

2026

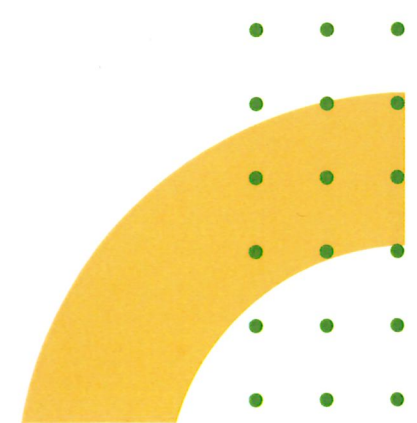
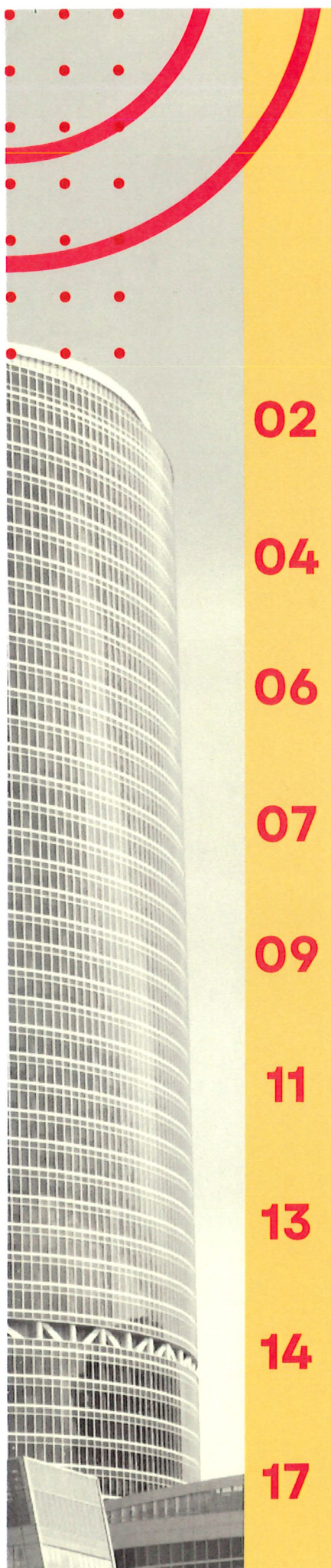


Proposal _____
Business Plan

Juicy  *organics*

Table Of Contents

02	About Company
04	Market Research & Analysis
06	SWOT Analysis
07	Organizational Structure
09	Products & Services
11	Marketing & Sales Strategy
13	Start Up Costs
14	Monthly Operating Budget
17	Profit & Loss Projection





About Company

Juicy Organics is proudly situated in the heart of downtown Madison, gracing the bustling square with a touch of green and a breath of fresh air. Our prime location, directly across from the state capitol, positions us at the crossroads of urban energy and natural well-being. Since our inception, we have remained committed to a simple yet profound philosophy: all-natural, all fresh, from earth to earth. Our products are a testament to this belief, offering our customers the purest nourishment nature can provide while evolving to meet the growing demands of today's health-conscious consumers.

Since 2013, Juicy Organics has been fueling athletes, wellness enthusiasts, busy professionals, and families alike through a thoughtfully curated menu centered around health, convenience, and flavor. Our smoothies are more than just delicious beverages; they are crafted from premium fruits, vegetables, and functional ingredients, each blend designed to offer specific health benefits such as energy enhancement, immune support, and post-workout recovery. Complementing our smoothie offerings are nutrient-rich acai bowls, providing customers with satisfying, antioxidant-packed meal options that align with active and wellness-focused lifestyles.

Tea lovers continue to enjoy our expansive selection of over 100 different teas, each one featuring traditional and natural healing properties. Our shelves boast an array of all-natural herbs, including exclusive blends from a renowned Chinese herb doctor and carefully sourced varieties from countries around the globe. In addition to traditional herbal teas, Juicy Organics has expanded its beverage portfolio to include boba tea and premium coffee offerings, broadening customer appeal while preserving our commitment to quality and customer experience.



- Recognizing the evolving needs of our market, Juicy Organics has strategically expanded beyond beverages alone. Our menu now includes a carefully selected lineup of signature sandwiches, offering convenient and nourishing food options that appeal to a broader consumer base while maintaining operational efficiency. This evolution allows us to serve as a comprehensive wellness café rather than solely a juice bar.
- In addition to food and beverage services, Juicy Organics has introduced a retail wellness component, featuring curated health products, herbal remedies, supplements, and self-care items that align with our mission of promoting holistic well-being. This retail expansion strengthens our position as a lifestyle brand, offering customers access to wellness solutions that extend beyond the café experience.

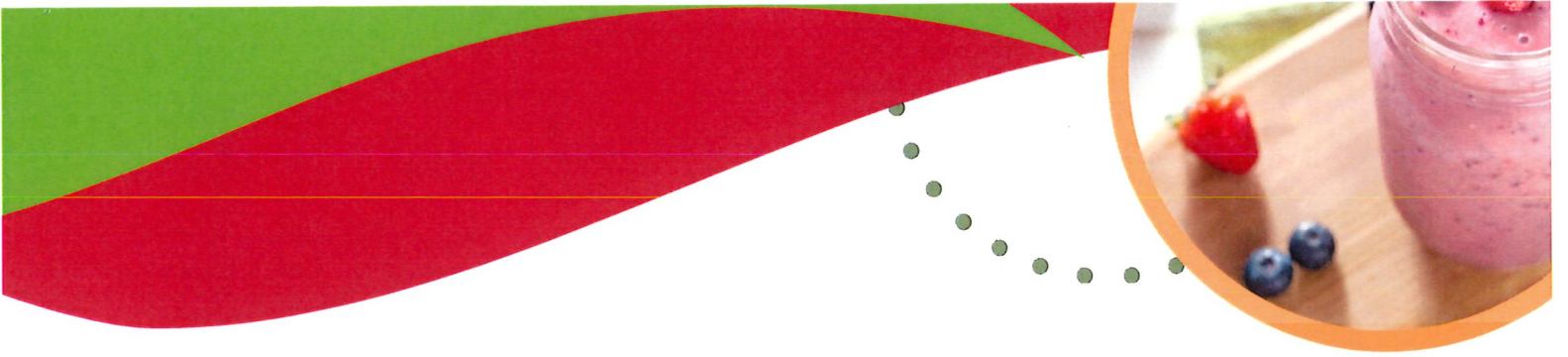
At Juicy Organics, convenience meets health and lifestyle. Customers are welcome to visit our café for smoothies, juices, teas, coffee, boba beverages, acai bowls, sandwiches, and wellness products, all within an inviting environment that promotes balance and vitality. Our diverse offerings allow us to meet a wide range of consumer preferences while remaining rooted in our foundational commitment to natural wellness.

As a member of the thriving health café, specialty beverage, and wellness retail industries, Juicy Organics caters to the growing demand for accessible, nutritious, and lifestyle-oriented products. The industry has experienced significant growth in recent years, fueled by societal shifts toward health-conscious living, functional nutrition, and demand for businesses that integrate wellness into daily life.

The inception of Juicy Organics was motivated by a recognized gap in the local market for genuinely fresh, health-focused food and beverage options. By providing a sanctuary where customers can nurture their bodies while enjoying convenient, flavorful offerings, Juicy Organics has successfully positioned itself as a trusted wellness destination in downtown Madison.

At the core of Juicy Organics is its mission: “To invigorate the community with a kaleidoscope of fresh, wholesome juices, smoothies, foods, and wellness products that elevate health and enliven the senses.” This mission continues to guide every aspect of business operations, from sourcing and menu development to customer service and retail curation. It reflects our deep commitment to inspiring healthier lifestyles within the community.

Legally, Juicy Organics is structured as a Limited Liability Company (LLC), combining the flexibility of a partnership with the liability protections of a corporation. This structure safeguards the personal assets of the owners while offering a favorable framework for growth and scalability.



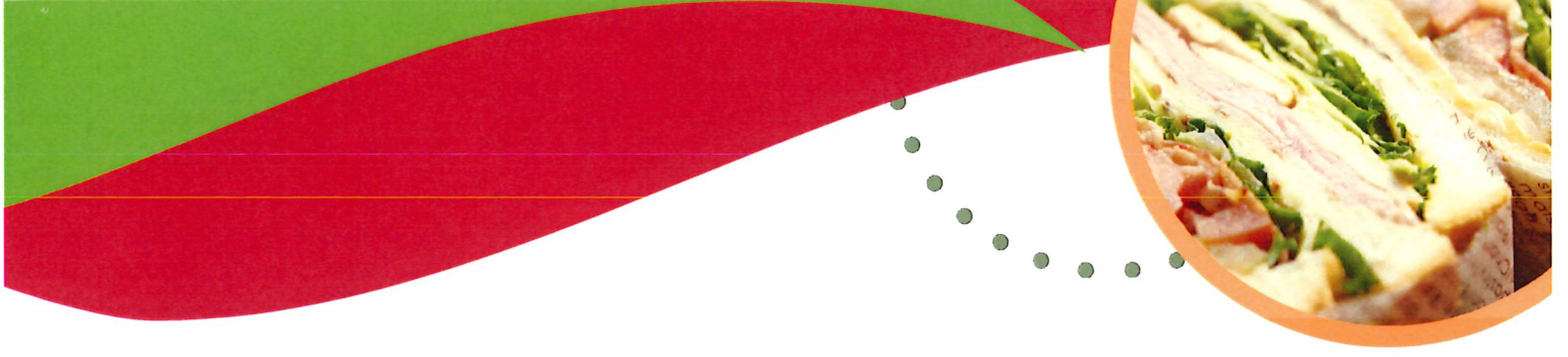
Market Research & Analysis

The organic juice bar, specialty tea, coffee, wellness café, and health-focused quick-service industries represent a rapidly expanding segment of the broader food service and wellness economy. These sectors are characterized by significant shifts in consumer behavior toward improved nutrition, convenience, functional foods, and holistic well-being. Industry trends are heavily influenced by increasing awareness of the health benefits associated with fresh fruits and vegetables, herbal teas, nutrient-dense foods such as acai bowls, specialty beverages like boba tea and coffee, and an overall desire for transparency in sourcing and production. Fueled by these sentiments, the industry has enjoyed consistent growth, with consumers increasingly seeking businesses that combine wellness, convenience, and lifestyle integration.

In the United States, the juice bar and health café markets have successfully capitalized on growing demand for organic juices, smoothies, acai bowls, herbal teas, coffee, and functional wellness products. This market now represents a multi-billion-dollar industry, bolstered by consumer spending on health products, convenient meal options, and premium specialty beverages. The addition of wellness retail products further aligns businesses like Juicy Organics with the expanding global wellness economy, where consumers are increasingly drawn to trusted brands that provide integrated health and self-care solutions.

The target market for Juicy Organics consists primarily of health-conscious individuals across multiple demographics, including millennials, Gen Z consumers, busy professionals, students, fitness enthusiasts, families, and tourists. Millennials and younger consumers in particular often demonstrate higher spending on wellness-based food, specialty beverages, and lifestyle-oriented brands that align with their personal values and image. Downtown professionals and visitors also represent significant market segments due to their interest in convenient, premium, and health-forward food and beverage options.

Market needs and demands within this industry revolve around convenience, nutritional value, product variety, taste, and experience. Consumers increasingly seek businesses that offer multiple healthy options in one location, including smoothies, juices, teas, coffee, acai bowls, sandwiches, and wellness products. This diversification allows businesses to serve customers throughout multiple dayparts, from breakfast and lunch to afternoon beverages and retail purchases. Convenience remains a critical deciding factor, with customers prioritizing quick service while still expecting premium quality and functional health benefits.



Market trends and patterns further indicate growing consumer preference for businesses that emphasize sustainability, ethically sourced ingredients, clean-label products, and wellness-centered branding. Customers are increasingly drawn to businesses that offer superfoods, herbal remedies, adaptogenic beverages, and holistic health products alongside traditional café offerings. Additionally, the popularity of boba tea, specialty coffee, and customizable health foods has expanded the market potential for diversified wellness cafés.

Competitor analysis reveals that Juicy Organics operates within several overlapping competitive categories, including national smoothie and juice chains, local coffee shops, bubble tea establishments, health food cafés, acai bowl concepts, and wellness retailers. Major chains such as Jamba Juice, Tropical Smoothie Café, Starbucks, and regional tea or boba shops maintain advantages in brand recognition and scale. However, these larger competitors often lack the comprehensive, wellness-centered, and community-driven experience that Juicy Organics provides through its integrated menu and retail offerings.

Local competitors may offer individual components such as coffee, smoothies, or wellness products, but few establishments successfully combine fresh juices, smoothies, herbal teas, boba tea, coffee, acai bowls, sandwiches, and retail wellness products under one cohesive brand. This creates a unique competitive advantage for Juicy Organics, allowing it to differentiate itself through:

- Multiple diversified revenue streams
- Broad demographic appeal
- Strong downtown location
- Health and wellness brand identity
- Customer convenience through comprehensive offerings
- Cross-selling opportunities between café and retail products

Potential barriers to entry include high startup costs for equipment and inventory, premium downtown real estate expenses, fresh ingredient supply chain management, product diversification complexity, and brand differentiation within a competitive marketplace. However, Juicy Organics' established reputation, broad product offerings, and strong location help mitigate these challenges while creating meaningful barriers for future competitors.

The forecast for Juicy Organics remains exceptionally positive given the continued growth of wellness-oriented consumer spending and the company's strategic positioning within multiple expanding markets. By grounding its business model in quality, consumer trends, diversified product offerings, and a comprehensive understanding of the competitive landscape, Juicy Organics is well-positioned to capture a substantial share of the local health café, specialty beverage, and wellness retail markets.



SWOT Analysis

STRENGTHS

Juicy Organics benefits from a strong wellness-centered brand built around fresh, organic products and a diverse menu that includes juices, smoothies, herbal teas, boba tea, coffee, acai bowls, sandwiches, and retail wellness products. Its strategic downtown Madison location provides consistent foot traffic from professionals, students, tourists, and health-conscious consumers. The company's broad product offerings create multiple revenue streams while appealing to a wide customer demographic. Additionally, its inviting atmosphere, convenience-focused service model, and experienced management team strengthen its market position and support long-term growth.

WEAKNESSES

As a small business, Juicy Organics faces financial limitations that may restrict aggressive marketing, expansion, or infrastructure investments compared to larger competitors. Managing a diversified menu and retail inventory increases operational complexity and can present challenges in maintaining consistent quality across product categories. The business also remains vulnerable to supply chain disruptions, seasonal ingredient fluctuations, and rising costs associated with fresh produce, specialty ingredients, and wellness products.

OPPORTUNITIES

Increasing consumer demand for health-focused food, specialty beverages, and holistic wellness products presents substantial opportunities for Juicy Organics. Strategic partnerships with local gyms, wellness centers, businesses, and community organizations can expand customer reach and brand visibility. Additional growth opportunities include digital ordering platforms, delivery services, e-commerce wellness sales, seasonal product innovation, and expanded retail offerings that align with evolving consumer wellness trends.

THREATS

Juicy Organics operates in a highly competitive industry facing pressure from national chains, local cafés, coffee shops, smoothie bars, and wellness retailers. Economic downturns, inflation, and reduced discretionary spending may impact consumer purchasing behavior for premium-priced products. Rising ingredient costs, labor shortages, regulatory changes, and supply chain disruptions also pose ongoing operational risks. Additionally, changing consumer preferences and increasing market saturation may challenge long-term competitive sustainability.



Organizational Structure

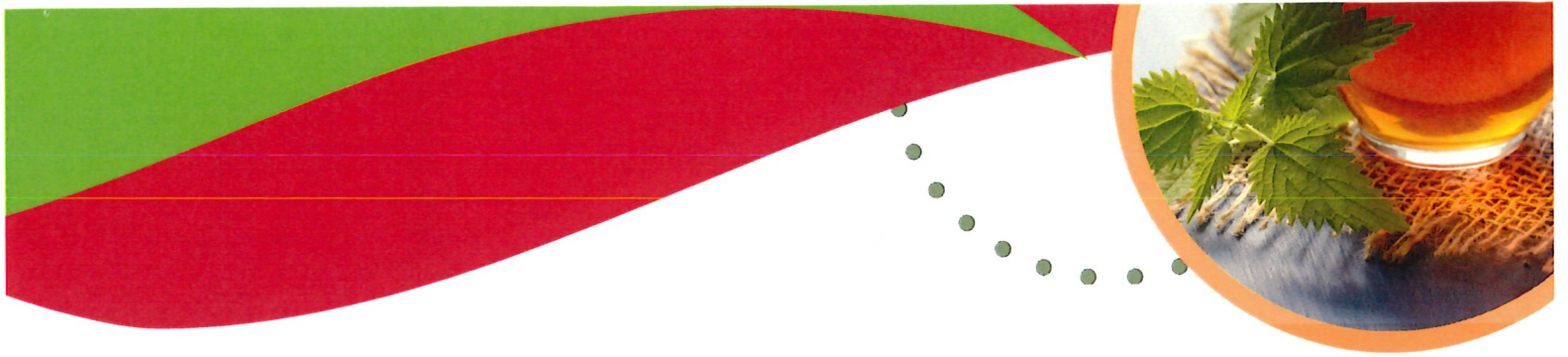
Juicy Organics is defined by an organizational structure that fosters communication, operational efficiency, and sustainable growth. At the apex of the hierarchy is the Owner/Founder, Corey Marionneaux, who maintains overall responsibility for strategic decision-making, business development, and long-term company direction. Corey oversees the broader vision of Juicy Organics while also ensuring that daily operations align with the company's commitment to health, wellness, customer service, and brand excellence.

Under Corey's leadership, the business is structured into key operational areas including daily café operations, marketing, and financial management. Corey directly supervises the day-to-day logistics of the wellness café, including product sourcing, vendor relationships, menu development, customer experience, and overall business performance. This includes oversight of Juicy Organics' diverse offerings such as juices, smoothies, teas, boba beverages, coffee, acai bowls, sandwiches, and retail wellness products. Supporting operations are shift supervisors who manage front-line teams of baristas and service staff, ensuring efficient workflow, quality control, and exceptional customer interactions.

Front-line staff serve as the face of Juicy Organics, delivering friendly, knowledgeable, and expedient service while maintaining the brand's wellness-centered customer experience. As product offerings expand, staff training remains critical to ensuring expertise across beverage preparation, food service, retail wellness sales, and customer engagement.

The Marketing department is outsourced through Thrive, which manages the company's strategic marketing efforts. Thrive oversees digital campaigns, website management, social media strategy, community engagement, and public relations initiatives designed to strengthen Juicy Organics' visibility and position within the health café and wellness marketplace. Their support ensures consistent brand messaging and customer acquisition through both online and local channels.

Wegner CPAs leads the financial management of Juicy Organics, providing oversight for payroll, bookkeeping, tax preparation, financial analysis, and strategic fiscal planning. Their expertise supports responsible financial management, regulatory compliance, and long-term business sustainability while allowing leadership to focus on operational growth.



Current staffing needs are met through a team of baristas, food service staff, and shift supervisors who support daily business functions across beverage, food, and retail operations. As the company continues to grow, Juicy Organics anticipates expanding its workforce to include additional service staff, supervisory roles, inventory specialists, and customer service support to accommodate increased operational demands and customer volume.

Human resources policies at Juicy Organics emphasize a respectful, inclusive, and performance-driven workplace culture. The company prioritizes ongoing training, employee wellness, professional development, and advancement opportunities while fostering diversity, equity, and workplace safety. Competitive compensation, clear expectations, and regular performance evaluations support employee retention and organizational excellence.

External advisors continue to play an important role in Juicy Organics' success. The business engages financial professionals, legal advisors, marketing experts, and industry consultants to strengthen operational efficiency, regulatory compliance, and strategic positioning. As Juicy Organics expands its digital capabilities and retail offerings, technology and operational advisors may also be incorporated to optimize online ordering systems, inventory controls, and customer experience.

The organizational structure and management approach of Juicy Organics are intentionally designed to support a growing, diversified wellness café built on excellence in product quality, customer service, operational strength, and community engagement. As the company evolves, it will continue refining its infrastructure, investing in its team, and leveraging specialized expertise to support long-term growth and scalability.



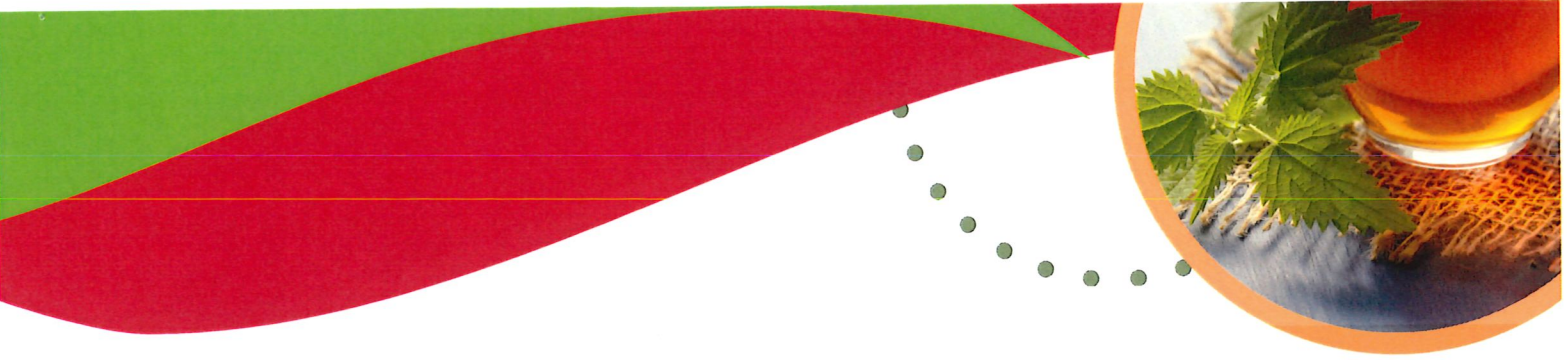
Products & Services



JJuicy Organics offers a vibrant and diversified array of products and services centered on health, wellness, convenience, and quality to meet the evolving demands of today's health-conscious consumers. Our product line includes freshly squeezed juices, smoothies blended to order, over 100 herbal teas with traditional and natural healing properties, boba teas, premium coffee beverages, health shots for functional wellness boosts, nutrient-rich açai bowls topped with wholesome ingredients, signature sandwiches, and a curated selection of retail wellness products including herbs, supplements, and self-care items. Beginning in the evening hours, Juicy Organics expands its beverage portfolio to include curated alcoholic offerings, creating an elevated social experience that broadens customer reach while maximizing operational capacity.

A unique selling point that distinguishes Juicy Organics within the competitive marketplace is our unwavering commitment to freshness, product diversity, and holistic wellness while successfully blending daytime health-focused offerings with evening specialty beverage experiences. Our juices, smoothies, and açai bowls are crafted from high-quality fruits, vegetables, and functional ingredients, with produce sourced daily from trusted suppliers and local farms whenever possible. Our expansive tea program, including herbal teas and boba options, offers both traditional healing benefits and modern specialty beverage appeal. Coffee selections broaden accessibility, while our sandwiches provide convenient, nourishing meal options. Evening alcoholic beverages further diversify our offerings, positioning Juicy Organics as both a wellness café and a dynamic social destination. Our retail wellness products extend the customer experience beyond food and beverages, creating a comprehensive lifestyle brand.

Customization remains a critical component of our product strategy. Customers have the flexibility to personalize smoothies, teas, boba beverages, açai bowls, and select specialty beverages according to dietary preferences, nutritional goals, and taste profiles. This adaptability enhances customer satisfaction while aligning with increasing consumer demand for personalized health and lifestyle experiences.



Juicy Organics is currently operating in a strong growth stage, with well-established offerings that have generated positive reception from the local community. Looking ahead, we plan to continually refine and expand our menu through seasonal offerings, innovative beverage creations, expanded alcohol selections, enhanced wellness retail inventory, and potential proprietary packaged products such as bottled juices, wellness teas, or supplements. The addition of evening beverage services significantly increases revenue diversification by extending customer engagement beyond traditional café hours. Our production processes are designed to maximize efficiency, quality, and consistency across all product categories. Fresh ingredients are carefully sourced, prepared, and stored under optimal conditions to preserve quality. Skilled staff are trained across beverage preparation, food service, customer engagement, and retail product knowledge to ensure every customer interaction reflects Juicy Organics' standards of excellence. As alcohol offerings are introduced, Juicy Organics will maintain strict compliance with licensing requirements, staff certifications, and regulatory standards to ensure responsible service and legal compliance.

Supplier relationships remain central to our business sustainability and brand integrity. We prioritize partnerships with suppliers who align with our values of quality, freshness, and responsible sourcing. Preference is given to local producers and organically focused suppliers whenever feasible to support product excellence, sustainability, and community economic development. Alcohol suppliers will similarly be selected to complement our brand's premium customer experience.

In addition to our in-store experience, Juicy Organics offers convenient service options that may include select delivery capabilities, retail product sales, digital ordering opportunities, and special evening events that increase customer accessibility and engagement. As consumer preferences increasingly prioritize convenience, experience, and versatility, we will continue exploring technological advancements and operational improvements that enhance service efficiency while preserving product quality.

Juicy Organics delivers a comprehensive product and service experience that aligns with modern consumer trends emphasizing health, convenience, taste, social engagement, and lifestyle integration. Through our dedication to quality, innovation, and customer-centered service, Juicy Organics is positioned to strengthen its reputation as a full-spectrum wellness café and specialty beverage destination while expanding its market presence within the health café, hospitality, and wellness retail industries.



Marketing & Sales Strategy

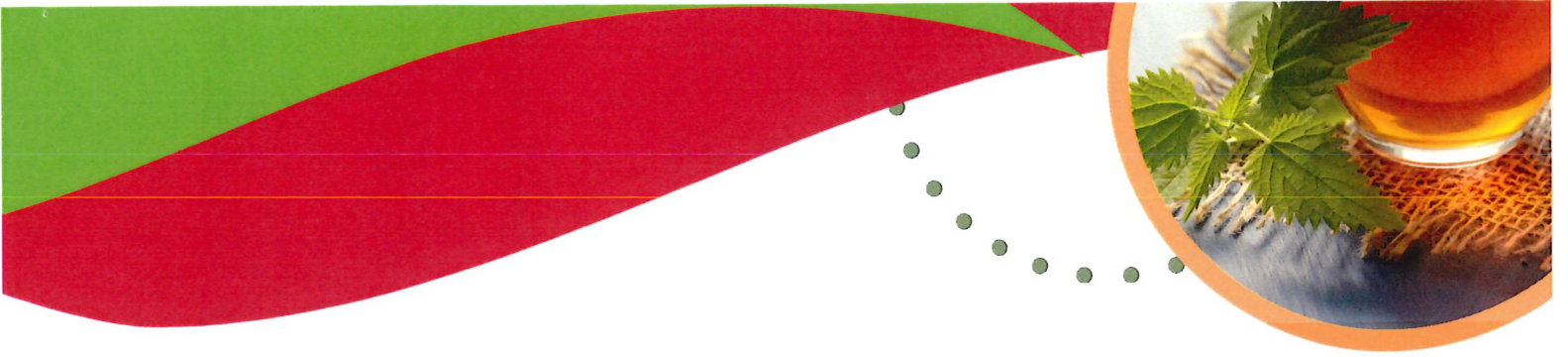
Juicy Organics' marketing strategy is designed to elevate brand visibility, engage a broad and diverse customer base, and drive both online and in-store traffic across its multifaceted wellness café model. Given our expanded offerings—including juices, smoothies, herbal teas, boba tea, coffee, açai bowls, sandwiches, retail wellness products, and evening alcoholic beverages—our marketing approach utilizes a comprehensive multi-channel strategy to effectively reach health-conscious consumers, professionals, students, tourists, and social lifestyle audiences.

A strong digital presence remains central to our strategy. We leverage visually driven platforms such as Instagram, Facebook, TikTok, and Google Business to showcase the vibrant appeal of our products, café atmosphere, and evolving menu. Through high-quality imagery, engaging video content, wellness-focused messaging, lifestyle branding, and promotion of both daytime and evening experiences, Juicy Organics aims to build a loyal customer following, encourage user-generated content, and increase social sharing. Social media campaigns will also highlight seasonal offerings, specialty beverages, retail wellness products, and community events to maintain customer engagement.

Our local SEO strategy is designed to capture consumers searching for juice bars, coffee shops, wellness cafés, boba tea, açai bowls, sandwiches, and specialty beverages in the Madison area. By optimizing our Google My Business profile, maintaining positive online reviews, and implementing targeted local search strategies, Juicy Organics seeks to secure prominent visibility within highly relevant local search results.

Strategic partnerships with fitness centers, wellness organizations, downtown businesses, tourism networks, universities, and community events will expand our reach through cross-promotional opportunities. These collaborations may include co-branded campaigns, loyalty incentives, wellness packages, and event sponsorships designed to position Juicy Organics as both a health-focused destination and a lifestyle brand.

Our broader marketing campaigns integrate digital advertising, influencer collaborations, community engagement, email marketing, and traditional local advertising. Participation in fairs, festivals, wellness expos, and downtown events will further increase visibility while providing opportunities for product sampling, direct customer interaction, and brand strengthening.



Sales strategy integrates exceptional in-store customer experiences with modern digital convenience. Staff are trained not only in product preparation but also in customer education, upselling, and brand representation. Team members serve as ambassadors who can effectively communicate product benefits, recommend complementary purchases, and enhance customer satisfaction across both café and retail experiences.

Juicy Organics will utilize customer relationship management systems and loyalty programs to monitor customer behaviors, forecast sales trends, personalize promotions, and reward repeat customers. Membership incentives, happy hour promotions, bundled offerings, wellness packages, and seasonal specials will drive customer retention while maintaining premium brand positioning.

Digital ordering platforms will support pickup, delivery, and potentially expanded e-commerce opportunities for retail wellness products and select menu items. Investments in quality packaging, user-friendly technology, and efficient fulfillment systems will ensure customer convenience without compromising product integrity.

Pricing strategy reflects the premium quality, product diversity, and lifestyle value Juicy Organics provides while remaining competitive within the local market. Strategic promotions, loyalty rewards, and bundled offerings create accessible entry points for customers while preserving healthy margins.

Distribution channels currently focus on in-store purchases, local pickup, delivery services, and retail product sales, with future opportunities for expanded delivery partnerships, packaged products, and digital commerce growth.

Customer service remains foundational to Juicy Organics' success. Staff training emphasizes friendly, knowledgeable, and efficient service that reflects our brand values of wellness, quality, and community. Ongoing customer feedback, online reputation management, and continuous staff development will ensure consistently positive customer experiences. Through this comprehensive and diversified marketing and sales strategy, Juicy Organics is positioned to strengthen brand recognition, maximize customer acquisition and retention, diversify revenue streams, and establish itself as a leading wellness café and lifestyle destination within Madison's competitive food, beverage, and retail marketplace.



Start Up Costs

INITIAL START UP COSTS (One Time Costs)	
Item Description	Cost
Initial Inventory & Supplies	\$ 20,000.00
Equipment (Blenders, Juicers, Refrigeration, etc.)	\$ 45,000.00
Branding, Signage, & Storefront Setup	\$ 30,000.00
Permits & Licenses	\$ 5,000.00
Liquor License	\$ 15,000.00
Marketing & Grand Opening	\$ 15,000.00
Miscellaneous Setup Costs	\$ 15,000.00
TOTAL INITIAL INVESTMENT	\$ 145,000.00



Monthly Operating Budget

FIXED COSTS	
Rent	\$ 5,000
Payroll (including Taxes & Benefits)	\$ 12,263
Manager (1.0 FTE)	\$ 3,467
2 Staff (1.0 FTE)	\$ 5,547
2 Staff (0.5 FTE)	\$ 3,250
Payroll Taxes & Benefits	\$ 3,066
Utilities	\$ 600
Madison Gas & Electric (Gas & Electric)	\$ 400
City of Madison (Water)	\$ 200
Internet & Phone	\$ 200
Software & POS System	\$ 837
Microsoft 365 (Email & Software)	\$ 50
Toast (POS)	\$ 500
Thryv (Website)	\$ 287
Insurance	\$ 350
Liability	\$ 200
Auto (Hired & Non-Owned)	\$ 100
Renter's	\$ 50
TOTAL FIXED COSTS	\$ 22,316



Monthly Operating Budget (cont.)

VARIABLE COSTS	
Food & Beverage Supplies	\$ 7,900
Alcohol Beverages	\$ 2,500
Teas & Coffee	\$ 700
Juice & Smoothies	\$ 1,500
Acai Bowls	\$ 1,200
Retail (Spices, Sea Moss, Honey, etc.)	\$ 2,000
Wine Inventory	\$ 2,000
Marketing & Advertising	\$ 1,000
Delivery Service Fees (DoorDash, etc.)	\$ 1,500
Equipment Maintenance & Miscellaneous	\$ 500
Waste & Spoilage	\$ 400
TOTAL VARIABLE COSTS	\$ 13,300
TOTAL MONTHLY EXPENSES	\$ 35,616

Monthly Projected Revenue

PROJECTED SALES BY CATEGORY			
Category	Avg Cost	Avg Units	Total
Teas (cups)	\$ 6.25	2,000	\$ 12,500
Smoothies	\$ 8.75	1,200	\$ 10,500
Smoothie Add Ons	\$ 2.00	800	\$ 1,600
Slushies	\$ 6.50	500	\$ 3,250
Boba Teas	\$ 6.50	700	\$ 4,550
Coffees	\$ 4.25	800	\$ 3,400
Acai Bowls	\$ 12.00	700	\$ 8,400
Retail Items	\$ 6.50	1,500	\$ 9,750
Wine & Alcohol Sales	\$ 35.00	730	\$ 25,550
Organic Pizzas	\$ 12.00	1,000	\$ 12,000
Delivery & Online Orders (10% premium)			\$ 5,000
Event Space Rental (Tea Parties & Wine Tastings)			\$ 5,000
TOTAL MONTHLY REVENUE			\$ 98,100



Profit & Loss Projection

PROJECTED SALES BY CATEGORY			
Category	2026	2027	2028
Revenue	\$ 1,177,200	\$ 1,294,920	\$ 1,424,412
Expenses	\$ 427,392	\$ 470,131	\$ 517,144
Net Profit	\$ 749,828	\$ 824,789	\$ 907,268



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YOU.

 (608) 721-3341

 www.juicy-organics.com

 info@juicy-organics.com

 5 N Pinckney Street, Suite 101
Madison, WI 53703