

Sales Projections

	cover count	check ave	Daily	Weekly	Food	Wine	Bev
Café AM (coffee, pastry, sandwiches)	60	\$ 10.80	\$ 648.00	\$ 4,536.00	50.00%	20.00%	30.00%
					\$ 2,268.00	\$ 907.20	\$ 1,360.80
Café PM (wine, snacks, light dinner)	45	\$ 15.00	\$ 675.00	\$ 4,725.00	50.00%	40.00%	10.00%
					\$ 2,362.50	\$ 1,890.00	\$ 472.50
Lunch (dining room, M-F)	35	\$ 35.00	\$ 1,225.00	\$ 6,125.00	70.50%	20.00%	9.50%
					\$ 4,318.13	\$ 1,225.00	\$ 581.88
Dinner (dining room)	80	\$ 65.00	\$ 5,200.00	\$ 36,400.00	60.50%	30.00%	9.50%
					\$ 22,022.00	\$ 10,920.00	\$ 3,458.00
Brunch (dining room, Sat & Sun)	80	\$ 40.00	\$ 3,200.00	\$ 6,400.00	60.00%	20.00%	15.00%
					\$ 3,840.00	\$ 1,280.00	\$ 960.00
					\$ 34,810.63	\$ 16,222.20	\$ 6,833.18

Income Statement

Sales

Food	\$ 1,810,152.50	60.16%	
Wine total	\$ 843,554.40	28.03%	
Wine-glass	\$ 210,888.60	7.01%	25.00% of wine sales
Wine- bottle	\$ 573,616.99	19.06%	68.00% of winesales
Wine- consignment	\$ 59,048.81	1.96%	7.00% of wine sales
Beverage	\$ 355,325.10	11.81%	

Total Sales **\$ 3,009,032.00** **100.00%**

Cost of Goods

Beverage	\$ 71,065.02	20.00%
Wine total	\$ 271,961.94	32.24%
Wine-glass	\$ 59,048.81	28.00%
Wine-bottle	\$ 189,293.61	33.00%
Wine- consignment	\$ 23,619.52	40.00%
Food	\$ 570,198.04	31.50%

Total Cost of Goods **\$ 913,225.00** **30.35%**

Gross Profit **\$ 2,095,807.00** **69.65%**

Payroll

Front of House

Host & Barista	\$ 105,000.00	3.49%
Waiters	\$ 60,000.00	1.99%
Runners	\$ 35,000.00	1.16%
Total Front of House	\$ 200,000.00	6.65%

Back of House

Cooks	\$ 165,000.00	5.48%
Pastry	\$ 93,000.00	3.09%

Income Statement

Prep/ Dish	\$ 135,000.00	4.49%
Total Back of House	\$ 393,000.00	13.06%

Management

Front of House	\$ 126,000.00	4.19%
Back of House	\$ 174,000.00	5.78%
Bonus	\$ 2,000.00	0.07%
Total Management	\$ 302,000.00	10.04%

Total Payroll \$ 895,000.00 29.74%

Benefits

FICA	\$ 124,573.92	4.14%
SUI	\$ 20,762.32	0.69%
FUI	\$ 4,212.64	0.14%
Workers Comp	\$ 30,993.03	1.03%
Health Insurance	\$ 66,000.00	2.19%
Disability	\$ 902.71	0.03%
Total Benefits	\$ 247,444.63	8.22%

Total Labor \$ 1,142,444.63 37.97%

Direct Expenses

FOH smallwares	\$ 6,500.00	0.22%
BOH smallwares	\$ 3,600.00	0.12%
Cleaning Supplies	\$ 8,000.00	0.27%
Credit Card Fees	\$ 82,748.38	2.75%
Flowers	\$ 19,000.00	0.63%
Lighting supplies	\$ 150.00	0.00%
Menu, winelist	\$ 1,500.00	0.05%
Open Table	\$ 8,000.00	0.27%
Paper Supplies	\$ 10,000.00	0.33%
Carting	\$ 17,500.00	0.58%
Linen	\$ 20,000.00	0.66%
Uniforms	\$ 6,000.00	0.20%

Total Direct Expense \$ 182,998.38 6.08%

Marketing Expenses

Guest Comp	\$ 4,513.55	0.15%
PR	\$ 6,000.00	0.20%
Website	\$ 600.00	0.02%

Total Marketing \$ 11,113.55 0.37%

Repairs & Maintenance

Fire Prevention	\$ 4,000.00	0.13%
Plumber	\$ 2,500.00	0.08%

Income Statement

Micros	\$ 2,500.00	0.08%
General	\$ 8,500.00	0.28%

Total R&M **\$ 17,500.00** **0.58%**

Admin Expense

Employee Education	\$ 9,000.00	0.30%
Employee Relations	\$ 3,000.00	0.10%
Telephone	\$ 7,500.00	0.25%
Postage	\$ 2,000.00	0.07%
Dues/ Subscriptions	\$ 500.00	0.02%
Office Supplies	\$ 2,500.00	0.08%
Payroll Processing	\$ 6,000.00	0.20%
Stationary	\$ 1,500.00	0.05%
Liscences, Permits	\$ 1,500.00	0.05%

Total Admin Expense **\$ 33,500.00** **1.11%**

Occupancy Expenses

Rent	\$ 150,000.00	4.98%
Gas	\$ 20,000.00	0.66%
Electric	\$ 48,000.00	1.60%
Water	\$ 7,100.00	0.24%
Property Insurance	\$ 36,000.00	1.20%

Total Occupancy **\$ 261,100.00** **8.68%**

Total Expense **\$ 2,561,881.55** **85.14%**

Total Income **\$ 447,150.45** **14.86%**