

**Financial Analysis**

**Estimated costs per location.**

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| --- | --- | --- |
|  | Express | American Cafe |
| Franchise Fee | $15,000 | $40,000 |
| Lease Deposit | 5% rent total | 5% rent total |
| Leasehold Improvements | $5,000 | $30,000 |
| Equipment/Furniture | $35,000 | $65,000 |
| Signage | $3,000 | $8,000 |
| Utilities, Ins., Licenses | $3,000 | $6,000 |
| Opening Inventory | $8,000 | $12,000 |
| Grand Opening Promos | $4,000 | $8,000 |
| **Total Amount** | $73,000 | $167,000 |
| Working Capital | $6,000 | $10,000 |
| **Est. Total** | $81,000 | $177,000 |

**Caruso’s American Cafe Forecast and Business Model**

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| --- | --- | --- | --- |
| Costs Fixed & Variable | Sales $750 Day | Sales $1,000 Day | Sales $1,500 Day |
|  |  |  |  |
| Lease Amount Monthly | $4,500 | $150(Daily rent) | $150(Daily rent) |
| Food Cost | 33% - $247.50 | 33% - $330 | 33% - $495 |
| Labor Cost | 15% - $112.50 | 15% - $150 | 15% - $225 |
| Utilities/Insurance | 3% - $22.50 | 3% - $30 | 3% - $45 |
| Admin Fees | 2% - $15.00 | 2% - $20 | 2% - $30 |
| Royalty Fees | 4% - $30.00 | 4% - $40 | 4% - $60 |
| Total Costs | $427.50 | $570 | $645 |
| Total Profit Daily | $322.50 | $430 | $855 |

***Avg. Monthly Profit*** $9,675 $12,900 $19,350

The numbers shown above are our monthly averages in our Ohio locations, depending on size and type of concept being used. Cleveland Brand Concepts corporate office cannot guarantee this profit for every location but if our systems of operation are followed correctly it greatly increases your chances of success.