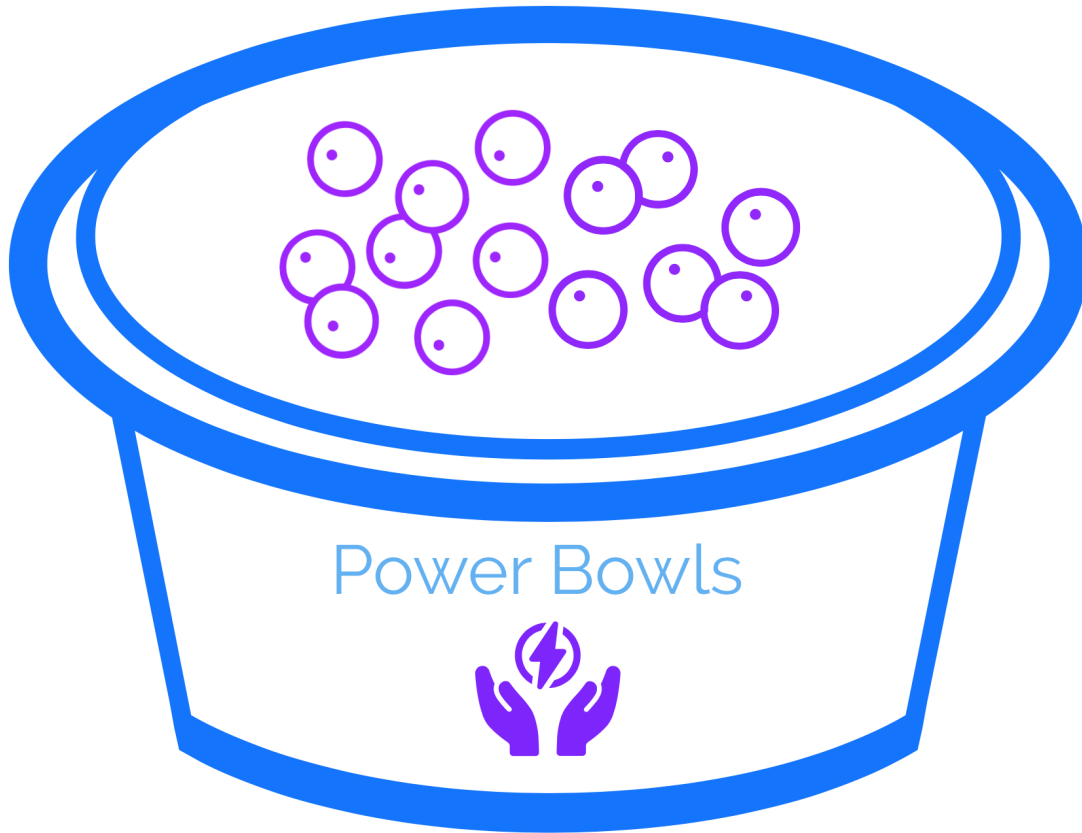


MKTG 351

Principles of Marketing



Business Marketing Plan

Jose Serna

Silvia Chavez

Jordan Rogers

Oscar Gamero

Edgar Martinez

Kyle Chow

Executive Summary

Power Bowls (®), Acai For Terra Bar, Inc. is a licensed acai bowl, smoothie, and juice bar based in Fullerton – California, USA. The degree of our uniqueness as an acai bowl brand company is unparalleled by our contemporary acai bowl shop competitors. We separate ourselves from our competition by upholding our moral obligation as individuals of a business to help sustain the earth's environment by continuing business practices that will always be eco-friendly. As a acai bowl brand our mission is to tailor a memorable and friendly experience with each of our customers during the exchange of business we have within our franchise doors. In conjunction with face-to-face sales, we will implement an online dimension to complement our in-person sales to provide a quick transaction for those who are on-the-go. We premise our business on providing the best quality of acai berries. We achieve providing the best organic frozen berries by purchasing from the nation's most trusted wholesale fruit suppliers who distribute the best quality imported acai and organic frozen acai (unsweetened) to us. Power Bowls (®), Acai For Terra Bar, Inc. is established by six business major students who have developed an affinity for acai bowls and plan on sharing their love for acai not just in Fullerton, California, but eventually the rest of the United States. Although we are a small franchise out of Fullerton, we have a collective vision on integrating ourselves as one of the top 3 acai bowl bars in America. Our aspirations to charting unforeign business territory and investing our resources, is spearheaded by our resolve to suit our stores with the best equipment and employees. The customization of our bars will have a minimal design in effort to remind ourselves and provide transparency to our customers that we are engaging in business practices that will help sustain

the environment. The multi-purpose of our design also resides in the exhibition of demonstrating a cleaner environment in which our product is being held in inventory. In addition to our design, we have been fortunate enough to secure permits on the campus at Cal State Fullerton to begin our journey as a business.

Table of Contents:

1. Introduction	5
2. Brief Description of the Product	5
3. Industry Analysis	6
4. Market Analysis	7
5. SWOT Analysis	8
6. Marketing Strategy	9
7. Financial Analysis	14
8. Conclusion	15

1. Introduction:

Acai bowls have become increasingly popular in the U.S. due to its health benefits, and delicious taste. According to WBOC's article, *Acai Berry Market Demand Hike*, Vitality Bowls who are one of the first acai bowl shops in California, sold over 3.5 million acai bowls within its first annual year (WBOC, web). WBOC has stated that in 2018 North America contributed to 38% marketing share of the acai berry (WBOC, web). They have also stated that in 2018, the global acai market size has reached \$829.6 million for industrial and medicinal purposes (WBOC, web). The fast and popular growth of the acai berry mixed into an acai bowl with other fruits and ingredients, has contributed to the success of businesses who have sold this trendy health meal. In today's society, people continue to eat healthier food choices, and as a result the acai berry bowls have become not only a healthier option, but a tastier food choice that fulfills everyone's satisfaction.

2. Brief Description of the Product:

According to Kerri-Ann Jennings' article, *Impressive Health Benefits of Acai Berries*, acai berries are considered to be Brazil's "superfood," and can be found in tropical rainforests in Central and South America (Jennings, web). These acai berries are not consumed raw, they must be soaked to soften the outer skin and then mashed into a dark purple paste (Jennings, web). Acai berries have become a staple breakfast for athletes due to the berries' natural energy boosts, low calories, antioxidants, fibers, and healthy fats (Jennings, web). This healthy food option has sparked a healthier lifestyle among young adults. As our society continues to learn about healthier food options, the acai bowls have become increasingly popular. The ingredients in an

acai bowl have the benefits of increasing an individual's energy, consume low calories, and are filled with healthy necessary fats.

3. Industry Analysis:

Some top competitors within our local market include franchises like Vitality Bowls, Juice It Up, Nekter, and Jamba Juice. Since these competitors are franchises, they have a higher success rate due to financial and start up support from corporate. The trend within these companies is that they follow the same product structure, by having a dark purple puree as the base of the bowl, followed by granola grains, next other berries of your choosing, and then finalized with small toppings of your choosing like chocolate crumbs, coconut shreadings, or seeds. The acai bowl industry is continuously growing due to healthier lifestyles and awareness among consumers.

Vitality Bowls have some strengths that provide fresh and healthy ingredients for their acai bowls, and has begun its franchising expansion into other states. A weakness that it may have would be to remain as a private company, which means that they are not expanding to their full potential, like their bigger competitors.

Juice It Up has a few strengths that sets itself apart from its competitors. Their strengths in the market include their reliable healthy menu by having vegetarian, gluten free, and dairy free items; detox smoothies; and regular smoothies. A weakness that Juice It Up faces is that they do no marketing to promote the company, although they do have an app, but that does not guarantee new customers.

Nekter, much like Juice It Up, has developed a loyalty app that allows for its customers to earn rewards points for each purchase they make, which is a strength for the company. Although they created a rewards app like Juice It Up, Nekter too has a weakness in promoting the brand outside the app to new customers.

Jamba Juice may be the toughest competitor yet because they have great strengths within their company such as being a well known brand, globally spread, having kids menu items, and buying ingredients from local markets. A few weaknesses that Jamba Juice face are competition exceeding their revenues, not desirable during winter in northern areas, and its lack of uniqueness to set itself apart from competitors.

4. Market Analysis:

Power bowls are going to be primarily focused on one market segment and that would be the students. This segment consists of students from California State University, Fullerton, Hope University, and Troy High School as it is within walking distance of the University Campus. Due to the hustle and bustle of school many students do not get the chance to eat anything, much less something healthy. Students are looking for a healthy alternative that they can grab quickly during their 15 minute break in between classes. Placing Power Bowls within the campus will give the students the healthy alternative they seek with the speed and convenience that they need.

Size of Market and Trends

There are currently 40,280 students enrolled at California State University, Fullerton which includes both undergraduate and graduate level students. Hope International University

currently has 1,253 students enrolled. Lastly, we have Troy High School which has about 2,600 students. The total number of students in this segment would come out to around 44,135 students. It is a rather big segment given that the campus is not too big and that many students will be walking past on a daily basis on their way to class. Even though Power Bowls is not on the campus of the Hope or Troy it is still within a reasonable walking distance.

Buyers' Behavior and Motivations

Since Power Bowls is located on campus we will see a high volume of business during the weekdays. During these days we expect to see a burst of business throughout the day at random times. Students that did not have time to eat at home will be looking for a quick breakfast to get them through until lunch time. We expect this burst of business to happen at around 8 am. However, we will still have business throughout the day, since students have 15 min breaks in between classes or a gap until their next class. The primary focus should be on the students who come during lunch. These students will have more time to eat so we must offer something else besides just being a quick eat, and that is when being one of the only healthy choices on campus plays a huge role. The weekends will get some sort of business on Fridays but it will still be the slowest day of the week as not as many students attend class on Friday. We will be closed on Saturday and Sunday. With the shortened work week we must take advantage of every day we are open.

SWOT Analysis:

Strengths

Opening Power Bowls within Cal State University of Fullerton has several strengths. The location will give students and professors accessibility to grab a healthy meal between classes decreasing the chance of being late to their next class. Power Bowls will also offer delivery and order by phone services to students and staff. Health of potential customers will also benefit from the acai bowls sold within. They are filled with various health benefits like the antioxidants that can be found in acai. Acai may also help manage cholesterol levels and help boost brain function. Individuals that aim a healthy lifestyle, will enjoy Power Bowls.

Weaknesses

One of the weaknesses is that we have competitors that offer a similar menu within the campus. Some of the competitors are Juice it up and Fresh Kitchen, which also offer healthy choices. At walking distance potential customers may opt for these locations. Another weakness may be that Power Bowls will be experiencing lower sales in summer break and holidays. Finally, there is a weakness, profit wise, because our sales are limited to people that opt for a healthy lifestyle and to people inside the campus. Individuals from the surrounding area can hesitate when thinking of visiting the business, in respect that they will have to first, pay and find parking and second, walk to our location within the campus.

Opportunities

There are numerous opportunities. The business will be able to achieve success within people that usually opt for healthy choices. Building good relationships and offering a flavorful menu to students and staff can also help Power Bowls establish a good reputation and may increase the chance to expand to other campuses.

Threats

There are a few threats that are possible. There is a possibility that customers change their preference, from consuming healthy choices, to consuming unhealthy choices. That will result in a decrease of sales for the business. There may also be customers that are not pleased with our flavors and may spread bad advertisement toward our business. This can make potential customers think twice before visiting the business. Working on innovating our menu and offering great customer service can help retain customers.

5. Marketing Strategy:

a. Marketing or Business Goals

- Provide students with a healthy food alternative on campus
- Keep overhead costs at a reasonable amount
- Break even within the first three years of opening
- Increase profits by 2.5% in year 2 & 5% in year 3
- Adopt a green marketing approach: including going paperless and using biodegradable containers/utensils

- Establish a strong brand and place an emphasis on customer satisfaction

b. Detailed Description of the Product

Power Bowls is an acai bowl juice bar. Our core product is acai fruit, whether it is through bowls, smoothies, or juices. We offer a variety of acai based products, while also allowing our customers to customize them through the selection of our fresh ingredients. Acai fruit has quickly gained worldwide recognition as a “superfruit”, due to being nutrient rich and offering a number of health benefits, such as low sugar and high antioxidants. It has quickly become a staple in healthy lifestyles and serves as a great meal option for all.

c. Target Market

Our primary target market at Power Bowls are students attending Cal State Fullerton, which currently has 40,280 students enrolled. We have a focus on students between the ages of 18-29, as they make up about 89% of the total student population, and serve as the largest revenue source. With a reported 9,500 students served per day, by food vendors on campus, Power Bowls has a huge opportunity for sales. While our secondary target market is composed of all faculty/staff which account for about 4,000 members. This staff is composed of full time and part time workers including administrative and academic staff, which are present at CSUF year round. In totality we are targeting a population of about 45,000 people at CSUF.

Marketing Mix

i. Product:

Power Bowls is an acai juice bar. It uses acai as its main ingredient, serving it as a base for fruit bowls, smoothies, and juices.

ii. Price:

Product Prices:

At Power Bowls our menu consists of three different items: bowls, smoothies, and juices. Each item is composed of three preselected options and is offered in two sizes. In addition to these options, customers are able to customize items to what best suits their needs.

> **Bowls: Small \$7.00 Regular: \$8.50**

<i>Classic Bowl</i>	Acai, Apple Juice, Strawberries, Bananas, Blueberries, Granola, and Honey
<i>Chocolate Burst</i>	Acai, Chocolate Almond Milk, Strawberries, Bananas, Coconut Flakes, Cacao Nibs, Granola
<i>Peanut/Almond Blitz</i>	Acai, Almond Milk, Peanut Butter or Almond Butter, Strawberries, Bananas, Blueberries, Granola,

> **Smoothies: Small \$5.00 Regular: \$6.50**

<i>Classic Smoothie</i>	Acai, Apple Juice, Strawberries, Bananas
<i>Peanut Butter Delight</i>	Soy Milk, Peanut Butter, Yogurt, Bananas, Strawberries

<i>Berry Burst</i>	Acai, Pineapple Sherbert, Strawberries, Bananas, Blueberries
---------------------------	--

> **Juices: Small \$4.00 Regular: \$5.50**

<i>Classic Juice</i>	Acai, Apple Juice, Strawberries
<i>Orange Rush</i>	Acai, Orange Juice, Bananas
<i>Berry Burst</i>	Acai, Strawberries, Blueberries, Raspberries

Additional toppings: \$.75 Additional fruit: \$1.00

Payment Methods:

- Cards and cash will be accepted
- \$1 discount for first time mobile orders
- Special deals twice a month will be incorporated, such as buy one get one half off

iii. Place

Power Bowls will be located in the food court within the Student Union Center. It will be a storefront, in which customers are able to order in person/online and pickup. Twice a month we will set up pop up fronts across campus in key locations, such as the Quad and at sporting events to help attract new customers. These pop up fronts will offer our best selling products overall, our popular products for that month, and it will offer free samples.

iv. Promotion

Our key talking points for advertising will revolve around highlighting the benefits of acai, our commitment to the environment, and giving back to the community. Acai has been

proven to have several health benefits, as it has been linked to having antioxidants that are helpful towards brain health. At Power Bowls we have opted to take an eco friendly approach, this involves promoting sustainability and the use of materials that are biodegradable. We firmly believe that it is important for a company to exercise their corporate social responsibility, and therefore have placed an emphasis on adopting green business principles. We also believe that it is important to give back to those in need, which is why we actively give a portion of our profits towards organizations that are committed to the preservation of the Amazon Rainforest and the neighboring communities around it. Our business will conduct promotion through the methods of online advertising, email, and on campus activities.

> **Online:** website with mission statement/goals, contributions to the environment, and info on health benefits of acai

> **Email:** promotional email to all current students enrolled, as well as staff, announcing the opening of Power Bowls as the first acai juice bar on campus. Offer \$2 off in these emails (one time use only)

> **Campus Activities:** Pop up shops, samples, raffle for the first week of grand opening

7. Financial Analysis:

For starting our acai bowl business and calculating our expenditure on our business venture we have calculated the projected estimated prices for the following items:

Business Plan List:

- Annual Fee for Registering the Business in California as an LLC – **\$800 (Annual Fee)**
- Legal Expenses for obtaining licenses and permits – **\$1100 (Annual Fee)**
- **Leasehold Improvements - \$2000 (One Time Fee)**
- Software for accounting services perpetual license fee estimated – **\$231 (Annual)**
- Marketing promotion expenses for the opening of Power Bowls (®), Acai For Terra Bar, Inc in the project amount of **\$2500** as well as the flyer printing (5000 Single Sided 4x6 Flyers) for \$98, online ads through paid promotion **\$1500** Collectively bringing the price to an estimated – **\$4098 (Annual) Changed to 10k**
- Insurance (general liability, worker's compensation and property casualty) coverage **\$9000 annually. (Annual)**
- Cost for payment of rent for 12 months at **\$4** for per square feet of land (Estimated size of our location is 800 square feet). – **\$38,400 (annual)**
- Operational cost for the first 3 months (salaries of employees, payment of bills, etc) estimated – **\$45,000**
- Start up cost inventory (acai berries, assorted fruits, milk, honey, and packaging) – **\$140,000 (annual) subject to change**
- Storage hardware (bins, shelves, food inventory) – **\$1800 (one time)**
- Cost of purchase and transportation of product – **\$25,000 (annual)**

Business Plan

- Cost for tech and equipment (Computers, Printers, Telephone, TV's) – **\$4500 (One time)**
- Cost of launching a website/app – **\$1000 (one time)**
- Cost of opening party– **\$2500 (one time)**
- Miscellaneous– **\$2000**

Best Case 0.7% Variable Ratio

Realistic Scenario 0.5% Variable Ratio

Worst 0.3% Variable Ratio

<u>Best Case Scenario</u>	Plan 2020 (Y1) Base	Plan 2021 (Y2) Sales Revenue Increase (0.025%)	Plan 2022 (Y3) Sales Revenue Increase (0.05%)

<u>Sales Revenues*</u> Sales - Bowls(23,940): Small (9,576*\$7.00) Regular (14,364*\$8.50) Sales -Smoothies(10,818): Small (4,327*\$5.00) Regular (6491*\$6.50) Sales- Juices(7212): Small (2885*\$4.00) Regular (4327*\$5.50)	<u>\$67,032.00</u> <u>\$122,094.00</u> <u>\$21,635.00</u> <u>\$42,192.00</u> <u>\$11,540.00</u> <u>\$23,799.00</u>	<u>\$67,707.80</u> <u>\$125,146.35</u> <u>\$22,176.00</u> <u>\$43,247.00</u> <u>\$11829.00</u> <u>\$24,394.00</u>	<u>\$70,384.00</u> <u>\$128,199.00</u> <u>\$22,717.00</u> <u>\$44,302.00</u> <u>\$12,117.00</u> <u>\$24,989.00</u>
Total of Sales	\$288,292.00	\$294,500.15	\$302,708.00
Cost of Goods Inventory Packaging/ Utensils Assorted Fruit Toppings/Juices/Milk <u>Total Inventory</u>	<u>\$4,295.00</u> <u>\$4080.00</u> <u>\$2000.00</u> <u>\$10,375.00</u>	<u>\$4,402.38</u> <u>\$4182.00</u> <u>\$2050.00</u> <u>\$10,634.00</u>	<u>\$4,509.75</u> <u>\$4,284.00</u> <u>\$2100.00</u> <u>\$10,893.83</u>
Gross Income	\$277,917.00	\$283,866.00	\$291,814.17
Payroll- Expense	\$89,856.00	\$89,856.00	\$89,856.00
Additional Expenses -Rent -POS System -Legal Expenses -Storage Hardware -Tech/ Equipment -Opening Party -Marketing -Insurance -Annual LLC Fee -Accounting Software -Leasehold Improv. -Website Launch -Miscellaneous -Transportation product -Utilities Total Add Expenses <u>Total Expenses</u> <u>Net Profit</u>	<u>\$38,400.00</u> <u>\$1200.00</u> <u>\$1100.00</u> <u>\$1800.00</u> <u>\$4500.00</u> <u>\$2500.00</u> <u>\$10,000.00</u> <u>\$9000.00</u> <u>\$800.00</u> <u>\$231.00</u> <u>\$2000.00</u> <u>\$1000.00</u> <u>\$2000.00</u> <u>\$10,000</u> <u>\$15,000</u> <u>\$106,731</u> <u>\$196,587.00</u> <u>\$91,705.00</u>	<u>\$38,400.00</u> <u>\$0.00</u> <u>\$1100.00</u> <u>\$1000.00</u> <u>\$500.00</u> <u>\$0.00</u> <u>\$6000.00</u> <u>\$9000.00</u> <u>\$800.00</u> <u>\$231.00</u> <u>\$2250.00</u> <u>\$0.00</u> <u>\$3000.00</u> <u>\$10,000</u> <u>\$15,000</u> <u>\$87,281</u> <u>\$177,137.00</u> <u>\$117,363.15</u>	<u>\$38,400</u> <u>\$0.00</u> <u>\$1100.00</u> <u>\$1000.00</u> <u>\$500.00</u> <u>\$0.00</u> <u>\$6000.00</u> <u>\$9000.00</u> <u>\$800.00</u> <u>\$231.00</u> <u>\$2500.00</u> <u>\$0.00</u> <u>\$4000.00</u> <u>\$10,000</u> <u>\$15,000</u> <u>\$88,531</u> <u>\$178,387.00</u> <u>\$124,321.00</u>

<u>Realistic Case Scenario</u>	Plan 2020 (Y1)	Plan 2021 (Y2) Sales Revenue Increase (0.025%)	Plan 2022 (Y3) Sales Revenue Increase (0.05%)
Sales revenue: <i>Sales- Bowls (17,100)</i> -Small (6,840*\$7.00) -Regular (10,260*\$8.50) <i>Sales- Smoothies (5409)</i> -Small (2164*\$5.00) -Regular (3245*\$6.50) <i>Sales- Juices (3606)</i> -Small (1442*\$4.00) -Regular (2164*\$5.50)	<u>\$47,880.00</u> <u>\$87,210.00</u> <u>\$10,820.00</u> <u>\$21,093.00</u> <u>\$5,768.00</u> <u>\$11,902.00</u>	<u>\$49,077.00</u> <u>\$89,390.00</u> <u>\$11,091.00</u> <u>\$21,620.00</u> <u>\$5,912.00</u> <u>\$12,200.00</u>	<u>\$50,274.00</u> <u>\$91,571.00</u> <u>\$11,361.00</u> <u>\$22,149.00</u> <u>\$6056.00</u> <u>\$12,497.00</u>
Total of Sales	\$184,673.00	\$189,290.00	\$193,908.00
Cost of Goods Inventory: -Packaging/Utensils -Assorted Fruit -Toppings/Juice/Milk <u>Total Inventory</u>	<u>\$2720.00</u> <u>\$2040.00</u> <u>\$1200.00</u> <u>\$5,960.00</u>	<u>\$2,788.00</u> <u>\$2091.00</u> <u>\$1,230.00</u> <u>6,109.00</u>	<u>\$2856.00</u> <u>\$2142.00</u> <u>\$1,260.00</u> <u>\$6,258.00</u>
Gross Income	\$178,713	\$183,181	\$187,650
Payroll- Expense	\$89,856.00	\$89,856.00	\$89,856.00
Additional Expenses -Rent -POS System -Legal Expenses -Storage Hardware -Tech/ Equipment -Opening Party -Marketing -Insurance -Annual LLC Fee -Accounting Software -Leasehold Improv. -Website Launch -Miscellaneous -Transportation product -Utilities Total Add Expenses <u>Total Expenses</u> <u>Net Profit</u>	<u>\$38,400.00</u> <u>\$1200.00</u> <u>\$1100.00</u> <u>\$1800.00</u> <u>\$4500.00</u> <u>\$2500.00</u> <u>\$10,000.00</u> <u>\$9000.00</u> <u>\$800.00</u> <u>\$231.00</u> <u>\$2000.00</u> <u>\$1000.00</u> <u>\$2000.00</u> <u>\$10,000</u> <u>\$15,000</u> \$106,731 <u>\$196,587.00</u> <u>(-) \$11,914.00</u>	<u>\$38,400.00</u> <u>\$0.00</u> <u>\$1100.00</u> <u>\$1400.00</u> <u>\$1800.00</u> <u>\$0.00</u> <u>\$8000.00</u> <u>\$9000.00</u> <u>\$800.00</u> <u>\$231.00</u> <u>\$2500.00</u> <u>\$0.00</u> <u>\$3500.00</u> <u>\$10,000</u> <u>\$15,000</u> \$93,231.00 <u>\$183,087.00</u> <u>\$6,203.00</u>	<u>\$38,400.00</u> <u>\$0.00</u> <u>\$1100.00</u> <u>\$1400.00</u> <u>\$1800.00</u> <u>\$0.00</u> <u>\$8000.00</u> <u>\$9000.00</u> <u>\$800.00</u> <u>\$231.00</u> <u>\$3000.00</u> <u>\$0.00</u> <u>\$5000.00</u> <u>\$10,000</u> <u>\$15,000</u> \$91,731 <u>\$181,587.00</u> <u>\$12,321.00</u>

<u>Worst Case Scenario</u>	Plan 2020 (Y1) Base	Plan 2021 (Y2) Sales Revenue Increase (0.025%)	Plan 2022 (Y3) Sales Revenue Increase (0.05%)
Sales revenues* <i>Sales- Bowls (10,260)</i> -Small (4,104*\$7.00) -Regular (6,156*\$8.50) <i>Sales- Smoothies (3,245)</i> -Small (1,298*\$5.00) -Regular (1,947*\$6.50) <i>Sales- Juices (2,164)</i> -Small (866*\$4.00) -Regular (1,298*\$5.50)	<u>\$28,728.00</u> <u>\$52,326.00</u> <u>\$6,492.00</u> <u>\$12,655.50</u> <u>\$3,464.00</u> <u>\$7,139.00</u>	<u>\$29,446.00</u> <u>\$53,634.00</u> <u>\$6654.00</u> <u>\$12,972.00</u> <u>\$3,551.00</u> <u>\$7317.00</u>	<u>\$30,164</u> <u>\$54,942</u> <u>6817.00</u> <u>13,288.00</u> <u>\$3637.00</u> <u>\$7496.00</u>
Total of Sales	\$110,804.50	\$113,574.00	\$116,344.00
Cost of Goods Inventory Packaging/ Utensils Assorted Fruit Toppings/Juices/Milk <u>Total Inventory</u>	<u>\$1,363.00</u> <u>\$1,224</u> <u>\$950</u> <u>\$3,537.00</u>	<u>\$1,397.08</u> <u>\$1,254.60</u> <u>\$973.75</u> <u>\$3,625.43</u>	<u>\$1,431.15</u> <u>\$1,285.20</u> <u>\$997.50</u> <u>\$3,713.85</u>
Gross Income	\$107,267.50	\$109,949.00	\$112,630.15
Payroll- Expense	\$89,856.00	\$89,856.00	\$89,856.00
Additional Expenses -Rent -POS System -Legal Expenses -Storage Hardware -Tech/ Equipment -Opening Party -Marketing -Insurance -Annual LLC Fee -Accounting Software -Leasehold Improv. -Website Launch -Miscellaneous -Transportation product -Utilities <u>Total Add Expenses</u> <u>Total Expenses</u>	<u>\$38,400.00</u> <u>\$1200.00</u> <u>\$1100.00</u> <u>\$1800.00</u> <u>\$4500.00</u> <u>\$2500.00</u> <u>\$10,000.00</u> <u>\$9000.00</u> <u>\$800.00</u> <u>\$231.00</u> <u>\$2000.00</u> <u>\$1000.00</u> <u>\$2000.00</u> <u>\$10,000.00</u> <u>\$15,000.00</u> <u>\$106,731.00</u> <u>\$196,587.00</u>	<u>\$38,400.00</u> <u>\$0.00</u> <u>\$1100.00</u> <u>\$1500.00</u> <u>\$2500.00</u> <u>\$0.00</u> <u>\$10,000.00</u> <u>\$9000.00</u> <u>\$800.00</u> <u>\$231.00</u> <u>\$2750.00</u> <u>\$0.00</u> <u>\$3000.00</u> <u>\$10,000.00</u> <u>\$15,000.00</u> <u>\$94,281.00</u> <u>\$184,137.00</u>	<u>\$38,400.00</u> <u>\$0.00</u> <u>\$1100.00</u> <u>\$1500.00</u> <u>\$2500.00</u> <u>\$0.00</u> <u>\$10,000.00</u> <u>\$9000.00</u> <u>\$800.00</u> <u>\$231.00</u> <u>\$3500.00</u> <u>\$0.00</u> <u>\$3000.00</u> <u>\$10,000.00</u> <u>\$15,000.00</u> <u>\$95,031</u> <u>\$184,887</u>
<u>Net Profit</u>	<u>(-) \$85,782</u>	<u>(-) \$70,563.00</u>	<u>(-) \$68,543</u>

Inventory Expenses (Yearly)

<i>Bowls</i>	19 orders (1800 per order)	Purchased Bowls (2020): 34,200	<u>Actual Inventory Cost:</u> Price: \$39,150	<u>Startup Inventory Projection</u> \$55,000	<u>Plan 2020</u> (PM) 1106 (PY) 34,200	<u>Plan 2021</u> (PM) 1137 (PY) 34,120	<u>Plan 2022</u> (PM) 1164 (PY) 35,000
<i>Cups</i>	18 orders (1000 per order)	Purchased Cups (2020): 18,030	Price: \$44,200	\$45,000	(PM) 601 (PY) 18,030	(PM) 616 (PY) 18,480	(PM) 632 (PY) 18,960
<i>Fruit</i>	60 orders (\$68 each case, 33lbs per)	Purchased Fruit (2020): 2028 pounds	Price: \$4080	\$40,000	(PM) 165 (PY) 1980	(PM) 70 (PY) 2100	(PM) 71 (PY) 2136
Total	97 orders		\$87,430	\$140,000			

PM- (Sold) Per Month

PY- (Sold) Per Year

Final Business Statement

Power Bowls (®), Acai For Terra Bar, Inc. is the owned partnership business by the listed six individuals: Jose Serna, Silvia Chavez,, Jordan Rogers, Oscar Gamero, and Edgar Martinez, Kyle Chow. We have no intention to welcome any external business partners and it is within our best interest to limit the source of our startup capital to no more than three major sources.

We intend to generate our starting capital from these three sources:

- From collective capital from our personal savings and sell of stocks/bonds/trading.
- Soft loans from family members and friends.
- Lump sum loan from a respective chosen bank.

To be noted: We have been able to generate around \$90,000 (Personal savings \$60,000 and family members \$30,000) and are in the final stages of obtaining a loan that will yield us an additional \$125,000 from our bank. Papers and documents have been signed and submitted. The loan is pending and we are waiting on our account to be credited with the given \$125,000 amount within the next 1-3 business days.

8. Conclusion:

In Conclusion, at Power Bowls, our goal is to provide all of our customers with healthy acai based options in their daily lives, while also doing our part to better the environment. We believe that there is a huge opportunity for success by conducting business at Cal State Fullerton, and that our store will be well received due to the high demand of acai based products. The strengths presented about our brand, creates clear knowledge that our business will be able to succeed and become profitable by two years. Having an acai bowl juice shop on campus will be beneficial to students, as the acai berry possesses a natural energy boost that will be a healthy alternative to coffee, and caffeine sports drinks. Overall it will promote a healthy lifestyle for all, while bringing a new and delicious product to Cal State Fullerton.

Citations

Adam. "SWOT Analysis of Jamba Juice." *Free Swot Analysis*. October 3, 2015;
[https://www.freeswotanalysis.com/soft_drink_and_beverage/719-swot-analysis-of-jamba-juice.h
tml](https://www.freeswotanalysis.com/soft_drink_and_beverage/719-swot-analysis-of-jamba-juice.html)

Ben. "How I Forecast Operating Expenses." *The SaaS CFO*. May 6, 2016;
<https://www.thesaascfo.com/forecast-non-wage-operating-expenses/>

Bradshaw, Aimee. "How Much Does a Point of Sale System Cost?" *Expert Market*. Date
retrieved April 2, 2020; <https://www.expertmarket.com/pos/how-much-does-a-pos-system-cost>

Jennings, Kerri-Ann. "5 Impressive Health Benefits of Acai Berries." *Healthline*. May
31, 2017; <https://www.healthline.com/nutrition/benefits-of-acai-berries>

Register, O. C. (2015, November 3). Business. Retrieved from The Orange County
Register: [https://www.ocregister.com/2015/11/03/online-mobile-app-speeds-food-service-and-deli
very-for-csuf-diners/](https://www.ocregister.com/2015/11/03/online-mobile-app-speeds-food-service-and-deli-very-for-csuf-diners/)

Ruback, Brianna. "Acai is Bowling Over Food Trends." *Boozy Burbs*. August 1, 2018;
<https://www.boozyburbs.com/2018/08/01/acai-is-bowling-over-food-trends/>

Sage. "How Much Does It Cost To Open A Restaurant?" *Sage*. Date retrieved April 2,
2020; <https://www.sage.com/en-us/accounting-software/startup-costs/restaurant/>

SBA U.S. Small Business Administration. "Calculate your startup costs." *SBA U.S.
Small Business Administration*. Date retrieved April 4, 2020;
<https://www.sba.gov/business-guide/plan-your-business/calculate-your-startup-costs>

Student Life. (2020, March 25). Retrieved from College Factual:

<https://www.collegefactual.com/colleges/california-state-university-fullerton/student-life/diversity/>

Ware, M. (2018, May 23). Health. Retrieved from Medical News Today:

<https://www.medicalnewstoday.com/articles/305576#nutrition>

WBOC. "Acai Berry Market Demand Hike Triggered by the Food Bowl Trend and its Suitability in Making Cosmetics and Nutraceuticals." *WBOC*. December 17, 2019;

<http://www.w boc.com/story/41467474/acai-berry-market-demand-hike-triggered-by-the-food-bowl-trend-and-its-suitability-in-making-cosmetics-and-nutraceuticals>