

## City Hall coffee outlet: projections & model

Average spend	<b>£2.57</b>	<b>£3.02</b> inc VAT	Labour on-cost	21%
Hours of opening	10:00 - 15:30	(Mon-Fri)	Security?	N
Provider:	Internal		Security hours	15%
Business model	<b>subsidized</b>		Overheads	<b>£6,500</b>
% mark-up	-25%	(on foodstuffs)	BCC discount	0%

Customers	No.	% take-up	Income	Covers	
Tourists	55,000	20%	£28,297	11,000	54%
Staff & Members	240	10%	£16,052	6,240	31%
Customers & visitors	10,000	7%	£1,801	700	3%
Passing trade (new)	2,250	100%	£5,788	2,250	11%
		<b>TOTAL:</b>	<b>£51,939</b>	<b>20,190</b>	

Labour costs	No.	Rate/Hr	Cost	On-cost	TOTAL
F/T Catering Asst	1	<b>7.5100</b>	£14,449	3,034	£17,484
P/T Catering Asst	1	<b>7.5100</b>	£9,763	2,050	£11,813
Security Officer	1	<b>9.4200</b>	£18,124	3,806	£0
				<b>Staffing:</b>	<b>£29,297</b>

Cost of Sales	unit	total	
Tea/coffee	£0.40	£5,653	70% assumed to prefer hot drinks
Cold drinks	£0.62	£3,755	30% assumed to prefer cold drinks
Scones/biscuits	£0.55	£5,552	50% assumed to prefer this option
Croissants/bakes	£0.65	£6,562	50% assumed to prefer this option
	<b>Foodstuff:</b>	<b>£21,523</b>	

<b>TOTAL COSTS</b>	<b>£57,319</b>
<b>TOTAL INCOME</b>	<b>£51,939</b>
<b>profit/loss</b>	<b>-£5,381</b>
less; <b>wastage</b>	<b>-£3,000</b>
<b>OUTTURN:</b>	<b>-£8,381</b>