

**FREE VERSION OF GROWTHINK'S  
ULTIMATE JUICE BAR BUSINESS PLAN  
TEMPLATE**

**[Company Logo]**  
(if applicable)

[Company Name]  
**BUSINESS PLAN**  
[Current Month], [Year]

[Name]  
[Title]  
[Company Name]  
[Address 1]  
[Address 2]  
[City, State Zip]  
Tel: [ ]  
Fax: [ ]  
Email: [ ]  
Website: [ ]

**CONFIDENTIAL**

*No offering is made or intended by this document. Any offering of interests in [Company Name] will be made only in compliance with Federal and State securities laws.*

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**PLEASE READ THIS FIRST:**

**NOTE: this is the Free version of Growththink's Ultimate Juice Bar Business Plan Template. Much of the information from the paid version, including the integrated financial graphs and charts have been removed from this version.**

The real version of Growththink's Ultimate Juice Bar Business Plan Template is much more than a fill-in-the-blanks template.

That template professionally guides you step-by-step so you can quickly, easily and expertly complete your business plan.

Perhaps most importantly, it includes complete financial projections. You simply enter some numbers (for example the # of products/services you expect to sell and the price), and Growththink's Ultimate Juice Bar Business Plan Template automatically builds your 5-year Income Statement, Balance Sheet and Cash Flow Statement. This service alone would cost thousands of dollars if you hired an accountant to complete it for you.

**To upgrade to the full, paid version of Growththink's Ultimate Juice Bar Business Plan Template, please go to**

**<https://businessplantemplate.growthink.com/juicebar/>**

# **I. Executive Summary**

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## **Key Questions to Answer:**

- *What does your business do?*
- *What market need does your business solve?*
- *What are 4-7 reasons why your business will be successful?*
- *How much capital, if any, are you seeking for your business?*

## ***Sample from Growthink's Ultimate Juice Bar Business Plan Template:***

[Company Name], located at [insert location here] is a new juice bar focusing on providing organic and healthy juice and smoothies.

### **Products and Services**

[Company Name] will sell all organic, freshly squeezed/pressed juices. Our initial menu selections will include:

- Vegetable Juices
- Fruit Juices
- Blended Juices
- Smoothies
- Fruit Bowls

We will sell fresh juices and smoothies, with or without add-ins such as chia seeds, vitamins, wheat grass, etc. In addition to juices and smoothies [Company Name] will serve a variety of fruit bowls and other beverages.

## **II. Company Overview**

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### ***Company Profile***

- *Where are you located?*
- *When were you formed?*
- *What is your legal entity form?*

### ***Company Vision/Mission Statement***

- *What goals is your company trying to achieve?*

### ***Past Accomplishments***

- *What successes has your company already achieved?*

### ***Sample from Growthink's Ultimate Juice Bar Business Plan Template:***

[Company Name], located at [insert location here] is a new juice bar focusing on providing organic, fresh-squeezed and cold pressed juices.

[Company Name] was founded by [Founder's Name]. While [Founder's Name] has been in the foodservice business for some time, it was in [month, date] that he decided to launch [Company Name]. Specifically, during this time, [Founder] took a trip to Denver, CO. During his trip, [Founder's Name] frequented a juice bar that enjoyed tremendous success. After several discussions with the owner of the juice bar, [Founder's Name] clearly understood that a similar business would enjoy significant success in his hometown.

Specifically, the customer demographics and competitive situations in the Denver location and in his hometown were so similar that he knew it would work. Furthermore, after surveying the local population, this theory was proven.

## **III. Industry Analysis**

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### ***Market/Industry Overview***

- *In what market(s) do you compete?*

### ***Market/Industry Trends***

- *What are the key market trend(s) and how does that effect you?*

### ***Relevant Market Size***

- *How large is your relevant market (the # of customers who can realistically buy from you)?*

### ***Sample from Growthink's Ultimate Juice Bar Business Plan Template:***

The following industry statistics bode well for [Company Name].

According to the recent report entitled, "Juice & Smoothie Bars Industry in the U.S." by Supplier Relations US, LLC, the industry's annual revenue is approximately \$2.7 billion, with an estimated gross profit of 4.7%.

According to a recent report by Entrepreneur Magazine, the median annual sales of juice bars surveyed were \$330,000 while the average sale per customer was \$15.21.

## **IV. Customer Analysis**

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### ***Customer Needs***

- *What are the key needs of your target customers?*

### ***Target Customer Profile***

- *Who are your target customers? Give a detailed demographic profile.*

### ***Sample from Growthink's Ultimate Juice Bar Business Plan Template:***

We will primarily target the following four customer segments:

1. Soccer/stay-at-home moms: the town has a large population of stay-at-home moms who are active in the school and community. These moms often meet for lunch or coffee and [Company name] will provide a perfect place for them to congregate. (We also expect mothers to take their children to [Company name] for after school and weekend treats)
2. Morning commuters: many local residents drive to neighboring towns or take the nearby train to work. [Company name] is conveniently located for these individuals to pick up a healthy and fast breakfast.
3. Local office workers: approximately 5,000 individuals work in offices within a quarter mile of our location and we expect a fair portion of these individuals to frequent us during the morning and to bring juices and smoothies to their offices as an afternoon pick-me-up.
4. Students: there is a middle school and a high school in the town and the high school is within one half mile. Students from these schools will be targeted to frequent [Company Name].

## **V. Competitive Analysis**

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### ***Direct Competitors***

- *Who are your direct competitors? What are their strengths and weaknesses?*

### ***Indirect Competitors***

- *Who are your indirect competitors? What are their strengths and weaknesses?*

### ***Competitive Advantage***

- *What are your competitive advantages? Are these sustainable (can competitors emulate them)?*

### ***Sample from Growthink's Ultimate Juice Bar Business Plan Template:***

The following retailers are located within a 2-mile radius of [Company Name], thus providing either direct or indirect competition for customers:

#### **FoodMart Supermarket**

FoodMart Supermarket is the town's main grocery store and has been in business for 55 years. Joe's offers a wide array of all the products that you typically find in a grocery store.

FoodMart offers bottled juices; however, less than 10% of the products they stock are labeled as organic, and their options for 100% juice are limited.





## VI. Marketing Plan

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### ***Branding***

- *What is your desired brand positioning?*

### ***Promotions Plan***

- *How do you plan to promote your company's products and/or services?*

### ***Sample from Growthink's Ultimate Juice Bar Business Plan Template:***

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#### **The [Company Name] Brand**

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The [Company Name] brand will focus on the Company's unique value proposition:

- Offering a wide variety of organic, high-quality juices
- Offering a convenient location that offers both eat-in or take-out options.
- Providing excellent customer service

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#### **Promotions Strategy**

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[Company Name] expects its target market to be individuals working and/or living within a 5-mile radius of its facility. The Company's promotions strategy to reach these individuals includes:

**Direct Mail:** [Company Name] will blanket neighborhoods surrounding its locations with direct mail pieces. These pieces will provide general information on [Company Name], offer discounts and/or provide other inducements for people to frequent the store.

**Public Relations:** We will contact all local and area newspapers and television stations to tell them about the opening and unique value proposition of [Company Name].

**Advertising:** [Company Name] will initially advertise in local newspapers and sponsor community events in order to gain awareness.

## **VII. Operations Plan**

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### ***Key Operational Processes***

- *What are the key operational processes that your organization needs to accomplish on a daily basis to achieve success?*

### ***Business Milestones***

- *What milestones will you need to accomplish over the next 1-3 years in order to achieve success?*

### ***Sample from Growthink's Ultimate Juice Bar Business Plan Template:***

In order to execute on [Company Name]'s business model, the Company needs to perform many functions including the following:

#### Administrative Functions

- General & administrative functions including legal, marketing, bookkeeping, etc.
- Sourcing and storing supplies.
- Hiring and training staff

#### Kitchen Functions

- Juice and smoothie preparation
- Ongoing menu creation and modification

## **VIII. Management Team**

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*The Management Team section of the business plan must prove why the key company personnel are “eminently qualified” to execute on the business model.*

### ***Management Team Members***

- *Who are the key members of your management team?*

### ***Management Team Gaps***

- *Who do you still need to hire?*

### ***Sample from Growthink’s Ultimate Juice Bar Business Plan Template:***

[Company Name] is led by [Founder’s Name] who has been in the foodservice business for 20 years.

While [Founder] has never run a juice bar himself, he has taught juicing classes in the community for 20 years.

[Founder] has also worked part-time at coffee shops throughout the region over the past 10 years. Specifically, he has worked for Giana’s Coffee shop. He has also trained several others in juicing methods that preserve the most nutritional value.

[Founder] graduated from the University of ABC where he majored in Nutrition.

## **IX. Financial Plan**

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### ***Revenue Model***

- *In what ways do you generate revenues?*

### ***Financial Highlights***

- *What are your topline 5-year financial projections?*

Go to <https://businessplantemplate.growthink.com/juicebar/> for the paid template that automatically generates your 5-year financial projections

### ***Funding Requirements/Use of Funds***

- *How much money do you need to start and/or run your business? What are the primary uses of these funds?*

### ***Sample from Growthink's Ultimate Juice Bar Business Plan Template:***

[Company Name]'s revenues will come primarily from the sale of natural and organic juices and smoothies to its customers.

The major costs for the company will be organic fruit and vegetable sourcing costs and salaries of the staff. In the initial years, the company's marketing spend will be higher, as it establishes itself in the market.

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### **Capital Requirements and Use of Funds**

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[Company Name] is seeking a total funding of \$226,000 to launch its store. The capital will be used for funding capital expenditures and location build-out, hiring initial employees, marketing expenses and working capital.

Specifically, these funds will be used as follows:

- **Store design/build:** \$193,500
- **Working capital:** \$32,500 to pay for marketing, salaries, and lease costs until [Company Name] is cash-flow positive

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### ***Key Assumptions & Forecasts***

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	FY 1	FY 2	FY 3	FY 4	FY 5
<b>Revenues</b>					
Hotel	\$1,980,125	\$2,832,031	\$3,409,160	\$3,783,447	\$4,100,713
<b>Total Revenues</b>	<b>\$1,980,125</b>	<b>\$2,832,031</b>	<b>\$3,409,160</b>	<b>\$3,783,447</b>	<b>\$4,100,713</b>
<b>Expenses &amp; Costs</b>					
Cost of goods sold	\$455,429	\$623,047	\$681,832	\$718,855	\$738,128
Lease	\$0	\$0	\$0	\$0	\$0
Marketing	\$149,006	\$141,602	\$170,458	\$189,172	\$205,036
Salaries	\$721,095	\$797,115	\$1,014,687	\$1,119,408	\$1,164,185
Initial expenditure	\$50,000	\$0	\$0	\$0	\$0
<b>Total Expenses &amp; Costs</b>	<b>\$1,375,530</b>	<b>\$1,561,763</b>	<b>\$1,866,977</b>	<b>\$2,027,436</b>	<b>\$2,107,349</b>
<b>EBITDA</b>	<b>\$604,595</b>	<b>\$1,270,268</b>	<b>\$1,542,183</b>	<b>\$1,756,011</b>	<b>\$1,993,364</b>
Depreciation	\$372,760	\$372,760	\$372,760	\$372,760	\$372,760
<b>EBIT</b>	<b>\$231,835</b>	<b>\$897,508</b>	<b>\$1,169,423</b>	<b>\$1,383,251</b>	<b>\$1,620,604</b>
Interest	\$164,782	\$144,184	\$123,586	\$102,988	\$82,391
<b>PRETAX INCOME</b>	<b>\$67,054</b>	<b>\$753,324</b>	<b>\$1,045,837</b>	<b>\$1,280,263</b>	<b>\$1,538,213</b>
Net Operating Loss	\$0	\$0	\$0	\$0	\$0
Use of Net Operating Loss	\$0	\$0	\$0	\$0	\$0
Taxable Income	\$67,054	\$753,324	\$1,045,837	\$1,280,263	\$1,538,213
Income Tax Expense	\$23,469	\$263,663	\$366,043	\$448,092	\$538,375
<b>NET INCOME</b>	<b>\$43,585</b>	<b>\$489,661</b>	<b>\$679,794</b>	<b>\$832,171</b>	<b>\$999,839</b>
Net Profit Margin (%)	2.2%	17.3%	19.9%	22.0%	24.4%

## **X. Appendix**

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### ***Sample from Growthink's Ultimate Juice Bar Business Plan Template:***

The following pages present detailed financial projections for [Company Name] over the next five years. The specific tables to follow include:

- Startup Costs
- 5 Year Annual Income Statement
- 5 Year Annual Balance Sheet
- 5 Year Annual Cash Flow Statement
- Quarterly Income Statement for First 3 Years
- Quarterly Balance Sheet for First 3 Years
- Quarterly Cash Flow Statement for First 3 Years

**Attention Entrepreneurs:** Now, if you want to finish your business plan FAST and you don't want to struggle with your financial model, then you're in luck...

# "Finish Your Business Plan Today With Growththink's Fully Customizable Juice Bar Business Plan Template."



As seen in: **FORTUNE** THE WALL STREET JOURNAL The New York Times **Entrepreneur** **Forbes** **VentureBeat**  
**BusinessWeek** **SmartMoney** **FOX** **Deal** Los Angeles Times **Inc.**

**Go To:**

**<https://businessplantemplate.growththink.com/juicebar/>**