

Riderwood Coffee Shop

Financial Plan

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## Riderwood Coffee Shop Financial Plan

Within the next few months, the Riderwood Village convenience shop will be renovated to include a coffee shop. This coffee shop will offer breakfast foods, sweet treats, and specialty coffee drinks. The coffee shop will operate Monday through Saturday from 7-11AM. There will be one full time equivalent managing and running the operation. This employee will earn thirteen dollars per hour and will work from 6AM-2:30PM Monday through Saturday.

The goal of this financial plan was to determine the amount of revenue needed to break even. To accomplish this, we used the food cost percent method to obtain a selling price for each menu item. We then used menu pricing psychology and ended each menu item in an odd number (i.e. 5 or 9). In order to determine our break even value, we used our raw food costs for the first month as well as our labor costs for that month. This report does not take into account the operational expenses. Below are charts detailing our raw food costs, menu pricing, labor costs, and total expenses for the first month.

Total Expenses for the First Month	
Labor Cost	\$2496.00
Food Cost	\$2008.06
Operational Cost	N/A
<b>Total Expenses</b>	<b>\$4504.06</b>

The Coffee Shop will have to make \$4504.06 during the first month in order to cover the food and labor costs. The total food cost will decrease after the first month due to excess inventory from the first month.

Labor Costs				
Title	Hours	Hours/wk	Hourly Wage	Total Earnings/month
Manager/Barista	6:00-2:30 (8hr) (30min break)	48	\$13.00/hr	\$2496.00

Raw Food Costs		
Item	Food Cost	Cost/Unit
Cream Cheese, regular	17.59/case (100-1oz)	0.18/1oz package
Cream cheese, fat-free	16.43/case (100-1oz)	0.16/1oz package
Cream cheese, garden vegetable	16.50/case (100-.75oz)	0.17/0.75oz package
Chipped beef	65.66/case (4-76oz)	0.86/4oz serving
Toast (white bread)	25.04/case (10-26slice)	0.10/slice
Sausage gravy	29.49/case (3-6lb)	0.41/4oz
Sausage pastry roll	N/A	0.57/roll
Biscuit	27.50/case (120-2oz)	0.23/biscuit
Bacon	35.05/case (300 slices)	0.23/2 slices
Egg	33.59/case (15 dozen)	0.19/egg
Cheese	44.81/case (4-5lb)	0.14/1oz
Sausage	24.93/case (107-1.5oz)	0.23/patty
Bagel, assorted flavors	21.24/case (90 bagels)	0.24/bagel
Cheerios	27.72/case (70 boxes)	0.40/box
Frosted Flakes	25.41/case (70 boxes)	0.36/box
Corn Pops	27.87/case (96 boxes)	0.29/ box
Special K	26.22/case (70 boxes)	0.37/box
Raisin Bran	25.41/case (70 boxes)	0.36/box
Mini Wheats	27.84/case (70 boxes)	0.40/box
Cinnamon Toast Crunch	31.91/case (96 boxes)	0.33/box
Fiber One	27.84/case (70 boxes)	0.40/box
Milk Carton, whole	10.78/case (24-8oz)	0.45/carton
Milk Carton, skim	5.12/case (20-8oz)	0.26/carton
Milk Carton, 2%	5.12/case (20-8oz)	0.26/carton
Granola	29.31/10-18oz	0.32/2oz
Oatmeal, baked apple	20.90/pack (24 servings)	0.87/serving
Oatmeal, brown sugar	20.90/pack (24 servings)	0.87/serving
Oatmeal, regular	9.52/case (48 servings)	0.20/serving
Yogurt, mixed berry	6.72/case (12 pack)	0.56/pack
Scones, cinnamon	60.14/case (40-10oz)	0.30/scone
Scones, blueberry	60.14/case (40-10oz)	0.30/scone
Scones, chocolate chunk	60.14/case (40-10oz)	0.30/scone
Cinnamon Roll	44.53/case (100 rolls)	0.45/roll
Muffin, banana	13.60/case (24 muffins)	0.57/muffin
Muffin, blueberry	22.57/case (72 muffins)	0.31/muffin
Muffin, cranberry	17.39/case (24 muffins)	0.72/muffin
Muffin, lemon	17.39/case (24 muffins)	0.72/muffin
Breakfast loaf, apple	29.04/case (3-44oz)	0.44/2oz slice
Breakfast loaf, banana	29.04/case (3-44oz)	0.44/2oz slice
Breakfast loaf, chocolate marble pound	29.04/case (3-44oz)	0.44/2oz slice
Breakfast loaf, lemon poppy	29.04/case (3-44oz)	0.44/2oz slice
Chocolate Raspberry Brownie	46.66/case (4-3lb)	0.49/2oz brownie
Florida Key Lime	27.78/case (24 mini pies)	1.16/pie

Tazo Tea, assorted flavors	19.20/case (147 bags)	0.13/tea bag
Sweet-N-Low	11.58/case (2,000 packets)	0.01/pack
Equal	26.88/case (2,000 packets)	0.01/pack
Splenda	27.83/case (2,000 packets)	0.01/pack
Sugar	15.32/case (3,000 packets)	0.01/pack
Cinnamon	31.86/5lb	0.10/.25oz
Creamer	11.02/case (390 units)	0.03/unit
Milk, 2%	16.80/case (4gal)	0.03/oz
Milk, whole	16.97/case (6-1/2 gal)	0.04/oz
Latte (Hot/Iced)	N/A	*3.05/sm latte
Cappuccino	N/A	*3.05/sm cappuccino
Espresso	N/A	*2.75/sm espresso
Mocha	N/A	*3.65/sm mocha
Dark Roast Coffee	144.43/24-14oz ground	0.09/6oz cup
Light Roast Coffee	144.43/24-14oz ground	0.09/6oz cup
Decaf Coffee	144.43/24-14oz ground	0.09/6oz cup
White bread	25.04/case (10-26slice)	0.10/slice
Wheat	25.38/case (10-26slice)	0.10/slice
Multi-Grain	29.38/case (240 slices)	0.12/slice
Marble Rye	23.67/case (132 slices)	0.20/slice
English Muffin	17.50/case (72 muffins)	0.24/muffin
Croissant	37.67/case (48 croissants)	0.78/croissant
Cinnamon Swirl Raisin	44.51/case (192 slices)	0.23/slice
Bagel, assorted flavors	21.24/case (90 bagels)	0.24/bagel
Total Food Costs	\$2008.06	\$32.64

Menu Pricing			
Item	Raw Food Cost	30% Food Cost	Menu Price
Cream Cheese, regular	0.18/1oz package	0.60/1oz pack	0.65/package
Cream cheese, fat-free	0.16/1oz package	0.53/1oz pack	0.65/package
Cream cheese, garden vegetable	0.17/0.75oz package	0.56/0.75oz pack	0.65/package
Chipped beef on toast	0.96/serving	3.20/serving	3.45/serving
Sausage gravy with biscuit	0.64/serving	2.13/serving	2.25/serving
Sausage pastry roll	0.57/serving	1.90/serving	1.95/serving
Bacon, egg and cheese bagel	0.80/serving	2.67/serving	3.25/serving
Sausage, egg and cheese bagel	0.80/serving	2.67/serving	3.25/serving
Bacon, egg and cheese biscuit	0.79/serving	2.63/serving	3.25/serving
Sausage, egg and cheese biscuit	0.79/serving	2.63/serving	3.25/serving
Cheerios	0.40/box	1.33/serving	1.55/box
Frosted Flakes	0.36/box	1.20/serving	1.55/box
Corn Pops	0.29/ box	0.97/serving	1.55/box
Special K	0.37/box	1.23/serving	1.55/box
Raisin Bran	0.36/box	1.20/serving	1.55/box

Mini Wheats	0.40/box	1.33/serving	1.55/box
Cinnamon Toast Crunch	0.33/box	1.10/serving	1.55/box
Fiber One	0.40/box	1.33/serving	1.55/box
Milk Carton, whole	0.26/carton	0.87/carton	0.95/carton
Milk Carton, skim	0.26/carton	0.87/carton	0.95/carton
Milk Carton, 2%	0.26/carton	0.87carton	0.95/carton
Granola	0.32/2oz	1.07/serving	1.25/serving
Oatmeal, baked apple	0.87/serving	2.90/serving	2.95/serving
Oatmeal, brown sugar	0.87/serving	2.90/serving	2.95/serving
Oatmeal, regular	0.20/serving	0.67/serving	2.95/serving
Yogurt, mixed berry	0.56/pack	1.87/pack	1.95/pack
Scones, cinnamon	0.30/scone	1.00/scone	1.65/scone
Scones, blueberry	0.30/scone	1.00/scone	1.65/scone
Scones, chocolate chunk	0.30/scone	1.00/scone	1.65/scone
Cinnamon Roll	0.45/roll	1.50/roll	1.85/roll
Muffin, banana	0.57/muffin	1.90/muffin	2.65/muffin
Muffin, blueberry	0.31/muffin	1.03/muffin	2.65/muffin
Muffin, cranberry	0.72/muffin	2.4/muffin	2.65/muffin
Muffin, lemon	0.72/muffin	2.4/muffin	2.65/muffin
Breakfast loaf, apple	0.44/2oz slice	1.47/slice	1.95/slice
Breakfast loaf, banana	0.44/2oz slice	1.47/slice	1.95/slice
Breakfast loaf, chocolate pound	0.44/2oz slice	1.47/slice	1.95/slice
Breakfast loaf, lemon poppy	0.44/2oz slice	1.47/slice	1.95/slice
Chocolate Raspberry Brownie	0.49/2oz brownie	1.63/brownie	1.95/brownie
Florida Key Lime	1.16/pie	3.87/pie	3.95/pie
Tazo Tea, assorted flavors	0.13/tea bag	0.43/bag	0.55/bag
Latte (Hot/Iced)	N/A	N/A	*3.05/sm
Cappuccino	N/A	N/A	*3.05/sm
Espresso	N/A	N/A	*2.75/sm
Mocha	N/A	N/A	*3.65/sm
Dark Roast Coffee	0.09/6oz cup	0.30/cup	1.05/cup
Light Roast Coffee	0.09/6oz cup	0.30/cup	1.05/cup
Decaf Coffee	0.09/6oz cup	0.30/cup	1.05/cup
White bread	0.10/slice	0.33/slice	0.55/slice
Wheat	0.10/slice	0.33/slice	0.55/slice
Multi-Grain	0.12/slice	0.40/slice	0.55/slice
Marble Rye	0.20/slice	0.67/slice	0.55/slice
English Muffin	0.24/muffin	0.80/muffin	0.95/muffin
Croissant	0.78/croissant	2.60/croissant	2.75/croissant
Cinnamon Swirl Raisin	0.23/slice	0.77/slice	0.55/slice
Bagel, assorted flavors	0.24/bagel	0.80/bagel	1.55/bagel
Total	\$32.64	\$72.87	\$105.20

\*Information obtained from Starbucks menu.