

Rațiu Democracy Center



A BRAND

Business plan for
The Free Time Factory



The Concept

The concept of Mercato Metropolitano is to create a place where people have an opportunity to try a variety of meals from different cuisines, as well as talk with friends in a cozy atmosphere.





MERCATO METROPOLITANO IN FREE TIME FACTORY



MERCATO METROPOLITANO IN FREE TIME FACTORY



STALLS



HUNGARIAN STALL

ROMANIAN STALL



PIZZA STALL



SAUSAGES STALL



CREPE STALL



STALLS



ENOTECA STALL

BEER STALL



COFFEE STALL

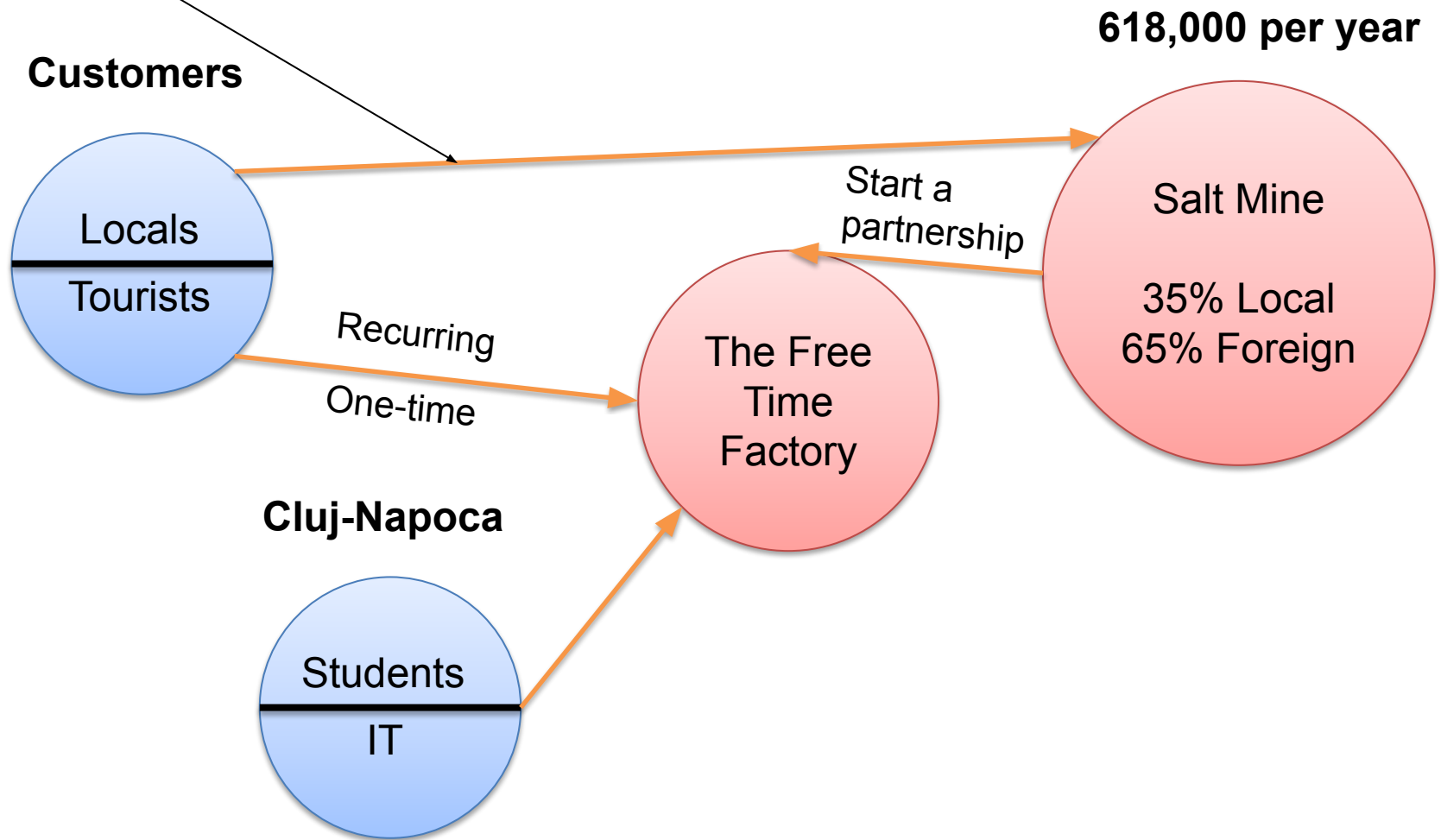


SNACKS STALL

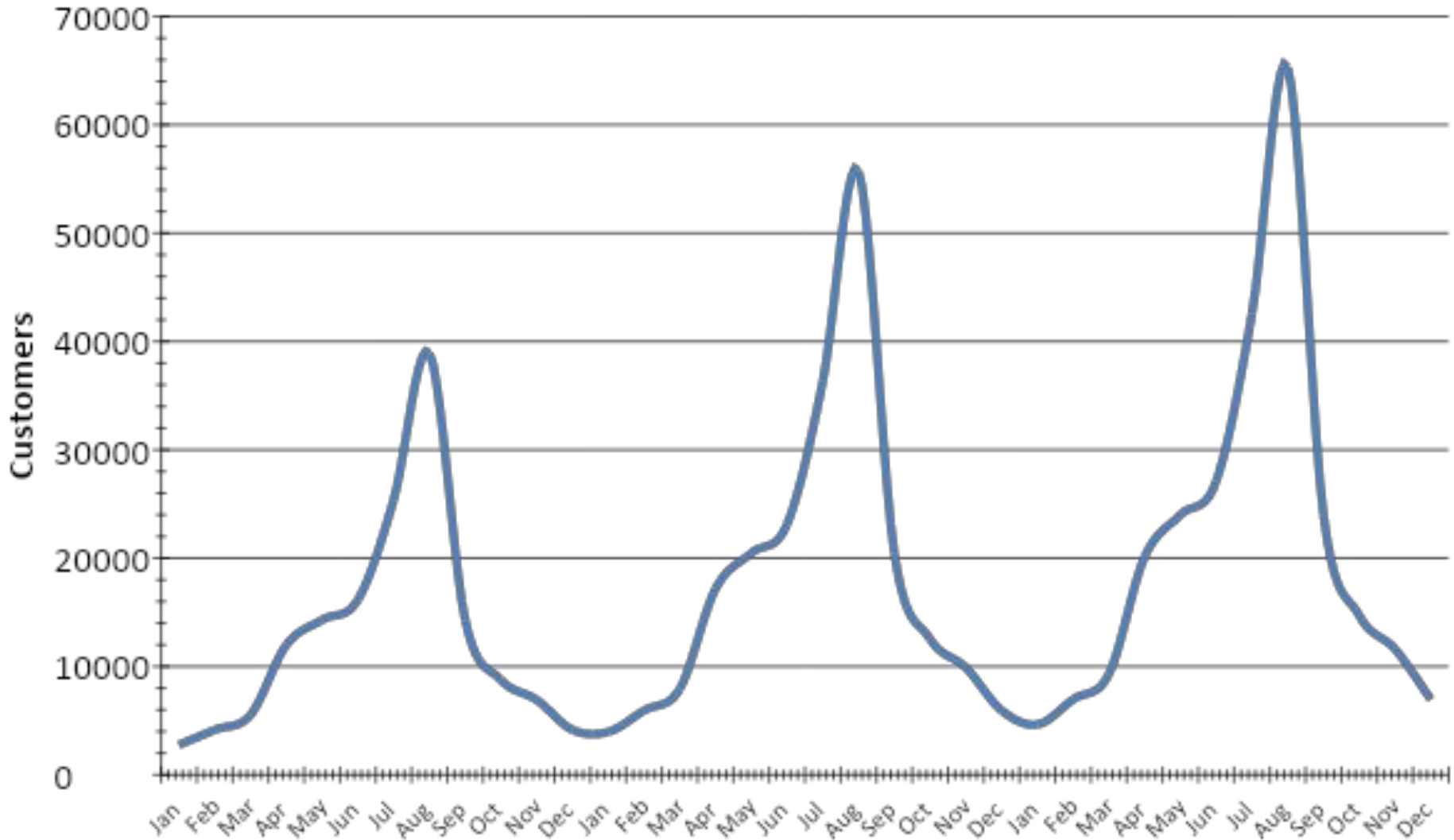


Customer Touchpoint map

- Turda
- 10 km range
- 30 km range



Project Lifecycle



Romanian stall

	Romanian stall	1st year	2nd year	3rd year
100%	Sales per year	269529	385701	452220
29%	Food costs	76816	109925	128883
	Gross profit	192713	275776	323337
	Wages	43,63%	30,49%	26,01%
	Wages fixed	117600	117600	117600
2,00%	Wages variable	5391	6036	6036
	Gross contribution	69723	152140	199701
2,14%	Variables overheads	5776	5776	5776
11,23 %	Fixed overheads	30264	30264	30264
6,26%	Electricity	16863	17500	18000
0,30%	Water	799	807	825
	EBITDA	16020	97793	144836
1,40%	Depreciation	3780	3780	3780
4,54%	PBT	12240	94013	141056
0,98%	2,25% from empl	2646	2646	2646
1,00%	Salex Tax	2695	3857	4522
	Net Profit after taxes	9545	90156	136534

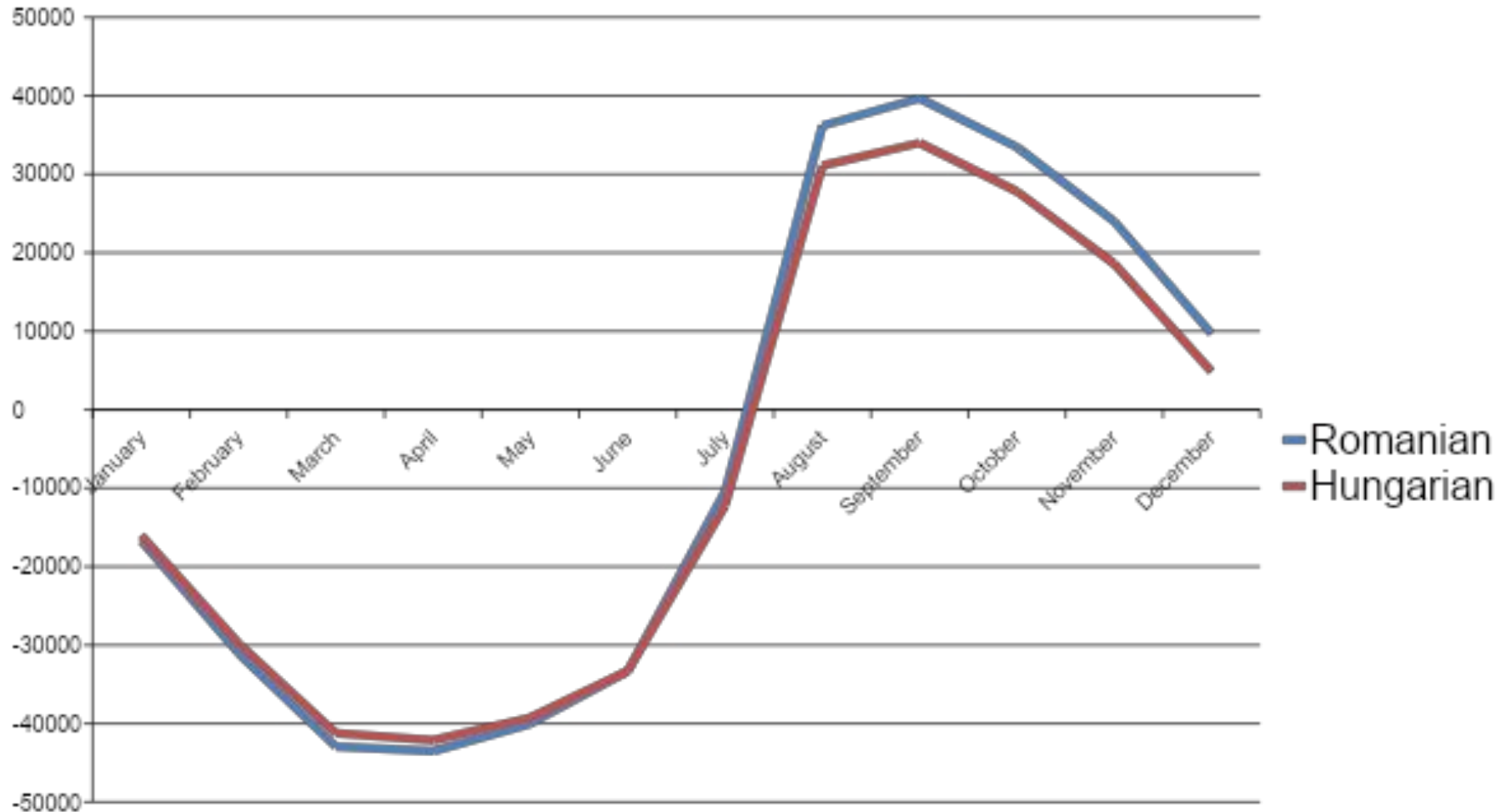
Hungarian stall

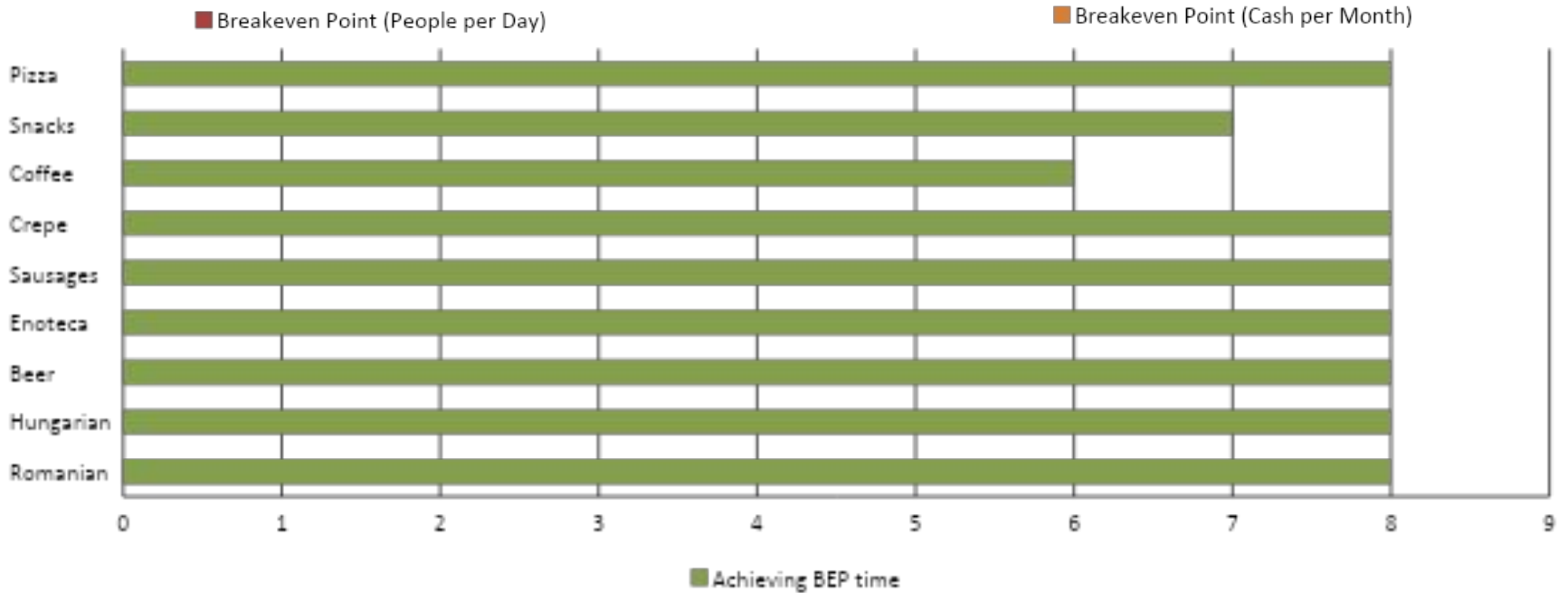
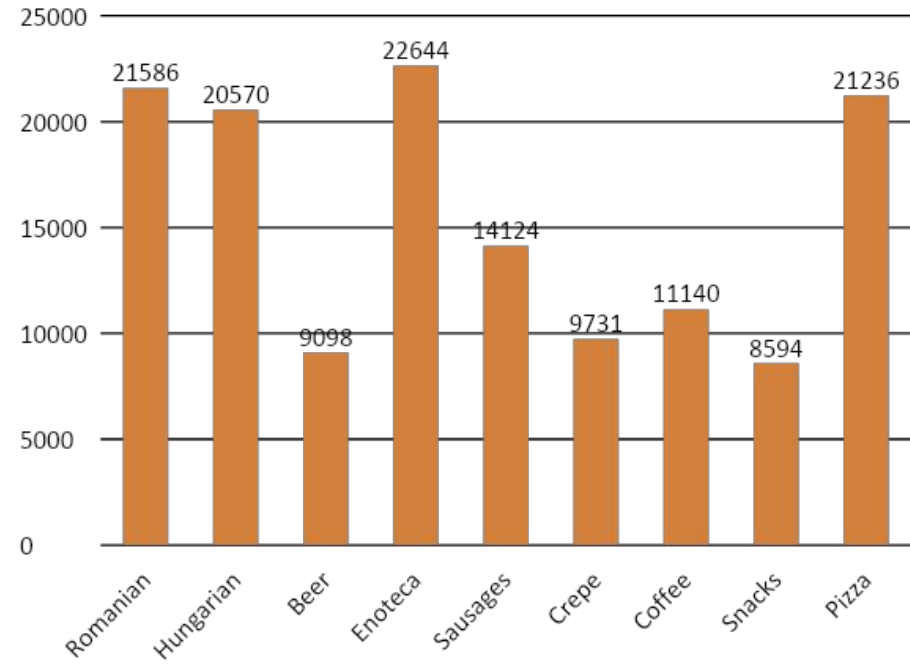
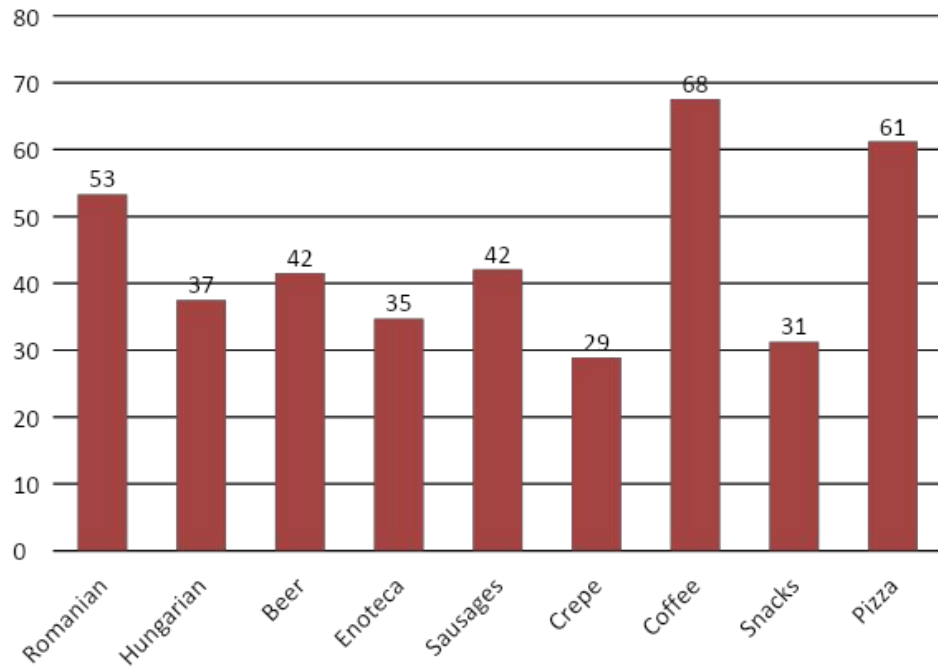
	Hungarian stall	1st year	2nd year	3rd year
100%	Sales per year	252435	364443	519753
24%	Food costs	60584	87466	124741
	Gross profit	191851	276976	395012
	Wages	46,59%	32,27%	22,63%
	Wages fixed	117600	117600	117600
2,00%	Wages variable	5049	5010	5010
	Gross contribution	69202	154366	272402
2,29%	Variables overheads	5776	5776	5776
11,99%	Fixed overheads	30264	30264	30264
8,42%	Electricity	21243	21853	23445
0,32%	Water	799	802	816
4,40%	EBITDA	11120	95671	212101
1,50%	Depreciation	3780	3780	3780
2,91%	PBT	7340	91891	208321
1,05%	2,25% from empl	2646	2646	2646
1,00%	Tax	2524	3644	5198
	Net Profit after taxes	2170	85601	200478

CASH FLOW

	Year 1											
Cash Flow	January	February	March	April	May	June	July	August	September	October	November	December
Cash Inflows	1,8%	2,7%	3,6%	7,8%	9,3%	10,5%	16,5%	25,3%	9,3%	5,7%	4,5%	2,7%
Sales	9395	14093	18791	40713	48543	54806	86124	132057	48543	29752	23488	14093
Rent	467	467	467	467	467	467	467	467	467	467	467	467
Depreciation	23495	23495	23495	23495	23495	23495	23495	23495	23495	23495	23495	23495
Charging fees	57733	57733	57733	57733	57733	57733	57733	57733	57733	57733	57733	57733
Total Cash Inflows	91091	95789	100486	122409	130238	136502	167820	213752	130238	111447	105184	95789
Cash Outflows												
Variables overheads	4332	4332	4332	4332	4332	4332	4332	4332	4332	4332	4332	4332
Food and Drinks	2473	3710	4946	10717	12778	14427	22671	34762	12778	7832	6183	3710
M&A employees	19400	19400	19400	19400	19400	19400	19400	19400	19400	19400	19400	19400
Operating personnel	24800	24800	24800	24800	24800	24800	24800	24800	24800	24800	24800	24800
Wages variable	2810	2810	2810	2810	2810	2810	2810	2810	2810	2810	2810	2810
Electricity	3458	3458	3458	3458	3458	3458	3458	3458	3458	3458	3458	3458
Water	133	133	133	133	133	133	133	133	133	133	133	133
Tax from employees	995	995	995	995	995	995	995	995	995	995	995	995
Sales Tax	94	141	188	407	485	548	861	1321	485	298	235	141
Rent Tax	5	5	5	5	5	5	5	5	5	5	5	5
Total Cash Outflows	-58495	-59778	-61062	-67052	-69191	-70903	-79460	-92010	-69191	-64057	-62345	-59778
Free Cash Flow	32596	36010	39424	55357	61047	65599	88360	121742	61047	47391	42838	36010
											Total	687421

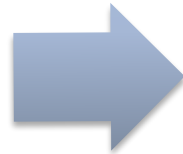
Breakeven Point





Initial Capital

Total Fixed
Capital
461 467 RON



Total Floating
Capital
1 064 749 RON

Initial Capital
1 526 216 RON
£287 965,30

Business performance indicators

