



SU-Bar

Student Union Bar

The first Student bar in Jülich

Company

Name: SU- Bar GmbH



Partners:

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Introduction

- The only proper student bar in Jülich
- Entertaining atmosphere that caters well to student lifestyle
- Cheap prices, offers & events





Market Analysis

Location

- Jülich, close to FH
- 75 m² , with a main bar, storage room , WCs.
- Can accommodate 50 to 60 people at a time



Potential customers

- FH Aachen, Jülich: about 2000 students
- FZ Jülich: 4000 employees



Special Events and offers

- Open from Monday to Saturday
Opening hours: 6pm to 2am

- Tuesday: All you can drink for 10 €



- Thursday: Karaoke



- Friday: Live Music



Competitors

- Three main competitors
 - i. Kuba
 - ii. Irish pub
 - iii. Careba

- Why we can break into the market?
 - i. Our prices and special offers
 - ii. The atmosphere in our bar which is more suited for university students





Business Calculations

Considerations

- The bar is open 10 months in a year.
(Closed in summer; Aug and Sept because many students won't be in Jülich during the vacation)
- e.g. labour and utility costs are excluded for these months.



Investment & Depreciation costs

Item	Expenditure (€)	Depreciation rate per year	Depreciation per year(€)
Furniture	2700	0.1	270
Beer Tap system	20000	0.1	2000
Media equipment	4700	0.2	940
Informatics	600	0.25	150
Refrigerator	3000	0.1	300
Vehicle	10000	0.2	2000
Rental deposit	3000		
Utensils	1000		
Unexpected	3000		
Circulating capital	600		
Total (€)	48600		5660



Financing

Total investment	48600
60% Own capital	29160
40% Outside funding	19440



Financing costs

Year	Balance of Debt	Interest rate	Interest costs paid	Repayment
1	19440	0.07	1360.8	1944
2	17496	0.07	1224.72	1944
3	15552	0.07	1088.64	1944
4	13608	0.07	952.56	1944
5	11664	0.07	816.48	1944
6	9720	0.07	680.4	1944
7	7776	0.07	544.32	1944
8	5832	0.07	408.24	1944
9	3888	0.07	272.16	1944
10	1944	0.07	136.08	1944

Labor costs

Worker	Hours	Wages (Weekly)	Wages (monthly)	Wages (yearly)
A	15.00	92.25	396.68	3966.75
B	15.00	92.25	396.68	3966.75
C	11.00	67.65	290.90	2908.95
D	15.00	92.25	396.68	3966.75
Labour cost		344.40	1480.92	14809.20

*Note: 1 Month is 4.3 Weeks (1 Week=6 Days)

Shift	Hours	Working time
1	7	6pm to 1am
2	4	10pm to 2am

*Note: Monday and Wednesday we have only 1 waitress



Self Cost Per Beverage

	1st year	2nd year	3rd year	4th year	5th year	6th year	7th year	8th year	9th year	10th year
Utilization of capacity	0.7	0.9	1	1	1	1	1	1	1	1
Quantity sold	16800	21600	24000	24000	24000	24000	24000	24000	24000	24000
Costs	cost per year	cost per year	cost per year	cost per year	cost per year	cost per year	cost per year	cost per year	cost per year	cost per year
Depreciation cost	5660	5660	5660	5660	5660	5660	5660	5660	5660	5660
financing cost	1360.8	1224.72	1088.64	952.56	816.48	680.4	544.32	408.24	272.16	136.08
labour cost	14809.2	14809.2	14809.2	14809.2	14809.2	14809.2	14809.2	14809.2	14809.2	14809.2
Utility cost	3000	3000	3000	3000	3000	3000	3000	3000	3000	3000
Stock costs	8015	10305	11450	11450	11450	11450	11450	11450	11450	11450
GEMR	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500
Replacements	300	300	300	300	300	300	300	300	300	300
Rental	12000	12000	12000	12000	12000	12000	12000	12000	12000	12000
Total cost	46645	48798.92	49807.84	49671.76	49535.68	49399.6	49263.52	49127.44	48991.36	48855.28
Self cost per beverage	2.776	2.259	2.075	2.070	2.064	2.058	2.053	2.047	2.041	2.036



Price definition

- Self cost for beverage (1st year): 2.78 €
Self cost for beverage (last 3 years): 2.00 €
- The self cost is an average cost of all beverages: alcohol + non alcoholic beverages
- A average selling price for all beverages was set at **3.50 €**



Revenue

Year	Sales	Selling price	Revenue
1	16800	3.5	58800
2	21600	3.5	75600
3	24000	3.5	84000
4	24000	3.5	84000
5	24000	3.5	84000
6	24000	3.5	84000
7	24000	3.5	84000
8	24000	3.5	84000
9	24000	3.5	84000
10	24000	3.5	84000



Cash flow & Equity profitability

Year	1	2	3	4	5	6	7	8	9	10
Revenue	58800.00	75600.00	84000.00	84000.00	84000.00	84000.00	84000.00	84000.00	84000.00	84000.00
Depreciation costs	5660.00	5660.00	5660.00	5660.00	5660.00	5660.00	5660.00	5660.00	5660.00	5660.00
Financing costs	1360.80	1224.72	1088.64	952.56	816.48	680.40	544.32	408.24	272.16	136.08
Labour costs	14809.20	14809.20	14809.20	14809.20	14809.20	14809.20	14809.20	14809.20	14809.20	14809.20
Utility costs	3000.00	3000.00	3000.00	3000.00	3000.00	3000.00	3000.00	3000.00	3000.00	3000.00
Stock costs	8015.00	10305.00	11450.00	11450.00	11450.00	11450.00	11450.00	11450.00	11450.00	11450.00
GEMR	1500.00	1500.00	1500.00	1500.00	1500.00	1500.00	1500.00	1500.00	1500.00	1500.00
Replacements	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00
Rental	12000.00	12000.00	12000.00	12000.00	12000.00	12000.00	12000.00	12000.00	12000.00	12000.00
Total costs	46645.00	48798.92	49807.84	49671.76	49535.68	49399.60	49263.52	49127.44	48991.36	48855.28
Profit before tax	12155.00	26801.08	34192.16	34328.24	34464.32	34600.40	34736.48	34872.56	35008.64	35144.72
Taxes (40%)	4862.00	10720.43	13676.86	13731.30	13785.73	13840.16	13894.59	13949.02	14003.46	14057.89
Profit after taxes	7293.00	16080.65	20515.30	20596.94	20678.59	20760.24	20841.89	20923.54	21005.18	21086.83
Cash-flow	12953.00	21740.65	26175.30	26256.94	26338.59	26420.24	26501.89	26583.54	26665.18	26746.83
Repayment credit	1944.00	1944.00	1944.00	1944.00	1944.00	1944.00	1944.00	1944.00	1944.00	1944.00
Dividend	11009.00	19796.65	24231.30	24312.94	24394.59	24476.24	24557.89	24639.54	24721.18	24802.83

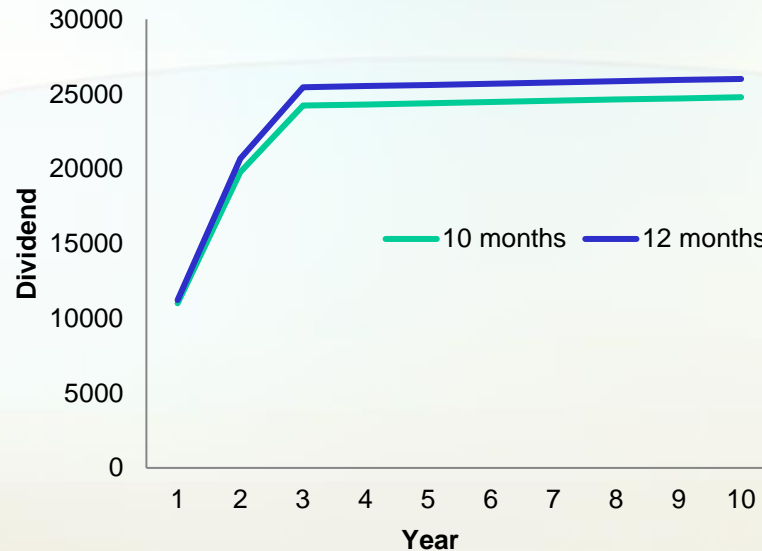
Equity profitability

Equity	29160.00	29160.00	29160.00	29160.00	29160.00	29160.00	29160.00	29160.00	29160.00	29160.00
Interest made on equity	37.75	67.89	83.10	83.38	83.66	83.94	84.22	84.50	84.78	85.06



Conclusion

- I. Dividend differences between 10 and 12 months operation. Since the difference is very small for the first two years, we have decided it would be better to close the bar in these two months.



- II. The sales of beer is expected to rise quite significantly after the 1st year. We have just provided an estimate for calculation purposes
- III. If the sales of beer do rise significantly, we should expect a much higher profit





Thank you
See you on the opening day
CHEERS!!