

Businessplan

Student cafe „Meeting“

Cafe, bar and lounge for students in Jülich

meeting
cafe

Description

meeting

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Product description

- A new café in Jülich
 - by students → for students
 - Opening hours: 10.30am – 0.00am (Weekend open end)
- Why the concept is successful:
 - We have a lot of students in Jülich
 - There is no student café in Jülich
 - We offer a modern atmosphere, good prices and special events

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Product description

- The name of the student café is “meeting”
- From morning to afternoon (café):
 - Meet with friends
 - Spend the break between the lecture
 - Eat some snacks like sandwiches or cake
 - Learn in a peaceful atmosphere (free Wi-Fi)

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Product description

- In the evening (lounge):
 - Live music by DJ
 - Drink some cocktails
 - Meet with friends and talk about the day
- Special events:
 - International evenings
(with the standard local music and drinks)
 - Role your price (dice game)

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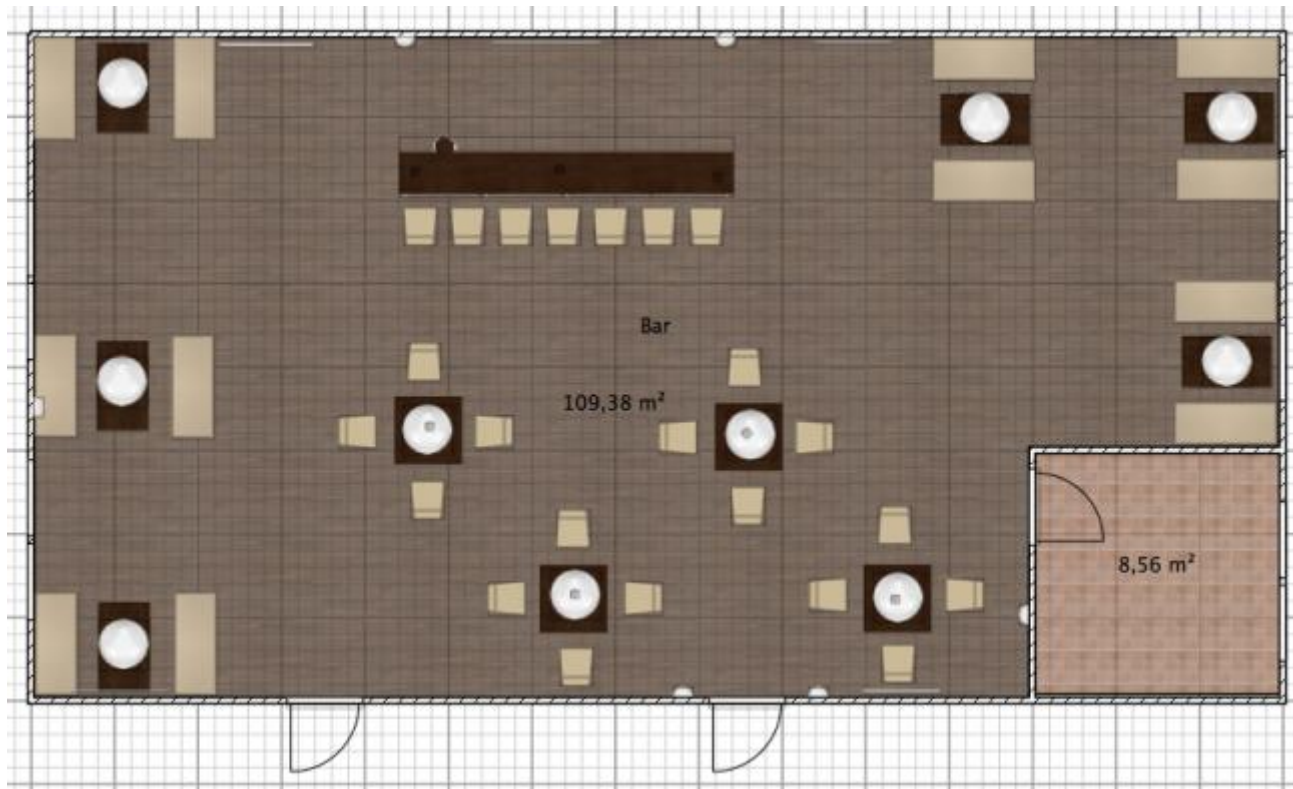
Product description

- The “meeting” provides space for 47 people
- The location is central, it’s reachable by foot from the city and from the FH Aachen

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Product description



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Product description



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Product description



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Market analysis

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Market analysis

- We have:
 - 3407 students in Jülich
 - 876 students are living in Jülich (registered)
 - We estimate the number of students who are living in Jülich at 1000

(Information from the secretary's office)

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Market analysis

- In Jülich we have 5 competitors:
 - Pub
 - Liebevoll
 - Careba
 - KuBa
 - Cortés

only competitors where you don't have to eat something
(in the most restaurants you are undesired if you don't want
to eat something e.g. an italian restaurant)

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Market analysis

Pub

- Seats: 40-50
- Offer:
 - Local Irish drinks
 - Snacks
 - Table soccer
 - Soccer broadcast
 - Special events
(all you can eat,
whiskey tasting)
- Opening Hours:
 - 5 pm - 12 pm



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Market analysis Liebevoll

- Seats: 50-60
- Offer:
 - Hotel
 - Restaurant
 - Special events (karaoke, live DJ, special eat offer)
- Opening Hours:
 - 11 am – 11 pm (1 am)



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Market analysis

Careba

- Seats: 50
- Offer:
 - Restaurant
 - Cocktails
 - Sky broadcast
- Opening Hours:
 - 8 am - 1 am (3 am)



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Market analysis KuBa

- Seats: 40
- Offer:
 - Special drink offers
 - Special parties
(black & white, 70er
80er 90er, students
party)
- Opening Hours:
 - Wed, Fri, Sat
 - 6 pm – 1 am (3 am)



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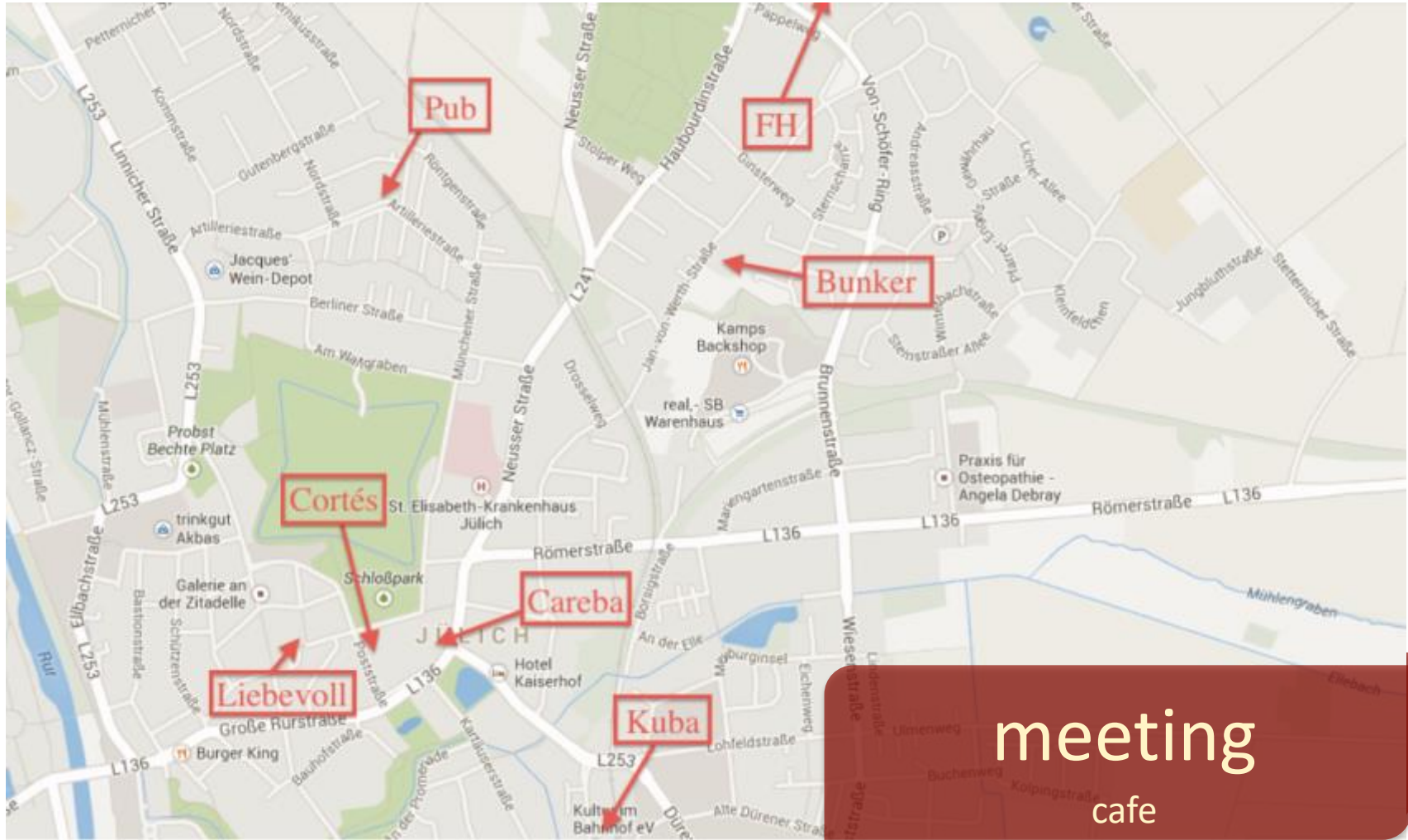
Market analysis Cortés

- Seats: 60-70
- Offer:
 - Cocktails
 - Restaurant
- Opening Hours:
 - 10 am – 0 am (2 am)



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Market analysis



Calculations

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Calculations

Invest cost

	Object	Quantity	Unit price	Total price	Afa	Depreciation
furniture	bar chairs	30	90 €	2.700 €	1	2.700 €
	bar tables	6	105 €	630 €	1	630 €
	tables	8	169 €	1.352 €	1	1.352 €
	benches	14	94 €	1.316 €	1	1.316 €
bar	fully automatic cafe mashine	1	8.290 €	8.290 €	5	1.658 €
	mixers	1	126 €	126 €	1	126 €
	shakers	3	12 €	36 €	1	36 €
room	pictures	5	100 €	500 €	1	500 €
	ceiling lamps	15	70 €	1.050 €	1	1.050 €
	sound system	1	3.000 €	3.000 €	4	750 €
	wall lamps	10	70 €	700 €	1	700 €
kitchen	dishwasher	1	1.000 €	1.000 €	5	200 €
	sink unit	1	300 €	300 €	5	60 €
	stove	1	1.000 €	1.000 €	5	200 €
	counter top	1	110 €	110 €	5	22 €
	fridge	1	1.200 €	1.200 €	5	240 €
supplies	dishes	100	19 €	1.900 €	1	1.900 €
	glasses	600	1 €	600 €	1	600 €
	decoration	16	12 €	192 €	1	192 €
	menu	60	5 €	300 €	1	300 €

26.302 €

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Calculations Investment

Total Cost Objekts	26.302 €
Liquor License	1.500 €
Coution	3.570 €
	31.372 €

We dont need a credit:

- Every owner gives 15.000€ private money

Costs for "rent/additional costs/GEMA" = 20.540€

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Calculations

Depreciation

- If the investment is below 400 € and is designed for individual use, it can be depreciated over one year.

Depreciation / year	1. year	2. year	3. year	4. year	5. year	year 6-10
€	14.532 €	3.130 €	3.130 €	3.130 €	2.380 €	-

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Calculations

Supply Cost

Estimated guests:

- Year 1-2 = 80 guests
- Year 3-6 = 100 guests
- Year 7-10 = 120 guests

The number of guests increases due to the popularity and the growing number of students

Supplies per guest:

- 0,75 Coffee
- 0,25 food (snacks, cakes)
- 1 soft drink
- 0,5 cocktails
- 1,5 beer
- 0,25 liquor

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Calculations

Supply Cost

	purchase price	selling price
Coffee	0,20 €	1,50 €
Foods (snacks cake)	0,50 €	1,30 €
Softdrink	0,40 €	1,50 €
Cocktails	1,00 €	5,00 €
Beer	0,80 €	1,80 €
Liqueur	0,20 €	1,50 €

This average price of the drinks and food results:

- Cost per guest: 2,43€
- Sells per guest: 8,53€

Supply costs per year:

Year 1-2 (80 guests) = 70.810€

Year 3-6 (100 guests) = 88.513€

Year 6-10 (120 guests) = 106.215€

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Calculations

Personal Cost

	Personal		per month	tax	year 1-2	year 3-6	year 7-10
10	Waiter	7 €/h	400 €	30%	62.400 €	62.400 €	62.400 €
1	Cleaning lady	8 €/h	360 €	30%	5.616 €	5.616 €	5.616 €
1	Barman	10 €/h	1.600 €	25%		24.000 €	24.000 €
					68.016 €	92.016 €	92.016 €

- The first two years the owner makes the management and the service
- After the two first years, due to the increasing number of visitors, we provide an additional barman

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Calculations

Cash Flow calculation

year	1	2	3	4	5	6	7 to 10
Sales volume	248.930 €	248.930 €	311.163 €	311.163 €	311.163 €	311.163 €	373.395 €
Depreciation	14.532 €	3.130 €	3.130 €	3.130 €	2.380 €	- €	- €
Rent/additional costs	20.540 €	20.540 €	20.540 €	20.540 €	20.540 €	20.540 €	20.540 €
Supply costs	70.810 €	70.810 €	88.513 €	88.513 €	88.513 €	88.513 €	106.215 €
Personal costs	68.016 €	68.016 €	92.016 €	92.016 €	92.016 €	92.016 €	92.016 €
Caution/Liquor licence	5.070 €	- €	- €	- €	- €	- €	- €
Return	69.962 €	86.434 €	106.964 €	106.964 €	107.714 €	110.094 €	154.624 €
Buisness Taxes	6.969 €	9.494 €	12.642 €	12.642 €	12.757 €	13.122 €	19.948 €
Cashflow	62.993 €	76.940 €	94.322 €	94.322 €	94.957 €	96.972 €	134.676 €

Business Tax: 3,5% of the return multiplied with the municipal collection rate (Jülich 438%) minus the allowance (24.500€)

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Conclusion

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Conclusion

- We are confident because it is the first student café in Jülich and the numbers of students are increasing
- Rapid growth in profit because most depreciation are only in the first year

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