

Business Plan

Rent-A-Tray

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(FH Aachen)

Agenda

- **Business Idea**
- **Location**
- **Market Analysis**
- **Marketing**
- **Cost Calculations**
- **Turnover**
- **Cash Flow**
- **Conclusion**

Business Idea

- small sales areas (boxes) for rent
- unique art and craft products
- legal form: e.K.



- price per tray about 30 € (see calculation)
- size of tray about 33 cm x 33 cm

Background

- business idea started in Japan
- set a trend across east asia (China, Malaysia,...)
- most owners are students (easy to run with little time and little money)



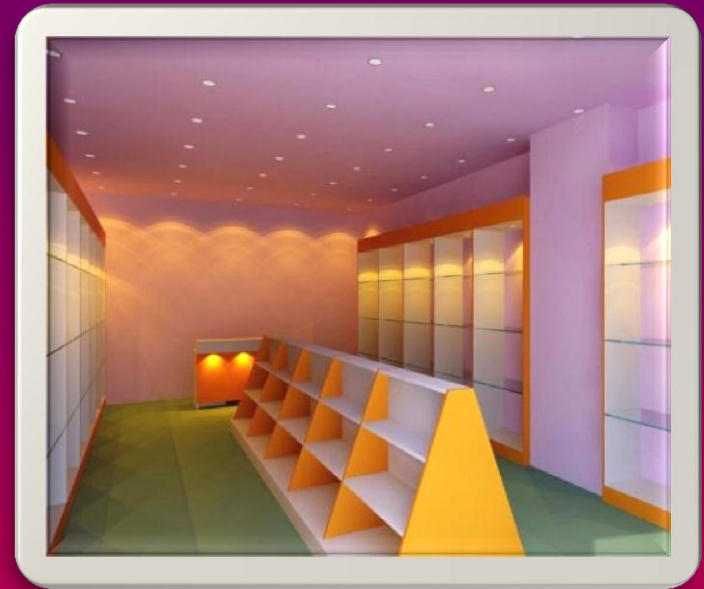
for Germany: focus on unique handmade products

Examples for handmade products



Location: Aachen City Centre

- 250,000 residents
- many artist and craftsmen
- many visitors from B and NL
- many students in AC



Market Analysis

- **Market for Product Suppliers**
 - Find out local manufacturers
 - find out how many people who make things for hobby
- **Competitors:**
 - DaWanda (online) -> products can not be touched
 - Fachgeschäft (Düsseldorf) -> too far away
 - Local Crafts and Arts Markets -> usually once a year

Target Groups

Box Owners:

- Professional Arts and Crafts People
- Hobby Enthusiastics
- People starting a business (to test market)
- Bigger Companies (to promote their products)

Buyers:

- Everyone looking for unique gifts, clothes or accessoires
- mostly women
- business dedicated to every budget

Marketing

Access to Product Suppliers:

- **Sellers at Arts and Crafts Markets**
- **Sellers at Christmas Markets**
- **Local Manufacturers/Artists**
- **Advertisements at Schools/Universities**
- **Own Homepage**
- **If possible: Cooperation with DaWanda**

Initial and Monthly Expenses

initial expenses	
	(€)
additional costs	
deposit 3xKM	1350.00
commission fee (3xKM)	1350.00
installation expenses	
furniture	1000.00
renovation	250.00
lights & electronics	250.00
computer	350.00
cash box	100.00
office material	80.00
advertisement	250.00
trade licence	20.00
unexpected cash flow	5000.00
total	15,000.00

monthly expenses		
area /m²:	30	
Shop Renting	€/m ²	
rent in AC	15	
operation costs	5	
Utility Costs	€/month	€/year
rent & oper. costs	600	7200
electricity	100	1200
office material	30	360
insurance	10	120
total	740	8,880

Financing

- **total amount needed: about 15,000€**
- **5000€ own capital**
- **10000€ bank loan**
- **KfW starter credit**
 - **about 4% interest rate**
 - **1st year: repayment free**

Financing

Year	Balance of Debt (€)	Interest p.a (€)	Payback p.a (€)	Total Payback p.a. (€)
1	10000.0	400.0	0.0	400.0
2	10000.0	400.0	2000.0	2400.0
3	8000.0	320.0	2000.0	2320.0
4	6000.0	240.0	2000.0	2240.0
5	4000.0	160.0	2000.0	2160.0
6	2000.0	80.0	2000.0	2080.0
		Total repayment + interest		11600.0

Depreciation Cost

installation expenses	(€)	depreciation %	years	depreciation p.a. (€)
furniture	1000.00	10	10	100.00
renovation	250.00	5	20	12.50
lights & electronics	250.00	10	10	25.00
computer	350.00	33.3	3	116.55
cash box	50.00	16.7	6.0	8.33
			total:	262.38

Labour Cost

one sales person = owner

brut income	
per month (€)	per year (€)
2500	30000

Self Cost Calculation

	1st year	2nd year	3rd year	4th year	5th year	6th year
Depreciation Cost (€)	262.38	262.38	262.38	262.38	262.38	262.38
Financing Cost (€)	400.00	400.00	320.00	240.00	160.00	80.00
Labour Cost (€)	30000.00	30000.00	30000.00	30000.00	30000.00	30000.00
Utilities Cost (€)	8880.00	8880.00	8880.00	8880.00	8880.00	8880.00
Total (€)	39542.38	39542.38	39462.38	39382.38	39302.38	39222.38
no. of renting areas	135					
Self Cost per 'renting area' (€)	292.91	292.91	292.31	291.72	291.13	290.54
cost per month (€)	24.41	24.41	24.36	24.31	24.26	24.21

Turnovers

Estimation of the selling price	
no. of renting areas:	135
price per renting area (€):	28
renting area' p.a. (€):	1620
max turnover p.a. (€):	45360

Year	Capacity/%	Turnover (€)
1	80	36288
2	90	40824
3	100	45360
4	100	45360
5	100	45360
6	100	45360

Cash Flow

	1st year	2nd year	3rd year	4th year	5th year	6th year
Turnover	36288.00	40824.00	45360.00	45360.00	45360.00	45360.00
Depreciation Cost	262.38	262.38	262.38	262.38	262.38	262.38
Financing Cost	400.00	400.00	320.00	240.00	160.00	80.00
Labour Cost	30000.00	30000.00	30000.00	30000.00	30000.00	30000.00
Utilities Cost	8880.00	8880.00	8880.00	8880.00	8880.00	8880.00
Total	39542.38	39542.38	39462.38	39382.38	39302.38	39222.38
Loss Carried Forward		-3254.38	-1972.77	0.00	0.00	0.00
Profit (before Taxes and loss)	-3254.38	1281.62	5897.62	5977.62	6057.62	6137.62
Profit before Taxes	-3254.38	-1972.77	3924.85	5977.62	6057.62	6137.62
Taxes (40%)	0.00	0.00	2359.05	2391.05	2423.05	2455.05
Profit after Taxes	-3254.38	-1972.77	1565.80	3586.57	3634.57	3682.57
Cash-flow (net profit + depr.)	-2992.00	-1710.38	4187.23	6240.00	6320.00	6400.00
Repayment credit	0.00	2000.00	2000.00	2000.00	2000.00	2000.00
Dividend	-2992.00	-3710.38	2187.23	4240.00	4320.00	4400.00

Conclusion

- **profitable after 1 year**
(disregarding the loss of the first year)
- **offers good opportunities for**
arts and craft people without
own business to sell
products at lower scale
- **wide range of unique**
products

*There´ll be
great
bargains!!!!*



Sources

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