



BUSINESS PLAN EXAMPLE

Note: This business plan was used by one of our existing customers who was kind enough and willing to share it with our community to make things easier for other rising entrepreneurs out there. That being said, the sections below are just suggestions. This is just to give you an idea of what a business plan for a self-pour taproom might look like. Some parts of the plan will have information missing or be replaced with generic information.

This is bits and pieces of Josue Matos' business plan for his own self-pour brand, **The Beer Wall LLC**

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EXECUTIVE SUMMARY

In an ever-changing world, critical changes are coming to the bar industry. Technological advances are changing the way society interacts, and it is now going to change the experiential landscape for the growing population of craft beer consumers. As a millennial, I have witnessed first-hand the explosion of craft beer over the past five years. Data shows that beer lovers have shed the traditional bar drinking experience and demand has grown for integrating alcoholic beverages in more experiential occasions. Beer festivals, brewpub visits, and outdoor activities are attracting not only millennials, but also a vast demographic of beer drinkers who are looking for a new and unique way to experience craft beer. The information age and modernization are paradigms that bind my business model with inevitable societal changes that highlight the growing relationship between the digital and physical worlds.

As a strong advocate of craft beer and a contemporary to the technological advancements of the past decade, I will be opening (my state's) very first self-serve craft beer and wine bar. This new and unique concept revolutionizes the drinking experience and ushers in the future of craft beer distribution. Our business model gives the consumer the option to pour as a little or as much as they want, while trying a variety of different styles of beer and only paying for what they pour. Consumers pay by the ounce. Upon walking into the establishment, the customer will be greeted at a main check-in station where their age and identification will be verified. Customers will choose a pre-pay or bill-pay RFID card, and the card will activate when linked to a debit or credit card. Once this is complete the customer will walk up to a touch screen tap, select their choice of beverage, place the RFID card on the Magic Box, and pull the tap handle to dispense the beverage. The Magic Box will record the amount and type of beer that was dispensed and transfer that data to the RFID card. Customers can see exactly how much beer they are pouring while the tap is open, and they will also receive a detailed receipt of their pour sessions at the end of their visit.

There is a safeguard in place that limits each pour session to 32 ounces of beer, essentially two pints. If a customer reaches that limit, their RFID card will be deactivated and a friendly staff member will have to reactivate their card if the customer wishes to continue taste-testing drafts. This allows for human interaction and gives us the opportunity to use the same discretion that a bartender would before reactivating a customer's card. This will eliminate long wait times for refilling the customer's beer during peak hours, and it also alleviates the pressure of leaving gratuity if not desired. Our employees will be well compensated; therefore, they will not be relying on gratuity. Any tips left by patrons will be donated annually to charitable organizations. We will also offer a high quality, artisan-style menu.



OUR MISSION

As (our county's) first self-serve craft beer bar, (this PourMyBeer location) seeks to quench the thirst and desires of the ever-growing population of craft beer consumers in (state). We believe in positive change and ushering in an era that puts a new and unique twist on an old-fashioned model. Through employee empowerment and education, we will create a thriving workforce by creating individuals who challenge the status quo and most importantly take pride in what they do.



KEYS TO SUCCESS

- (This PourMyBeer location) believes in product quality through excellent customer service by training our staff on key elements such as the knowledge of our industry, attentiveness, integrity, and accountability. Our staff will be given a handbook specifying their expectations and resources to broaden their knowledge of the craft beer industry
- Quality food: (This PourMyBeer location) will serve freshly prepared, high-quality artisan styled appetizers that are targeted to appeal to a variety of tastes and budgets. Our menu will echo the philosophy behind craft beer which is the expression of artistic freedom while delivering a high-quality product
- Retail Merchandising: (This PourMyBeer location) will include an integrated retail store offering premium quality merchandising displaying our unique logo design
- Maintain a strong focus on costs and operations by hiring quality management and staff who have a passion for the industry and our key principles, while utilizing automated computer control (PourMyBeer's magic box)
- Investment in employees: (This PourMyBeer location) will pay its employees livable salaries and paid time off. This will help with employee retention and help create a reputation for being a good employer
- Community Involvement: A portion of tips left by patrons will be donated to charitable organizations, starting with (this county's charitable organization). We plan to annually change the charitable organization receiving the donation
- Maintain a clean and spectacular visual design and open layout with mass appeal

GOALS AND OBJECTIVES

- To become (this county's) premier self-serve craft beer and wine taproom that offers high-quality beer, food, games and customer service
- Create value for our customers by solving the following problems: eliminating long wait times for a refill during peak hours, alleviating the pressure of leaving gratuity, cost and experiential restraints of having to commit to a full pint, and fulfilling the growing trend of speed and delivery with our self-serve concept
- Increase sales year after year by 10% by placing a strong emphasis on marketing analysis, industry analysis and trends, and integrating customer feedback with R&D
- Increase advertising effectiveness by 7% from year one to year two; utilize social media and website metrics to increase effective delivery of brand campaign message
- Increase brand recognition through direct market advertising and all social media outlets

COMPANY OWNERSHIP

- (The name of an awesome entrepreneur with this revolutionary idea) will be a majority owner, retaining 76% in ownership equity. I invested \$235,000. (name of your awesome partner) is receiving 5% ownership equity and he will be our General Manager. He has been the G.M. at (name of another great successful local business) for the past 4 years and brings an overall 10 years of experience within the bar/restaurant industry. (Name of your other awesome partner) will invest \$50,000 for 19% in ownership equity. He is a Branch Manager at xxx Corporation. (This PourMyBeer location) hopes to secure funding on an equity, debt, or combination basis in order to facilitate rapid growth and expansion.
- I am on the verge of obtaining my Bachelor's Degree in Business Administration from xxx College located in xxx . I recently completed my fourth year and have completed courses in following fields: Management Concepts I and II, Statistics I and II, Production Management, Microeconomics, Macroeconomics, Management Information Systems, Marketing Management I and II, Accounting I and II, Financial Management I and II, Business Government & Society, and International Business.
- I'm currently an adult student working full time as a B2B Inside Sales Representative for xxx . I have worked in sales for my entire career, and developed skills in customer service, marketing, team leadership, team building, public speaking, and account management. I've also conducted and led sales training classes and was awarded xxx in xxx .
- I am proud to say that I have managed a GPA of 3.7 while working full time and attending night classes on a weekly basis over the past four years.

LOCATION ANALYSIS

The proposed location for (This PourMyBeer location) is located at xxx in (your city), (your state). It is currently zoned as a retail property. The location offers great visibility with a large storefront entrance and is located in the heart of (neighborhood or district) , an area populated by many major retailers and small businesses. This location is the perfect size to fit our present needs with additional room to expand. It is centrally located within (your county) and is situated near and accessible from three major highways. The property is in close proximity to xxx's city limits, located in the nearby borough of xxx. Xxx has experienced tremendous growth over recent years and with UGI and the xxx moving into xxx in 2019, we think this creates a great opportunity to increase our brand awareness through increased sales and allows us to build long-lasting relationships within the community.

The proposed leased area is 3,400 square feet with two floors. We will seek a lease term of 60 months on the property, which will result in a monthly rate of \$3,200. This property offers the required space needed for our operations, which are:

- 40 tap PourMyBeer self-serve beverage wall
- Full kitchen and cold storage
- 10 seat cocktail bar
- Open-concept layout for communal-style seating, booths, and high tables
- Office space
- Upstairs area for additional seating/game room



BUSINESS ENVIRONMENT

Our strategy is to create a relaxed ambiance that offers customers a friendly social atmosphere where they can catch up with old friends, meet new ones, and enjoy finely crafted high-quality beers, high-end gastro-pub style food and games. We also hope to attract large groups for work gatherings, and other large social events. In addition to craft beer, we will also offer well-known domestic beers, wine, and gluten-free cider. A full-service cocktail bar will also be available highlighting wine and spirits unique to (your state). The establishment will maintain a clean and spectacular visual design with an industrial finish and an open layout with high tables, lounge areas, and communal-style seating to create a social atmosphere. A few televisions will be disbursed throughout the establishment showcasing major sports networks, bringing you all of the daily sporting events. Classic board games will be provided along with shuffleboard and darts. After experiencing a self-serve beer bar in N.Y., I have experienced first-hand the unique social atmosphere that this business model provides. It enables individuals to taste test as many craft beers and other beverages as they would like, while engaging with other customers and meeting new friends. Also, it's flat out FUN!



COMPETITIVE ANALYSIS

PORTER'S FORCE	ASSESSMENT	JUSTIFICATION	STRATEGIC IMPLICATIONS
Barriers of Entry	Moderate	<ol style="list-style-type: none"> 1. Cost 2. Regulations 3. Rapidly-changing technology 4. Established businesses 	<p>Costs to enter the industry are moderate; complying with the instituted regulations for self-serve beverages will not be a problem as it is legal in (state). RAMP certified staff is required. It is also necessary to keep up with advancing technology.</p>
Power of Consumer	High	<ol style="list-style-type: none"> 1. No switching costs 2. Price sensitivity 3. Other options 	<p>Since there are no switching costs, potential customers can easily find a substitute or utilize another option such as attending another bar or restaurant, or visiting a brewpub. In order to retain our customers, while attracting new ones, it is imperative to emphasize our competitive advantage; the self-serve beverage wall and artisan-style menu.</p>

PORTER'S FORCE	ASSESSMENT	JUSTIFICATION	STRATEGIC IMPLICATIONS
Power of the Supplier	Moderate	<ol style="list-style-type: none"> 1. PourMyBeer 2. Micro Matic 	PourMyBeer is a leading provider of self-pour technology with over 250 locations around the world, and Micro Matic is one of their major partners, providing dispense technology to complete the self serve set up.
Substitute Products	High	<ol style="list-style-type: none"> 1. Beer Marts 2. Supermarkets 	Customers can stop at a beer mart to pick up craft beer to bring home. Supermarkets now offer extensive beer selections as well.
Direct Rivals	High	<ol style="list-style-type: none"> 1. Barley Mow 2. Chatty Monks 	Direct competition already exists within our operating area; however, the existing competition is solely focused on providing services such as traditional brewpubs which only offer beer made on-premise, and traditional bars. (This PourMyBeer location) will be the only self-serve establishment in all of xxx County.



COMPETITIVE ANALYSIS DETAIL

(This PourMyBeer location) is entering an emerging industry. The industry contains few direct and indirect rivals, especially in the greater xxx County area however; we will be the only self-serve establishment in our operating area. The companies listed below have a variety of strengths and weaknesses. Understanding these strengths and weaknesses will give (this PourMyBeer location) significant competitive advantages in this accelerating self-serve industry.

DIRECT RIVALS

Rival 1

Justification for selection: The xxx is a local xxx County craft beer house that offers a wide selection of craft beers to go and a bar with craft beers on tap.

Strengths:

- The xxx offers more than 700 craft beers and are well-known with an established customer base
- Provide a variety of craft beers and draft beers on tap

Weaknesses:

- No on-site parking
- No self-serve setup which leads to long wait times
- Limited appetizer menu

Rival 2

Justification for selection: xxx is a local xxx County brewpub that brews their beer directly on-site and offers 16 craft beers on tap.

Strengths:

- Brand recognition in xxx County
- They have an established customer base
- Provide a variety of in-house craft beers

Weaknesses:

- Very small and limited seating
- No on-site parking
- Craft beer selection is limited strictly to what xxx brews

INDIRECT RIVALS

Beer Distributors

Justification for selection: Potential customers have the option to pick up craft beer at their local beer distributor and enjoy it in the comfort of their own homes.

Strengths:

- Low cost
- Diversity of craft beer
- Multiple locations across xxx County
- Easy access

Weaknesses:

- No social interaction / meeting other beer enthusiasts
- Can't taste test craft beers to see which ones you like or dislike

Below is a SWOT analysis for (This PourMyBeer location):

STRENGTHS

- **One of a Kind** - Our competitive advantage will be the pure novelty of being (your state's) very first self-serve craft beer and wine bar. Our 40 tap beverage wall will offer a large variety of high quality local and regional craft beers, and also some rarities from other parts of the country. We also plan to offer wines and ciders, and even a few well-known domestic beers so that we appeal to a vast demographic of consumers. A cocktail bar will also be available for customers that don't drink beer or wine.
- **On-site Parking** - We will be one of the only locations on xxx to offer customers direct on-site parking.
- **Profitability** – Every keg poured through the PourMyBeer self-serve system saves an industry average of 23% per keg, versus waste, theft and giveaways seen from a traditional bar. That equates to about \$142.60 in savings per average keg.
- **Pricing and Speed of Delivery** - PourMyBeer system eliminates long waits for a refill during peak hours, and statistics show that when customers don't have to wait for service, that equates to a natural increase in beer sales - anywhere from 10-25%
- **Customers Love Choice** - Since customers pay by the ounce, there are no cost restraints limiting them to which craft beers they would like to sample. Our concept eliminates the need to commit to a full pint, and customers don't have to bother the bartender for free samples.
- **Management and Staff** - A few other key advantages will be quality management and a well-trained, educated staff providing excellent customer service. Our bar manager xxx brings 10 years of experience in the bar and restaurant industry. He is also a brewmaster!
- **Safe Environment** - with capable security and surveillance cameras
- **Artisan Appetizer Menu** - We will hire professionals to construct a well-rounded menu for our customers to enjoy.

WEAKNESSES

- **Funds** - Potentially high start-up costs
- **New Established Business** - As we are first-time business owners we will need to do research and network with potential business partners to implement a strategy that will lead to profitability and success. We will ramp up our marketing efforts to capture the market share in xxx County.

OPPORTUNITIES

Market Share - There are no self-serve craft beer and wine bars in xxx county. There is a bar located in xxx that offers a small 8 tap self-serve system only offering self-serve beers. This provides us with a great opportunity to capture a large portion of the market share in xxx County.



THREATS

- **Low barriers of entry** – Technically any bar in xxx County can install a self-serve beer wall system. We are prepared for future competitors to offer this new and unique concept. Our competitive culture will ensure that when they do, they will lose every time.
- **Other competitors** - Such as Wine and Spirits establishments and beer distributors – Customers who choose to enjoy craft beer in the comfort of their own home.
- **Licenses/ Permits/ Zoning** - Potential difficulty in securing a liquor license – Limited amount of liquor licenses given to certain boroughs.

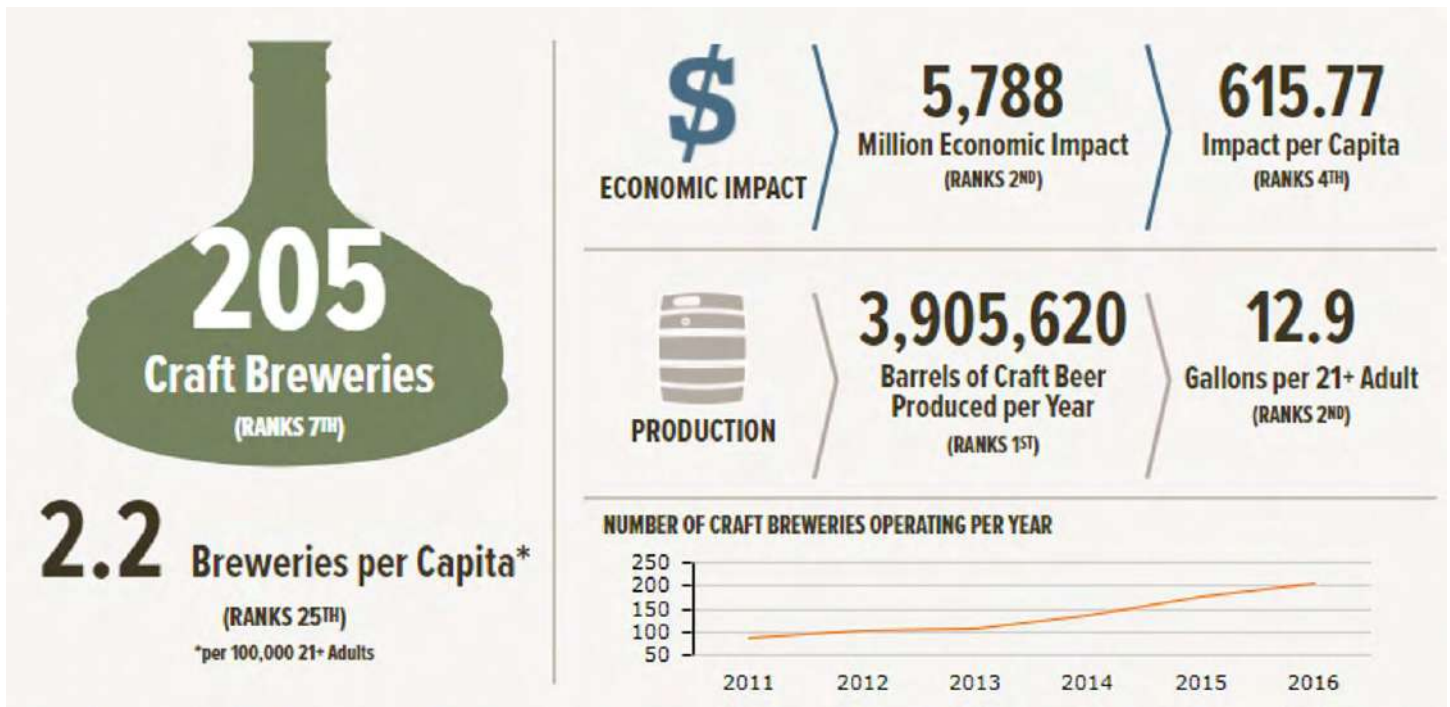
INDUSTRY ANALYSIS

- **xxx County** - After finding my NAICS code and using factfinder.census.gov, I was able to find great information on what the census bureau calls the “drinking places and food” industry. FactFinder states that as of xxx there are currently xxx establishments in xxx County that generated combined annual revenue of \$ xxx. Calculations show that on average each establishment generated \$ xxx in sales. The number of paid employees was xxx with an annual payroll of \$ xxx. This equates to each employee making roughly \$ xxx an hour.
- **Reading** – (Your source here) states that as of xxx , the city of xxx has xxx establishments in this industry that generated combined annual revenue of \$ xxx. On average each establishment in xxx generated \$ xxx in annual sales. The numbers of paid employees were xxx with an annual payroll \$ xxx. This equates to roughly \$ xxx an hour.
- **Sinking Spring** – (Your source here) states that as of xxx , xxx has 12 establishments in this industry that generated combined annual revenue of \$ xxx in annual sales. On average each establishment in xxx generated \$ xxx in annual sales. The numbers of paid employees were xxx with an annual payroll of \$ xxx .
- **Growing Trend** - While overall U.S. beer volume sales were static in 2016, craft beer sales continued to grow at an annual rate of 6.2% by volume. Retail dollar sales of craft beers increased by 10%, up to \$23.5 billion, and now account for nearly 22% of the \$107.6 billion U.S. beer market.

- **Small and Independent American Craft Brewers** - Contributed \$67.8 billion to the U.S. Economy in 2016, more than 456,000 jobs. This figure is derived from the total impact of beer brewed by craft brewers as it moves through the three-tier system (breweries, wholesalers and retailers), as well as non-beer products like food and merchandise.

- **Economic Impact** – Data as of 2016 shows that xxx ranks number xxx in the U.S. generating \$ xxx Billion in sales, behind xxx and California’s \$7.3 Billion.

- **Growing Trend of Breweries** - The explosion of craft beer is demonstrated in the following statistics showing the rising number of craft breweries from 2010 to present day in our state:



U.S. Brewery Count

	2012	2013	2014	2015	2016	2017	'16 to '17 % Change
CRAFT	2,420	2,898	3,739	4,544	5,424	6,266	+ 15.5
Regional Craft Breweries	97	119	135	178	186	202	+ 8.6
Microbreweries	1,143	1,471	2,076	2,626	3,196	3,812	+ 19.3
Brewpubs	1,180	1,308	1,528	1,740	2,042	2,252	+ 10.3
LARGE NON-CRAFT	23	23	26	30	51	71	
OTHER NON-CRAFT	32	31	20	14	16	35	
Total U.S. Breweries	2,475	2,952	3,785	4,588	5,491	6,372	+ 16.0

MARKETING STRATEGY

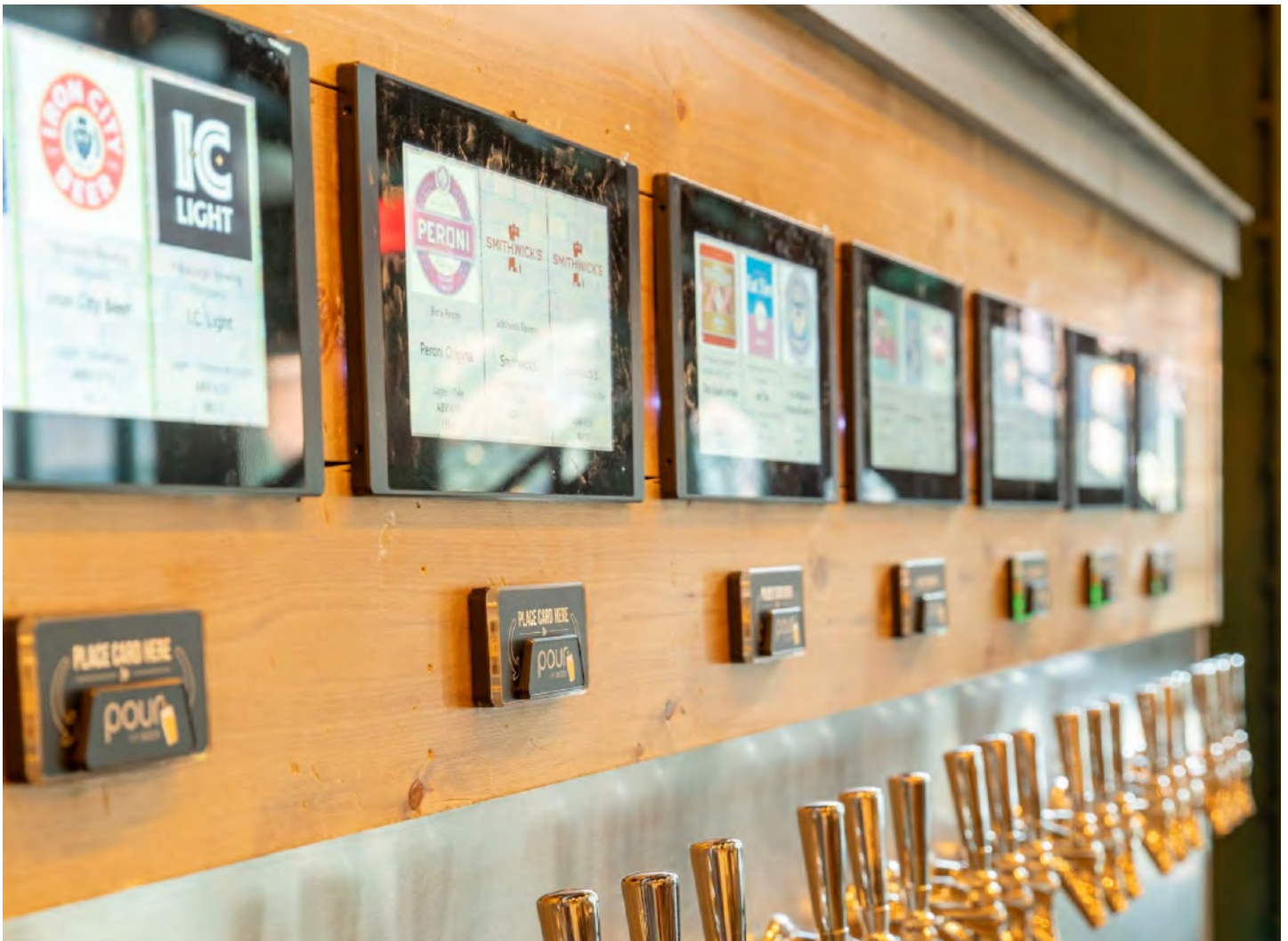
- **Traditional** – Sales blitz across xxx County with promotional flyers to raise brand awareness and interact with other businesses. We also plan to strategically use billboard marketing across xxx County and throughout the xxx community.
- **Digital** – xxx is building the brand book with a custom logo, website, SEO, social media pages (Twitter, Instagram, Facebook), online brochures, and email campaigns. We also plan to publish articles in local news outlets, online blogs, etc.
- **Social** – We plan to host public events by partnering with local craft brewing companies to do tap takeovers, and have on-site educational classes conducted by representatives from the brewing companies to educate the customers on how the brew was made, ingredients, etc. Private events will also be made available to customers at a reasonable fee. We will also implement happy hour specials, live entertainment, board games, pinball, and shuffleboard. A key component to enable a social atmosphere will be communal-style seating.

THE INNER WORKINGS

- (This PourMyBeer location) will be located at xxx in (your city, state) . Our hours of operation will be as follows: Monday, Tuesday and Wednesday 11:30am – 11:00pm, Thursday, Friday and Saturday 11:30am – 12:00am, and Sundays 11:30am – 10:00pm.
- xxx will be constructing our fit out with a modern industrial finish, high ceilings, and custom lighting. They will also construct our beverage wall build-out, demolition of interior subdividing walls, electrical work, flooring, wall coverings and décor/design. A price estimate was emailed to me at a cost of \$144,000.
- (This PourMyBeer location) will be made up of 20 touch screen tablets from the PourMyBeer vendor, with each tablet offering two different kinds of beer, wine, or cider. This will offer our customers a variety of 40 different craft beverages. Xxx is doing our beer line installations. PourMyBeer will install the actual touch screen tablets.
- While our business model empowers our customers to pour their own beer, we will still have employee ‘beer ambassadors’ and ‘runners/ hosts.’ These individuals will provide exceptional customer service by greeting each customer as they enter the establishment, and explaining to them how our self-serve technology works, while also educating and recommending beers to our customers. A strong emphasis on customer service and education will be implemented.
- Customer safety is monitored through limited pour sessions. Each customer is granted a 32-ounce pour session to begin and once they reach this limit, their beer card is deactivated. A friendly RAMP certified employee then has to check on the customer to make sure that they are okay to continue taste testing. If so, the employee reactivates the customer’s beer card for another 32-ounce pour session. This interaction allows us to use the same discretion that a bartender would.
- A full-service cocktail bar will also be available to customers. Our wine and spirits will be produced in xxx as we want to capture the local and craft essence that is unique to our state.

THE MANAGEMENT TEAM

- (My awesome partner) is the General Manager. He brings 10 years of experience working in the restaurant/bar industry, and holds a RAMP certification and a Serve-Safe certification. He works at the General Manager for the xxx in xxx . Having a knowledgeable G.M. on duty at all times who can train staff and provide exceptional customer service will be vital to the success of the business. Not only will he help during the hiring process, he brings a strong knowledge of craft beer and understands the fermentation process of beer. He is also a certified bartender and can legally train new hire bartenders. He also holds a Bachelor's degree from xxx College.
- (Another awesome business partner of mine) will be a manager. With a strong sales background, he has excelled at every position earning xxx Award for xxx in 2014, 2015, 2016.
- (Another awesome business partner of mine) will be our Executive Chef and Kitchen Manager. He is currently the head chef at xxx and brings over 5 years of experience working in the restaurant industry. He will create a high-end, gastropub-style menu with unique finishes the one can only find at our establishment.
- My attorney is xxx of xxx . His firm “ xxx ” is based out of xxx.



APPENDIX

THE FINANCES / STARTUP COSTS

Required Start-Up Funds	Amount	Totals
Fixed Assets		
Real Estate	\$ -	
Buildings	-	
Leasehold Improvements	144,000	
Equipment	100,000	
Furniture and Fixtures	20,000	
Vehicles	-	
Other Fixed Assets	-	
Total Fixed Assets		<u>264,000</u>
Operating Capital		
Pre-Opening Salaries and Wages	20,000	
Prepaid Insurance Premiums	-	
Beginning Inventory	20,000	
Legal and Accounting Fees	8,000	
Rent Deposits	-	
Utility Deposits	-	
Supplies	-	
Advertising and Promotions	-	
Licenses	121,500	
Other Initial Start-Up Costs	-	
Working Capital (Cash On Hand)	61,655	
Total Operating Capital		<u>231,155</u>
Total Required Funds		<u>\$ 495,155</u>

SALES FORECAST

Products and Services	Assumptions	%	January	February	March	April	May	June	July	August	September	October	November	December	Totals
Craft Beer 174.99/ .50 cents per oz/ 12 oz															
Price Per Unit	\$ 7.00	100.00%													
Variable Cost Per Unit	\$ 0.98	14.00%													
Gross Margin Per Unit	\$ 6.02	86.00%													
Projected Unit Sales															
Seasonality Factor			7.67%	8.33%	8.33%	8.33%	8.33%	9.00%	9.00%	9.00%	8.67%	8.33%	7.33%	7.67%	100.00%
Year One			4,600	5,000	5,000	5,000	5,000	5,400	5,400	5,400	5,200	5,000	4,400	4,600	60,000
Year Two Growth	10.00%		5,060	5,500	5,500	5,500	5,500	5,940	5,940	5,940	5,720	5,500	4,840	5,060	68,000
Year Three Growth	10.00%		5,566	6,050	6,050	6,050	6,050	6,534	6,534	6,534	6,292	6,050	5,324	5,566	72,600
Fixed Expense Allocation	50.00%														
Projected Revenue	\$ 420,000														
Variable Costs	58,800														
Gross Margin	361,200														
Fixed Expenses	115,189														
Profit	246,011	58.57%													
Breakeven Sales Revenue	\$ 133,940.38														
Breakeven Sales Units	19,134														

Craft Cocktails															
Price Per Unit	\$ 8.50	100.00%													
Variable Cost Per Unit	\$ 1.50	17.65%													
Gross Margin Per Unit	\$ 7.00	82.35%													
Projected Unit Sales															
Seasonality Factor			6.98%	6.98%	6.98%	6.98%	8.38%	10.06%	10.06%	10.06%	9.78%	8.38%	8.38%	6.98%	100.00%
Year One			2,500	2,500	2,500	2,500	3,000	3,500	3,600	3,600	3,500	3,000	3,000	2,500	35,800
Year Two Growth	10.00%		2,750	2,750	2,750	2,750	3,300	3,960	3,960	3,960	3,850	3,300	3,300	2,750	39,380
Year Three Growth	10.00%		3,025	3,025	3,025	3,025	3,630	4,356	4,356	4,356	4,235	3,630	3,630	3,025	43,318
Fixed Expense Allocation	16.67%														
Projected Revenue	\$ 304,300														
Variable Costs	53,700														
Gross Margin	250,600														
Fixed Expenses	38,396														
Profit	212,204	69.74%													
Breakeven Sales Revenue	\$ 46,624.01														
Breakeven Sales Units	5,485														

Food															
Price Per Unit	\$ 19.99	100.00%													
Variable Cost Per Unit	\$ 6.99	34.97%													
Gross Margin Per Unit	\$ 13.00	65.03%													
Projected Unit Sales															
Seasonality Factor			7.88%	7.88%	7.88%	7.88%	8.30%	9.13%	9.13%	9.13%	8.30%	8.30%	8.30%	7.88%	100.00%
Year One			1,900	1,900	1,900	1,900	2,000	2,200	2,200	2,200	2,000	2,000	2,000	1,900	24,100
Year Two Growth	10.00%		1,900	1,900	1,900	1,900	2,000	2,200	2,200	2,200	2,000	2,000	2,000	1,900	24,100
Year Three Growth	10.00%		1,900	1,900	1,900	1,900	2,000	2,200	2,200	2,200	2,000	2,000	2,000	1,900	24,100
Fixed Expense Allocation	33.33%														
Projected Revenue	\$ 481,759														
Variable Costs	168,459														
Gross Margin	313,300														
Fixed Expenses	76,792														
Profit	236,508	49.09%													
Breakeven Sales Revenue	\$ 118,083.21														
Breakeven Sales Units	5,907														

POURMYBEER SELF-SERVE DATA

This was sent to me from a PourMyBeer representative showing what a small town of 20,000 people with a 20 self-serve tap system was able to generate in monthly sales!

Small Town

Month	Dispensed (Sum)	Dispensed (Pre)	Dispensed (Bill)	Sold (Sum)	Sold (Pre)	Sold (Bill)
2017-09	\$ 530.25	\$ 13.88	\$ 568.39	\$ 630.12	\$ 70.00	\$ 560.12
2017-10	\$ 19979.71	\$ 814.80	\$ 19384.91	\$ 20370.20	\$ 1005.28	\$ 19384.92
2017-11	\$ 18398.51	\$ 424.92	\$ 17973.59	\$ 18601.82	\$ 666.57	\$ 17935.25
2017-12	\$ 21459.08	\$ 582.50	\$ 20876.58	\$ 23298.03	\$ 2516.43	\$ 20781.60
2018-01	\$ 14350.94	\$ 394.28	\$ 13985.66	\$ 14177.21	\$ 263.46	\$ 13913.75
2018-02	\$ 14335.04	\$ 448.58	\$ 13888.48	\$ 14027.95	\$ 217.22	\$ 13810.73

These monthly sales reports are for a bigger city like Philadelphia with a 55 self-serve tap system!

Big City

Month	Dispensed (Sum)	Dispensed (Pre)	Dispensed (Bill)	Sold (Sum)	Sold (Pre)	Sold (Bill)
2017-02	\$ 3790.73	\$ 457.98	\$ 3332.75	\$ 7875.01	\$ 6918.87	\$ 956.14
2017-03	\$ 61264.26	\$ 390.64	\$ 60873.62	\$ 21413.04	\$ 670.64	\$ 20742.40
2017-04	\$ 92343.61	\$ 2034.65	\$ 90308.96	\$ 56976.49	\$ 1396.25	\$ 55580.24
2017-05	\$ 83113.99	\$ 2377.57	\$ 80736.42	\$ 70882.25	\$ 4277.50	\$ 66604.75
2017-06	\$ 69827.81	\$ 1133.74	\$ 68694.07	\$ 64391.73	\$ 1360.37	\$ 63031.36
2017-07	\$ 78957.21	\$ 547.32	\$ 78409.89	\$ 70666.33	\$ 900.75	\$ 69765.58
2017-08	\$ 64558.39	\$ 1504.12	\$ 63054.27	\$ 59661.39	\$ 1314.22	\$ 58347.17
2017-09	\$ 70915.52	\$ 1358.71	\$ 69556.81	\$ 63451.26	\$ 1460.71	\$ 61990.55
2017-10	\$ 65593.73	\$ 2156.97	\$ 63436.76	\$ 62000.33	\$ 2750.96	\$ 59249.37
2017-11	\$ 69547.40	\$ 968.24	\$ 68579.16	\$ 65884.99	\$ 1577.59	\$ 64307.40
2017-12	\$ 71902.68	\$ 2769.04	\$ 69113.64	\$ 65326.95	\$ 3722.92	\$ 61604.03
2018-01	\$ 68778.81	\$ 689.05	\$ 68089.76	\$ 66023.83	\$ 464.91	\$ 65558.92
2018-02	\$ 72441.81	\$ 533.87	\$ 71907.94	\$ 67881.03	\$ 621.63	\$ 67259.40

CONCLUSION

The recent craft beer boom, as well as consumer taste changes favoring more fast and casual food and drink experiences, both lend themselves to making self-pour dispense model a guaranteed market pleaser. With a strong emphasis on quality service and food, as well as operational maintenance, customers will get the best experience possible. And with the greater efficiency and lower product waste granted by self-pour technology, profit margins are likely to be high as well. We want to provide an ideal location for craft beer lovers and any customers wanting to have a fun and new experience, while bringing a new and fresh approach to the tried-and-true bar and pub model.

