

SARABELLA'S BUSINESS PLAN OUTLINE

EXECUTIVE SUMMARY

Given the current state of decline in our population's health, it is time for a change in the way we eat. Hippocrates said 'Let food be thy medicine and medicine be thy food'. Everyone knows the saying 'you are what you eat', but few really take it to heart.

Sarabellas' goal is to procure capital for building improvements, equipment, inventory, and cash reserves in order to open a juice bar, natural foods cafe, and health food store serving the greater Nashua area.

Sarabellas will provide fresh juices, smoothies, soups, and a variety of salads and deli-type items, and nutritionally sound desserts. Food should encourage health and vitality, but as is common practice, foods are overcooked, over processed, made with poor ingredients in unhealthy combinations, deep-fried, and fat-filled. It is unnecessary to cook foods in this manner in order to prepare a delicious meal.

The grocery section will offer whole foods, beans, grains, spices and herbs, whole-foods supplements, 'super foods', and fresh organic produce. It will also include environmentally sound cleaning products.

GOALS

1-Operate Sarabellas' in an environmentally responsible manner. The use of unprocessed organic foods will be the key to this goal. The use of environmentally safe cleaning products and environmentally friendly take-out containers and utensils will also be part of the strategy. There are many food and beverage containers on the market today that break down quickly in a compost pile, avoiding the addition of more trash to our landfills.

2-Educate the public in the importance of good nutrition for good health. Sarabella's will begin this process by setting a good example and serving foods which fit this goal. In addition, Sarabella's strives to offer cooking classes and guest speakers to further deliver the message of vibrant health. There will also be books for sale on health and nutrition, self-improvement, etc.

3-Contribute to the sense of community in Nashua in a healthy and positive way. Entertainment ranging from inspirational films to music (live, karaoke, open mic, etc.), in order to have a relaxing alcohol-free environment for people to socialize will be part of Sarabella's plan. Afternoon story hour for children will be included. Parents can relax over a fresh juice or herbal tea while their kids can listen to stories, a way to relax after a long day before going home to the nightly tasks of a family. There will also be a community bulletin board for people in need of goods, services, roommates, etc. in order to support the needs of Sarabella's' customers.

PRODUCTS AND SERVICES

Sarabella's will serve fresh fruit and vegetable juices and smoothies, rollup sandwiches, soups, and a variety of salads and deli-type items, and nutritionally sound desserts. The grocery section will offer whole foods, beans, grains, spices, herbs, whole-food supplements, 'super foods', and fresh organic produce, herbs, and spices.

This is not such a unique concept; it just isn't presently available in downtown Nashua. Local restaurants are getting better about offering healthier alternatives to the typical 'burger and fries' lunch, but still have a long way to go. As for a health food store, none exist in Nashua any more. Sarabella's will offer a variety of foods such as gluten free alternatives, raw foods meals, vegan dishes, etc.

Sarabella's firmly believes the market is headed in the direction of healthier organic unprocessed foods, free from chemical additives, preservatives, GMOs, etc. As Americans' health declines, people are waking up to the idea that they are responsible for their own health and can be proactive in improving the quality of their lives through good eating and living. The environment is becoming a more important issue as well, and our awareness that we can and must make a difference is growing. It is an important goal of Sarabella's to contribute to this in a profoundly positive manner.

COMPETITION

Whole Foods-sells food, supplements, herbs, etc. Very expensive, difficult accessibility to store, and only a bar serving beer. Not family oriented

Vitamin Shoppe- sells some superfoods and supplements. No café.

Bonheoffer's Café & Espresso- serves sandwiches, salads, and smoothies. Food is not made on premises, and smoothies are made with sugar-filled flavored syrups and ice cream. Not health oriented.

Currently there is no health food store in Nashua, and no one serving fresh juices and smoothies. Customers tend to be loyal to local small business over corporate businesses.

POPULATION IN THE GREATER NASHUA AREA

TOWN	2010 POP	%MALE	%FEMALE	PER CAPITA INCOME
Nashua	86,933	49.2%	50.3%	\$32,411
Amherst	11,201	49.2%	50.8%	\$47,622
Hudson	7,366	48.8%	51.2%	\$28,764
Windham	13,592	49.3%	50.7%	\$46,071

Hollis	7,684	49.6%	50.4%	\$48,600
Bedford	21,203	48.9%	51.1%	\$53,755

ADVERTISING

Sarabellas plans to advertise in the local papers, i.e.-the Telegraph, the Union Leader, Hippo magazine, etc. Social media will play an important role; Facebook, Twitter, and LinkedIn. Hopefully Sarabellas can be featured on Cook's Corner, a short cooking segment on WMUR TV at the end of the noon news broadcast. It would be free advertising reaching people all over New Hampshire and southern Massachusetts. Sarabellas will also maintain a current website, selling products, and sharing cooking videos to teach people skills to create healthy dishes at home.

LOCATION

A location for Sarabellas has been procured in downtown Nashua, a two minute walk to Main St. It is approximately 500sq. feet with seating for up to 24 people. There is ample parking nearby.

Pat Fox-owner/operator has been studying health and nutrition for 30+ years. She has many years' experience in the food and beverage industry, as well as experience in the banquet/catering industry. She has also been self-employed as a caterer and personal chef. She is knowledgeable in dietary restrictions for people with food allergies.

In addition, Pat owns and operates a small organic farm in downtown Nashua, very close to Sarabellas intended location. Seasonally speaking, this will be very advantageous for procuring locally grown produce.

STARTUP EXPENSES

BUILDING PERMITS	\$500.00
HANDICAP ACCESSIBLE BATHROOM	\$15,000.00
VINYL FLOOR	\$3,000.00
POS CASH REGISTER SYSTEM	\$4,000.00
VENTILATION HOOD WITH FIRE SUPRESSION	\$16,000.00
6 BURNER STOVE WITH RADIANT HEAT OVEN	\$1,600.00
CONVECTION OVEN-GAS	\$3,000.00

3' GRILL	\$2,200.00
ICE MACHINE	\$2,300.00
DISHWASHER	\$3,600.00
TOAST CONVEYER	\$600.00
4 BURNER COFFEE MAKER	\$389.00
IMMERSION BLENDER	\$85.00
MIXER	\$700.00
VITAMIX BLENDER	\$445.00
11 QT SOUP WARMER	\$225.00
HAND JUICER	\$50.00
COMMERCIAL JUICER	\$650.00
STEAM OVEN	\$3,200.00
TABLES, CHAIRS, SHELVING UNITS	\$2,000.00
SIGNAGE	\$500.00
RUBBER FLOOR MATS	\$420.00
KNIVES	\$350.00
COFFEE CUPS	\$90.00
SOUP CUPS	\$40.00
SOUP BOWLS	\$63.00
PLATES	\$110.00
FLATWARE	\$200.00
NAPKIN DISPENSERS	\$42.00
INITIAL INVENTORY (FOOD, SUPPLEMENTS, ETC.)	\$8,000.00
LEGAL EXPENSES	\$600.00
ARCHITECT FEES	\$1,500.00

PAYROLL FOUR MONTHS \$48,000.00

TOTAL STARTUP EXPENSES \$117,949.00

STARTUP EXPENSES REFLECT THE PURCHASE OF NEW EQUIPMENT. WHERE USED PRODUCTS ARE AVAILABLE, IT WILL GLADLY BE TAKEN INTO CONSIDERATION. WARRANTIES ON NEW EQUIPMENT ARE FOR 1 YEAR AND 30 DAYS FOR REFURBISHED.

SARABELLAS HOURS OF OPERATION WILL BE MON-SAT, 10AM -8PM

EMPLOYEES-5

PAT-OWNER, CHEF, PRODUCE GROWER, PURCHASER 60HRS/WK @ \$20-/HR

4 ADDITIONAL STAFF MEMBERS AT 30HRS/WK @ \$15-/HR

MONTHLY EXPENSES

INVENTORY	\$4,000.00
RENT	\$1,300.00
ELECTRICITY	\$600.00
GAS	\$600.00
WATER & SEWER	\$100.00
TRASH REMOVAL	\$100.00
CLEANING SUPPLIES	\$100.00
TAKE-OUT CONTAINERS/UTENSILS	\$100.00
LINENS	\$15.00
ESTIMATED QUARTERLY TAXES (PER MONTH)	\$500.00
INSURANCE	\$100.00
PAYROLL	\$12,000.00
WIFI	\$100.00
TOTAL MONTHLY EXPENSES	\$19,615.00

CAFÉ PROJECTED FOOD SALES BASED ON PERSONS PER MONTH

PERSONS	1200
AVERGAE SALES	\$16.00
GROSS SALES	\$19,200.00
COST OF SALES	\$4,000.00
NET MONTHLY FOOD INCOME	\$15,200.00

PROJECTED BULK ITEM SALES PER MONTH

PERSONS	400
AVERGAE SALES	\$50.00
GROSS SALES	\$20,000.00
COST OF SALES	\$10,000.00
NET MONTHLY BULK ITEM INCOME	\$10,000.00

PROJECTED CD/BOOKS SALES PER MONTH

PERSONS	400
AVERGAE SALES	\$15.00
GROSS SALES	\$6,000.00
COST OF SALES	\$3,000.00
NET MONTHLY CD/BOOKS INCOME	\$3,000.00

TOTAL NET MONTHLY INCOME FROM ALL SALES	\$28,200.00
LESS MONTHLY EXPENSES	\$19,615.00
POTENTIAL PROFIT PER MONTH	\$8,485.00

