff - per month	1	£ 3,500	£ 3,500	12	£ 42,000	▼ Utilities - per month				£ 831		£ 9,967
Sales & Marketer	Staff - per month	1	£ 2,500	£ 2,500	12	£ 30,000	Energy	Utilities - per month	1	£ 802	£ 802	12	£ 9,629
Managing Director	Staff - per month	1	£ 3,500	£ 3,500	12	£ 42,000	Wifi	Utilities - per month	1	£ 17	£ 17	12	£ 198
▼ Premises - per month				£ 7,070		£ 84,840	Sewage	Utilities - per month	1	£ 0.20	£ 0.20	12	£ 2
Rent and Storage	Premises - per month	1	£ 6,720	£ 6,720	12	£ 80,640	Waste Collection	Utilities - per month	1	£ 12	£ 12	12	£ 138
Maintenance	Premises - per month	1	£ 350	£ 350	12	£ 4,200	▼ Equipment				£ 48,344		£ 0
							Oak Barrel - 100 litre	Equipment	65	£ 379	£ 24,635		
							Diamond Copper Still - 200 litre	Equipment	5	£ 4,250	£ 21,250		
							Stainless ES Unvented Boiler - 200 litre	Equipment	1	£ 431	£ 431		
							Hydrometer	Equipment	1	£ 28	£ 28		
							Bottling Equipment	Equipment	1	£ 2,000	£ 2,000		

Figure 2 - Rum Production Forecast

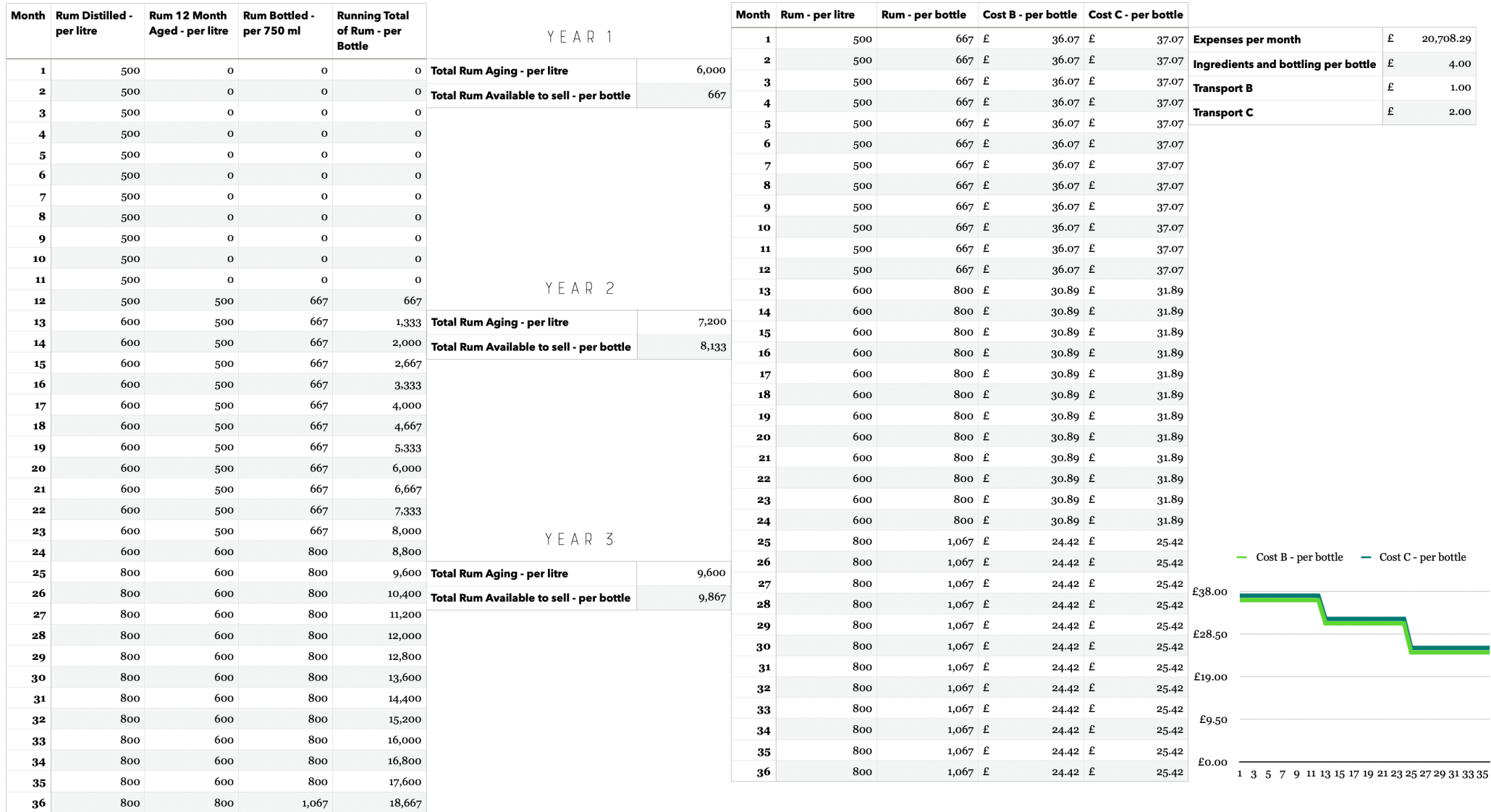
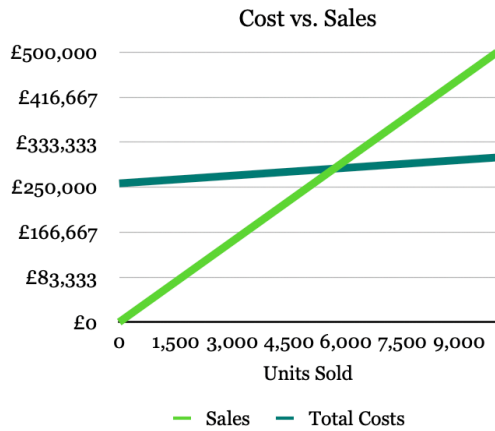


Figure 3 - Break Even

Fixed Costs	£	257,150.86
Variable Cost - per unit	£	4.80
Unit Price	£	50.00
Break-Even Point		5,689



Units Sold	Sales	Total Costs	Profit/Loss
0	£ 0	£ 257,151	£ (257,151)
500	£ 25,000	£ 259,550	£ (234,550)
1,000	£ 50,000	£ 261,949	£ (211,949)
1,500	£ 75,000	£ 264,347	£ (189,347)
2,000	£ 100,000	£ 266,746	£ (166,746)
2,500	£ 125,000	£ 269,145	£ (144,145)
3,000	£ 150,000	£ 271,544	£ (121,544)
3,500	£ 175,000	£ 273,943	£ (98,943)
4,000	£ 200,000	£ 276,341	£ (76,341)
4,500	£ 225,000	£ 278,740	£ (53,740)
5,000	£ 250,000	£ 281,139	£ (31,139)
5,500	£ 275,000	£ 283,538	£ (8,538)
6,000	£ 300,000	£ 285,937	£ 14,063
6,500	£ 325,000	£ 288,336	£ 36,664
7,000	£ 350,000	£ 290,734	£ 59,266
7,500	£ 375,000	£ 293,133	£ 81,867
8,000	£ 400,000	£ 295,532	£ 104,468
8,500	£ 425,000	£ 297,931	£ 127,069
9,000	£ 450,000	£ 300,330	£ 149,670
9,500	£ 475,000	£ 302,729	£ 172,271
10,000	£ 500,000	£ 305,127	£ 194,873

Figure 4 - Sales Forecast

Month	Units Available	Units Sold - B	Units Sold - C	Cost per Unit - B	Cost per Unit - C	Cost per month	Sell Price - B	Sell Price - C	Revenue - B	Revenue - C	Gross Profit	Gross Profit %
1	0	0	0	£	£	£	£	£	£	£	£	0%
2	0	0	0	£	£	£	£	£	£	£	£	0%
3	0	0	0	£	£	£	£	£	£	£	£	0%
4	0	0	0	£	£	£	£	£	£	£	£	0%
5	0	0	0	£	£	£	£	£	£	£	£	0%
6	0	0	0	£	£	£	£	£	£	£	£	0%
7	0	0	0	£	£	£	£	£	£	£	£	0%
8	0	0	0	£	£	£	£	£	£	£	£	0%
9	0	0	0	£	£	£	£	£	£	£	£	0%
10	0	0	0	£	£	£	£	£	£	£	£	0%
11	0	0	0	£	£	£	£	£	£	£	£	0%
12	667	500	150	£ 36.07	£ 37.07	£ (23,593)	£ 38	£ 52	£ 19,000	£ 7,800	£ 3,207	12%
13	683	400	200	£ 30.89	£ 31.89	£ (18,733)	£ 38	£ 52	£ 15,200	£ 10,400	£ 6,867	27%
14	750	400	200	£ 30.89	£ 31.89	£ (18,733)	£ 40	£ 52	£ 16,000	£ 10,400	£ 7,667	29%
15	817	400	200	£ 30.89	£ 31.89	£ (18,733)	£ 40	£ 52	£ 16,000	£ 10,400	£ 7,667	29%
16	883	400	200	£ 30.89	£ 31.89	£ (18,733)	£ 40	£ 52	£ 16,000	£ 10,400	£ 7,667	29%
17	950	475	200	£ 30.89	£ 31.89	£ (21,050)	£ 40	£ 52	£ 19,000	£ 10,400	£ 8,350	28%
18	942	475	250	£ 30.89	£ 31.89	£ (22,644)	£ 40	£ 52	£ 19,000	£ 13,000	£ 9,356	29%
19	883	475	250	£ 30.89	£ 31.89	£ (22,644)	£ 43	£ 52	£ 20,425	£ 13,000	£ 10,781	32%
20	825	475	250	£ 30.89	£ 31.89	£ (22,644)	£ 43	£ 52	£ 20,425	£ 13,000	£ 10,781	32%
21	767	475	250	£ 30.89	£ 31.89	£ (22,644)	£ 43	£ 52	£ 20,425	£ 13,000	£ 10,781	32%
22	708	475	250	£ 30.89	£ 31.89	£ (22,644)	£ 43	£ 52	£ 20,425	£ 13,000	£ 10,781	32%
23	650	525	250	£ 30.89	£ 31.89	£ (24,189)	£ 43	£ 52	£ 22,575	£ 13,000	£ 11,386	32%
24	675	525	250	£ 30.89	£ 31.89	£ (24,189)	£ 43	£ 52	£ 22,575	£ 13,000	£ 11,386	32%
25	700	525	250	£ 24.42	£ 25.42	£ (19,174)	£ 43	£ 52	£ 22,575	£ 13,000	£ 16,401	46%
26	725	525	250	£ 24.42	£ 25.42	£ (19,174)	£ 43	£ 52	£ 22,575	£ 13,000	£ 16,401	46%
27	750	525	250	£ 24.42	£ 25.42	£ (19,174)	£ 43	£ 52	£ 22,575	£ 13,000	£ 16,401	46%
28	775	600	285	£ 24.42	£ 25.42	£ (21,895)	£ 43	£ 52	£ 25,800	£ 14,820	£ 18,725	46%
29	690	600	285	£ 24.42	£ 25.42	£ (21,895)	£ 43	£ 52	£ 25,800	£ 14,820	£ 18,725	46%
30	605	600	285	£ 24.42	£ 25.42	£ (21,895)	£ 43	£ 52	£ 25,800	£ 14,820	£ 18,725	46%
31	520	600	285	£ 24.42	£ 25.42	£ (21,895)	£ 45	£ 52	£ 27,000	£ 14,820	£ 19,925	48%
32	435	600	285	£ 24.42	£ 25.42	£ (21,895)	£ 45	£ 52	£ 27,000	£ 14,820	£ 19,925	48%
33	350	600	285	£ 24.42	£ 25.42	£ (21,895)	£ 45	£ 52	£ 27,000	£ 14,820	£ 19,925	48%
34	265	600	285	£ 24.42	£ 25.42	£ (21,895)	£ 45	£ 52	£ 27,000	£ 14,820	£ 19,925	48%
35	180	600	285	£ 24.42	£ 25.42	£ (21,895)	£ 45	£ 52	£ 27,000	£ 14,820	£ 19,925	48%
36	362	600	285	£ 24.42	£ 25.42	£ (21,895)	£ 45	£ 52	£ 27,000	£ 14,820	£ 19,925	48%

YEAR 1	
Revenue Business	£ 19,000.00
Revenue Customer	£ 7,800.00
Total Revenue	£ 26,800.00
Gross Profit	£ 3,207.08

YEAR 2	
Revenue Business	£ 228,050.00
Revenue Customer	£ 143,000.00
Total Revenue	£ 371,050.00
Gross Profit	£ 113,466.06

YEAR 3	
Revenue Business	£ 307,125.00
Revenue Customer	£ 172,380.00
Total Revenue	£ 479,505.00
Gross Profit	£ 224,932.67

Figure 5 - Finance Forecast & Balance

Month	Revenue	Cost of Goods Sold	Gross Profit	Expenses	Earning Before Tax	Taxes	Net Earning	Balance - Cash	YEAR 0		
0	£ 0.00	£ 0.00	£ 0.00	£ 48,343.66	£ (48,343.66)	£ 5,994.61	£ (54,338.27)	£ 120,661.73	Personal Investment	£	20,000.00
1	£ 0.00	£ 0.00	£ 0.00	£ 10,354.15	£ (10,354.15)	£ 1,283.91	£ (11,638.06)	£ 109,023.67	Investment from bank	£	155,000.00
2	£ 0.00	£ 0.00	£ 0.00	£ 10,354.15	£ (10,354.15)	£ 1,283.91	£ (11,638.06)	£ 97,385.61			
3	£ 0.00	£ 0.00	£ 0.00	£ 10,354.15	£ (10,354.15)	£ 1,283.91	£ (11,638.06)	£ 85,747.55			
4	£ 0.00	£ 0.00	£ 0.00	£ 10,354.15	£ (10,354.15)	£ 1,283.91	£ (11,638.06)	£ 74,109.49			
5	£ 0.00	£ 0.00	£ 0.00	£ 10,354.15	£ (10,354.15)	£ 1,283.91	£ (11,638.06)	£ 62,471.43			
6	£ 0.00	£ 0.00	£ 0.00	£ 10,354.15	£ (10,354.15)	£ 1,283.91	£ (11,638.06)	£ 50,833.37			
7	£ 0.00	£ 0.00	£ 0.00	£ 10,354.15	£ (10,354.15)	£ 1,283.91	£ (11,638.06)	£ 39,195.31			
8	£ 0.00	£ 0.00	£ 0.00	£ 10,354.15	£ (10,354.15)	£ 1,283.91	£ (11,638.06)	£ 27,557.25			
9	£ 0.00	£ 0.00	£ 0.00	£ 10,354.15	£ (10,354.15)	£ 1,283.91	£ (11,638.06)	£ 15,919.20			
10	£ 0.00	£ 0.00	£ 0.00	£ 10,354.15	£ (10,354.15)	£ 1,283.91	£ (11,638.06)	£ 4,281.14			
11	£ 0.00	£ 0.00	£ 0.00	£ 10,354.15	£ (10,354.15)	£ 1,283.91	£ (11,638.06)	£ (7,356.92)	Gross Profit	£	23,397.66
12	£ 26,800.00	£ 3,402.34	£ 23,397.66	£ 20,708.29	£ 2,689.37	£ 2,567.83	£ 121.54	£ (7,235.38)	Net Profit	£	(182,235.38)
13	£ 25,600.00	£ 3,202.16	£ 22,397.84	£ 20,708.29	£ 1,689.55	£ 2,567.83	£ (878.28)	£ (8,113.66)			
14	£ 26,400.00	£ 3,202.16	£ 23,197.84	£ 20,708.29	£ 2,489.55	£ 2,567.83	£ (78.28)	£ (8,191.94)			
15	£ 26,400.00	£ 3,202.16	£ 23,197.84	£ 20,708.29	£ 2,489.55	£ 2,567.83	£ (78.28)	£ (8,270.21)			
16	£ 26,400.00	£ 3,202.16	£ 23,197.84	£ 20,708.29	£ 2,489.55	£ 2,567.83	£ (78.28)	£ (8,348.49)			
17	£ 29,400.00	£ 3,577.43	£ 25,822.57	£ 20,708.29	£ 5,114.28	£ 2,567.83	£ 2,546.45	£ (5,802.04)			
18	£ 32,000.00	£ 3,877.61	£ 28,122.39	£ 20,708.29	£ 7,414.10	£ 2,567.83	£ 4,846.27	£ (955.77)			
19	£ 33,425.00	£ 3,877.61	£ 29,547.39	£ 20,708.29	£ 8,839.10	£ 2,567.83	£ 6,271.27	£ 5,315.50			
20	£ 33,425.00	£ 3,877.61	£ 29,547.39	£ 20,708.29	£ 8,839.10	£ 2,567.83	£ 6,271.27	£ 11,586.78			
21	£ 33,425.00	£ 3,877.61	£ 29,547.39	£ 20,708.29	£ 8,839.10	£ 2,567.83	£ 6,271.27	£ 17,858.05			
22	£ 33,425.00	£ 3,877.61	£ 29,547.39	£ 20,708.29	£ 8,839.10	£ 2,567.83	£ 6,271.27	£ 24,129.32			
23	£ 35,575.00	£ 4,127.79	£ 31,447.21	£ 20,708.29	£ 10,738.92	£ 2,567.83	£ 8,171.09	£ 32,300.41	Gross Profit	£	327,020.30
24	£ 35,575.00	£ 4,127.79	£ 31,447.21	£ 20,708.29	£ 10,738.92	£ 2,567.83	£ 8,171.09	£ 40,471.50	Net Profit	£	47,706.88
25	£ 35,575.00	£ 4,127.79	£ 31,447.21	£ 20,708.29	£ 10,738.92	£ 2,567.83	£ 8,171.09	£ 48,642.60			
26	£ 35,575.00	£ 4,127.79	£ 31,447.21	£ 20,708.29	£ 10,738.92	£ 2,567.83	£ 8,171.09	£ 56,813.69			
27	£ 35,575.00	£ 4,127.79	£ 31,447.21	£ 20,708.29	£ 10,738.92	£ 2,567.83	£ 8,171.09	£ 64,984.78			
28	£ 40,620.00	£ 4,713.19	£ 35,906.81	£ 20,708.29	£ 15,198.52	£ 2,567.83	£ 12,630.70	£ 77,615.48			
29	£ 40,620.00	£ 4,713.19	£ 35,906.81	£ 20,708.29	£ 15,198.52	£ 2,567.83	£ 12,630.70	£ 90,246.17			
30	£ 40,620.00	£ 4,713.19	£ 35,906.81	£ 20,708.29	£ 15,198.52	£ 2,567.83	£ 12,630.70	£ 102,876.87			
31	£ 41,820.00	£ 4,713.19	£ 37,106.81	£ 20,708.29	£ 16,398.52	£ 2,567.83	£ 13,830.70	£ 116,707.56			
32	£ 41,820.00	£ 4,713.19	£ 37,106.81	£ 20,708.29	£ 16,398.52	£ 2,567.83	£ 13,830.70	£ 130,538.26			
33	£ 41,820.00	£ 4,713.19	£ 37,106.81	£ 20,708.29	£ 16,398.52	£ 2,567.83	£ 13,830.70	£ 144,368.96			
34	£ 41,820.00	£ 4,713.19	£ 37,106.81	£ 20,708.29	£ 16,398.52	£ 2,567.83	£ 13,830.70	£ 158,199.65			
35	£ 41,820.00	£ 4,713.19	£ 37,106.81	£ 20,708.29	£ 16,398.52	£ 2,567.83	£ 13,830.70	£ 172,030.35	Gross Profit	£	424,702.96
36	£ 41,820.00	£ 4,713.19	£ 37,106.81	£ 20,708.29	£ 16,398.52	£ 2,567.83	£ 13,830.70	£ 185,861.04	Net Profit	£	145,389.54



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