

CONDITIONAL USE PERMIT APPLICATION

Applicant (name and address): Golden Taps LLC Payment Amount: 250.00

1 Riverplace Dr. Apt 305 La Crosse, WI, 54601

Owner of site (name and address): Aroma Holdings LLC

520 State St. La Crosse, WI, 54601

Architect (name and address), if applicable:

CHRIS LA SHORNE

Professional Engineer (name and address), if applicable:

N/A

Contractor (name and address), if applicable:

N/A

Address of subject premises: 520 State St. La Crosse, WI, 54601

Tax Parcel No.: 17-20164-40

Legal Description: The East 52 feet of lots 1 and 2, Block 1 of T. Burns G. Farnum & P. Burns Addition to the city of La Crosse. (Recorded as Burns, Farnum and Burns Addition). La Crosse County La Crosse, WI

Zoning District Classification: C2 Commercial

Conditional Use Permit Required per La Crosse Municipal Code sec. 15.26 (U)
(If the use is defined in (H)(6)(c)(i) or (ii), see "*" below.)

Is the property/structure listed on the local register of historic places? Yes _____ No

Description of subject site and **current** use (include such items as number of rooms, housing units, bathrooms, square footage of buildings and detailed use, if applicable). If available, please attach blueprint of building(s):

Two units 1- Barside of building with Male and Female Restrooms 3000 SF 2- Restaurant side of building with kitchen Area 2000 SF

Description of **proposed** site and operation or use (include number of rooms, housing units, bathrooms, square footage of buildings and detailed use). If available, please attach blueprint of building(s):

See Attached Floor plan blueprint & Business plan
RESTAURANT

Type of Structure (proposed): _____

Number of **current** employees, if applicable: N/A

Number of **proposed** employees, if applicable: 20

Number of **current** off-street parking spaces: 0

Number of **proposed** off-street parking spaces: 0

Check here if proposed operation or use will be a parking lot: _____

Check here if proposed operation or use will be green space: _____

* If the proposed use is defined in 15.26(H)(6)(c)

_____ (i) and is proposed to have 3 or more employees at one time, a 500 foot notification is required and off-street parking shall be provided.

_____ (ii) a 500 foot notification is required and off-street parking is required.

If the above paragraph is applicable, the Conditional Use Permit shall be recorded with the County Register of Deeds at the owner's expense.

In accordance with subsection 15.26(R) of the La Crosse Municipal Code, a Conditional Use Permit is not required for demolition permits if this application includes plans for a replacement structure(s) of equal or greater value. **Any such replacement structure(s) shall be completed within two (2) years of the issuance of any demolition or moving permit.**

I hereby certify under oath the **current** value of the structure or structures to be demolished or moved is \$ _____.

I hereby certify under oath the value of the **proposed** replacement structure or structures is \$ _____.

If the above paragraph is applicable, this permit shall be recorded and should the applicant not complete the replacement structure or structures of equal or greater value within two (2) years of the issuance of any demolition and moving permit, then the applicant or the property shall be subject to a forfeiture of up to \$5,000 per day for each day the structure(s) is not completed.

CERTIFICATION: I hereby certify that I am the owner or authorized agent of the owner (include affidavit signed by owner) and that I have read and understand the content of this application and that the above statements and attachments submitted hereto are true and correct to the best of my knowledge and belief.

[Signature]
(signature)

04-03-2014
(date)

608-361-8001
(telephone)

Rijunyal@parks.com
(email)

STATE OF WISCONSIN)

)ss.

COUNTY OF LA CROSSE

Personally appeared before me this 3rd day of April, 2014, the above named individual, to me known to be the person who executed the foregoing instrument and acknowledged the same.

Barbara Benson
Notary Public

My Commission Expires: 12-26-2017



PETITIONER SHALL, BEFORE FILING, HAVE APPLICATION REVIEWED AND INFORMATION VERIFIED BY THE DIRECTOR OF PLANNING & DEVELOPMENT.

Review was made on the 3rd day of April, 2013

Signed: [Signature], Director of Planning & Development
on behalf of Larry Koch

Golden Taps Bar&Restaurant

Probably The Best Dining Corner In Town

Prepared July 2013

Contact Information

Bijan La Eli

Bijanjad@yahoo.com.com

608-361-8001

1 Riverplace Drive Apt 315

Excelsior, Wisconsin 53001, USA

Executive Summary

Who We Are

Golden Taps is a new Craft Beer Bar and Mediterranean Restaurant in downtown La Crosse. Golden Taps will target both fun-seeking as well as sophisticated diners looking for good food in a fascinating atmosphere. Golden Taps will seek to earn 75% gross margins through an innovative setting, a wonderful menu, and an experienced restaurateur.

What We Sell

The menu is Bijan Jadali's pride. It is a culmination of over 25 years of cooking. The menu contains traditional vegetarian favorites such as Falafel, hummus, baba ganouj, and tabouli. These favorites are differentiated through the use of the freshest organic ingredients. Most people are not aware of how much better the items taste when they are prepared with the freshest ingredients and made with love. Other menu items are kebobs, chutneys, flat breads and desserts. Everything is fresh, homemade, and prepared daily.

We are offering an upscale beer bar that's anything but ordinary. At Golden Taps guests can choose from more than 500 craft beers from around the world and a diverse selection of the wines.

Who We Sell To

GoldenTaps will be targeting locals and tourists who are active restaurant seekers. There will be a special focus on young adults with \$15K-\$60K of income looking for good food and a great time. In addition to the young adults with money to spend, On the Water will also be targeting adults and tourists known to frequent Downtown La Crosse. The general demographics are males and females ages 20-50 with some or all of a college education. In addition to local people, Golden Taps will also serve Food and beer lovers from neighboring cities and tourists.

Historically, if there is a dip in the general economy, the restaurant industry is usually effected far less that the overall economy. To some degree this is because of people's perception that food, regardless whether it is from the grocery or a restaurant is a fundamental necessity of life and spend accordingly.

Financial Summary

Financial Highlights

Golden Taps will fund its expansion largely through its own cash reserves and a small business loan for the purchase of the downtown location.

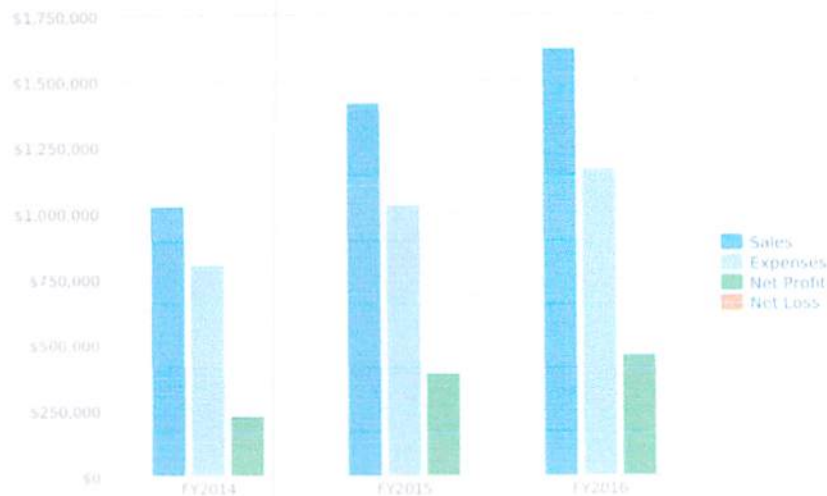
The funds needed include:

- \$145,000 for purchase of the Building at downtown La Crosse
- \$100,000 for improvements
- \$68,000 for equipment for Kitchen and Bar
- \$21,000 for advertising and promotions
- \$40,000 Start-up expenses
- \$17,000 opening inventory

Sources for the funds include:

- \$220,000 Owner's personal funds
- \$200,000 Small business development loan
- Cash flow surpluses from the first months of operation to make up the remainder

Financial Highlights by Year



1.1 Objectives

1. Develop the strategy to open, manage and grow a profitable downtown Restaurant and Bar.
2. Keeping gross margin over 75%.
3. Sales increasing to more than \$1,600,000 by the third year.

1.2 Mission

Golden Taps is a business that envelopes fine dining of unique mediterranean taste and an excellent craft beer bar and grill atmosphere. The mission is not only to have great tasting food, but have efficient and friendly service. We concentrate on customer satisfaction and quality food that is always fresh and specially selected. We will not judge a customer on class or dress. We want the Golden taps grill to be place people can enjoy a good meal and meet new friends at our Craft beer bar located inside the restaurant. We want to share our passion for craft beer with great people in a unique and friendly atmosphere.

Company

Company Overview

Golden Taps is a Limited Liability Company(LLC), incorporated in the state of Wisconsin. Golden Taps is a new business owned by its founder and president Bijan Jadali.

Golden Taps creates and serves a wild atmosphere for dining and eloquent multicultural feasts for people who love the restaurant and bar scene, as well as a good time spent out on the town. Its customers are creative, fun-seeking, and sophisticated diners who wish to be best served by the restaurant they choose.

Management Team

The restaurant is led by Bijan Jadali, an industry veteran. His restaurant experience began 21years ago when he started his own bakery and restaurant business in Romania. He graduated from one of the world's best culinary school. Bijan Will manage the kitchen of the Golden Taps and will supervise the activites of an experienced operations manager, whom will be responsible for the sales, Marketing and front of the house management of Golden Taps.

Our management philosophy is based on responsibility and mutual respect. People who work at Golden Taps want to work there because we have an environment that encourages creativity and achievement.

Products and Services

Products and Services

One thing that is always consistent with Golden Taps is their impeccable service. All server staff hired have extensive experience and all go through three weeks of training, ensuring benchmarked customer service. GoldenTaps's services are all delivered in their extraordinary atmosphere which includes a comprehensive art and culture collection from Mediterranean Europe. This provides an authentic surrounding that at times seems to distract everyone as they analyze the wealth of artifacts on display.

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We are offering an upscale beer bar that's anything but ordinary. At Golden Taps guests can choose from more than 500 craft beers from around the world and a diverse selection of the wines.

Extraordinary beers are just the beginning. At GoldenTaps, our line-up of leading local bands and national recording artists adds a distinctive flavor to a vibe that's already upbeat.

Competitors

There are no restaurant in La Crosse area offering what Golden Taps offers in it's food and beer menu. Our restaurant menu includes original recipes from the countries surrounding mediterranean sea such as Turkey, Greece, Lebanon, Italy and Spain. When comes to our beer menu, Golden Taps offers more than 50 selection of draft beer and more than 500 selection of bottled beer. This will make us to believe that we are not facing any serious competition.

Target Market

Market Overview



Golden Taps will focus on attracting young adults and adults ages 20-55, with an annual income of at least \$15,000 to \$60,000. We will concentrate on the middle-class spenders who enjoy new restaurants, eating out, a fun atmosphere, and high-end food and service. We focus on these specific groups because these are the types of people who frequent other clubs and restaurants like ours in downtown La Crosse. They are the ones that are willing to spend their money on good dining and service at reasonable prices.

We generally know the characteristics of our clientele with our available demographics of the area, our personal crowd would consist of young adults and adults ages 20-55, both male and female, usually at least one year of college if not already fully graduated. and tourists from other cities, states and countries.

The buying patterns of our clientele will be people who like to spend money on pampering themselves, on quality food, feeling special, trying new things, and thrill seeking.

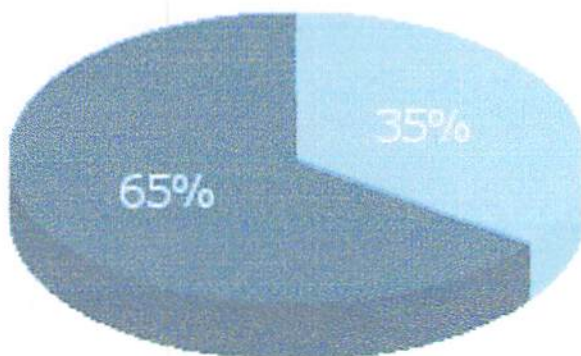
Market Needs

We believe, the downtown area is the best place to open our restaurant. Downtown office-based employees and their clients, federal and state employees, Healthcare employees and their clients, college students and college staff, local residents, visitors and tourists are among our customers

The result of our market studies shows that La Crosse area desperately needs more new ethnically diverse sets of restaurants and bars. La Crosse residents are visiting other cities

Market Analysis

- Young Adults=35
- Adults and Tourists=65



chartmaker.mathwarehouse.com

like, Rochester, Madison, Minneapolis or even Chicago to enjoy the specific ethnic food of their choice.

Strategy and Implementation

Marketing Plan

Overview

Golden Taps marketing strategy will be education of the consumer and subsequent word-of-mouth.

we will be become known as a unique dining experience as well as a world class beer bar.

Our strategy will exploit our advantages over the competition(Location,convenience, and high quality) with carefully-tracked milestones for growth.

Initial marketing efforts for opening will be geared towards generating name recognition and making a clear distinction between Golden Taps and other local competitors. Follow-up marketing programs will encourage repeat visits and assist customers in the understanding and appreciation of our products.

Customers will be reached also through billboards, fliers, newspaper advertisements and local radio stations.

Pricing

Golden Taps will choice the penetration pricing strategy. This strategy is used as a loyalty-building or market-entry tool. The penetration pricing strategy offers a high-quality product at a much lower than expected price. This combination helps the business enter a new market even when strong competitors exist, and it builds loyalty with new customers from the beginning. The penetration strategy can dramatically increase the lifetime value of customers, because they're "hooked" with the outstanding first time dining experience and—assuming the rest of the menu items are just as high quality—they are more willing to experience additional menu items in the future.

We will also make use of coupon discounts, daily specials and new menu items to keep customers interested and to help them feel they are getting a good value.

Golden Taps intends to listen to its customers and collect their feedback through surveys and friendly conversation, in order to determine ares where we can expand and/or improve. We want Golden Taps to become a staple in the local community as well as a "must stop place" for the La crosse visitors.

Promotion

We will promote our company name and label almost more than the product itself, because to be successful we have to stand for brand-name integrity, excellent menu offering, and first class entertainment and fun. Therefore, our promotion strategy includes focusing on events and messages that match:

- Our participation in local Cultural events.
- Our participation in fundraising events.
- Our participation in local radio and specifically targeted PBS shows on the local stations.
- Public relations programs focusing on related opportunities, guest appearances on local radio, etc.
- Advertising placed carefully, in mostly- alternative channels like university newspapers , la crosse tribune, etc

Milestones

Milestone	Due Date	Who's Responsible
Remodeling permits	August 15, 2013	Bijan Jadali
Purchasing kitchen and bar equipment	September 20, 2013	Bijan Jadali
Purchasing restaurant furniture and decoration	October 01, 2013	Bijan Jadali
Staff hiring	October 25, 2013	Operational Manager
Kitchen and bar equipment installation	October 28, 2013	Bijan Jadali
Architectural design and remodeling	October 31, 2013	Bijan Jadali
Web page design and mobile app development	November 01, 2013	Bijan Jadali
Purchasing food ingredients and beverages	November 01, 2013	Operational Manager
Menu and Production	November 15, 2013	Bijan Jadali
Soft Opening	November 21, 2013	Bijan Jadali
Grand opening	December 14, 2013	Bijan Jadali

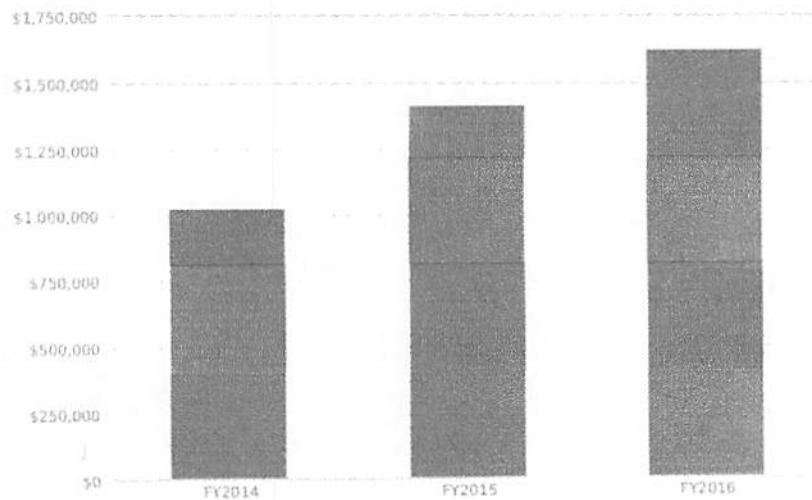
Financial Plan

Sales Forecast

Sales Forecast

	FY2014	FY2015	FY2016
Sales			
Meals	\$420,000	\$620,000	\$815,000
Drinks	\$595,000	\$785,000	\$795,000
Restaurant Merchandise	\$4,900	\$6,200	\$7,200
Total Sales	\$1,019,900	\$1,411,200	\$1,617,200
Direct Cost			
Meals	\$147,000	\$217,000	\$285,250
Drinks	\$119,000	\$157,000	\$159,000
Restaurant Merchandise	\$1,960	\$2,480	\$2,880
Total Direct Cost	\$267,960	\$376,480	\$447,130
Gross Margin	\$751,940	\$1,034,720	\$1,170,070
Gross Margin %	74%	73%	72%

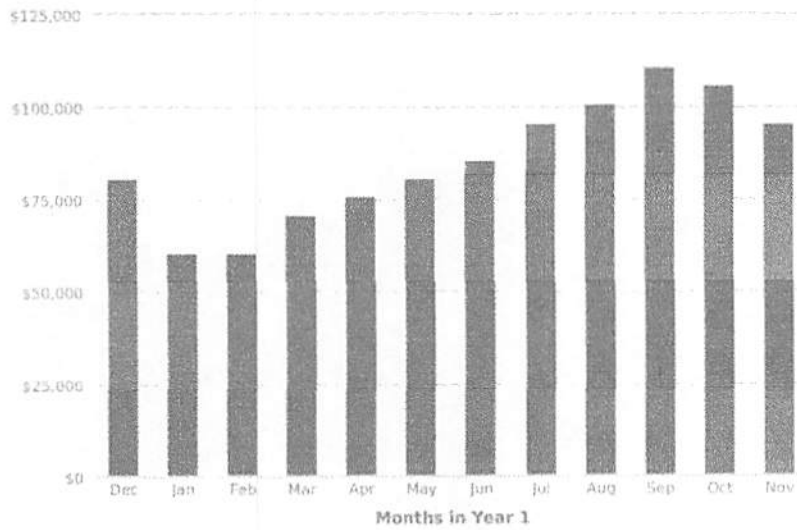
Sales by Year



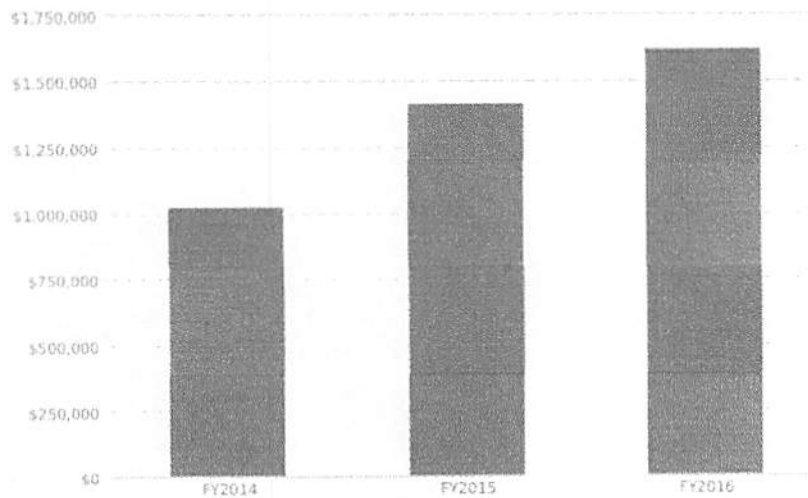
About the Sales Forecast

The sales projections start in the month of December 2013. There is a traditional slow season that runs through January and February. Then a steady rise through the spring. We are forecasting a considerable rise in our sales during the summer and Autumn. The Christmas season and month of December are the best time of the year for sales in the food industry. There is a 50% growth in sales predicted for the third year of our operation.

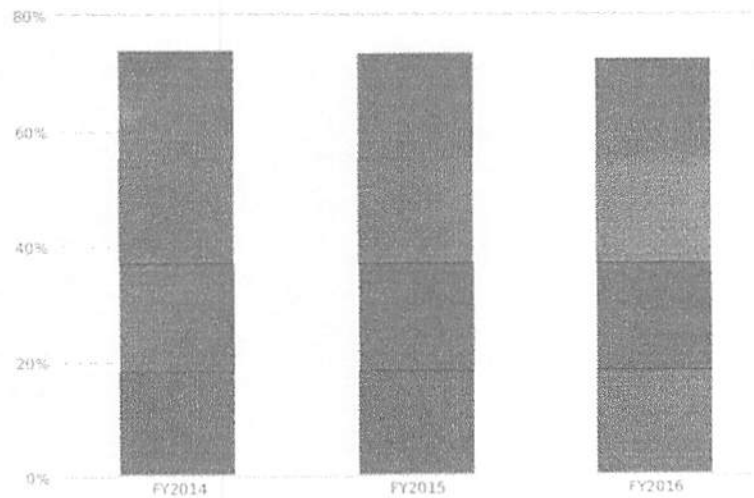
Sales by Month



Sales by Year



Gross Margin by Year



Personnel Plan

Personnel Table

	FY2014	FY2015	FY2016
Management	\$62,000	\$68,200	\$75,020
cooks	\$72,000	\$79,200	\$87,120
Waiters / Waitresses	\$55,000	\$55,000	\$55,000
Hostesses	\$21,000	\$22,050	\$23,153
Bartenders	\$46,000	\$46,000	\$46,000
Bus Boys and Dishwashers	\$21,000	\$23,100	\$25,410
Total	\$277,000	\$293,550	\$311,703

About the Personnel Plan

The personal plan reflects what we would like to keep as a steady positioning through out the years. The business employs the Following:

- One full-time operational Manager
- One full-time assistant manager
- Four full-time cooks
- Two full-time bartenders
- Two part-time bus boys and dishwashers
- Two Part-time hostesses
- Six part-time waiters/waiteresses

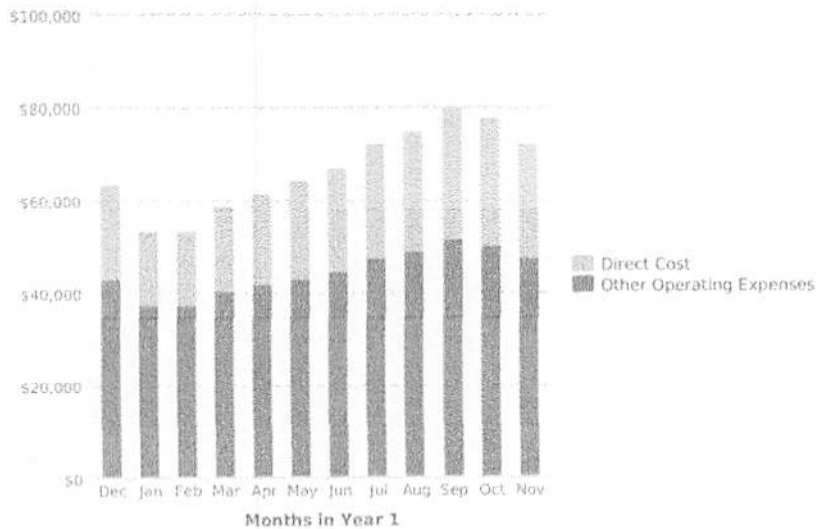
It appears we don't need more than 18 employees to run the business until the fourth and fifth year, if and when we are successful enough to expand.

Budget

Budget Table

	FY2014	FY2015	FY2016
Operating Expenses			
Salary	\$277,000	\$293,550	\$311,703
Employee Related Expenses	\$55,400	\$58,710	\$62,341
Marketing & Promotions	\$30,597	\$42,336	\$48,516
Rent	\$0	\$0	\$0
Utilities	\$14,400	\$14,400	\$14,400
Office Supplies	\$600	\$600	\$600
Insurance	\$1,800	\$1,800	\$1,800
Accounting and Payroll	\$1,200	\$1,200	\$1,200
Repairs and maintenance	\$2,400	\$2,400	\$2,400
others	\$2,400	\$2,400	\$2,400
Restaurant and Bar Permit fees	\$1,500	\$1,500	\$1,500
Property Tax	\$4,650	\$4,650	\$4,650
Total Operating Expenses	\$391,947	\$423,546	\$451,510
Major Purchases			
Kitchen and Bar equipment	\$68,000	\$0	\$0
Total Major Purchases	\$68,000	\$0	\$0

Expenses by Month



About the Budget

Startup Costs

Our start-up expenses come to \$40,000 which is mostly Advertising, Salaries, Insurance and legal costs associated with opening our first restaurant. We also require \$380,000 of start-up assets, which includes \$50,000 cash and \$313,000 of long-term assets. The start-up costs are to be financed some by direct owner investment as well as with the help of a small business loan.

Start-up Requirements

Start-up Expenses

Advertising and Promotional	\$21,000
Pre-opening salaries	\$9,000
Legal	\$2,500
Consultants	\$1,000
Insurance	\$1,500
Other	\$5,000

Total Start-up Expenses \$40,000

Start-up Assets

Cash Required	\$50,000
Start-up Inventory	\$17,000
Other Current Assets	\$0
Long-term Assets (Real Estate \$245,000 + Equipment \$68,000)	\$313,000
Total Assets	\$380,000
Total Requirements	\$420,000

Start-up Funding

Start-up Expenses to Fund	\$40,000
Start-up Assets to Fund	\$380,000
Total Funding Required	\$420,000
Assets	
Non-cash Assets from Start-up	\$330,000
Cash Requirements from Start-up	\$50,000
Additional Cash Raised	\$0
Cash Balance on Starting Date	\$50,000
Total Assets	\$380,000
Liabilities and Capital	
Liabilities	
Current Borrowing	\$0
Long-term Liabilities	\$200,000
Accounts Payable (Outstanding Bills)	\$0
Other Current Liabilities (interest-free)	\$0
Total Liabilities	\$200,000
Capital	
Planned Investment	
Investor 1	\$220,000
Other	\$0
Additional Investment Requirement	\$0
Total Planned Investment	\$220,000
Loss at Start-up (Start-up Expenses)	(\$40,000)
Total Capital	\$180,000
Total Capital and Liabilities	\$380,000
Total Funding	\$420,000

Cash Flow Assumptions

Cash Flow Assumptions

Cash Inflow

% of Sales on Credit	0%
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Cash Outflow

% of Purchases on Credit	60%
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Avg Payment Delay (Days)	15
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About the Cash Flow Assumptions

We have set the payment schedule for our own expenses at 15 days. Since we receive payment at the time of our service, we have no business-to-business sales on credit. We do maintain inventory of the products we sell as part of our full range of services, but we plan to maintain only a 15-day supply. This will help to keep our inventory costs down.

Key Metrics for Success

- Dedication to the finest quality ingredients and "make it happen no matter what" Customer service.
- Ongoing employee education and recognition programs.
- Competitive pricing.

- To make our customer to feel that are surrounded by good people who enjoy awesome food and beer, great music, and sports.

- providing an easily accessible location for customer convenience, including walk-by and drive-by traffic

Loans and Investments

Loans and Investments Table

	FY2014	FY2015	FY2016
Small Business development Loan Program Loan at 3% interest for 60 mos.	\$200,000	\$0	\$0
Owner Fundings From His Savings Loan at 0% interest for 60 mos.	\$220,000	\$0	\$0
Total Amount Received	\$420,000	\$0	\$0

Sources of Funds

Golden Taps is seeking a Long-Term Small Business Development Loan. This Loan will be paid from the cash flow of the business within 5 years at 3% interest, collateralized by the assets of the company, backed by personal integrity, experience, and contractual guarantee from the owner.

The owner of the company will invest \$220,000 from his savings.

Use of Funds

Golden Taps will use its financial resources to Purchase a business propriety in Downtown La crosse. We Use the rest of the financial resources for the following:

- Construction and Remodeling
- Kitchen and bar equipment
- Restaurant Furniture and decoration

- Startup Expenses

Break- even Analysis

Four our Break-even Analysis, we assume running costs which include our full payroll, utilities and an estimation of other running costs.

Break-even Analysis

Monthly units Break-even 7,333

Monthly revenue Break-even \$44,000

Assumptions:

Average per-Unit Revenue \$6

Average per-unit variable cost \$1.5

Estimated Monthly Fixed Cost \$33,000

Financial Statements

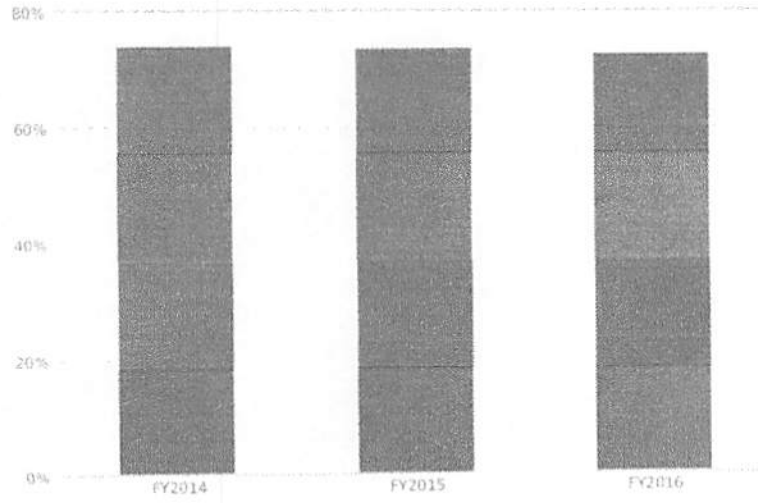
Profit and Loss Statement

Profit and Loss Statement

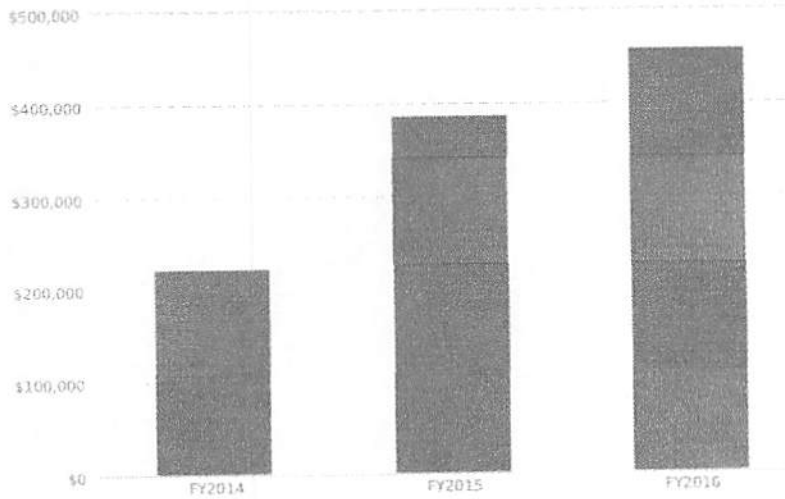
	FY2014	FY2015	FY2016
Revenue	\$1,019,900	\$1,411,200	\$1,617,200
Direct Cost	\$267,960	\$376,480	\$447,130
Gross Margin	\$751,940	\$1,034,720	\$1,170,070
Gross Margin %	74%	73%	72%
Operating Expenses			
Salary	\$277,000	\$293,550	\$311,703
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Restaurant and Bar Permit fees	\$1,500	\$1,500	\$1,500
Property Tax	\$4,650	\$4,650	\$4,650
Total Operating Expenses	\$391,947	\$423,546	\$451,510
Operating Income	\$359,993	\$611,174	\$718,560
Interest Incurred	\$5,072	\$4,438	\$3,260
Depreciation and Amortization	\$13,600	\$13,600	\$13,600
Income Taxes	\$119,462	\$207,598	\$245,595
Total Expenses	\$798,041	\$1,025,662	\$1,161,095

Net Profit	\$221,859	\$385,538	\$456,105
Net Profit / Sales	22%	27%	28%

Gross Margin by Year



Net Profit (or Loss) by Year



About the Profit and Loss Statement

The company generates a profit as sales revenue gets above the break-even line. A push on sales will be very important in generating bottom line profits. Gross margins are based on the industry markup for food and drinks. Profit will rise sharply over the first three years as sales are spread over these relatively stable expenses.

Balance Sheet

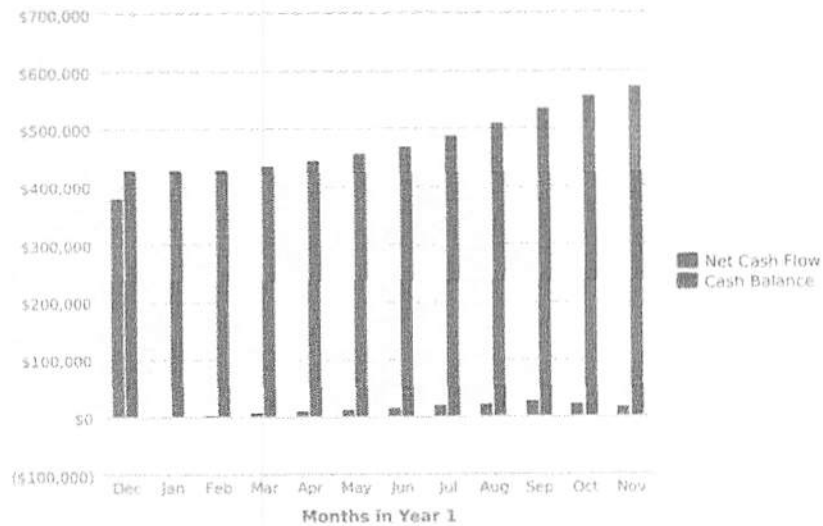
As of Period's End	Starting Balances	FY2014	FY2015	FY2016
Cash	\$0	\$571,803	\$891,588	\$1,279,131
Accounts Receivable	\$0	\$0	\$0	\$0
Inventory	\$0	\$0	\$0	\$0
Total Current Assets	\$0	\$571,803	\$891,588	\$1,279,131
Long-Term Assets	\$0	\$68,000	\$68,000	\$68,000
Accumulated Depreciation	\$0	(\$13,600)	(\$27,200)	(\$40,800)
Total Long-Term Assets	\$0	\$54,400	\$40,800	\$27,200
Total Assets	\$0	\$626,203	\$932,388	\$1,306,331
Accounts Payable	\$0	\$9,143	\$12,484	\$14,194
Sales Taxes Payable	\$0	\$0	\$0	\$0
Short-Term Debt	\$0	\$0	\$0	\$0
Total Current Liabilities	\$0	\$9,143	\$12,484	\$14,194
Long-Term Debt	\$0	\$345,201	\$262,507	\$178,635
Total Liabilities	\$0	\$354,344	\$274,991	\$192,829
Paid-In Capital	\$0	\$0	\$0	\$0
Retained Earnings	\$0	\$0	\$221,859	\$607,397
Earnings	\$0	\$221,859	\$385,538	\$456,105
Total Owner's Equity	\$0	\$221,859	\$607,397	\$1,063,502
Total Liabilities & Equity	\$0	\$576,203	\$882,388	\$1,256,331

Cash Flow Statement

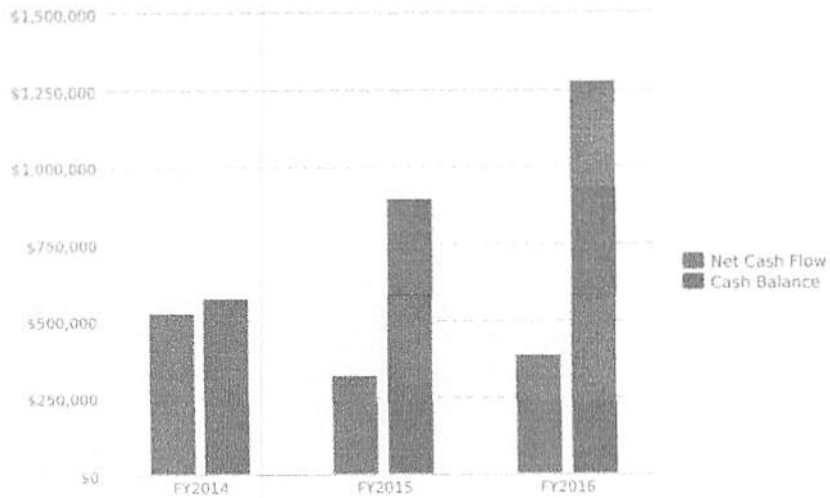
Cash Flow Statement

	FY2014	FY2015	FY2016
Operations			
Net Profit	\$221,859	\$385,538	\$456,105
Depreciation and Amortization	\$13,600	\$13,600	\$13,600
Change in Accounts Receivable	\$0	\$0	\$0
Change in Inventory	\$0	\$0	\$0
Change in Accounts Payable	\$9,143	\$3,341	\$1,710
Change in Sales Taxes Payable	\$0	\$0	\$0
Net Cash Flow from Operations	\$244,602	\$402,479	\$471,415
Investing & Financing			
Assets Purchased or Sold	(\$68,000)	\$0	\$0
Investments Received	\$0	\$0	\$0
Change in Short-Term Debt	\$0	\$0	\$0
Change in Long-Term Debt	\$345,201	(\$82,694)	(\$83,872)
Net Cash Flow from Investing & Financing	\$277,201	(\$82,694)	(\$83,872)
Cash at Beginning of Period	\$50,000	\$571,803	\$891,588
Net Change in Cash	\$521,803	\$319,785	\$387,543
Cash at End of Period	\$571,803	\$891,588	\$1,279,131

Cash Flow by Month



Cash Flow by Year



About the Cash Flow Statement

Starting from a cash balance of \$50,000, the company is projected to generate a net positive cash flow in its first year. Its primary cash outlay will be making payments on the loan to buy the store building and paying its monthly operating expenses.