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*Juice Library franchise Business Plan 2020*

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Cold Pressed Premium Juice  
READY - TO - ORDER



Kim Bell (founder of **Juice Library**) has watched others struggle to find healthy options, while carry-outs and corner stores are readily available. Fruits and vegetables have the ability to change everything. They boost our immune system, they protect us against cancer, they help with weight management. However, 1 out of 3 Americans do not get the recommended amount of 5-9 servings of vegetables and fruit a day. Once consumers become aware and experience the amazing feeling that accompanies a healthy diet, their buying habits change forever. As education is making consumers extremely health conscious and hungry for a revamped diet, our juice bar “ideation” will rise to meet the needs of our community. This is why **2020** is a great time to be in the juice bar industry.



## Business Description

A **juice bar** is an establishment that primarily serves prepared juice beverages such as freshly squeezed or extracted fruit **juices**, **juice** blends, fruit smoothies (a thick fruit drink, often iced), or other **juices** such as fresh wheatgrass **juice**. We will also carry healthy vegan snacks such as nuts, sea moss, energy bars, water and kale chips. Our juice bar will have a trendy look for the vegans and health conscience community of the metro Detroit area. We will provide a mobile delivery service to provide convenience to our customers. We will also carry books available for purchase.

## PROBLEM

### HEALTHY OPTIONS ARE NOT READILY AVAILABLE IN OUR COMMUNITY



Michigan's Obesity Rate ranks in the top 30 in country

32.3% of Michigan Adults are Obese

Obesity comes from the lifestyle we choose and foods we eat 18.9% of Youth ages 10 to 17 are Obese in Michigan





## Solution

### WE WILL PROVIDE A HEALTHY ALTERNATIVE TO TRADITIONAL CARRY OUT AND FAST FOOD

Fruits and vegetables can change everything. They boost our immune system, they protect us against cancer, they help with weight management. However, 1 out of 3 Americans do not get the recommended amount of 5-9 servings of vegetables and fruit a day. Once consumers become aware and experience the amazing feeling that accompanies a healthy diet, their buying habits change forever. As education is making consumers extremely health conscious and hungry for a revamped diet, our juice bar will rise to meet the needs of our community. We will provide the necessary education with each purchase of our product. We will also have literature available for purchase for customers to learn more about health and nutrition. Health is the true wealth. Happiness is the key to success.

# MILLENNIALS + GENERATION Z

Millennials are officially the nation's largest generation, according to Pew Research Center. Composing over 75.4 million people, the millennial generation demands much attention. What millennials are interested in and how they spend their money affects everyone, especially current and future business leaders. To ignore millennial spending habits and characteristics would be entrepreneurial suicide. As millennials embrace a healthy eating lifestyle, raw juice and smoothie bars play a tremendous role. This is a \$2.2 billion industry nationwide that millennials are injecting incredible growth into. They are waking up each day and spending an enormous amount of money on their raw juice, acai bowls, kale products, cold pressed juices, sea moss, juice cleanses, and wheatgrass / ginger shots.





## ORGANIZATION + MANAGEMENT TEAM

### FOUNDERS

**Kim Bell** (co founder)

**Avis Bell** (co founder)

**Both founders have the background and proven track record and vision to succeed.**



## PRODUCT LINE

Organic Cold Pressed Juices

Smoothies

Acai Bowls

Sea Moss

Wellness Shots

Healthy Snacks

Water

Books



We will carry RAW Sea Moss,  
Sea Moss Gel, and Sea Moss Shakes

## MARKETING + SALES

### STRATEGY

#### Focused Differentiation Strategy

Make products available to consumers online. Delivery Service Oakland/Wayne County

#### Strong Brand Management

#### We will sell

- Smoothies for \$7-10
- Juices for \$8-10
- Wellness shots \$5
- Water \$2
- Books \$12-20
- Sea Moss Gel \$20-25
- Sea Moss Bags (2oz.) - \$8 or 3 for \$20 / 3 for \$30 (out of state - FREE SHIPPING)



## FUNDING REQUEST - INVEST 2020

### EQUIPMENT + INVENTORY + LOCATION

#### **Refrigerator (\$1500-4500)**

- ▶ **Ice Machine (\$1700-2700)**
- ▶ **Juicer x 2 (\$300-\$3000)**
- ▶ **Blender x 2 (\$150-\$300)**
- ▶ **Trash Can (\$15-20)**
- ▶ **Knives (\$10- \$50)**
- ▶ **Cutting Board (\$5-\$20)**
- ▶ **Portion Scale (\$10-\$40)**
- ▶ **POS System/ iPad/ Shopkeep (\$500)**
- ▶ **Napkins**
- ▶ **Tables (\$100-\$200 each)**
- ▶ **Chairs (\$20-40 each)**
- ▶ **Rent for Retail Space (\$1200-1500)**
- ▶ **Utilities (\$250)**
- ▶ **Cost of Ingredients (\$150-\$250 p/week)**
- ▶ **Staff Salaries (\$10 p/hour)**
- ▶ **Equipment Maintenance**
- ▶ **Flyers/ Menu / Reward Cards (\$250 p/ month)**
- ▶ **Website / Marketing / Articles of Incorporation (\$750)**

# COMPETITION

## **JUICE BARS IN METRO DETROIT 2020**

- Tropical Smoothie Urge
- Beyond
- Drought
- Jamba Juice
- I love Juice Bar

No Competition . None of these Juice franchise sell Sea Moss.

# Financial Projections

## Think of the ALL the Possibilities:

**Worst Case Scenario:** we make juices and Sell to family + friends. Learn more about nutrition. Learn to make juices and smoothies. To Learn to operate a juice business

**Most Likely Scenario:** Generate 40-50 Customer p/ day or 5-7 customers p/ hour. Average Sale \$20-75 \$800-3000 average sales per day gross revenue \$249k - \$900k per year gross revenue Profit Margin: 40-60% 1st year projected profit: \$150k - 540k

**Best Case Scenario:** Juice Bar achieves massive success. Earns four to five figures a day. We open multiple locations across the world. We sell franchises. Make the world a healthier place one juice at time. Our Juice company becomes an incredible worldwide brand



# MENU



# HEALTH

**Acne:** Pineapples + Cucumber + Apple + Carrots  
**Allergies:** Ginger + Beets + Apples + Carrots  
**Arthritis:** Ginger + Carrots + Apples + Tomatoes  
**Cancer:** Beets + Parsley + Spinach + Apples  
**Circulation:** Broccoli + Garlic + Carrot + Green Apples  
**Cold:** Parsley + Carrot + Celery + Garlic  
**Constipation:** Apples + Grapes + Pear  
**Depression:** Kale + Parsley + Carrots + Apples  
**Diabetes:** Parsley + Spinach + Celery + Apples  
**Epilepsy:** Ginger + Carrots + Apples + Green Peppers  
**Gout:** Kale + Green Apples + Lemon  
**Indigestion:** Cabbage + Celery + Carrots  
**Menopausal:** Cabbage + Celery + Broccoli + Carrots  
**Obesity:** Tomatoes + Cucumbers + Celery + Parsley  
**Prostate:** Ginger + Carrots + Apples + Lemon  
**Stress:** Garlic + Parsley + Carrots + Celery

**100% Raw Juice**  
16 oz.



**\$10  
or  
6 for \$55**  
2-Day Detox  
Special

[byKimbell.com](http://byKimbell.com)



**2020 JUICE Library**

**Juices** 16oz

Beet Goes On	10
Beets, Carrots, Apple, Lemon, Ginger	
Beet Goes On #2	10
Beets, Carrots, Apple	
Green Detox #1	10
Kale, Celery, Lemon, Ginger, apple	
Green Detox #2	10
Kale, Celery, Lemon, Cucumber, Ginger	
Green Detox #3	10
Kale, Celery, Lemon, Cucumber, parsley, dandelion root, Ginger	
Great Lakes Grapefruit	10
Grapefruit + Mint	
Pineapple Intelligence	10
Pineapple + Ginger	
OJ Da Juice	9
100% Orange	
Apple A Day	9
100% Apples	
Carrot Intelligence	10
Carrot, Apples, Lemon, turmeric	
Vitamin C Boost	10
Pineapples, Oranges, Lime, lemons, Apples	
Grape Ape	10
Grapes, Apples, Strawberries, Pears, lemon	

**Sea Moss Shake** 10  
Banana, Sea Moss, Almond Milk, Dates, Cinnamon

Ask about our Detox Plans + Secret Dr. Sebi Inspired Menu

**1-Day DETOX**  
PICK ANY 4 JUICES FOR \$35

**Wellness Shots**

Flu Shot	2 oz
Ginger, Lemon, turmeric, habanero	
Wheatgrass	4
wheatgrass, lemon	
Ginger	3
Ginger + Lemon	

**VEGAN**  
100% VEGAN



@JuiceLibraryDetroit