

Crafting Your Juice and smoothie bar Strategy: US Market Sample Business Plan

TITLE PAGE

VitalBlend Juices & Smoothies, Texas LLC. Founded March 15, 2024, Austin, TX. Elena Ramirez (ex-regional ops lead for national wellness chain; managed \$3.2M/yr revenue per location) and David Kim (ex-franchise operator; 3-unit portfolio generating \$1.8M annual revenue). We sell cold-pressed juices at \$8.75-\$9.50 and smoothies at \$7.95-\$9.25 to health-conscious consumers within 3-mile radius of Zilker Park, targeting \$385,000 Year 1 revenue at 60% gross margin. Plan dated June 15, 2024.

SECTION 1: EXECUTIVE SUMMARY

Austin consumers spend \$4.2M annually on premium juice bars (Statista 2023), but 68% reject national brands due to lack of local sourcing (FDA 2023). VitalBlend solves this with Texas-farmed organic ingredients (80% local) and nutritionist-formulated functional beverages, charging \$8.75 for 16oz cold-pressed juice (12% below Pressed Juicery's \$9.95) while maintaining 40% COGS. Our model generates \$385,000 Year 1 revenue with 120 daily transactions at \$9.25 average ticket, achieving 60% gross margin. Fixed costs of \$17,942/month require 106 daily transactions to break even.

We seek \$225,000: \$75,000 owner equity (33%), \$150,000 SBA 7(a) loan at 8.5% over 10 years. Funds cover \$45,000 buildout, \$58,000 equipment, and \$63,000 operating reserve. This enables 14-month path to profitability (Month 14 net income: \$2,100), capturing 1.1% of Austin's \$4.2M serviceable obtainable market. Investor ROI: 22% IRR by Year 3 with \$144,500 net profit on \$850,000 revenue.

SECTION 2: COMPANY OVERVIEW

Texas LLC formed March 15, 2024, for liability protection and pass-through taxation. Location at 1800 South Lamar Boulevard (1,200 sq. ft.) chosen for 12,500 daily foot traffic near Zilker Park and 45% population density within 3-mile radius earning >\$75,000/year (Austin Demographics 2023). Ownership: Elena Ramirez 60% (managing member), David Kim 40% (operations director).

Elena Ramirez (CEO) grew regional ops from \$1.2M to \$3.2M revenue in 3 years at FreshFuel Wellness (2019-2023). David Kim (COO) achieved 18% EBITDA margin across 3 Smoothie Factory franchises (2020-2023). Maria Lopez (Head of Production) reduced food waste by 22% at Dripping Springs Cafe (2021-2023).

Date	Milestone	Status	Next Steps
Mar 15, 2024	LLC Formation	Complete	N/A
Apr 10, 2024	Lease Execution	Complete	N/A
May 1, 2024	Permit Approval	Complete	N/A
Jun 15, 2024	Buildout Completion	In Progress	Final inspection by Jun 30
Jul 1, 2024	Grand Opening	Pending	Achieve 80 txns/day by Day 30
Oct 1, 2024	Launch Subscription	Pending	100 subscribers by Month 6
Feb 1, 2025	Break-Even	Pending	Maintain >106 txns/day
Jul 1, 2025	Round Rock Expansion	Pending	Secure \$180k capital

SECTION 3: MARKET ANALYSIS

TAM: \$10.8B US juice/smoothie market (Grand View Research 2023). SAM: \$380M Texas urban segment (IBISWorld 2024: 3.5% of \$10.8B). SOM: \$4.2M Austin MSA (Statista 2023: 1.1% of SAM; calculated as 120,000 target consumers x \$35 annual spend).

Primary customers: 25-45yo females (60% of target), \$75k+ household income, 42% purchase frequency weekly (Nielsen 2023). Willing to pay \$9.50 for organic juice (vs. \$5.99 at grocery stores) for perceived health benefits. Secondary: UT Austin students (51,000 enrollment) spending \$6.50 avg per visit.

Key trends: 9.3% CAGR in cold-pressed juice (IBISWorld 2024), 68% demand for "no added sugar" labels (FDA 2023), 37% growth in functional beverage subscriptions (Beverage Marketing Corp 2023).

Segment	Size (\$)	Growth Rate	Our Share Target	Rationale
Office Workers	1,850,000	8.2%	1.5%	Proximity to 15k employees within 1-mile radius
Fitness Enthusiasts	1,200,000	11.1%	2.0%	Partnerships with 12 gyms serving 8,500 members
Students	750,000	6.5%	1.0%	UT Austin 1.5-mile walk radius (28,000 students)
Remote Workers	400,000	14.3%	1.2%	3 co-working spaces within 2 miles (1,200 members)

Category	Total Addressable	Serviceable Available	Serviceable Obtainable	Methodology
National Market	\$10,800,000,000	N/A	N/A	Grand View Research 2023
Texas Urban	N/A	\$380,000,000	N/A	3.5% of TAM (per urban population density)
Austin MSA	N/A	N/A	\$4,200,000	1.1% of SAM (Statista per capita spend x target pop)

SECTION 4: COMPETITIVE ANALYSIS

Direct competitors: JuiceLand (\$2.1M Austin revenue, 5 locations, \$7.50 avg price), Smoothie Factory (\$1.35M revenue, 3 locations, 52% sugar content in flagship smoothie). Indirect: Pressed Juicery (\$420k revenue at 1 location, \$10.50 avg price), Whole Foods juice section (\$280k/month revenue per store). Grocery competitors undercut pricing by 35% but lack freshness (7-day shelf life vs. our 3 days).

Competitive advantages: 1) Local sourcing (80% Texas farms vs. competitors' 25-40%), reducing transport costs by \$1,200/month; 2) Nutritionist-formulated functional blends (Dr. Patel's Immunity Shield validated at 22% vitamin C increase per lab test); 3) Zero-waste operations (compostable packaging costs \$0.08/unit vs. \$0.05 for plastic, but drives 15% higher customer retention).

Competitor	Revenue Est.	Pricing	Key Strength	Key Weakness	Our Differentiation
JuiceLand	\$2.1M	\$7.50	Brand recognition	Only 25% local sourcing	80% local + nutritionist validation
Smoothie Factory	\$1.35M	\$7.80	Franchise efficiency	52% sugar content	Functional blends (avg 8g sugar)
Pressed Juicery	\$420k	\$10.50	Premium perception	Zero local sourcing	\$1.75 lower price + Texas farms
Whole Foods	\$280k/store	\$6.99	Convenience	7-day shelf life	Fresher (3-day shelf life)
Fuel Juice Bar	\$1.8M (Houston)	\$8.25	Delivery network	No Austin presence	Hyperlocal community events

Strengths	Weaknesses	Opportunities	Threats
80% local sourcing (vs 25-40% avg)	Higher packaging cost (\$0.08/unit)	Austin ranks #2 in health spending	Grocery store price competition
Nutritionist-validated formulations	Limited delivery radius (3 miles)	42% weekly juice consumers	Drought impacting crop yields
Zero-waste operations (certified)	New brand (no recognition)	37% subscription growth	Pressed Juicery expansion

10% lower CAC via partnerships	Single location risk	UT Austin student population	Food safety regulation changes
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SECTION 5: PRODUCTS & SERVICES

We produce 16oz cold-pressed juices (\$8.75-\$9.50), 20oz functional smoothies (\$7.95-\$9.25), and 2oz wellness shots (\$3.50) using Norwalk Hydraulic Presses. All juices contain 1.2lbs organic produce per bottle, cold-pressed within 4 hours of farm delivery. Shelf life: 3-5 days refrigerated. Each smoothie includes 15g protein minimum (verified by NutraBlend lab tests). Wellness shots undergo third-party pathogen testing quarterly.

Pricing set at 10-15% below Pressed Juicery (\$9.95 avg) but 12% above JuiceLand (\$7.50 avg) to reflect 80% local sourcing premium. \$0.75 price increase per product in Year 2 to offset 5% produce inflation. Gross margin maintained at 60% via 40% COGS target (industry standard for premium juice bars).

Tier	Price	Features	Target Customer	Expected % Rev	Gross Margin
Core Juice	\$8.75	16oz, 3-ingredient base	Office workers	35%	62%
Premium Juice	\$9.50	16oz, functional add-ons	Fitness enthusiasts	20%	58%
Smoothies	\$8.60	20oz, protein/superfoods	Students	30%	63%
Shots/Snacks	\$3.50-\$6.95	2oz shots, 6oz snacks	All segments	15%	65%

Metric	Value	Calculation/Notes
Price per unit	\$9.25	Weighted avg of \$8.75 juice (55%), \$8.60 smoothie (30%), \$5.20 add-ons (15%)
COGS per unit	\$3.70	\$2.77 juice (31.6% margin), \$3.27 smoothie (61.9% margin), \$1.82 add-ons (65.2% margin)
Gross Profit/unit	\$5.55	\$9.25 - \$3.70
Gross Margin %	60%	\$5.55 / \$9.25
CAC	\$18.20	(\$1,500 Google Ads + \$1,200 Social) / 148 monthly customers

LTV	\$165.75	$(\$9.25 \times 1.8 \text{ visits/mo} \times 12 \text{ mos} \times 60\% \text{ margin}) / 7\% \text{ churn}$
LTV:CAC	9.1x	$\$165.75 / \18.20 (industry avg 3x)
Payback Period	1.9 mos	$\$18.20 \text{ CAC} / (\$9.25 \times 1.8 \times 60\%)$

SECTION 6: MARKETING & SALES

Go-to-market via hyperlocal partnerships: 12 gyms (OrangeTheory, YMCA) providing 8,500 member access at \$50/month per location. Digital ads target 25-45yo females within 3 miles earning >\$75k: Google Ads (\$1,500/mo at \$2.40 CPC, 3.2% CTR), Instagram (\$1,200/mo at \$3.80 CPC, 4.1% conversion). Pre-launch referral program generated 327 email sign-ups at \$0 CAC.

Sales cycle: 1) Awareness (social ads, foot traffic), 2) Trial (\$2 discount coupon), 3) Conversion (staff tasting samples), 4) Retention (VitalPoints app). Conversion rate: 68% of trial customers become regulars (defined as 3+ visits). Sales cycle length: 11 days from first ad impression to second purchase.

Retention: VitalPoints app (10 visits = 1 free smoothie) targets 7% monthly churn (vs. industry 10%). Subscription tiers: Weekly (10% off, 15% of customers), Biweekly (15% off, 8%), Monthly (20% off + delivery, 5%). Expansion revenue: \$2.50/add-on purchase at 45% attachment rate.

Channel	Monthly Budget	Expected CAC	Expected Leads/Mo	Conversion Rate	Expected Customers/Mo	ROI
Google Ads	\$1,500	\$22.73	66	22%	14.5	3.8x
Instagram	\$1,200	\$15.38	78	26%	20.3	5.2x
Gym Partnerships	\$600	\$8.33	72	15%	10.8	9.1x
Referral Program	\$0	\$0	50	30%	15.0	Infinite
Community Events	\$300	\$12.50	24	25%	6.0	6.5x
Total	\$3,600	\$18.20	290	23.5%	66.6	5.1x

Month	Google Ads	Social Media	Content/SEO	Events	Other	Total	Expected Leads	Expected Customers
1	1,500	1,200	500	1,000	300	4,500	435	102
2	1,500	1,200	500	500	200	3,900	377	89
3	1,500	1,200	500	300	150	3,650	350	82
4	1,500	1,200	500	200	100	3,500	335	79
5	1,500	1,200	500	200	100	3,500	335	79
6	1,500	1,200	500	200	100	3,500	335	79
7	1,500	1,200	500	200	100	3,500	335	79
8	1,500	1,200	500	200	100	3,500	335	79
9	1,500	1,200	500	200	100	3,500	335	79
10	1,500	1,200	500	200	100	3,500	335	79
11	1,500	1,200	500	200	100	3,500	335	79

12	1,500	1,200	500	200	100	3,500	335	79
Y1 Total	18,000	14,400	6,000	3,300	1,650	43,350	4,122	970

SECTION 7: OPERATIONS

Daily workflow: 5:00-7:00 AM (produce delivery/juicing), 7:00 AM-3:00 PM (peak service), 3:00-6:00 PM (secondary rush), 6:00-7:00 PM (closing). Capacity: 180 transactions during peak hours (3 baristas x 60 txns/hr). Prep chef processes 120lbs produce daily. Delivery driver handles 15 subscription orders/day via e-bike (0-3 mile radius). Waste audit shows 8.2% food waste (vs. industry 12%), reduced by composting partnership with Austin Resource Recovery.

Technology stack chosen for integration: Square POS (\$99/mo) syncs with Upserve inventory (\$150/mo) and HubSpot CRM (\$450/mo). DoorDash integration (\$0.30/order fee) activates when in-house delivery exceeds 20 orders/day. QuickBooks Online (\$30/mo) with Henderson & Lowe CPA (\$200/mo review).

Vendor/Supplier	Service	Monthly Cost	Contract Terms	Backup Option
Spring Hill Farms	Leafy greens, cucumbers	\$2,800	12-mo fixed price	Barton Springs Farm
Barton Springs Farm	Citrus, beets	\$1,900	12-mo fixed price	Lone Star Organics
Lone Star Organics	Bananas, berries	\$1,500	12-mo fixed price	Whole Foods Market
NutraBlend	Protein powders	\$850	Month-to-month	Thorne Research
EcoProducts	Compostable packaging	\$1,100	6-mo minimum	Green Paper Products
Austin Resource Recovery	Composting	\$120	Month-to-month	Recycle Revolution

Tool	Purpose	Monthly Cost	Users	Alternatives Considered
Square for Restaurants	POS, inventory, payroll	\$99	5	Toast (\$199/mo)
Upserve	Real-time inventory	\$150	2	MarketMan (\$125/mo)
HubSpot	CRM, email marketing	\$450	2	Mailchimp (\$299/mo)
QuickBooks Online	Accounting	\$30	1	Xero (\$29/mo)
Henderson & Lowe PLLC	CPA services	\$200	1	Local Austin firm

SECTION 8: MANAGEMENT TEAM

Organizational structure: CEO (1 FTE), COO (1 FTE), Head of Production (1 FTE), 3 baristas (2 FTE equivalent). Compensation: CEO \$78,000 base (75th percentile for Austin retail ops), COO \$65,000, Production \$48,000, baristas \$16.50/hr + tips. Benefits: 50% health insurance coverage after 90 days (avg \$320/mo employee cost).

Advisory board: Dr. Amara Patel (nutrition advisor, 0.5% equity), Carlos Mendez (ex-VP Operations at Juicelt!, 0.3% equity). Compensation: \$1,500/quarter stipend + equity.

Month	Role	Salary	Priority	Source	Onboarding Time
1	Barista (2)	\$2,640	Critical	Craigslist	2 weeks
2	Head of Production	\$4,000	Critical	Indeed	3 weeks
3	Delivery Driver	\$1,800	High	Internal referral	1 week
6	Barista (1)	\$1,320	Medium	Craigslist	2 weeks
9	Marketing Coordinator	\$3,500	Low	LinkedIn	4 weeks

SECTION 9: FINANCIAL PLAN

Key assumptions: Month 1: 80 transactions/day at \$9.25 avg ticket. Growth: 5% monthly transaction increase. Churn: 7% monthly. COGS: 40% of revenue. Payroll: \$13,500/month (5 FTEs at \$16.50/hr avg + 20% employer taxes). Rent: \$2,000/month. Marketing: \$3,600/month declining to \$2,500 by Month 6.

Revenue model: 55% juice sales (\$8.75-\$9.50), 30% smoothies (\$7.95-\$9.25), 15% add-ons (\$3.50-\$6.95). Growth drivers: Subscription program (launch Month 4, 5% penetration by Month 6, 20% by Month 12), student discounts (10% off, 15% revenue share from UT Austin partnership).

Cost structure: 65% fixed costs (\$17,942/mo: rent, payroll, software), 35% variable (COGS, payment processing). Fixed costs grow 3% quarterly. Variable costs scale linearly with revenue. Payroll increases 4% in Year 2.

Funding: \$225,000 covers \$162,000 startup costs and \$63,000 operating reserve. Provides 6.2 months runway at \$10,161/month burn (Months 1-3 avg). Milestones: Month 4 (100 subscribers), Month 7 (break-even path), Month 14 (profitability).

Category	Item	Cost	Notes
Legal/Formation	LLC filing	\$500	Texas SOS fee
Licenses/Permits	Food establishment permit	\$1,200	Texas DSHS
Equipment	Non-presses (2)	\$9,000	\$18,000 each
Equipment	Refrigeration units	\$9,000	2 walk-in coolers
Equipment	Blender prep tools	\$7,000	Vitamix commercial
Technology	Square POS setup	\$2,500	Hardware + software

Initial Inventory	Production (Month 1)	\$18,000	120lbs/d x 30 days
Initial Inventory	Packaging	\$5,000	10,000 units
Initial Inventory	Supplies	\$2,000	Protein powders etc.
Marketing Launch	Grand opening event	\$5,000	Vendors samples
Marketing Launch	Initial ad spend	\$7,000	Pre-launch campaign
Working Capital	6 months operating exp	\$63,000	\$10,500/ avg
Insurance	General liability (12 mos)	\$6,000	\$500/mo
Professional Fees	CPA setup	\$2,500	Business structure
Professional Fees	Legal review	\$3,000	Contract compliance
Contingency (10%)	Unplanned expenses	\$22,500	10% of total
Total		\$225,000	

Category	Monthly Cost	Annual Cost	Notes
Rent	Fixed \$2,000	\$24,000	
Payroll	Fixed \$13,500	\$162,000	Includes 20% employer taxes
Benefits	Fixed \$1,600	\$19,200	50% health insurance coverage
Insurance	Fixed \$500	\$6,000	General liability
Software	Fixed \$929	\$11,148	Square, HubSpot, Upserve
Utilities	Fixed \$800	\$9,600	Electric, water, gas
Marketing	Fixed \$3,600	\$43,200	See Section 6 table
CPA Services	Fixed \$200	\$2,400	Monthly review
Loan Payment	Fixed \$1,925	\$23,100	SBA 7(a) at 8.5%, 10-yr term
COGS	Variable \$154	\$18,500	Month 1 only (40% of \$3,855 rev)
Payment Processing	Variable \$154	\$1,850	4% of revenue

Supplies	Variable	\$4,625	10% of COGS
Fixed Total		\$24,054	\$288,648
Variable Total		\$2,082	\$24,975
Combined Total		\$26,136	\$313,623

Line Item	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1 Total
Revenue	3,855	4,760	5,873	7,250	8,950	11,050	13,640	16,840	20,800	25,680	31,710	39,150	179,498
COGS	1,542	1,904	2,349	2,900	3,580	4,420	5,456	6,736	8,320	10,272	12,684	15,660	71,799
Gross Profit	2,313	2,856	3,524	4,350	5,370	6,630	8,184	10,104	12,480	15,408	19,026	23,490	107,699
Marketing	4,500	3,900	3,650	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	43,350
Salaries	13,500	13,500	13,500	13,500	13,500	13,500	13,500	13,500	13,500	13,500	13,500	13,500	162,000
Rent	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	24,000
Software	929	929	929	929	929	929	929	929	929	929	929	929	11,148
Insurance	500	500	500	500	500	500	500	500	500	500	500	500	6,000
Other OpEx	2,625	2,625	2,625	2,625	2,625	2,625	2,625	2,625	2,625	2,625	2,625	2,625	31,500
Total OpEx	24,054	23,454	23,204	23,054	23,054	23,054	23,054	23,054	23,054	23,054	23,054	23,054	276,648
EBITDA	-21,741	-20,598	-19,680	-18,704	-17,684	-16,424	-14,870	-12,950	-10,574	-7,646	-4,028	436	-168,949
Depreciation	1,875	1,875	1,875	1,875	1,875	1,875	1,875	1,875	1,875	1,875	1,875	1,875	22,500
EBIT	-23,616	-22,473	-21,555	-20,579	-19,559	-18,299	-16,745	-14,825	-12,449	-9,521	-5,903	-1,439	-191,449
Interest	1,063	1,057	1,050	1,044	1,037	1,030	1,023	1,016	1,009	1,002	995	988	12,372
Taxes (25%)	0	0	0	0	0	0	0	0	0	0	0	0	0
Net Income	-24,679	-23,530	-22,605	-21,623	-20,596	-19,329	-17,768	-15,841	-13,458	-10,523	-6,898	-2,427	-203,821

Line Item	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Beginning Cash	63,000	34,321	5,791	-16,814	-38,437	-59,033	-78,362	-96,130	-111,971	-125,429	-135,952	-142,850
Cash In	3,855	4,760	5,873	7,250	8,950	11,050	13,640	16,840	20,800	25,680	31,710	39,150

Funding	162,000	0	0	0	0	0	0	0	0	0	0	0
Total Cash In	165,855	4,760	5,873	7,250	8,950	11,050	13,640	16,840	20,800	25,680	31,710	39,150
Cash Out	194,534	28,290	28,478	28,873	29,546	30,379	31,408	32,681	34,258	36,203	38,608	41,577
Net Cash Flow	-28,679	-23,530	-22,605	-21,623	-20,596	-19,329	-17,768	-15,841	-13,458	-10,523	-6,898	-2,427
Ending Cash	34,321	5,791	-16,814	-38,437	-59,033	-78,362	-96,130	-111,971	-125,429	-135,952	-142,850	-145,277

Metric	Y1	Y2 Q1	Y2 Q2	Y2 Q3	Y2 Q4	Y3 Q1	Y3 Q2	Y3 Q3	Y3 Q4	Y3 Total
Revenue	385,000	115,500	128,100	142,200	157,800	175,200	194,400	215,800	239,600	825,000
COGS	154,000	46,200	51,240	56,880	63,120	70,080	77,760	86,320	95,840	330,000
Gross Profit	231,000	69,300	76,860	85,320	94,680	105,120	116,640	129,480	143,760	495,000
OpEx	355,300	85,200	87,756	90,389	93,091	95,854	98,679	101,590	104,588	398,711
EBITDA	-124,300	-15,900	-10,896	-5,069	1,589	9,266	17,961	27,890	39,172	96,289
Net Income	-124,300	-15,900	-10,896	-5,069	1,192	6,950	13,471	20,918	29,379	72,217
Ending Cash	-145,277	-161,177	-172,073	-177,142	-175,553	-166,287	-148,326	-121,408	-82,029	90,188

Metric	Value	Calculation
Monthly Fixed Costs	\$17,942	Rent \$2,000 + Payroll \$13,500 + Software \$929 + Insurance \$500 + Marketing \$1,013 (avg after Month 6)
Variable Cost per Unit	\$3.70	COGS \$3.70 (40% of \$9.25)
Price per Unit	\$9.25	Weighted average transaction
Contribution Margin per Unit	\$5.55	\$9.25 - \$3.70
Contribution Margin %	60%	\$5.55 / \$9.25

Break-Even Units per Month	3,233	\$17,942 / \$5.55
Break-Even Revenue per Month	\$29,905	3,233 units x \$9.25
Expected Break-Even Month	Month 14	Projection shows \$30,100 revenue in Month 14
Safety Margin	8.2%	(\$32,550 projected Month 14 revenue - \$29,905) / \$32,550

Metric	Y1	Y2	Y3	Industry Benchmark
Gross Margin %	60.0%	60.0%	60.0%	55-65% (premium juice)
Operating Margin %	-32.3%	-2.6%	8.8%	5-10% (mature)
Net Profit Margin %	-32.3%	-2.6%	8.8%	5-10%
Current Ratio	0.8	1.2	1.9	1.5+
Quick Ratio	0.7	1.0	1.6	1.0+
CAC Payback	1.9 mos	1.7 mos	1.5 mos	6-18 mos
LTV:CAC Ratio	9.1x	10.2x	11.5x	3x+
Monthly Burn Rate	\$10,161	\$0	N/A	N/A
Runway (months)	6.2	12.0	12.0	6+ (pre-revenue)

SECTION 10: RISK ANALYSIS

Top risks: 1) Produce cost inflation (Probability 4/5, Impact 5/5): Texas drought could increase organic produce costs 20%+ in Year 1. 2) Slow customer acquisition (Probability 3/5, Impact 4/5): Failure to hit 80 txns/day in Month 1 extends break-even to Month 18. 3) Food safety incident (Probability 2/5, Impact 5/5): Pathogen contamination triggers \$50k+ recall and reputational damage.

Mitigation: 1) Fixed-price contracts with 3 farms covering 70% of produce needs; menu flexibility to substitute seasonal items (e.g., swap kale for spinach during shortage). 2) Pre-launch subscription sign-ups (327 emails captured); reduce CAC by 15% via gym partnerships. 3) Quarterly third-party lab tests (\$1,200/quarter); mandatory staff HACCP recertification every 6 months.

Risk	Probability	Impact	Risk Score	Mitigation Strategy	Contingency Plan	Owner
Produce cost inflation	4	5	20	Fixed-price contracts with 3 farms; seasonal menu rotation	Pass 50% cost increase to customers via \$0.50 price bump	Kim
Slow customer acquisition	3	4	12	Pre-launch email list; gym partnership discounts	Reduce marketing spend by 20% if CAC >\$25	Ramirez
Food safety incident	2	5	10	Quarterly lab tests; HACCP training	Recall insurance (\$5k policy); social media crisis protocol	Lopez
Equipment failure	3	4	12	Norwalk service contract (\$1,200/yr); manual backup press	24-hr repair guarantee from vendor	Lopez
Competition expansion	4	3	12	Community events; loyalty program	Match competitor pricing within 48 hours	Ramirez
Regulatory changes	2	4	8	Legal review of all health claims	Remove non-compliant products within 72 hours	Ramirez
Staff turnover	3	3	9	20% above-market wages; tip pooling	Cross-train all staff on all stations	Kim
Delivery delays	2	2	4	Backup with DoorDash when >20 orders/day	Free replacement for late orders	Kim

SECTION 11: IMPLEMENTATION TIMELINE

Critical path: Buildout completion (Jun 30) enables inventory procurement and staff training. Month 1 priority: Achieve 80 transactions/day through pre-launch email campaigns and gym partnerships. Month 4 focus: Launch subscription program to drive recurring revenue (target 100 subscribers). Month 7 milestone: Reduce CAC to \$15 via referral program optimization. Dependencies: Health department permit (obtained Apr 10) required for equipment installation.

Month	Milestone	Deliverables	Resources Needed	Success Metric	Owner
1	Grand Opening	Store launch, 300 samples distributed	\$5k event budget, 12 gym partnerships	80 txns/day by Day 30	Ramirez
2	Staff Optimization	Revised schedule, cross-training complete	Square labor reports, training manuals	Labor cost <28% of revenue	Kim
3	Inventory System Live	Upserve integrated, waste tracking	\$150/mo software, supplier data	Food waste <9%	Lopez
4	Subscription Launch	App integration, delivery routes mapped	\$2k dev cost, e-bike purchase	50 subscribers by Month 4 end	Kim
5	Marketing Optimization	Channel ROI report, budget reallocation	HubSpot analytics, CPA review	CAC < \$20	Ramirez
6	Break-Even Path	Cash flow projection update	QuickBooks data, sales trends	EBITDA > -\$5k	Ramirez
7	Menu Optimization	Top 3 sellers identified, 2 items retired	Sales data, customer surveys	Avg ticket > \$9.40	Lopez
8	Community Program	4 yoga events, 2 nutrition talks	\$300/event budget, partner outreach	20% new customers from events	Ramirez
9	Process Documentation	SOPs for all key workflows	Staff input, video recording	100% tasks documented	Kim
10	Year 2 Planning	Round Rock location financial model	Market data, SBA loan terms	Feasibility report approved	Ramirez

11	Supplier Diversification	2 new farm contracts signed	Farm visits, contract negotiation	85% local sourcing achieved	Lopez
12	Profitability Review	Full financial audit, Year 2 budget	CPA review, department input	Net income > \$2,000	Ramirez

SECTION 12: APPENDIX

Full documentation available: 12-month cash flow model (Excel), supplier contracts, lab test reports, SBA loan term sheet, Austin foot traffic study. Key assumptions validated against IBISWorld 2024 (juice industry), Nielsen 2023 (consumer behavior), and Texas Comptroller sales tax data. Financial projections assume 5% monthly transaction growth based on JuiceLand's Austin location performance (2022-2023).