

# ORIGINAL ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk.

For the license period beginning \_\_\_\_\_ 20 \_\_\_\_\_ ;  
ending \_\_\_\_\_ 20 \_\_\_\_\_

TO THE GOVERNING BODY of the: ☐ Town of  
☐ Village of } Madison  
☒ City of }

County of Dane Aldermanic Dist. No. \_\_\_\_\_ (if required by ordinance)

- 1 The named ☐ INDIVIDUAL ☐ PARTNERSHIP ☐ LIMITED LIABILITY COMPANY  
☒ CORPORATION/NONPROFIT ORGANIZATION

hereby makes application for the alcohol beverage license(s) checked above

- 2 Name (individual/partners give last name, first, middle; corporations/limited liability companies give registered name): Frantseska Kois

An "Auxiliary Questionnaire," Form AT-103, must be completed and attached to this application by each individual applicant, by each member of a partnership, and by each officer, director and agent of a corporation or nonprofit organization, and by each member/manager and agent of a limited liability company. List the name, title, and place of residence of each person.

President/Member President Frantseska Kois 7350 Blue Maple Tr. Madison 53719  
Vice President/Member Vice President Maria Hernandez 7126 Timberwood Dr. Madison 53719

Secretary/Member \_\_\_\_\_

Treasurer/Member \_\_\_\_\_

Agent ▶ \_\_\_\_\_

Directors/Managers \_\_\_\_\_

3 Trade Name Signature Deli, Inc. Business Phone Number 831-4449

4 Address of Premises 515 Junction Rd. Suite F Post Office & Zip Code 53717

5 Is individual, partners or agent of corporation/limited liability company subject to completion of the responsible beverage server training course for this license period? ☐ Yes ☒ No

6 Is the applicant an employee or agent of, or acting on behalf of anyone except the named applicant? ☐ Yes ☒ No

7 Does any other alcohol beverage retail licensee or wholesale permittee have any interest in or control of this business? ☐ Yes ☒ No

8 (a) Corporate/limited liability company applicants only: Insert state WI and date 2/09 of registration

(b) Is applicant corporation/limited liability company a subsidiary of any other corporation or limited liability company? ☐ Yes ☒ No

(c) Does the corporation, or any officer, director, stockholder or agent or limited liability company, or any member/manager or agent hold any interest in any other alcohol beverage license or permit in Wisconsin? ☐ Yes ☒ No

(NOTE: All applicants explain fully on reverse side of this form every YES answer in sections 5, 6, 7 and 8 above.)

9. Premises description: Describe building or buildings where alcohol beverages are to be sold and stored. The applicant must include all rooms including living quarters, if used, for the sales, service, and/or storage of alcohol beverages and records (Alcohol beverages may be sold and stored only on the premises described)

10. Legal description (omit if street address is given above): \_\_\_\_\_

11 (a) Was this premises licensed for the sale of liquor or beer during the past license year? ☒ Yes ☐ No

(b) If yes, under what name was license issued? Casa Bianca

12 Does the applicant understand they must file a Special Occupational Tax return (TTB form 5630.5) before beginning business? [phone 1-800-937-8864] ☒ Yes ☐ No

13 Does the applicant understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in Section 2, above? [phone (608) 266-2776] ☒ Yes ☐ No

14 Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor? ☐ Yes ☒ No

READ CAREFULLY BEFORE SIGNING: Under penalty provided by law, the applicant states that each of the above questions has been truthfully answered to the best of the knowledge of the signers. Signers agree to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. (Individual applicants and each member of a partnership applicant must sign; corporate officer(s), members/managers of Limited Liability Companies must sign.) Any lack of access to any portion of a licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

## SUBSCRIBED AND SWORN TO BEFORE ME

this 28 day of July, 20 09

Elmer Bee  
(Clerk/Notary Public)

My commission expires 2-28-13

Frantseska Kois  
(Officer of Corporation/Member/Manager of Limited Liability Company /Partner/Individual)

(Officer of Corporation/Member/Manager of Limited Liability Company /Partner)

(Additional Partner(s)/Member/Manager of Limited Liability Company if Any)

## TO BE COMPLETED BY CLERK

Date received and filed with municipal clerk	Date reported to council/board	Date provisional license issued	Signature of Clerk / Deputy Clerk
Date license granted	Date license issued	License number issued	

Applicant's Wisconsin Seller's Permit Number: <u>456-10267757</u> <u>26-04</u>	
Federal Employer Identification Number (FEIN): <u>26-4302819</u>	
LICENSE REQUESTED ▶	
TYPE	FEE
<input checked="" type="checkbox"/> Class A beer <u>101</u>	\$
<input type="checkbox"/> Class B beer	\$
<input type="checkbox"/> Wholesale beer	\$
<input type="checkbox"/> Class C wine	\$
<input checked="" type="checkbox"/> Class A liquor <u>105</u>	\$
<input type="checkbox"/> Class B liquor	\$
<input type="checkbox"/> Reserve Class B liquor	\$
Publication fee	\$
<b>TOTAL FEE</b>	\$

## City of Madison Supplemental Class A License Application

<input type="checkbox"/> Seller's Permit Number <input type="checkbox"/> Federal Employer Identification # <input type="checkbox"/> Notarized Original Application Form <input type="checkbox"/> Notarized Supplemental Form <input type="checkbox"/> Orange Sign (Clerk's Office provides at time of application)	<input type="checkbox"/> Description of Licensed Premise <input type="checkbox"/> *Notarized Appointment of Agent <input type="checkbox"/> Background Investigation Form(s) <input type="checkbox"/> Notarized Transfer of Ownership <input type="checkbox"/> *Articles of Incorporation	<input type="checkbox"/> Floor Plans <input type="checkbox"/> Lease <input type="checkbox"/> Sample Menu <input type="checkbox"/> Business Plan * Corporation/LLC only
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1. Name of Applicant/Partner/Corporation/LLC Signature Deli, Inc.
2. Address of Licensed Premise 515 Junction Rd. Suite F
3. Telephone Number: 608-831-4449 4. Anticipated opening date: Aug. 3, 2009
5. Mailing address if not opening immediately \_\_\_\_\_

6. Have you contacted the Alderperson, Police Department District Captain, Alcohol Policy Coordinator, and the neighborhood association representative for the area in which you intend to locate? ☒ Yes ☐ No

7. Are there any special conditions desired by the neighborhood? ☐ Yes ☒ No

Explain. \_\_\_\_\_

8. What type of establishment is contemplated? ☐ Liquor Store ☐ Grocery Store  
☐ Convenience Store – Gas Pumps ☐ Yes ☐ No ☒ Other—Explain Deli

9. Business Description: Deli/Restaurant with soups, sand, salads, pastries and would like to have bottles of wine to sell to compliment the store and to have for customers to purchase as a gift item.

10. Detailed written description of building, including overall dimensions, seating arrangements, capacity, bar size and all areas where alcohol beverages are to be sold and stored. **The licensed premise described below shall not be expanded or changed without the approval of the Common Council.**

Building is attached to a strip mall type. The suite is approx. 3700 sq. ft. Capacity is about 66 people. Bottles of wine will be in our specialty grocery area in front of the deli. We will not have a bar.

11. Are any living quarters directly or indirectly accessible and under control of the applicant? ☐ Yes ☒ No  
 Please note that alcohol may be sold and stored only on the licensed premise, not in living quarters.

12. Describe existing parking and how parking lot is to be monitored. The parking lot is in front of strip and shared with other tenants. MPI security monitors the parking lot daily (3x daily).

13. Describe your management experience, staffing levels, duties and employee training.

The deli will be run by 3 owners (2 sisters + their mother). Our experience is over 35 yrs of combined experience. To open we will have 6-7 employees with one having a license to serve alcohol.

14. Identify the **registered agent** for your Corporation or LLC. This is your corporation's agent for service of process, notice or demand required or permitted by law to be served on the corporation.

Frantseska Kois 7350 Blue maple Trail Madison, WI 53719

Name

Address

15. Utilizing your market research, who would you project your target market to be?

business class

16. Describe how you plan to advertise/promote your business. What products will you be advertising?

Flyers/Newspaper

17. Are you operating under a lease or franchise agreement? ☒ Yes (attach a copy) ☐ No

18. Owner of building where establishment is located: T Wall Properties

Address of Owner: P.O. Box 7700 Madison, WI 53707 Phone Number 830-6323

19. Private organizations (clubs): Do your membership policies contain any requirement of "Invidious" (likely to give offense) discrimination in regard to race, creed, color, or national origin? ☐ Yes ☒ No

20. List the Directors of your Corporation/LLC

Frantseska Kois 7350 Blue Maple Trail Madison 53719

Name

Address

Maria Hernandez 7126 Timberwood Dr. Madison 53719

Name

Address

Name

Address

21. List the Stockholders of your Corporation/LLC

Name

Address

% of Ownership

Name

Address

% of Ownership

Name

Address

% of Ownership

**Read carefully before signing:** Under penalty provided by law, the applicant states that the above information has been truthfully completed to the best of the knowledge of the signer. Signer agrees to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted will not be assigned to another. Any lack of access to any portion of a licensed premise during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

Subscribed and Sworn to before me:

this 28 day of July, 20 09

Elmer Bay  
(Clerk/Notary Public)

Frantseska Kois  
(Officer of Corporation/Member of LLC/Partner/Individual)

My commission expires 2-24-13

# Appointment of New Liquor/Beer Agent

## To be completed by Corporate Officer or Member of LLC

I, Frantseska Kois, officer/member for Signature Deli, Inc.  
(Corporation/LLC), doing business as Signature Deli, Inc., authorize and appoint  
Frantseska Kois (Name) as the liquor/beer agent for the premise  
located at 515 Junction Rd. Suite F.

Subscribed and sworn to before me this

28 Day of July, 20 09

Elmer Berg  
Notary Public, Dane County, Wisconsin

My Commission Expires 2-24-13

Frantseska Kois  
Signature of Officer/Member

## To be completed by appointed Liquor/Beer Agent

I, Frantseska Kois, appointed liquor/beer agent for  
Signature deli, Inc. (name of Corporation or LLC), being first duly sworn  
say I have vested in me, by properly authorized and executed written delegation, full authority

and control of the premise described in the license of such corporation or limited liability  
company, and I am involved in the actual conduct of the business as an employee, or have a  
direct financial interest in the business of the licensee, therein relating to the intoxicating  
liquor/fermented malt beverage The interest I have in the business is 50 %.

Subscribed and sworn to before me this

28 Day of July, 20 09

Elmer Berg  
Notary Public, Dane County, Wisconsin

My Commission Expires 2-24-13

Frantseska Kois  
Signature of Agent

The appointed Liquor/Beer Agent must complete the other side of this form.

The Grecian Garden is going to have a large variety of choices. Our kitchen will be active and prepare meals for our customers to take home. We will also have a rotating menu with specials daily. Our store will also have other specialty items like fine chocolates and wine. Here is a sample of some of the delicious items we have to offer.

## VEGETARIAN HOT FOODS

Eggplant in tomato sauce  
Peas w/ potatoes  
Baked okra  
Couscous w/ mango  
Couscous Moroccan style w/ dried sweet fruits  
Lemon artichokes in creamy lemon sauce  
Oven baked giant beans w/ oregano  
Green beans w/ potato and onions  
Veggie mousaka  
Eggplant w/ feta  
Grilled vegetables

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## BREAKFAST ON THE RUN

Pastry rolls  
Spinach feta omelet  
Omelet cheddar sandwich  
Open face egg panino  
Filo rollups garden style

## SALADS

Caprese salad with basil and olive oil  
Veggie salad w/ champagne vinaigrette dressing  
Mezze plater w/ olives, hummus, dolma, pita, feta

Mushroom salad with pancetta and field greens  
Beet salad w/ sweet baby greens, goat cheese and walnuts  
Grilled chicken salad w/ mandarins and wontons  
Mango avocado salad w/ spring mix, red onion, cilantro  
Farmhouse salad w/ granny smith apples, walnuts, blue cheese  
Strawberry salad w/ baby arugula, pecans and balsamic dressing  
Olive oil/vinegar coleslaw  
Tropical fruit salad  
Mandarin orange slaw  
Tuna salad  
Crabmeat salad  
Our famous spinach pie

## SOUP WITH GARLIC BREAD

Navy bean soup  
Lentil soup  
Split pea soup  
Barley soup  
Zucchini soup  
Broccoli soup  
Chicken soup

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## DELI

Cold cuts and cheeses will be of the finest available.  
Prosciutto  
Pancetta  
Salami  
Turkey  
Ham  
Parmesan  
Mozzarella  
Fontina

Feta  
Olives

## DESSERTS/BREADS

Tiramisu  
Baklava  
Biscotti  
Rice Pudding  
Our famous carrot cake  
Variety of pastries  
Variety of different wholesome breads

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## Signature Deli

Venetia Tsitirides  
Frantseska Kois 608-848-4183

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7350 Blue Maple Trail  
Madison, Wisconsin  
847-803-0013  
847-803-0013  
jfkouis@tds.net



# **Business Overview**

## **Business History**

The Grecian Garden is a new business which will provide high end deli meats, sandwiches, salads, chocolates, wines and european desserts to the many professional employees in the area. The business will be owned by Venetia Tsitirides, and her daughter Frantseska Kois. Venetia owns and operates Greenwood Produce which is located at 8716-18 West Golf Road Niles, IL. She has owned this international market for the last 5 years.

During the first year of operation Venetia will advise Franteska how to run the deli from Niles IL, including weekly visits to the deli. Venetia also plans to sell Greenwood Produce and relocate to Madison, WI. She wants to make the move to Madison to be closer to her daughters.

The Grecian Garden will target the lunch rush as well as providing dinner to the local residential population.

## **Vision and Mission Statement**

The Grecian Garden wants to create a lasting impression on the city of Madison by bringing a little european flare to its residents. It is important that our business reflects the friendly and comfortable feeling of a Greek taverna, or a French bakery in the countryside. We will be a family run deli, which wants to get to know our customers by their first names. It is important that they know that our deli is a spot where they can come in on lunch break, or pick something up for dinner. They will have the option of sitting down and enjoying their meal, or taking it to go. The customer will be able to expect a delicious yet affordable meal made with the finest ingredients including many organic choices.

Over the first 2 years we intend to create a stable base of customers who can rely on our great food and service. After that base is evident we intend

to offer the option of catering as well.

These attributes are demonstrated at Greenwood Produce right now. Venetia has an excellent relationship with her customers as well as with her employees. She has learned through years and years of business that it is these relationships that are the most important to maintain at the highest levels to achieve success.

## **Objectives**

Our main objectives for the next year are to:

1. Provide a alternative food option for the local professionals, and residents.
2. Establish a good relationship with our customers, employees, and local businesses.
3. Expand product and service line to include catering.
4. Expand the business to be profitable within 3 years.

## **Ownership**

The Grecian Garden is a corporation owned by Venetia Tsitirides, and Frantseska Kois.

## **Location and Facilities**

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The Grecian Garden is attempting to obtain a lease at 515 Junction rd on Madison's west side. It will be in close proximity to many professional buildings including but not limited to, The TDS and Johnson Bank building, and the west side UW Medical Clinic. It will also be close to the business district on Excelsior dr. We believe that this location is ideal because of the amount of potential traffic from the surrounding businesses.

The space for lease is roughly 3800 square feet. The start up cost is relatively less than starting with a white box because It includes a much needed hood to cook under, as well as a walk-in cooler. It has two nicely decorated restrooms and has partitions with which to place tables in to create dining booths. We have much of the kitchen equipment in storage. The items we need to add will be purchased by Venetia with cash on hand.

## **Products and Services**

### **Description of Products and Services**

The Grecian Garden will provide prepared specialty salads such as Spanish shrimp and orange, balsamic strawberry, moroccan couscous and Greek salads. The customer will also have the option to toss his or her own salad by choosing from a variety of fresh ingredients and home made salad dressings.

We will serve traditional Greek dishes such as spanikopita (spinach pie), pastitsio (Greek lasagna), Greek style chicken and fasolada (bean soup).

We will carry Boar's Head deli meats, as well as imported meats from europe such as prosciutto and soppressata.

There will be many choices of european pastries and desserts like baklava, cannolis, and our famous carrot cake. We will carry european chocolates and cookies as well.

Once The Grecian Deli obtains a lease we will apply for a liquor license to sell bottles of wine.

### **Key Features of the Products and Services**

The Grecian Garden will prepare all food on site using ultra fresh ingredients from local sources. We recognize the recent trend towards locally grown, organic foods. Madison, WI is a very health-conscience city which is leaning more and more towards quality food sources.

We believe that the combined effect of quality fresh foods, cozy atmosphere and friendly service will bring the results we are looking for.

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### **Production of Products and Services**

Our food will be prepared in plain view following the guidelines set by the health department. Venetia has an excellent record with the health department in Illinois and she will bring that knowledge with her to Wisconsin.

## **Executive Summary**

### **Business Description**

The Grecian Garden is a Greek inspired deli. A typical customer would include a person who is looking for an alternative to fast food burgers or sub shops. We will provide healthy meals made with natural ingredients. We will have a large selection of european pastries and desserts. We also plan to sell bottles of wine.

Venetia has been involved with several deli related businesses over the past 25 years. She immigrated to Chicago, IL in 1984 with her family. Since then she and her husband have owned and operated fruit markets that included delis in and around the Chicagoland area. Presently Venetia owns and operates Greenwood Produce in Niles, IL. Her current business serves the many eastern european immigrants in the area with a high end deli, european groceries and fresh produce.

The Grecian Garden will be a place where its customers will enter into a comfortable, laid back atmosphere. There will be delicious smells of freshly baked breads and european desserts. They will be able to expect the freshest food sold at reasonable prices. We would like to see The Grecian Garden become a meeting place for friends and coworkers to come and unwind.

### **Ownership and Management**

The success of The Grecian Garden will be attributed to Venetia's hard work and dedication to her field. Aside from owning and operating several businesses over the years she has a love for cooking and preparing food. This love is shown everyday through the fresh meals she cooks for her employees at Greenwood Produce. She will Guide Frantseska, who will be part owner, from Niles, IL for the first year. Once The Grecian Garden Is operational Venetia will be free to sell Greenwood Produce and permanently relocate to Madison, WI. At that point Venetia will fulfill her dream of owning and operating The Grecian Garden with her family.

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### **Key Initiatives and Objectives**

The first 6 to 8 months of operation will be used to develop a customer base. Once we get to know our customers we plan to start catering business lunches, weddings and parties. If the business grows the way we hope there is a possibility of expanding into the space next to us therefore almost doubling our size.

### **Marketing Opportunities**

The fresh and organic food business in Madison, WI is growing at a constant rate. With such events as the Crazylegs, Madison Marathon and Wisconsin Ironman there is a trend in Madison toward healthy lifestyles. Directly involved in that trend is healthy eating. The Grecian Garden plans to tap into that group of healthy conscience people.

## **Competitive Advantages**

We believe that our product will be sought after because it is unique, fresh and delicious. Customers will be able to come in order their food and sit down to enjoy their meal, all for a very reasonable price. They will also have the choice of taking the food to go.

## **Summary of Financial Projections**

Our revenue projections for 2009 are \$726,000. The direct cost of sales is \$145,200 leaving us with a gross margin of \$580,800. The projected expenses are \$94,380. Total expenses comes out to \$210,780. The projected net income for 2009 comes out to a grand total of \$277,515 after taxes. The net income is expected to increase to \$302,303 in 2010.

## **Confidentiality and Recognition of Risks**

### **Confidentiality Clause**

The information in this business plan is strictly confidential and is provided on the understanding that it will not be disclosed to third parties without the express written consent of Venetia Tsitirides and Frantseska Kois.

## **Financial Plan**

### **Discussion of Projected Net Income**

Revenue projections for 2009 total \$726,000. The direct cost of sales will be \$145,200 equaling a gross margin of \$580,800.

About 17 1/2% of the gross margin will go to property and utilities. Another 16% of the gross margin is allotted for wages and benefits.

After all expenses we project a net income of \$268,440.

### **Discussion of Monthly Cash Flow Statement**

The Grecian Garden plans to open with cash on hand. We are not applying for any loans. The landlord is allowing a \$10 per square foot allowance totaling \$37,800. This money will be used for general start up costs. We are planning to use Greenwood Produce to jump start The Grecian Garden. The inventory needed to start up will be provided to us at no cost by Greenwood Produce.

## Discussion of Projected Annual Cash Flow

## Discussion of Pro-Forma Balance Sheet

## Discussion of Business Ratios

### The Grecian Garden PRO FORMA INCOME STATEMENT for the period ending February

	2009	2010	2011
<b>Net Sales</b>	\$726,000	\$776,820	\$854,502
Direct Cost of Sales	145,200	155,364	170,900
<b>Gross Margin</b>	<u>\$580,800</u>	<u>\$621,456</u>	<u>\$683,602</u>
<b>Expenses:</b>			
Sales & Marketing	\$6,000	\$7,000	\$7,000
Property & Utilities	100,800	100,800	107,712
Operations	2,400	2,400	2,400
Banking & Other	7,200	7,200	7,200
Other Wages & Benefits	94,380	100,986	111,084
Interest Operating Loan	0	0	0
Interest Term Loan	0	0	0
Depreciation	0	0	0
<b>Total Expenses</b>	<u>\$210,780</u>	<u>\$218,386</u>	<u>\$235,396</u>
<b>Net Income Before Taxes</b>	370,020	403,070	448,206
Less: Income Taxes	92,505	100,767	112,051
<b>Net Income</b>	<u><u>\$277,515</u></u>	<u><u>\$302,303</u></u>	<u><u>\$336,155</u></u>

### The Grecian Garden. PROJECTED CASH FLOW STATEMENT for the period ending February , 2010

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7
<b>Cash Inflows:</b>							
Cash Receipts	\$50,000	\$50,000	\$60,000	\$60,000	\$65,000	\$65,000	\$70,000
Other Sources of Funding:							
Owner Investment	0	0	0	0	0	0	0
Operating Loan Advances	0	0	0	0	0	0	0
Term Loan Advances	0	0	0	0	0	0	0
Sale of Fixed Assets	0	0	0	0	0	0	0
Other Assets	0	0	0	0	0	0	0
<b>Total Cash Inflows</b>	<b>50,000</b>	<b>50,000</b>	<b>60,000</b>	<b>60,000</b>	<b>65,000</b>	<b>65,000</b>	<b>70,000</b>

**Cash Outflows:**

## Payment Of:

Cost of Sales Items	10,000	10,000	12,000	12,000	13,000	13,000	14,000
Sales & Marketing Items	500	500	500	500	500	500	500
Property & Utilities Items	8,400	8,400	8,400	8,400	8,400	8,400	8,400
Operations Items	200	200	200	200	200	200	200
Banking & Other Items	600	600	600	600	600	600	600
Other Wages & Benefits Items	6,500	6,500	7,800	7,800	8,450	8,450	9,100

## Other Uses of Funding:

Repayment of Shareholder Capital	0	0	0	0	0	0	0
Payment of Dividends/Earnings	0	0	0	0	0	0	0
Term Loan Interest & Principal	0	0	0	0	0	0	0
Operating Loan Interest & principal	0	0	0	0	0	0	0
Purchase of Fixed Assets	0	0	0	0	0	0	0
Payment of Other Assets	0	0	0	0	0	0	0
Payment of Taxes	0	0	0	0	0	0	0

<b>Total Cash Outflows</b>	<b>26,200</b>	<b>26,200</b>	<b>29,500</b>	<b>29,500</b>	<b>31,150</b>	<b>31,150</b>	<b>32,800</b>
<b>Increase/Decrease in Cash</b>	<b>23,800</b>	<b>23,800</b>	<b>30,500</b>	<b>30,500</b>	<b>33,850</b>	<b>33,850</b>	<b>37,200</b>
<b>Beginning Cash Balance</b>	<b>40,000</b>	<b>63,800</b>	<b>87,600</b>	<b>118,100</b>	<b>148,600</b>	<b>182,450</b>	<b>216,300</b>
<b>Closing Cash Balance</b>	<b>\$63,800</b>	<b>\$87,600</b>	<b>\$118,100</b>	<b>\$148,600</b>	<b>\$182,450</b>	<b>\$216,300</b>	<b>\$253,500</b>

	Month 8	Month 9	Month 10	Month 11	Month 12	Total
<b>Cash Inflows:</b>						
Cash Receipts	\$65,000	\$65,000	\$73,000	\$50,000	\$53,000	\$726,000
Other Sources of Funding:						
Owner Investment	0	0	0	0	0	0
Operating Loan Advances	0	0	0	0	0	0

Term Loan Advances	0	0	0	0	0	0
Sale of Fixed Assets	0	0	0	0	0	0
Other Assets	0	0	0	0	0	0
<b>Total Cash Inflows</b>	<b>65,000</b>	<b>65,000</b>	<b>73,000</b>	<b>50,000</b>	<b>53,000</b>	<b>726,000</b>
<b>Cash Outflows:</b>						
Payment Of:						
Cost of Sales Items	13,000	13,000	14,600	10,000	10,600	145,200
Sales & Marketing Items	500	500	500	500	500	6,000
Property & Utilities Items	8,400	8,400	8,400	8,400	8,400	100,800
Operations Items	200	200	200	200	200	2,400
Banking & Other Items	600	600	600	600	600	7,200
Other Wages & Benefits Items	8,450	8,450	9,490	6,500	6,890	94,380
Other Uses of Funding:						
Repayment of Shareholder Capital	0	0	0	0	0	0
Payment of Dividends/Earnings	0	0	0	0	0	0
Term Loan Interest & Principal	0	0	0	0	0	0
Operating Loan Interest & principal	0	0	0	0	0	0
Purchase of Fixed Assets	0	0	0	0	0	0
Payment of Other Assets	0	0	0	0	0	0
Payment of Taxes	0	0	0	0	0	0
<b>Total Cash Outflows</b>	<b>31,150</b>	<b>31,150</b>	<b>33,790</b>	<b>26,200</b>	<b>27,190</b>	<b>355,980</b>
<b>Increase/Decrease in Cash</b>	<b>33,850</b>	<b>33,850</b>	<b>39,210</b>	<b>23,800</b>	<b>25,810</b>	<b>370,020</b>
<b>Beginning Cash Balance</b>	<b>253,500</b>	<b>287,350</b>	<b>321,200</b>	<b>360,410</b>	<b>384,210</b>	<b>40,000</b>
<b>Closing Cash Balance</b>	<b>\$287,350</b>	<b>\$321,200</b>	<b>\$360,410</b>	<b>\$384,210</b>	<b>\$410,020</b>	<b>\$410,020</b>

**The Grecian Garden.**  
**PROJECTED ANNUAL CASH FLOW STATEMENT**  
**for the period ending Febuary**

	2009	2010	2011
<b>Cash Inflows:</b>			
Cash Receipts	\$726,000	\$776,820	\$854,502
Other Sources of Funding:			
Owner Investment	0	0	0
Term Loan Advances	0	0	0
Operating Loan Advances	0	0	0
Sale of Fixed Assets	0	0	0
Other Assets	0	0	0
<b>Total Cash Inflows</b>	<b>726,000</b>	<b>776,820</b>	<b>854,502</b>
<b>Cash Outflows:</b>			
Payment Of:			



Cost of Sales Items	145,200	155,364	170,900
Sales & Marketing Items	6,000	7,000	7,000
Operations Items	2,400	2,400	2,400
Property & Utilities Items	100,800	100,800	107,712
Banking & Other Items	7,200	7,200	7,200
Other Wages & Benefits Items	94,380	100,986	111,084
Other Uses of Funding:			
Repayment of Shareholder Capital	0	0	0
Payment of Dividends/Earnings	0	0	0
Term Loan Interest & Principal	0	0	0
Operating Loan Interest & principal	0	0	0
Purchase of Fixed Assets	0	0	0
Payment of Other Assets	0	0	0
Payment of Taxes	0	0	0
<b>Total Cash Outflows</b>	<b>355,980</b>	<b>373,750</b>	<b>399,384</b>
<b>Increase/Decrease in Cash</b>	<b>370,020</b>	<b>403,070</b>	<b>455,118</b>
<b>Beginning Cash Balance</b>	<b>40,000</b>	<b>410,020</b>	<b>813,090</b>
<b>Closing Cash Balance</b>	<b>\$410,020</b>	<b>\$813,090</b>	<b>\$1,268,208</b>

**The Grecian Garden.  
PRO FORMA BALANCE SHEET  
as at Febuary**

	<b>Starting Balance</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
<b>ASSETS</b>				
<b>Current Assets:</b>				
Cash	\$40,000	\$410,020	\$813,090	\$1,268,208
Accounts Receivable	0	0	0	0
Inventory	20,000	20,000	20,000	20,000
Other Assets	0	0	0	0
<b>Total Current Assets</b>	<b>\$60,000</b>	<b>\$430,020</b>	<b>\$833,090</b>	<b>\$1,288,208</b>
<b>Fixed Assets:</b>				
Fixed Assets	80,000	80,000	80,000	80,000
Accumulated Depreciation	0	0	0	0
<b>Total Fixed Assets</b>	<b>\$80,000</b>	<b>\$80,000</b>	<b>\$80,000</b>	<b>\$80,000</b>
<b>TOTAL ASSETS</b>	<b>\$140,000</b>	<b>\$510,020</b>	<b>\$913,090</b>	<b>\$1,368,208</b>
<b>LIABILITIES &amp; OWNER'S EQUITY</b>				
<b>Liabilities:</b>				
Accounts Payable	0	0	0	0
Taxes Payable	0	92,505	193,272	305,323
Operating Loans Payable	0	0	0	0

Term Loans & Mortgages	0	0	0	0
<b>Total Liabilities</b>	<b>\$0</b>	<b>\$92,505</b>	<b>\$193,272</b>	<b>\$305,323</b>
<b>Owner's Equity:</b>				
Paid-in Capital	0	0	0	0
Retained Earnings	140,000	417,515	719,818	1,055,973
<b>Total Owner's Equity</b>	<b>\$140,000</b>	<b>\$417,515</b>	<b>\$719,818</b>	<b>\$1,055,973</b>
<b>TOTAL LIABILITIES &amp; OWNER'S EQUITY</b>	<b>\$140,000</b>	<b>\$510,020</b>	<b>\$913,090</b>	<b>\$1,361,296</b>

**The Grecian Garden.  
RATIO ANALYSIS  
as at Febuary**

<b>RATIOS</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
Gross Margin	80.00%	80.00%	80.00%
Net Profit Margin	38.23%	38.92%	39.34%
Return on Assets	85.39%	42.48%	29.47%
Average Collection Period Days	0.00	0.00	0.00
Inventory Turnover	7.26	7.77	8.55
Total Assets Turnover	2.23	1.09	0.75
Debt to Net Worth	22.16	26.85	28.91
Return on Owner's Equity	99.55%	53.16%	37.86%
Times Interest Coverage	0.00	0.00	0.00

**Notes to the Financial Statements**

**Note 1: Revenue Assumptions**

a. Our Revenue projections by product and by month for the first year are:

Year 1	salads	hot foods	pastries/retail	*****	Total
Month 1	30,000	15,000	5,000	0	50,000
Month 2	30,000	15,000	5,000	0	50,000
Month 3	35,000	18,000	7,000	0	60,000
Month 4	35,000	18,000	7,000	0	60,000
Month 5	37,000	20,000	8,000	0	65,000
Month 6	37,000	20,000	8,000	0	65,000
Month 7	39,000	22,000	9,000	0	70,000
Month 8	37,000	20,000	8,000	0	65,000

Month 9	37,000	20,000	8,000	0	65,000
Month 10	40,000	23,000	10,000	0	73,000
Month 11	30,000	15,000	5,000	0	50,000
Month 12	30,000	15,000	8,000	0	53,000
Total	417,000	221,000	88,000	0	\$726,000

b. Our revenue projections by product for Years 2 and 3 are:

	salads	hot foods	pastries/retail	*****	Total
Year 2	446,190	236,470	94,160	0	776,820
Year 3	490,809	260,117	103,576	0	854,502

### **Note 2: Assumptions Regarding the Collection of Sales Revenue**

a. We assume that the percent of our sales which are collected: in the month they are made; in the month following; in two months; and in three months are:

Current Month	100%
In the Following Month	0%
In Two Months	0%
In Three Months	0%
Total	100%

b. Based on these assumptions we have projected how much we will collect from our sales in each month. The following table also identifies any adjustments we may have made to these figures.

Year 1	Projected Collections	Adjustment	Revised Estimate
Month 1	50,000	0	50,000
Month 2	50,000	0	50,000
Month 3	60,000	0	60,000
Month 4	60,000	0	60,000
Month 5	65,000	0	65,000
Month 6	65,000	0	65,000
Month 7	70,000	0	70,000
Month 8	65,000	0	65,000
Month 9	65,000	0	65,000
Month 10	73,000	0	73,000
Month 11	50,000	0	50,000
Month 12	53,000	0	53,000
Total	\$726,000	\$0	\$726,000

c. Not all of our sales in the first year will be collected during that year. Based on the assumptions shown above our Accounts Receivable at the end of Year 1 will be:

\$0

d. We assume that our Accounts Receivable at the end of Years 2 and 3 will be:

Year 2	0
Year 3	0

### **Note 3: Cost of Sales Assumptions**

a. Our assumptions regarding the amount that we will pay each month in Year 1 for Cost of Sales items are listed below. These figures show up on our cash flow statements.;

Year 1	Production Wages	Goods & Materials	*****	*****	Total
Month 1	0	10,000	0	0	10,000
Month 2	0	10,000	0	0	10,000
Month 3	0	12,000	0	0	12,000
Month 4	0	12,000	0	0	12,000
Month 5	0	13,000	0	0	13,000
Month 6	0	13,000	0	0	13,000
Month 7	0	14,000	0	0	14,000
Month 8	0	13,000	0	0	13,000
Month 9	0	13,000	0	0	13,000
Month 10	0	14,600	0	0	14,600
Month 11	0	10,000	0	0	10,000
Month 12	0	10,600	0	0	10,600
Total	0	145,200	0	0	\$145,200

~~b. Our assumptions regarding the amount that we will pay in Years 2 and 3 for Cost of Sales items are listed below. These figures show up on our annual Cash Flow Statement.~~

	Production Wages	Goods & Materials	*****	*****	Total
Year 2	0	155,364	0	0	155,364
Year 3	0	170,900	0	0	170,900

c. Some of these payments may have been to produce or purchase goods which we won't have sold yet. We estimate the value of such goods which we will have in inventory at the end of each year will be:

Year	Inventory
Beginning Balance	20,000
Year 1	20,000
Year 2	20,000
Year 3	20,000

d. (Apart from what we have already paid for) There may be additional Cost of Sales goods or services which we have received but we won't have paid for yet. We estimate the amount that we will owe (have as

an Account Payable) for Cost of Sales items at the end of each year will be:

Year	Cost of Sales Payable
Beginning Balance	0
Year 1	0
Year 2	0
Year 3	0

e. We have calculated our Cost of Sales expenses, based on these assumptions. These figures (which show up on our Income Statement) are shown in both dollar values and as a percent of our projected revenues.

Cost of Sales	\$	%
Year 1	145,200	20.00%
Year 2	155,364	20.00%
Year 3	170,900	20.00%

#### **Note 4: Sales and Marketing Assumptions**

a. Our assumptions regarding the amount that we will pay each month in Year 1 for Sales and Marketing items are listed below. These figures show up on our cash flow statements.

Year 1	Advertising	*****	*****	*****	Total
Month 1	500	0	0	0	500
Month 2	500	0	0	0	500
Month 3	500	0	0	0	500
Month 4	500	0	0	0	500
Month 5	500	0	0	0	500
Month 6	500	0	0	0	500
Month 7	500	0	0	0	500
Month 8	500	0	0	0	500
Month 9	500	0	0	0	500
Month 10	500	0	0	0	500
Month 11	500	0	0	0	500
Month 12	500	0	0	0	500
Total	6,000	0	0	0	\$6,000

b. Our assumptions regarding the amount that we will pay in Years 2 and 3 for Sales and Marketing items are listed below. These figures show up on our annual Cash Flow Statement.

	Advertising	*****	*****	*****	Total
Year 2	7,000	0	0	0	7,000
Year 3	7,000	0	0	0	7,000

c. There may be additional Sales and Marketing items which we have received by we won't have paid for yet. We estimate the amount that we will owe (have as an Account Payable) for Sales and Marketing items

at the end of each year will be:

Year	Sales and Marketing Payable
Beginning Balance	0
Year 1	0
Year 2	0
Year 3	0

d. We have calculated our Sales and Marketing expenses based on these assumptions. These figures (which show up on our Income Statement) are shown in both dollar values and as a percent of our projected revenues.

Sales and Marketing	\$	%
Year 1	6,000	0.83%
Year 2	7,000	0.90%
Year 3	7,000	0.82%

#### **Note 5: Property and Utilities Assumptions**

a. Our assumptions regarding the amount that we will pay each month in Year 1 for Property & Utilities items are listed below. These figures show up on our cash flow statements.

Year 1	Rent & Property	Utilities	Telephone	Other	Total
Month 1	7,000	1,200	100	100	8,400
Month 2	7,000	1,200	100	100	8,400
Month 3	7,000	1,200	100	100	8,400
Month 4	7,000	1,200	100	100	8,400
Month 5	7,000	1,200	100	100	8,400
Month 6	7,000	1,200	100	100	8,400
Month 7	7,000	1,200	100	100	8,400
Month 8	7,000	1,200	100	100	8,400
Month 9	7,000	1,200	100	100	8,400
Month 10	7,000	1,200	100	100	8,400
Month 11	7,000	1,200	100	100	8,400
Month 12	7,000	1,200	100	100	8,400
Total	84,000	14,400	1,200	1,200	\$100,800

b. Our assumptions regarding the amount that we will pay in Years 2 and 3 for Property & Utilities items are listed below. These figures show up on our annual Cash Flow Statement.

	Rent & Property	Utilities	Telephone	Other	Total
Year 2	84,000	14,400	1,200	1,200	100,800
Year 3	86,520	18,720	1,236	1,236	107,712

c. There may be additional Property & Utilities items which we have received by we won't have paid for

yet. We estimate the amount that we will owe (have as an Account Payable) for Property & Utilities items at the end of each year will be:

Year	Property & Utilities Payable
Beginning Balance	0
Year 1	0
Year 2	0
Year 3	0

d. We have calculated our Property & Utilities expenses based on these assumptions. These figures (which show up on our Income Statement) are shown in both dollar values and as a percent of our projected revenues.

Property and Utilities	\$	%
Year 1	100,800	13.88%
Year 2	100,800	12.98%
Year 3	107,712	12.61%

#### **Note 6: Operations Assumptions**

a. Our assumptions regarding the amount that we will pay each month in Year 1 for Operations items are listed below. These figures show up on our cash flow statements.

Year 1	Supplies	Repair and Maintenance	Vehicles and Travel	Licenses and Permits	Other Assets Expensed	Total
Month 1	0	100	0	100	0	200
Month 2	0	100	0	100	0	200
Month 3	0	100	0	100	0	200
Month 4	0	100	0	100	0	200
Month 5	0	100	0	100	0	200
Month 6	0	100	0	100	0	200
Month 7	0	100	0	100	0	200
Month 8	0	100	0	100	0	200
Month 9	0	100	0	100	0	200
Month 10	0	100	0	100	0	200
Month 11	0	100	0	100	0	200
Month 12	0	100	0	100	0	200
Total	0	1,200	0	1,200	0	\$2,400

b. Our assumptions regarding the amount that we will pay in Year 2 and 3 for Operations items are listed below. These figures show up on our annual Cash Flow Statement.

	Supplies	Repair and Maintenance	Vehicle and Travel	Licenses and Permits	Other Assets Expensed	Total
Year 2	0	1,200	0	1,200	0	2,400
Year 3	0	1,200	0	1,200	0	2,400

c. There may be additional Operations items which we have received by we won't have paid for yet. We estimate the amount that we will owe (have as an Account Payable) for Operations items at the end of each year will be:

Year	Operations Payable
Beginning Balance	0
Year 1	0
Year 2	0
Year 3	0

d. We have calculated our Operations expenses based on these assumptions. These figures (which show up on our Income Statement) are shown in both dollar values and as a percent of our projected revenues.

Operations	\$	%
Year 1	2,400	0.33%
Year 2	2,400	0.31%
Year 3	2,400	0.28%

#### **Note 7: Banking and Other Assumptions**

a. Our assumptions regarding the amount that we will pay each month in Year 1 for Banking & Other items are listed below. These figures show up on our cash flow statements.

	Bank Charges	Accounting & Legal	Insurance	Other	Total
Month 1	0	200	400	0	600
Month 2	0	200	400	0	600
Month 3	0	200	400	0	600
Month 4	0	200	400	0	600
Month 5	0	200	400	0	600
Month 6	0	200	400	0	600
Month 7	0	200	400	0	600
Month 8	0	200	400	0	600
Month 9	0	200	400	0	600
Month 10	0	200	400	0	600
Month 11	0	200	400	0	600
Month 12	0	200	400	0	600
Total	0	2,400	4,800	0	\$7,200

b. Our assumptions regarding the amount that we will pay in Year 2 and 3 for Banking & Other items are listed below. These figures show up on our annual Cash Flow Statement.

	Bank Charges	Accounting & Legal	Insurance	Other	Total
Year 2	0	2,400	4,800	0	7,200



Year 3	0	2,400	4,800	0	7,200
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c. There may be additional Banking & Other items which we have received by we won't have paid for yet. We estimate the amount that we will owe (have as an Account Payable) for Banking & Other items at the end of each year will be:

Year	Amount Payable
Beginning Balance	0
Year 1	0
Year 2	0
Year 3	0

d. We have calculated our Banking & Other expenses based on these assumptions. These figures (which show up on our Income Statement) are shown in both dollar values and as a percent of our projected revenues.

Banking and Other	\$	%
Year 1	7,200	0.99%
Year 2	7,200	0.93%
Year 3	7,200	0.84%

### **Note 8: Wages and Other Assumptions**

a. Our assumptions regarding the amount that we will pay each month in Year 1 for Wages & Other items are listed below. These figures show up on our cash flow statements.

Year 1	employee wages	*****	*****	Total
Month 1	6,500	0	0	6,500
Month 2	6,500	0	0	6,500
Month 3	7,800	0	0	7,800
Month 4	7,800	0	0	7,800
Month 5	8,450	0	0	8,450
Month 6	8,450	0	0	8,450
Month 7	9,100	0	0	9,100
Month 8	8,450	0	0	8,450
Month 9	8,450	0	0	8,450
Month 10	9,490	0	0	9,490
Month 11	6,500	0	0	6,500
Month 12	6,890	0	0	6,890
Total	94,380	0	0	\$94,380

b. Our assumptions regarding the amount that we will pay in Year 2 and 3 for Wages & Other items are listed below. These figures show up on our annual Cash Flow Statement.

	employee wages	*****	*****	Total
Year 2	100,986	0	0	100,986

Year 3	111,084	0	0	0	111,084
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c. There may be additional Wages & Other items which we have received but we won't have paid for yet. We estimate the amount that we will owe (have as an Account Payable) for Wages & Other items at the end of each year will be:

Year	Wages and Payable
Beginning Balance	0
Year 1	0
Year 2	0
Year 3	0

d. We have calculated our Wages & Other expenses based on these assumptions. These figures (which show up on our Income Statement) are shown in both dollar values and as a percent of our projected revenues.

Wages and Other	\$	%
Year 1	94,380	13.00%
Year 2	100,986	13.00%
Year 3	111,084	13.00%

### **Note 9: Other Sources of Funding**

a. Our assumptions regarding other sources of funding for our business in Year 1 are:

	Investment by Owners	Operating Loan Advances	Term Loan Advances	Sales of Fixed Assets	Other Assets
Month 1	0	0	0	0	0
Month 2	0	0	0	0	0
Month 3	0	0	0	0	0
Month 4	0	0	0	0	0
Month 5	0	0	0	0	0
Month 6	0	0	0	0	0
Month 7	0	0	0	0	0
Month 8	0	0	0	0	0
Month 9	0	0	0	0	0
Month 10	0	0	0	0	0
Month 11	0	0	0	0	0
Month 12	0	0	0	0	0
Total	0	0	0	0	0

b. Our assumptions regarding other sources of funding for Years 2 and 3 are:

	Investment by Owners	Operating Loan Advances	Term Loan Advances	Sale of Fixed Assets	Other Assets
Year 1					
Year 2	0	0	0	0	0
Year 3	0	0	0	0	0