



## *Smoothie Bar*

# BUSINESS PLAN

An introduction for anyone looking to add a smoothie bar as a profit center or operate as a stand-alone location

# EXECUTIVE SUMMARY

Installed as a supplemental profit center, the smoothie bar is poised to supplement the bottom line by providing our customers with an attractive, health-focused, food offering that is in-line with their current lifestyle.

Compared to current smoothie offerings in the market, our smoothie bar exceeds customer expectations through a wide offering of smoothies made with quality ingredients at a competitive price with great margins.

Our competitive edge begins with our ability to use one supplier/vendor for our entire smoothie bar who also manufactures their core products.



# MISSION STATEMENT

*“Helping You Go Further.”*

We are dedicated to helping all individuals achieve more, live more, enjoy more and go further than they would if they approached their every-day without one of our delicious smoothies.

## Goals & Purpose For Going Into Business

- Increase dollars earned per walk-in by an additional \$.75
- Increase our annual income by \$30,000+
- Define our position within our immediate market as a quality driven, health-focused resource



# SMOOTHIE BAR DESCRIPTION

The smoothie bar boasts high quality, real fruit, protein smoothies made fresh at an affordable price with the option to customize any smoothie to any customer's health and nutrition needs.

## *The Product:*

- Real Fruit Smoothies
- Protein Smoothies
- Skinny Smoothies
- Popular Health and Fitness Supplements



# CURRENT MARKET ANALYSIS

- Over 7 Million people purchase a smoothie each day
- Diverse Age Range: 18-24, 40-50, 55+
- Similar to the mid-priced health club market
- Individuals focused on weight loss
- Individuals focused on building muscle mass
- Individuals that seek out healthy alternatives
- Have an average Income of \$25,000 - \$75,000

**A \$2+ BILLION MARKET**



# COMPETITIVE ADVANTAGE

- Exist in a unique high-traffic location
- Diversified menu that emphasizes high margin items
- Superior product quality with a similar price point compared to the competition
- Not considered a 'chain' like our major competitors
- Utilize a portion controlled and process driven 'no-waste' system
- Small footprint



# CONSUMER TRENDS

- Increase in demand for functional beverages (meal replacement, diet aids)
- Increase in demand for the 'Build-Your-Own' concept & order customization
- Increase in perceived need for protein
- Increased demand for quality over quantity
- Increase demand for beverages with a twist
- Increased popularity for drinks as snacks



# OPERATIONS

## Sample Smoothie Bar Layout



- Features a small working footprint
- One vendor/supplier for entire smoothie bar
- Able to maintain same hours as housing facility hours
- Proprietary 'No-Waste' system



# LABOR

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- Operated with minimal labor (1 Employee)
- Ideally, operated with an existing employee (Usually the front desk employee)



# MARKETING PLANS

- Place 5% of annual revenue towards marketing
- Consistent sampling
- Monthly smoothie specials
- Seasonal offerings
- Coupons, loyalty cards, print & digital materials
- Access to SmoothieCompany.com's graphic designer & marketing team
- **Pricing Strategy:**  
Competitive premium pricing relevant to surrounding market
- **Growth Strategy:**  
Increase sales by integrating promotions into other facility areas

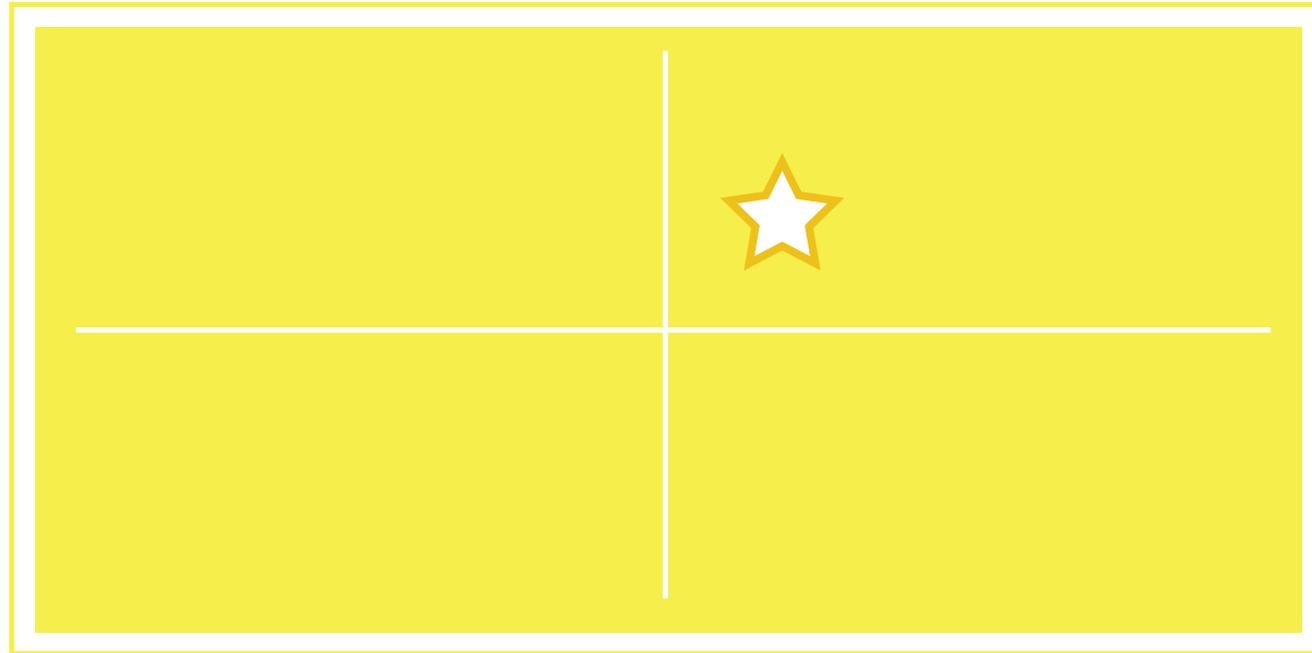


# POSITIONING

*Health Focused*

*Expensive*

*Inexpensive*



*Non-Health Focused*

# EXTERNAL & INTERNAL ANALYSIS

## *Strengths*

- Excellent product offering
- Focus on quality
- Great perceived value
- Process driven operations
- Quick service

## *Opportunities*

- Able to branch off of the smoothie bar and offer additional pre-packaged food items or beverages

## *Weaknesses*

- Perceived weakness could be that the product offerings are not as trendy as the competition or as eco-friendly

## *Threats*

- Increase in variety of other meal replacement options & other good-for-you beverage options



# REVENUE PROJECTION

- The average number of smoothies sold per day is 40 which is around 14,400 smoothies sold per year.
- In terms of dollars, that's an average of:  
\$57,456 - \$71,856 in yearly sales depending on the size of the smoothie.  
(For this example, the low end is for 16 oz. smoothies and the high end is for 24 oz.)
- With an average of 65% margin, the smoothie bar will profit anywhere from  
\$37,346.40 - \$46,706.40.

\*These calculations are based on using an existing employee to run the smoothie bar so that no additional labor costs come into play.

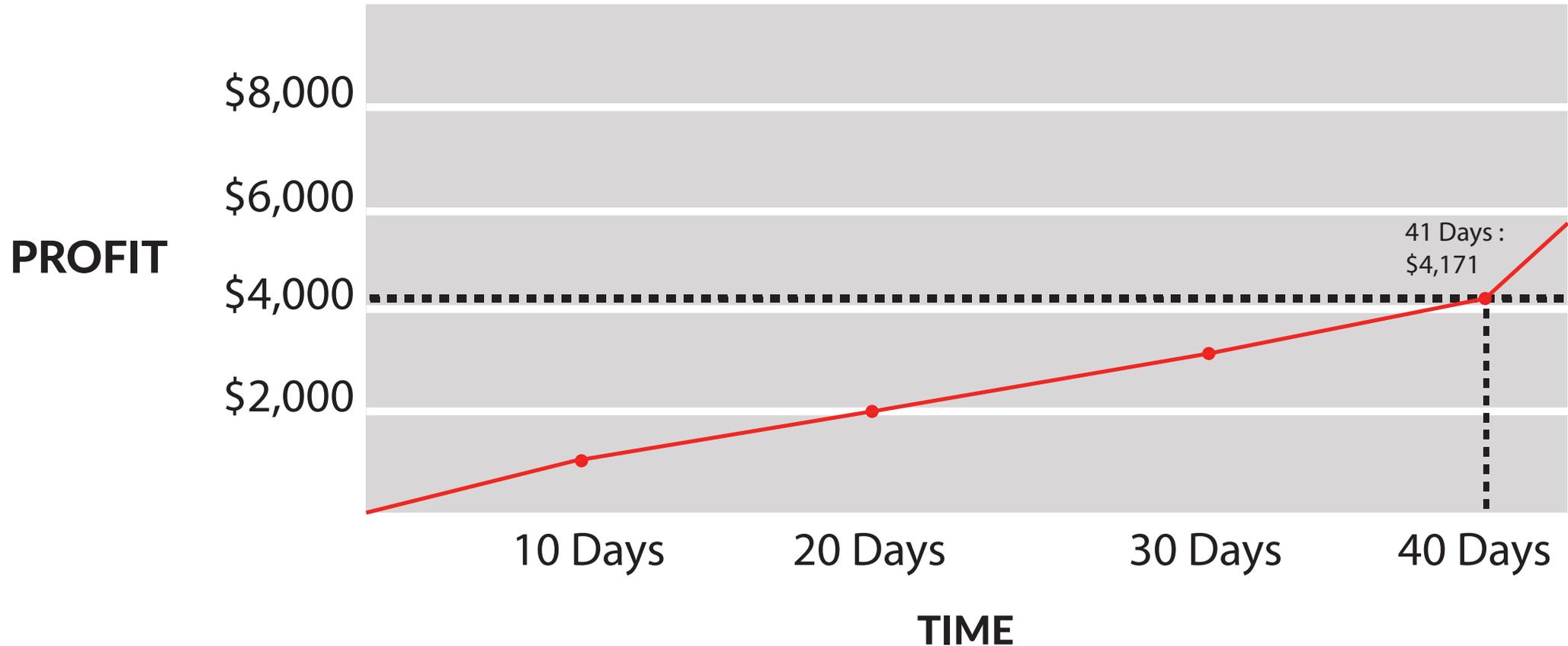


# CASH FLOW

## *Average Cost Per Drink Breakdown*

<b>Smoothie Size</b>	<b>24 oz.</b>	<b>16 oz.</b>
Fruit Puree(4.4oz)	\$0.98	Fruit Puree(2.9oz) \$0.65
24 oz. Cup	\$0.17	16 oz. Cup \$0.12
Dome Lid	\$0.08	Dome Lid \$0.08
Straw	\$0.02	Straw \$0.02
<b>Your Cost Total</b>	<b>\$1.25</b>	<b>Your Cost Total</b> <b>\$0.87</b>
Add Protein (20g)	\$0.68	Add Protein (20g) \$0.68
<b>Your Cost Total</b>	<b>\$1.92</b>	<b>Your Cost Total</b> <b>\$1.55</b>

# BREAK EVEN ANALYSIS



Based on selling 40 (16 oz.) smoothies a day at \$3.99 and 65% GP

Average investment is \$6,495 and includes enough product to generate \$2,324 in sales.





Learn More About Our Smoothie Bar Programs At:  
[www.SmoothieCompany.com](http://www.SmoothieCompany.com)

