

City of Fort Lauderdale

**Northwest-Progresso-Flagler Heights
Community Redevelopment Agency
(NWPF CRA)**



APPLICATION FOR CRA FUNDING ASSISTANCE

Name of Principal Owner in Charge Sharon Allen		Tel. No. 786-239-9131		E-Mail Address allensharon41@gmail.com	
Primary Contact for this CRA Request Sharon Allen		Tel. No.		E-Mail Address bluetreecafe@gmail.com	
Name of Business The Blue Tree Cafe		Tax I.D. No. 27-5239147		Company Website bluetreecafe.com	
Business Address 5007 N. Hiatus Road		Tel. No. 786-239-9131		Fax No.	
City Sunrise		State FL		Zip Code 33351	
Commencement Date to Begin Project: <u>April 2020</u>				JOB INFORMATION	
Completion Date for Project: <u>July 2020</u>					
Check Appropriate Description		Project Type		Facility Description	
↑Existing Business <input checked="" type="checkbox"/>		↑Expansion <input type="checkbox"/>		Existing Space _____ sq. ft.	
↑New Business <input type="checkbox"/>		↑Relocation <input checked="" type="checkbox"/>		New Space 681 sq. ft.	
NAICS Code / Industry Type 532289, 722320		Date of Incorporation 2/28/2020		State where the business was incorporated Florida	
Proposed Project Location/City Ft. Lauderdale		Proposed Address 612 NW 9th Ave, Bay 3			
Property Control Number(s)		Property Owner Provident Ft. Lauderdale, LLC			
Owner Tel. No. (include Area Code) 954-926-7500		Is there a lien on the property? ↑ Yes ↑ No			
Bank(s) Where Business Accounts for Projects Are Held				BB&T, Bank of America	
1.				2.	
Name of Participating Bank/Lender					
Amount \$	Contact Person	Tel. No. (include Area Code)		Fax No. (include Area Code)	
Name of Other Financial Source					
Amount \$	Contact Person	Tel. No. (include Area Code)		Fax No. (include Area Code)	
Name of Other Financial Source					
Amount \$	Contact Person	Tel. No. (include Area Code)		Fax No. (include Area Code)	
Name of Other Financial Source					
Amount \$	Contact Person	Tel. No. (include Area Code)		Fax No. (include Area Code)	
Name of Other Financial Source					
Project Purpose and Economic Impact To provide a healthy style eatery to the community. To provide viable employment. To establish a sustainable waste free market/ Cafe, which not only will be an impact economically but also enviromentally.					

NOTE 1: If the project receives funds via another City, County, Federal or State program which also requires job creation/retention, the jobs created/retained for those programs must be in addition to the jobs required under this program.

NOTE 2: If project includes the purchase of equipment using CRA funds, then there must not be another UCC filing for the equipment.

Management: Owners, partners, officers, all holders of outstanding stock — 100% of ownership must be shown (use separate sheet if necessary).

Name	Complete Address	% Owned	From	To
Sharon Allen	2701 Tarpon Dr. Miramar, FL 33023	80%	2/2020	present
Name	Complete Address	% Owned	From	To
Shenika Williams	11430 Burbank Blvd. N. Hollywood, FL 91601	10%	2/2020	present
Name	Complete Address	% Owned	From	To
Margo Allen	6781 SW 10th St. Pembroke Pines FL 33023	5%	2/2020	present
Name	Complete Address	% Owned	From	To
Maurice Allen	1316 NW 1st Ave, Ft. Lauderdale, FL 33311	5%	2/2020	present
Name	Complete Address	% Owned	From	To

PROJECT/ACTIVITY COST SUMMARY

- Please state the overall project cost: \$265,500.00
- Please state the overall project costs related to the CRA's assisted activity? \$ \$265,500.00
- Please indicate the sources and uses of funds for the project on the following table.

Project Source(s) of Funding	Amount	Rate	Term
Bank Loan (specify)	N/A		
City funds	N/A		
CRA funds	225,000.00		
Company's current cash assets	40,500.00		
Owner equity (specify)			
Other (specify)	N/A		
Other (specify)	N/A		
Other (specify)	N/A		
Total Sources	\$265,500.00		
Select the Use(s) of Funds and the Amount Need for Each	Sources of Funds (Yes or No)	Amount	
Land Acquisition	NO		
Real Property Acquisition	NO		
Utility and road infrastructure improvements	NO		
New construction of commercial and industrial buildings	NO		
Rehabilitation of commercial and industrial buildings	YES		
Purchase and installation of equipment and fixtures			
Other (specify)			
Other (specify)			
Other (specify)			
Total Uses	\$265,500.00		

NOTE 3: Other "uses" include Architectural/Engineering Fees, Application Fees, Permit Fees Impact Fees

BUSINESS INDEBTEDNESS: Furnish the following information on all outstanding installment debts, code and other liens, notes and mortgages payable that relate to this project. The present balances should agree with the latest balance sheet submitted (*use a separate sheet if necessary*).

To Whom Payable	Original Amount	Original Date	Present Balance	Rate of Interest	Maturity Date	Monthly Payment
Name: Time Payment Corp	\$ 7500.00	2/5/2019	\$ 5341.44	% <input type="text"/>	2/5/2021	\$ 276.33
Name: Provident Ft. Lauderdale, LLC	\$		\$	% <input type="text"/>		\$
Name: _____	\$		\$	% <input type="text"/>		\$
Name: _____	\$		\$	% <input type="text"/>		\$
Name: _____	\$		\$	% <input type="text"/>		\$

THE FOLLOWING ITEMS MUST BE COMPLETED AND SUBMITTED WITH YOUR APPLICATION

1. A business plan which describes the company mission, market analysis, applicant capacity, economic analysis and project feasibility, a brief history and description of the company (*including the founding of the company*), overview of operations, product information, customer base, method and areas of distribution, primary competitors and suppliers within the County.
2. A list of general and limited partners, officers, directors and shareholders of the company. Please provide a resume for all the principals and key management.
3. Corporate income tax returns for the last three years (*personal returns may also be requested*).
4. Two separate lists that detail the existing jobs on your payroll and the new jobs to be created (*within the list please provide the job title of each position, a brief description of each position, annual salary for existing and new positions and the industry average salary for those positions*).
5. If machinery and equipment are being purchased with CRA funds, provide a list of all the items to be purchased, with quotes on vendor's letterhead. Include a statement from the manufacturer, attesting to the economic life of the equipment.
6. If business is a franchise, include a copy of the franchise agreement;
7. Bank Commitment Letter detailing the conditions of the loan approval.
8. Copy of IRS determination letter as a non-profit organization (*required for all non-profit organizations only*).
9. Signed copy of resolution or minutes from the meeting of the governing body authorizing submission of the application (*required for all non-profit organizations only*).
10. Articles of Incorporation or Division of Corporations information identifying authorized signatories
11. Copy of the Property Deed (*if the applicant is the owner*)
12. Copy of By-Laws (*required for all non-profit organizations only*).
13. Please sign and submit *Statement of Personal History and Credit Check Release* (as attached).
14. If project involves construction, please provide a minimum of two (2) detailed cost estimates prepared by Architect/Engineer and/or General Contractor, preliminary plans and specifications, Architectural Illustration and photos of existing conditions.
15. Attach a street map showing the location of the proposed project, Property Folio number and Legal Description.
16. Preliminary Project Schedule.

The following items are also needed, if your funding request is \$500,000 or more
(*not applicable for Commercial Façade, Streetscape Enhancement and Property and Business Improvement Incentive requests*)

17. CPA audited corporate financial statements for the last three years (*Profit and Loss Statement and a Balance Sheet*).
18. If the most recent business return and/or financial statement is more sixty (60) days old, please submit a current Interim Financial Statement.
19. Three year financial pro formas which include operating statements, balance sheets, funding sources, and use details.
20. Ten year revenue and expense projection for the project
21. Copy of sales/purchase agreement when purchasing land or a building (*or an executed lease if applicable*).
22. Provide details regarding any credit issues, bankruptcies and lawsuits by any principal, owning 20% or more of the business.
23. The names of all affiliates and/or subsidiary companies, and their previous three (3) years financial statements and Interim Financial Statements if the financial statements are more than sixty (60) days old.
24. Letter from the Department of Sustainable Development (DSD) approving the proposed project with zoning and land use designations, and Plan Development Review number and comments.
25. Identification and qualifications of project development team (*i.e., attorney, engineer, architect, general contractor, etc.*).

26. Current Broward County Assessed Value, new capital investment dollars and total estimated new assessment when completed and placed into service.
27. Existing Leases, Lease commitments and tenant makeup (*if applicable*).
28. Copy of Environmental Report showing there are no Environmental issues (*if applicable*).
29. Copy of Appraisal Report (*if applicable*).

THE FOLLOWING ITEMS ARE REQUIRED AFTER CRA BOARD APPROVAL AND PRIOR TO EXECUTION OF AN AGREEMENT AND RELEASE OF FUNDS

30. Evidence that all funds are in-place to fully fund the project.
31. A copy of the City approved project plans, contract with General Contractor and permits (Prior to Release of Funds)
32. Scope of work and all project costs
33. Copies of Insurance Certificates (Builders Risk/All Risk Policy, Commercial General Liability, Workers Compensation with the City of Fort Lauderdale and the Fort Lauderdale CRA listed as Additional Insured.

APPLICANTS CERTIFICATION

By my signature, I certify that I have read and understand the application, criteria, loan fees and program requirements. I further certify that all the information I (we) supplied is correct and accurate. All of the owners of the company/organization (*regardless of ownership percentage*) are aware of this loan and are in full agreement with the business securing financing for this project. My (our) signature(s) represent my (our) agreement to comply with City of Fort Lauderdale Community Redevelopment Agency, as it relates to this CRA funding request.

Each Proprietor, General Partner, Limited Partner and Business Owner, owning 20% or more must sign below. For all Non-Profit Organizations, all guarantors must be approved by City of Fort Lauderdale Community Redevelopment Agency.

The Blue Tree Cafe

Business Name: _____

By: _____
Signature and Title Date

Guarantors:

Signature and Title Date

Signature and Title Date

Signature and Title Date

Signature and Title Date

Signature and Title Date



Northwest-Progresso-Flagler Heights Community Redevelopment Agency

APPLICATION REQUEST SUPPLEMENTAL INFORMATION

CRA Incentive Programs

Please select the incentive(s) you are applying for and insert the amount of funding assistance you are seeking:

<input type="checkbox"/>	COMMERCIAL FAÇADE IMPROVEMENT PROGRAM	\$ _____
<input checked="" type="checkbox"/>	PROPERTY AND BUSINESS IMPROVEMENT PROGRAM	\$ 225,000.00
<input type="checkbox"/>	STREETSCAPE ENHANCEMENT PROGRAM	\$ _____
<input type="checkbox"/>	DEVELOPMENT INCENTIVE PROGRAM	\$ _____
<input type="checkbox"/>	PROPERTY TAX REIMBURSEMENT PROGRAM	\$ _____

Please provide a supplement sheet responding to the following numbered questions:

1. Please describe your project.
2. What is the address, folio number and legal description of the property.
3. What is the existing and proposed use of the property? Please note that certain uses are not eligible for CRA assistance. This includes convenience stores, pawn shops, check cashing stores, tattoo parlors, massage parlors, liquor stores and other uses as may be determined by the CRA that are inconsistent with the CRA Community Redevelopment Plan. Please note that there will be restrictive covenants placed on the property for minimum of 5 years restricting use of the property to only those uses for which CRA funding was provided.
4. Are the proposed improvements to the property being made on behalf of a proposed tenant for the property. If so, please provide a copy of the lease agreement.
5. What is the zoning of the property?
6. Are you the property owner? Please provide a copy of the deed of the property. You must be the owner of the property to apply.
7. Is your project new construction or is it renovation?
8. What is the total capital investment of your project and what is your hard construction and soft cost? (While property acquisition cost is not an eligible CRA expense, it may be included in your total capital investment)
9. What is the current Broward County Assessed Value of the property?
10. Is there a mortgage on the property? Please provide OR Book and Page. Please note that CRA funding is in the form of a 0% interest forgivable loan, forgiven after 5 year of project completion secured by a first

mortgage or subordinate mortgage on the property. Projects receiving over \$225,000 in CRA assistance will be secured by a forgivable loan forgiven after 7 years to 10 years depending on the level of CRA funding. Other forms of security in lieu of a forgivable mortgage will be considered on a case by case basis.

11. Are there any other liens or pending liens on the property? Please provide OR Book and Page.
12. Are there any code violations on the property? Identify.
13. Is the property listed "For Sale." Please note that properties listed for sale may not apply for CRA program funding.
14. How many new permanent jobs will be created by the project? Please describe the jobs to be created and projected salaries.
15. What is the estimated construction commencement date of the project? Please note that no work is to commence on the project unless a Program Agreement is approved and fully executed between the CRA and the property owner and that work must commence within 90 days of CRA funding approval.
16. What is the estimated completion date of the project? Please note that all approved projects must be completed within a maximum of three (3) years.
17. Please provide proof of your matching funds (i.e. bank statement, line of credit, etc.) and identify other proposed forms of financing for your project.
18. Do you have general liability and fire and casualty insurance on the property? You will be required to demonstrate proof of insurance and may include bonding requirements as required by the City/CRA prior to commencement of work. The cost of insurance may be included as part of your total project cost funded by the program.
19. Have you previously received funding from the CRA? Explain.

If you are applying for funding from the Commercial Façade Improvement Program, Property & Business Improvement Program and/or Streetscape Enhancement Program, please also complete the following:

20. Do you have a detailed scope of work? If so, please include for CRA review and approval.
21. Do you have completed architectural drawings for the scope of work to be performed? Please include along with architectural illustration(s) of the proposed work, material specifications, color selections, etc. Please note that architectural cost may be included as part of your total project cost.
22. Have your project plans been submitted for City Development Review and/or permitting and if so what are the status of the plans and the plan review number? All work must be permitted and approved by the Building Official.
23. Do you have detailed, written contractor cost estimates? If so, please provide.
24. Have you selected a contractor from the attached City/CRA Approved Contractor List? Please note if your contractor is not on the City/CRA approved list, it may be possible to have your contractor become an approved CRA Contractor. He/She will need to complete the attached Contractor Application for consideration.
25. If you are applying for the Facade Program or Property and Business investment Program, and if you are not using a City /CRA Approved Contractor, you must secure two detailed licensed and insured contractor cost estimates and CRA funding is limited to 60% of the lowest cost estimate not to exceed \$50,000 which can only be funded on a reimbursement basis, rather than a direct payment to the contractor. In addition, all

projects over \$50,000 may be assigned a CRA Construction Review Specialist who will determine the scope of work to be funded and will secure contractor pricing for the project, manage funding request and provide general project oversight.

26. For Streetscape Enhancement Program projects, see additional requirements for projects in excess of \$300,000 as required by Florida Statute 255.20.

Sharon Allen

I _____ attest that the information is correct to the best of my knowledge. I further understand that the CRA program benefits are contingent upon funding availability and CRA approval and are not to be construed as an entitlement or right of a property owner/applicant. I further understand that I am responsible for providing all documentation required by The CRA.

Signature of

Property Owner or Business Owner
Sharon Allen

Print Name

List of all Jobs to be Created

Job Title	#	Brief Job Description	Annual Average Salary	Industry Average Salary	Experience/Education/Skills Required
Manager	1	Control day to day business at cafe	37,440.00	50,000.	BA,
Chef	1	Prepared and order food items	31,200.00	44228. anul.	Safe Serve Certification
Line Cook	2	Prepare food as ordered	25,480.00	12.07	Safe Serve Certification
Sales	1	Take orders and Payment	22,880.00	12-18.19	2 yrs
Maintenance	1	Clean Cafe	22,360.00	10.50-18.19	2yrs

***USE ADDITIONAL SHEETS IF NECESSARY**

Northwest Progresso- Flagler Heights
Community Redevelopment Agency

1. Project Description:

The Blue Tree Café goal is to bring a multi-brand cloud kitchen to the Flagler Heights area. The cloud kitchen will consist of two virtual restaurants within one building. The vegan restaurant will offer ^{[[]]}plant based and/or low sodium menu items. The southern style restaurant will offer a healthier version of Soul Food. Each restaurant will have its own personal Chef. We will offer a standard menu and vegan options, hoping that customers will try some of our non-traditional dishes.

The Blue Tree Café will offer sustainable disposable containers, eatery, mugs and straws that will lessen its impact on the environment. This establishment will provide a healthy beacon of hope to the community while still staying close to its southern cuisine roots.

2. The address 612 NW 9th Ave., Bay 3 Ft. Lauderdale, FL 33311

3. No use of the property is noted. The proposed use of Bay 3, will be a take-out, delivery restaurant with a floor plan that can be converted into a small dine-in if needed.

4. Yes, the improvements are being made for the tenant (The Blue Tree Café)

5. The zoning for the property is

6. No.

7. This is a vanilla build out for the café. (renovation)

8. Provided to CRA

9. Provided by the CRA

10. Provided by the CRA

11. Provided by the CRA

12. Provided by the CRA

13. Provided by the CRA

14. There will be five additional permanent jobs created. Salaries are annually.

- (1) Restaurant Manager- base salary... \$45,000
- (2)- Chefs- base salary..... \$31,200.00 per person
- (2)- Line Cooks- base salary \$25,480.00 per person
- (2)-Sales Associate- base salary..... \$22,880.00 per person
- (1)-Maintenance- base salary \$22,360.00 per person
- (2) Delivery person – outsource to independent contractor

15. The estimated construction commencement date of the project is September 2020

16. The estimated completion date is March 2021

17. Proof of matching funds attached

18. All insurance will be provided.

19. I have not received any funds from CRA



BLUE TREE CAFE

cooking with love

Table of Contents

Keys to Success	5
OUR CORE VALUES	6
Company's Description	6
Products and Services Description	6
Value Proposition	7
US Food and Beverages Market Size	7
Food Service Restaurant Market Insights	8
Competitor's Analysis	8
SWOT Analysis	9
Business Strategy	9
Sales and Marketing Strategy	9
Publicity and Advertising Strategy	9
Competitive Advantages	10
Strategy and Implementation Summary	10
Operational Plan	10
Management & Organization	11
Management Team	11

EXECUTIVE SUMMARY

Food is the basic material which the body needs for its survival and well-being. Good food is indispensable for health at all stages of life and for satisfactory growth during infancy, childhood, adolescence and adulthood. Human diet is not restricted to any special category of food. The rising health issues, such as obesity, diabetes, allergies and others, now makes consumers conscious of what they eat. Consumers now demand fresh foods that are gluten-free and have vegan options across the menu. And this is why The Blue Tree Café was established.

The Blue Tree Café is a Florida based food service brand that specializes in the sales of freshly made foods, made from all organic and natural ingredients. We are aware of the world's focus towards good health, which is why we offer our customers diverse cuisine, with the freshest ingredients while still being conscious about our impact on the earth's environment. Our service offering involves Catering services, in-house beverages, food and sustainable eatery. We are well poised to become the foremost natural food brand in Ft. Lauderdale and its surrounding cities such as; Miramar, Miami and the tri-county areas.

Beyond every reasonable doubt, the demand for organic food products is not going to plummet any time soon, therefore, we will continue to explore all available market around Florida where our outlet is going to be located. We know that we will be able to maximize profits. Our key goal is to associate our brand with the words delectable, delightful and divine.

Keys to Success

A critical success factor that is pertinent to the growth of our business is the number of customers we can attract with our quality services. Our effort as a company will continually focus on increasing and improving our customer base. This would easily be achieved through ascertaining the following:

- Reputation: Every customer visiting us will want to return and will recommend us to their friends and family. Word of mouth marketing will be a powerful ally for our business.
- Superior Customer Service: Knowledgeable, friendly service will be of the utmost importance.
- Commitment to quality service at an affordable price.

OUR CORE VALUES

At The Blue Tree Café, we uphold very distinct and premium values such as Professionalism, Integrity Quality Service and Teamwork.

Company's Summary

The Blue Tree Café is committed to building its business on professionalism, courtesy, reliability, and demonstrates its dedication while forging relationships with customers to ensure constant revenue from its services. With the intent to build a nationally recognized brand, the company will hire reliable employees, stay present, keep a good business credit rating, keep claims to a minimum, and achieve its goals quickly and develop a strong reputation for excellence.

Company's Description

Company Name: The Blue Tree Café **Owner:** Sharon Allen **Legal Status:** LLC **Location:** Florida **Website:** bluetreecafe.com

Mission Statement

To share diverse cuisine, with the freshest ingredients while still being conscious about our impact on the earth's environment.

Vision Statement

Our vision is to operate a first- class food service business. Our vision reflects our values: Professional Integrity, Service, Excellence and Teamwork.

Products and Services Description

The Blue Tree Café is in the food and beverage industry to make profits, and to serve its community members with enriching and healthy food and non-food products. This is accomplished by ensuring we make use of fresh ingredients and local farmers which will speak volumes in-regards to food taste and quality. Our all fresh and locally grown produce is sure to be the talk of any dinner table.

Value Proposition

Our value Proposition includes: A wide healthy food offering, brand recognition, great client retention rate, excellent customer satisfaction, conducive and relaxing restaurant environment, team of friendly and courteous and entertaining staff.

MARKET RESEARCH

US Food and Beverages Market Size

The food and beverage industry is an essential part of the US economy. Between agriculture, manufacturing, retail, and food service, the sector makes up roughly 5% of the country's GDP and 10% of employment. Its sales total \$1.4 trillion.

According to a report by the US Committee for Economic Development, the food and beverage industry consists of close to 27,000 organizations and employs almost 1.5 million people. While growth is relatively low, the market has been more stable than other US manufacturing industries, as demand for food remains steady. The price of agricultural commodities has also stayed low and consistent, contributing to this stability.

Food and Beverage Industry Trends

American food preferences are shifting. The population is becoming more health-conscious, demanding more natural and organic products and consuming less packaged and heavily processed food. Consumers are eating less meat, fat, and sugar. Despite this increased focus on healthy diets, however, demand for fruits and vegetables has not risen. The focus has been more on the type and source of the produce rather than the quantity. U.S. consumers are also concerned with sustainability and are becoming increasingly willing to pay more for products from environmentally friendly and socially responsible companies. Green packaging, locally and responsibly sourced materials, and water and energy efficiency are all factors that are gaining more attention and demand.

Upcoming Challenges

Consumer confidence in food safety in the US has fallen, with over two-thirds of Americans being concerned about safe production and roughly 40% changing their diets because of these

concerns, according to a recent survey by the International Food Information Council Foundation. The CDC estimates that produce causes almost half of contamination incidents in the country, while beef and poultry are responsible for almost a third of food-related deaths. Industry players must combat both public perception and actual safety issues in order to compete.

Food Service Restaurant Market Insights

The food services market is driven by the quick change in consumer preferences and their sense of exploration of various tastes and flavors. The increased threat of new entrants in the market aids the key players to come up with innovative ways in improving the service in order to gain competitive advantage.

Customer Analysis

One thing about food and beverages is that it is a daily apart of every individual. In view of that, we have positioned our brand to service the residence of South Florida; Dade, Broward and Palm Beach. We have conducted our market research and we have ideas of what our target market would be expecting from us.

We are in business to retail a variety of meals and beverages to the following groups: Households, Local Businesses, Event Planners, Athletes, Students and Tourists.

Competitor's Analysis

To our knowledge, there are various reputable restaurants and food brands with our capabilities. Our competitors are majorly vegan restaurants and organic food brands. They are considered as competitors because they are established and have spent a considerable amount of time operating in the industry; but we are not deterred by this as we are compelled from our capability to provide quality food and beverage offerings. Our foods will be made from fresh and naturally grown ingredients which will allow us to offer healthy food options. We will use dynamic, integrated, tech-driven marketing strategies in bid to grow our brand. It is without a shadow of a doubt that word-of-mouth recommendations are generated from our quality of service and products.

SWOT Analysis

The SWOT analysis includes the Strength and Weakness possessed by **The Blue Tree Café** and the Opportunities and Threat. Please see SWOT Analysis Chart.

Business Strategy

We are in the food service industry to serve large numbers of customers with diverse cuisine and the freshest ingredients while still being conscious about our impact on the earth's environment. In lieu of that, we want to capture a large portion of the market and that is why we will embark on forming strong alliances with our target market both the young and adults and other important market players. Our café will be set in a good atmosphere with proper ventilation and exciting looks that will attract customers. We'll source for naturally grown food products and ingredients.

If these measures and opportunities are truly exploring, we will undoubtedly become the market leader sooner than expected.

Sales and Marketing Strategy

Our marketing strategy will center on quality services and excellent customer service. We know that if we can put the above stated in place, we will dominate the market in no time.

We are aware of the power of the internet and we will do all we can to maximize the internet to market our business. We will put our marketing efforts towards advertising with local media outlets, online platforms, direct marketing, word of mouth, search optimization and social media marketing.

Publicity and Advertising Strategy

The Blue Tree Café will leverage on all available platforms to promote and advertise our business. We know the power of publicity which is why we will have reasonable budget to handle the publicity of our business. With effective publicity, we are likely going to hit the target that we set for the business.

Competitive Advantages

We have done our homework and we have been able to highlight some factors that will give us a competitive advantage in the marketplace; some of the factors are competence, trust, honesty, effectiveness and excellent relationship management. We will ensure proper recruitment of qualified staffs with friendly remuneration policy and prompt training to meet industry trends. Lastly, our employees will be well taken care of, and their welfare package will be among the best within our category in the industry. It will enable them to be more than willing to build the business with us and help deliver our set goals and achieve all our business aims and objectives.

Strategy and Implementation Summary

The Blue Tree Café will rely on multiple strategies to grow its market share. The first is superior customer service and quality products. We shall prioritize operational excellence over other factors while employing the best of human and technological resources for the execution of its business activities.

The Blue Tree Café shall establish and maintain an interface that always assures mutual business relationship with customers. The company also intends to develop a structure that reveals that its pattern of success could be repeated in the future. **The Blue Tree Café** will leverage on service effectiveness, industrial network and proven marketing strategy to increase its customer base in the market.

The company's strategies shall utilize elements such as leverage, communication, efficiency, risk management and collaboration to ensure our goal.

Operational Plan

The owners and the staff to be employed will be responsible for day-to-day operation of the service, as well as administrative management, recruitment, marketing, maintenance, reporting, and any other operational matters. They will be responsible for ensuring the day-to-day operation of the company and will comply with the standard set by the company's policy. Weekly management meetings will be provided as a forum to review and discuss financial and operational performance.

Management & Organization

The business structure company is essential to its management and success. **The Blue Tree Café** has laid out plans that will ensure that our foundation is solid and at the same time staying true our aims, mission, and vision as a company. The company already will hire highly competent professionals who identify with diligent and strong work ethics. All employees will also have the expertise required to work in this industry and bring it to a high standard.

Management Team

The executive team at **The Blue Tree Café** consists of **Sharon Allen** as the Founder. Sharon has over 10 years in the food industry. The management team is prepared to harness all their strength, availability and professionalism to catapult the business to the greater height in conjunction with an outstanding team of employees. We are a team of independent thinkers, with developed and raw talent, who discover excitement in the pursuit of every challenge.

<https://mordorintelligence.com/industry-reports/food-service-restaurant-market>

<https://www.thebusinessresearchcompany.com/report/food-and-beverages-global-market-report>

THE BLUE TREE CAFE

FINAL ACCOUNT					
	Year 1	Year 2	Year 3	Year 4	Year 5
	\$	\$	\$	\$	\$
PROFIT OR LOSS PROJECTION					
Revenue	500,000.00	600,000.00	720,000.00	864,000.00	1,036,800.00
Cost of Sales	(\$150,000.00)	(\$172,500.00)	(\$198,375.00)	(\$228,131.25)	(\$262,350.94)
Gross Profit	350,000.00	427,500.00	521,625.00	635,868.75	774,449.06
Gross Margin	70.00%	71.25%	72.45%	73.60%	74.70%
Expenses					
Personnel Cost	218,919.96	240,811.96	264,893.15	291,382.47	320,520.71
Administrative Costs	3,000.00	3,300.00	3,630.00	3,993.00	4,392.30
Utilities (Water/Gas/Electric)	15,000.00	16,500.00	18,150.00	19,965.00	21,961.50
Internet	3,600.00	3,960.00	4,356.00	4,791.60	5,270.76
Telephone	1,200.00	1,320.00	1,452.00	1,597.20	1,756.92
Taxes & Fees	52,500.00	57,750.00	63,525.00	69,877.50	76,865.25
Printing and advertising	3,600.00	3,960.00	4,356.00	4,791.60	5,270.76
Office supplies and maintenance	4,200.00	4,620.00	5,082.00	5,590.20	6,149.22
Other admin expenses	6,000.00	6,600.00	7,260.00	7,986.00	8,784.60
Miscellaneous	1,500.00	1,650.00	1,815.00	1,996.50	2,196.15
Lease	30,000.00	30,600.00	31,212.00	31,836.24	32,472.96
Total Operating Expenses	339,519.96	371,071.96	405,731.15	443,807.31	485,641.14
EBITDA (Earnings before interest, tax, depreciation and amortization)	10,480.04	56,428.04	115,893.85	192,061.44	288,807.92
Depreciation and Amortization	6,680.17	6,680.17	6,680.17	6,680.17	6,680.17
EBIT	3,799.87	49,747.87	109,213.68	185,381.27	282,127.75
Interests	-	-	-	-	-
EBT	3,799.87	49,747.87	109,213.68	185,381.27	282,127.75
Income Taxes	1,139.96	14,924.36	32,764.10	55,614.38	84,638.33
Profit/ Loss after Tax (Net Profit/Loss)	2,659.91	34,823.51	76,449.57	129,766.89	197,489.43
Loan Repayment					
Retained Earnings	2,659.91	34,823.51	76,449.57	129,766.89	197,489.43
Profit Attributable to:					
PROJECTED STATEMENT OF FINANCIAL POSITION					
	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Assets	\$	\$	\$	\$	\$
Non-current assets					
Property, plant and equipment (Net)	48,421.54	43,041.37	37,661.20	32,281.03	26,900.86

Preliminary Expenses (Capitalised)(Net)	11,700.00	10,400.00	9,100.00	7,800.00	6,500.00
Total non-current assets	60,121.54	53,441.37	46,761.20	40,081.03	33,400.86
Current assets					
Cash and cash equivalent	217,538.37	202,792.05	229,671.80	309,868.86	457,788.46
Accounts receivable					
Total current assets	217,538.37	202,792.05	229,671.80	309,868.86	457,788.46
Total Assets	277,659.91	256,233.42	276,432.99	349,949.88	491,189.31
Equity and Liabilities					
Share capital	50,000.00	50,000.00	50,000.00	50,000.00	50,000.00
Retained earnings	2,659.91	37,483.42	113,932.99	243,699.88	441,189.31
Total shareholder's equity	52,659.91	87,483.42	163,932.99	293,699.88	491,189.31
Non -Current Liability					
Bank borrowing	225,000.00	168,750.00	112,500.00	56,250.00	
Interest					
Total long-term liabilities	225,000.00	168,750.00	112,500.00	56,250.00	-
Current liabilities					
Accounts payable					
Bank Overdraft					
Bank Loan (Current)					
Interest Payable					
Total current liabilities	-	-	-	-	-
Total Liabilities	225,000.00	168,750.00	112,500.00	56,250.00	-
Total Equity and Liabilities	277,659.91	256,233.42	276,432.99	349,949.88	491,189.31
<i>Check</i>	-	-	-	-	-

PROJECTED CASH FLOW					
	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
CASH RECEIPTS	\$	\$	\$	\$	\$
Cash Sales	500,000.00	600,000.00	720,000.00	864,000.00	1,036,800.00
Bank Loan Received	225,000.00				
Owners Fund Received	50,000.00				
Bank Overdraft Received	-				
TOTAL CASH RECEIPTS	775,000.00	600,000.00	720,000.00	864,000.00	1,036,800.00
CASH PAID OUT					
Purchase of Assets (Non Current)	-				
Preliminary Expenses	13,000.00				
Loan Principal Repayment	-	56,250.00	56,250.00	56,250.00	56,250.00
Purchases	150,000.00	172,500.00	198,375.00	228,131.25	262,350.94
Interest Payment	-	-	-	-	-
Tax Paid	1,139.96	14,924.36	32,764.10	55,614.38	84,638.33
Bank Overdraft Princpal Paid	-				
Personnel Cost	218,919.96	240,811.96	264,893.15	291,382.47	320,520.71
Administrative Costs	3,000.00	3,300.00	3,630.00	3,993.00	4,392.30
Utilities (Water/Gas/Electric)	15,000.00	16,500.00	18,150.00	19,965.00	21,961.50
Internet	3,600.00	3,960.00	4,356.00	4,791.60	5,270.76
Taxes & Fees	52,500.00	57,750.00	63,525.00	69,877.50	76,865.25
Printing and advertising	3,600.00	3,960.00	4,356.00	4,791.60	5,270.76
Office supplies and maintenance	4,200.00	4,620.00	5,082.00	5,590.20	6,149.22

Other admin expenses	6,000.00	6,600.00	7,260.00	7,986.00	8,784.60
Miscellaneous	1,500.00	1,650.00	1,815.00	1,996.50	2,196.15
TOTAL CASH PAID OUT	472,459.92	582,826.32	660,456.25	750,369.50	854,650.52
Net Cash Flow	302,540.08	17,173.68	59,543.75	113,630.50	182,149.48
Cash Balance at the beginnning of the Year	-	302,540.08	319,713.76	379,257.51	492,888.01
Cash Balance at the End of the Year	302,540.08	319,713.76	379,257.51	492,888.01	675,037.49

PROJECTED CASHFLOW STATEMENT					
	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
	\$	\$	\$	\$	\$
Net income (EBIT)	3,799.87	49,747.87	109,213.68	185,381.27	282,127.75
Add: Depreciation and Amortization	6,680.17	6,680.17	6,680.17	6,680.17	6,680.17
Working capital changes:					
Account Receivables					
Account Payables					
Less: Tax Paid	(1,139.96)	(14,924.36)	(32,764.10)	(55,614.38)	(84,638.33)
Cashflow from operations	9,340.08	41,503.68	83,129.75	136,447.06	204,169.60
Less: Capital expenditures					
Purchase of Assets	(53,801.71)	-	-	-	-
Preliminary Expenses (Set Up Cost)	(13,000.00)	-	-	-	-
Cashflow from investing activities	(66,801.71)	-	-	-	-
Add: equity injection	50,000.00				
Add: debt inflow	225,000.00				
Less: principal repayment		(56,250.00)	(56,250.00)	(56,250.00)	(56,250.00)
Less: Interest Payment	-	-	-	-	-
Less: Dividend payment	-	-	-	-	-
Cashflow from financing activities	275,000.00	(56,250.00)	(56,250.00)	(56,250.00)	(56,250.00)
Net cash flow	217,538.37	(14,746.32)	26,879.75	80,197.06	147,919.60
Beginning cash balance		217,538.37	202,792.05	229,671.80	309,868.86
Bank Overdraft					
Net cash flow	217,538.37	(14,746.32)	26,879.75	80,197.06	147,919.60
Ending cash balance	217,538.37	202,792.05	229,671.80	309,868.86	457,788.46

Check (Cash Budget and Cash Flow statements)	(85,001.71)	(116,921.71)	(149,585.71)	(183,019.15)	(217,249.03)
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EQUITY STATEMENT					
	Year 1	Year 2	Year 3	Year 4	Year 5
	\$	\$	\$	\$	\$
Opening balance of share capital	50,000.00	50,000.00	50,000.00	50,000.00	50,000.00
Add: share capital increase					
Closing balance of share capital	50,000.00	50,000.00	50,000.00	50,000.00	50,000.00
Opening balance of retained earnings	-	2,659.91	37,483.42	113,932.99	243,699.88
Add: Net income	2,659.91	34,823.51	76,449.57	129,766.89	197,489.43
Less: Dividends	-	-	-	-	-
Closing balance of Retained Earnings	2,659.91	37,483.42	113,932.99	243,699.88	441,189.31
Closing Balance of Equity	52,659.91	87,483.42	163,932.99	293,699.88	491,189.31

THE BLUE TREE CAFE

Revenue Streams	Year 1	Year 2	Year 3	Year 4	Year 5
	\$	\$	\$	\$	\$
Food Sales	260,680.00	312,816.00	375,379.20	450,455.04	540,546.05
Meal Plans	98,893.00	118,671.60	142,405.92	170,887.10	205,064.52
Catering	49,446.22	59,335.46	71,202.56	85,443.07	102,531.68
Events	49,446.22	59,335.46	71,202.56	85,443.07	102,531.68
Delivery Charges	38,897.43	46,676.92	56,012.30	67,214.76	80,657.71
Misc.	2,637.13	3,164.56	3,797.47	4,556.96	5,468.35
Total	500,000.00	600,000.00	720,000.00	864,000.00	1,036,800.00

THE BLUE TREE CAFE

OPEREATING EXPENSES PER YEAR	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
	\$	\$	\$	\$	\$
Personnel Cost	218,919.96	240,811.96	264,893.15	291,382.47	320,520.71
Administrative Costs	3,000.00	3,300.00	3,630.00	3,993.00	4,392.30
Utilities (Water/Gas/Electric)	15,000.00	16,500.00	18,150.00	19,965.00	21,961.50
Internet	3,600.00	3,960.00	4,356.00	4,791.60	5,270.76
Telephone	1,200.00	1,320.00	1,452.00	1,597.20	1,756.92
Taxes & Fees	52,500.00	57,750.00	63,525.00	69,877.50	76,865.25
Printing and advertising	3,600.00	3,960.00	4,356.00	4,791.60	5,270.76
Office supplies and maintenance	4,200.00	4,620.00	5,082.00	5,590.20	6,149.22
Other admin expenses	6,000.00	6,600.00	7,260.00	7,986.00	8,784.60
Miscellaneous	1,500.00	1,650.00	1,815.00	1,996.50	2,196.15
Lease	30,000.00	30,600.00	31,212.00	31,836.24	32,472.96
Total	339,519.96	371,071.96	405,731.15	443,807.31	485,641.14

OPERATING EXPENSES (For the first Year)	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total
	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
Personnel Cost	18,243.33	18,243.33	18,243.33	18,243.33	18,243.33	18,243.33	18,243.33	18,243.33	18,243.33	18,243.33	18,243.33	18,243.33	218,919.96
Administrative Costs	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	3,000.00
Utilities (Water/Gas/Electric)	1,250.00	1,250.00	1,250.00	1,250.00	1,250.00	1,250.00	1,250.00	1,250.00	1,250.00	1,250.00	1,250.00	1,250.00	15,000.00
Internet	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	3,600.00
Telephone	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	1,200.00
Taxes & Fees	4,375.00	4,375.00	4,375.00	4,375.00	4,375.00	4,375.00	4,375.00	4,375.00	4,375.00	4,375.00	4,375.00	4,375.00	52,500.00
Printing and advertising	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	3,600.00
Office supplies and maintenance	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	4,200.00
Other admin expenses	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	6,000.00
Miscellaneous	125.00	125.00	125.00	125.00	125.00	125.00	125.00	125.00	125.00	125.00	125.00	125.00	1,500.00
Lease	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	30,000.00
Total	28,293.33	28,293.33	28,293.33	28,293.33	28,293.33	28,293.33	28,293.33	28,293.33	28,293.33	28,293.33	28,293.33	28,293.33	339,519.96

Blue Tree Cafe

A multi-brand cloud kitchen providing healthy and organic options through innovation, creativity, and reinvention.



A stylized graphic on the left side of the slide. It features a light blue fork with its tines pointing downwards. Two leaves are attached to the handle of the fork: one is a darker blue and the other is a lighter blue. The background is a solid teal color.

Current Obstacles

- Due to the Covid 19 crisis, there's limited on site dining hours with a mandatory 50% capacity.
- New measures being routinely implemented by state and local health officials on restaurant businesses.
- Residents are unable to get safe, affordable, healthy food.