

THE PROFIT STORY

<u>Drinks Per Day</u>	<u>Monthly Profit</u>	<u>Annual Profit</u>
10 Drinks	\$769.00	\$9,228.00
25 Drinks	\$1,923.00	\$23,078.00
50 Drinks	\$3,846.00	\$46,152.00
75 Drinks	\$5,768.00	\$69,227.00
100 Drinks	\$7,691.00	\$92,302.00

Average Selling Price = \$2.75	Average Seasonal Selling Price = \$3.23
Average Profit = \$2.37	Average Seasonal Profit = \$2.75
Annual Average Drink Profit = \$2.56	

THE COST BREAKDOWN

	<u>Selling Price</u>	<u>Food Cost w/Paper Cups</u>	<u>Gross Profit</u>	<u>% of Total Sales</u>	<u>6 Month Seasonal Adj. (April-Sept.)</u>
Espresso	\$1.45	\$0.20	\$1.25	5%	1%
Cappuccino	\$2.65	\$0.34	\$2.31	20%	15%
Cafe' Latte	\$2.75	\$0.34	\$2.41	35%	19%
Mocha	\$2.95	\$0.44	\$2.51	40%	30%
Iced Latte	\$3.50	\$0.54	\$2.96		10%
Iced Mocha Latte	\$4.25	\$0.69	\$3.56		25%



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