



CONFIDENTIAL

Lagoon Hospitality

Sea food culinary journey , healthy cuisine offerings and exceptional cocktail choices at Lagoon location on a man-made Marjan Island

Business Plan

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Executive Summary

Who We Are

K Lagoon Sea Food Restaurant Inspiration

A sense of intimacy. Personal connections. A welcoming yet sophisticated restaurant. And a wide range of global sea food cuisine created by a Khaled El Sayed Attia featured chef.

Chef **KHALED EL SAYED ATTIA** *the Creator of K Lagoon* has over 16 years culinary experience in UAE and has been engaged with some of the finest restaurant conceptions and five stars hotels in UAE.

Some of Chef Khaled awards and publications:

- Leader for Culinary Team competition 2011
- Interview for Gulf News newspaper
- Interview for Dubai Time Newspaper
- Publications for Friday Magazine, Al Bayan Newspaper
- Video shooting for Culinary TV Show
- Best Outlet Award – 2008

K Lagoon Sea Food Restaurant Cuisine

Semi Fine Dining Sea Food restaurant offering exquisite selections to give the guest a rich variety of classic, contemporary and fine dining choices. And the service is legendary.

K Lagoon Cafe Bar

Warm atmosphere, breath taking view, comfortable furniture with shisha choice and the sweet scent of the freshly healthy pastries, organic breakfast and tropical cocktails create an instant emotional connection. K Lagoon Café is a great place to relax at any time of day and is a great place to party at night. Many guests will like to stop by

during the day or in the evening for one of the specialty dessert and bar cocktails, have shisha and chat about a great vacation that they have or a wonderful time just enjoyed at Marjan Island. There will be always something to talk about at K Lagoon Café.

What We Sell

K Lagoon comes in such an amazing array of flavours - Mediterranean, Arabic , Tropical.

Dining with K Lagoon is an experience beyond the obvious, a globally influenced blend of classic and contemporary to semi fine dining sea food menus created by Chef Khaled , featured chef. It's always a perfect marriage of flavours and the artful presentation of cuisine.

There are also many different kinds of experiences at K Lagoon Cafe Bar , held in breath taking view location, where guests can choose a set time every day or night and have healthy choices of pastries and entertain with tropical cocktails mixed by excited arabic shisha taste.

Who We Sell To

Marjan Island is a tourist destination of choice. K Lagoon is located at most beautiful part of Marjan Island with sea lagoon view and the biggest percentage of K Lagoon guest are the tourists at the hotels in Marjan Island. K Lagoon will offer to the tourists an exceptional service with high standards food quality and entertain them with various bar and cafe health dining choices, as well also will offer sport activities.

K Lagoon will also attract residence of Marjan Island by offering them exclusive food and beverage packages and discounted option for celebrating events.

K Lagoon will attract local guests by offering them different dining , shisha and beverage choices that they have not experienced in the area.

Financial Summary

Financial Highlights

K Lagoon will fund its start up largely through major investment of \$ 500K.

The funds needed include:

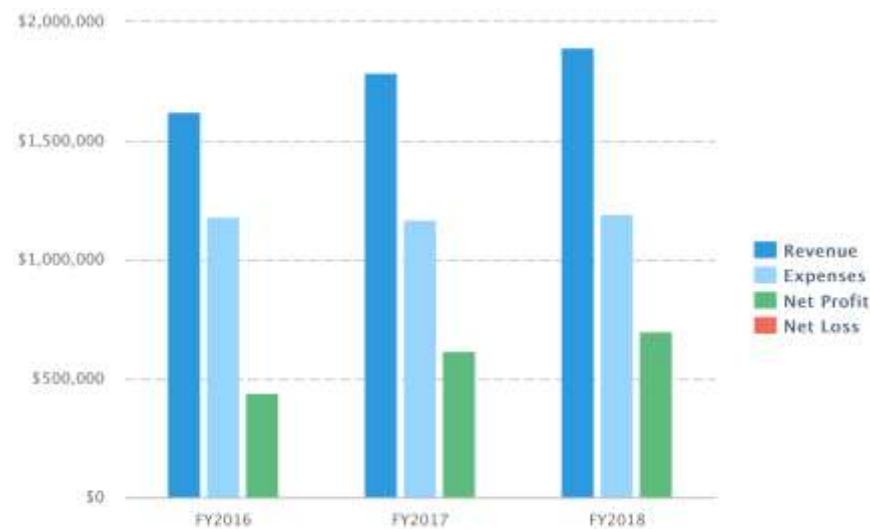
- operation start up expenses and major start up purchases
- marketing and manpower expenses
- company operations licence documentations

Sources for the funds include:

- \$500,000 in convertible debt from investors for an equity stake of 10% in K Lagoon (diluting the current ownership equally) and 10% interest paid over three years. Likely investors include family and angel investors interested in a start-up firm, along with some guaranteed returns
- Cash flow surpluses in the later half of 2016 to make up the remainder

The business will return to stronger profits and gross margins after the acquisition.

Financial Highlights by Year



Mission and Vision

To sell delicious and remarkable food and drinks. That the food and drink we sell meets the highest standards of quality, freshness and seasonality and combines both modern-creative and traditional styles of cooking. To consistently provide our guests with impeccable service by demonstrating warmth, graciousness, efficiency, knowledge, professionalism and integrity in our work. To have every customer who comes through our doors leave impressed by K Lagoon and excited to come back again. To create and maintain a restaurant and cafe bar that is comprehensive and exceptional in its attention to every detail of operation. To provide all who work with us a friendly, cooperative and rewarding environment which encourages long- term, satisfying, growth employment. To keep our concept fresh, exciting and on the cutting edge of the hospitality and entertainment industry. To be a giving member of the Marjan Island community and to use our restaurant and Cafe Bar outlets to improve the quality of life in the UAE region.

K Lagoon Objectives

- Provide the highest quality food and drinks that the guests will experience as first choice at Lagoon Sea View location
- Create working environment where each person will work as team of working family with clear goals to achieve that will profit everyone
- To have strong marketing strategy to launch the conception strongly in the market
- First year sales to hit 1,5 - 1, 8 Mil AED with 16% growth in the first three years
- High Gross Margins
- Maintain the cost consistent within the planned budget
- Create, maintain and expand outstanding reputation
- Be the first semi fine dining sea food restaurant and the first healthy Cafe, modern style Lagoon Bar choice in the growing Marjan Island community

K Lagoone Value

To provide K Lagoon guests with an exceptional, different choice of dining, healthy organic meal choices in lagoon sea view location and modern style bar conception, offering large cocktail choices and valuable experience, which will bring the guests back to back.

K Lagoon

Company Overview

K Lagoon is a new conception that will provide high-level dining experience and exceptional service with style and will offer

- High quality sea food fine and semi fine dining choices
- Healthy organic dining choices
- Large variety of tropical beverages and cocktails
- Exceptional sea view at Marjan Island (man-made) island lagoon

What will set K Lagoon from the competition is our commitment to provide top services in one beautiful location in a growing luxury environment.

Management Team

The initial management team consists of Chef ***KHALED EL SAYED ATTIA*** and Ms. **Elena Yordanova** - partners in developing and running K Lagoon concept.

Chef ***KHALED EL SAYED ATTIA - Director Operations, the Creator of K Lagoon concept*** has over 16 years culinary experience in UAE and has been engaged with some of the finest restaurant conceptions and five stars hotels in UAE.

Chef Khaled will be responsible to run K Lagoon operation and manage K Lagoon team.

Ms. **Elena Yordanova - Director Sales , Marketing and Administration** - in charge of K Lagoon administration, sales and marketing policy and procedures , responsible for recruitment and assisting K Lagoon Director operations with all day to day tasks.

Products and Services

Products and Services

K Lagoon will offer to its guests:

- high quality sea food dining
- healthy organic menu in K Lagoon Cafe
- modern style bar with large cocktail choices
- high standard service with style

Competitors

1. **Rixox Bab Al Bahr** - five stars all inclusive hotel resort offering al a carte dining including sea food and bar choices, however not reach menus and not fine dining choices. K Lagoon will offer large choice of daily fresh sea food, with different approach and high standards of service , K Lagoon Cafe will offer healthy organic variety of dining which is new in the market,. K Lagoon bar will offer attractive prices and larger cocktail choices , high quality European service with attention to details.

Target Market

Market Overview

40% - tourists

37 % residents

23 % local guests

Market Needs

Great food,

Great service

Good prices

Breath taking atmosphere

Good music

Stylish and fancy furnisher

We're proud to present an unparalleled wealth of choices every day and evening.

Working literally around the clock, the galleys delight in sending out artfully presented dishes, every delicate micro-green garnish perfectly in place combined with high standards service with style and detailed attention to each guests will make K Lagoon the Best Choice at Marjan Island.

Strategy and Implementation

Marketing Plan

Overview

Best Restaurant Promotion Ideas

- Word of Mouth
- Shared thoughts or comments on social media channels or portals
- offering a „Food event“
- Use press and local radio stations
- promotion through social media channels
- Restaurant Content for Facebook and G
- Make Exclusive Events For Loyal Followers

Positioning

K Lagoon drivers of customer satisfaction and offering a genuinely differentiated customer experience.

Maybe it's the fact that guests are greeted by name. Perhaps it's because guests merely mentioned a favourite dessert and it appears after dinner without asking.

With one staff member for nearly every two guests, K Lagoon's personal service anticipates every need.

Unobtrusively. Intuitively. K Lagoon guests are people who like to feel restored and relaxed-effortlessly. In K Lagoon restaurant , K Lagoon Organic Cafe or K Lagoon Bar , anywhere at all, at anytime, K Lagoon family goes the extra mile to ensure every aspect of guest experience turns out just the way guests want it.

Pricing

Attractive prices that offers an exceptional dining experience!

Promotion

- Food events
- Bar (cocktail) events
- Seafood brunch
- Gift certificates
- Special discounted packages for regular guests
- Three referrals = one breakfast, lunch or dinner gift certificate.
- Create specified packages = one dinner with beverage package for a special discount price.
- family events discount rate.
- Use promotional items such as T shirts, coffee mugs, etc. with K Lagoon logo imprinted.

Distribution

Direct sales to K Lagoon Guests and offering outdoor catering.

Milestones

Milestone	Due Date
K Lagoon Logo	November 30, 2014
K Lagoon Web Page	December 01, 2014
K Lagoon Pre Opening	September 01, 2015
K Lagoon Grand Opening	October 01, 2015

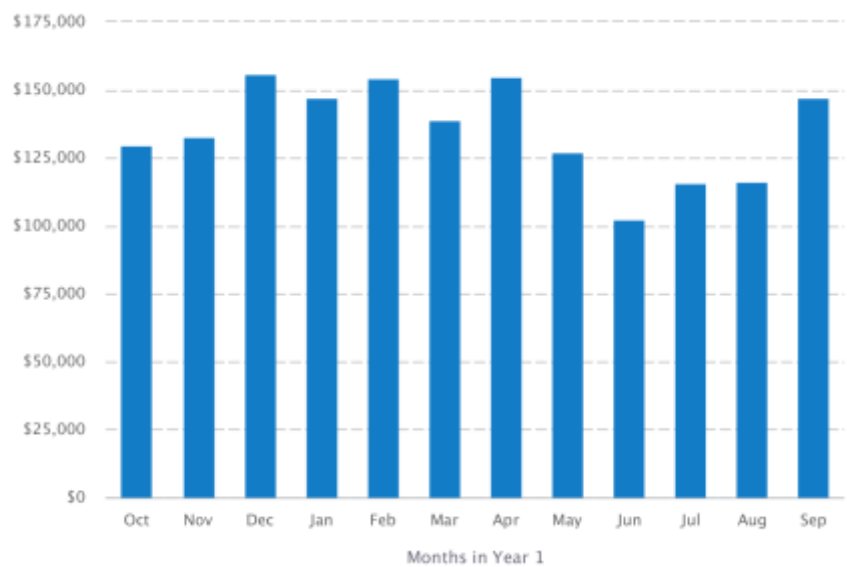
Financial Plan

Revenue Forecast

Revenue Forecast

	FY2016	FY2017	FY2018
Revenue			
Sea Food Restaurant	\$660,708	\$726,778	\$770,384
K Lagoon Cafe	\$325,344	\$357,878	\$379,350
K Lagoon Bar	\$637,227	\$700,949	\$743,005
Total Revenue	\$1,623,279	\$1,785,605	\$1,892,739
Direct Cost			
Sea Food Restaurant	\$224,641	\$247,105	\$261,931
K Lagoon Cafe	\$97,603	\$107,363	\$113,805
K Lagoon Bar	\$121,073	\$133,180	\$141,171
Total Direct Cost	\$443,317	\$487,648	\$516,907
Gross Margin	\$1,179,962	\$1,297,957	\$1,375,832
Gross Margin %	73%	73%	73%

Revenue by Month



About the Revenue Forecast

Personnel Plan

Personnel Table

	FY2016	FY2017	FY2018
Outlet Manager	\$29,400	\$29,400	\$29,400
Asst Manager Restaurant	\$11,436	\$11,436	\$11,436
Asst Manager Bar	\$11,436	\$11,436	\$11,436
F&B Service Line Staff - 9 people	\$61,740	\$61,740	\$61,740
Outlet Chef	\$39,240	\$39,240	\$39,240
Jr Sous Chef	\$14,700	\$14,700	\$14,700
CDP Pastry and Bakery	\$11,436	\$11,436	\$11,436
Demi CDP - 2 people	\$16,344	\$16,344	\$16,344
Commis Chefs - 3 people	\$17,640	\$17,640	\$17,640
Kitchen Steward - 3 people	\$11,772	\$11,772	\$11,772
Accountant and Purchasing	\$13,080	\$13,080	\$13,080
Driver	\$8,172	\$8,172	\$8,172
Security	\$6,528	\$6,528	\$6,528
DJ	\$11,436	\$11,436	\$11,436
Total	\$264,360	\$264,360	\$264,360

About the Personnel Plan

Budget

Budget Table

	FY2016	FY2017	FY2018
Operating Expenses			
Salary	\$264,360	\$264,360	\$264,360
Employee Related Expenses	\$66,096	\$66,096	\$66,096
Marketing & Promotions	\$49,000	\$20,000	\$15,000
Rent	\$136,128	\$136,128	\$136,128
Utilities	\$33,600	\$33,600	\$33,600
Insurance	\$21,780	\$21,780	\$21,780
Company Registration Expenses	\$30,000	\$10,900	\$10,900
Company Trade Mark	\$5,000	\$0	\$0
Other expenses	\$30,000	\$30,000	\$30,000
Legal Expenses	\$5,000	\$0	\$0
Total Operating Expenses	\$640,964	\$582,864	\$577,864
Major Purchases			
Company Car	\$45,000	\$0	\$0
Kitchen Equipment	\$245,028	\$0	\$0
Interior Furnisher	\$70,000	\$0	\$0
Pastry and Bar Equipment	\$45,000	\$0	\$0
Small operation equipment	\$35,000	\$0	\$0
IT and Software	\$25,000	\$0	\$0
Other Expenses	\$30,000	\$0	\$0
Total Major Purchases	\$495,028	\$0	\$0

Expenses by Month



About the Budget

Start-up Costs

Cash Flow Assumptions

Cash Flow Assumptions

Cash Inflow	
% of Sales on Credit	10%
Avg Collection Period (Days)	0
Cash Outflow	
% of Purchases on Credit	10%
Avg Payment Delay (Days)	0
Inventory	
Months to Keep on Hand	1
Minimum Inventory Purchase	\$0

About the Cash Flow Assumptions

Loans and Investments

Loans and Investments Table

	FY2016	FY2017	FY2018
Investors			
Equity investment	\$500,000	\$0	\$0
Total Amount Received	\$500,000	\$0	\$0

Sources of Funds and Use of Funds

Sources for the funds include:

- \$500,000 in convertible debt from investors for an equity stake of 10% in K Lagoon (diluting the current ownership equally) and 10% interest paid over three years. Likely investors include family and angel investors interested in a start-up firm, along with some guaranteed returns
- Cash flow surpluses in the later half of 2016 to make up the remainder

Financial Statements

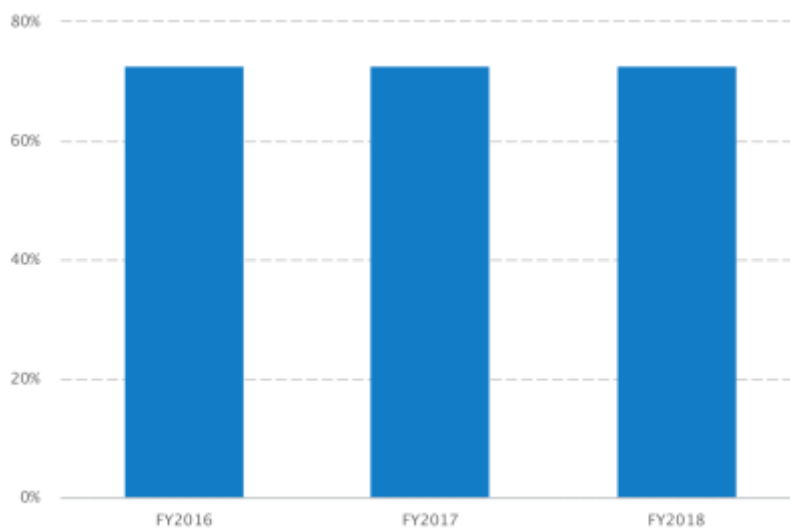
Profit and Loss Statement

Profit and Loss Statement

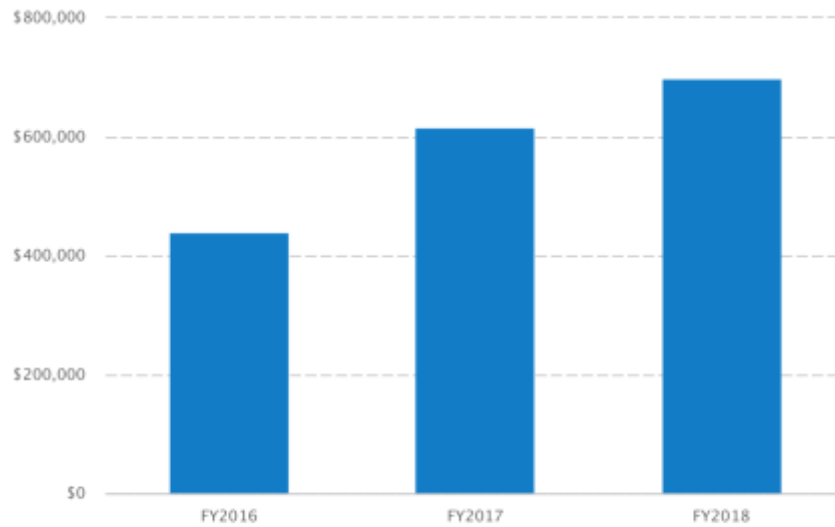
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Direct Cost	\$443,317	\$487,648	\$516,907
Gross Margin	\$1,179,962	\$1,297,957	\$1,375,832
Gross Margin %	73%	73%	73%
Operating Expenses			
Salary	\$264,360	\$264,360	\$264,360
Employee Related Expenses	\$66,096	\$66,096	\$66,096
Marketing & Promotions	\$49,000	\$20,000	\$15,000
Rent	\$136,128	\$136,128	\$136,128
Utilities	\$33,600	\$33,600	\$33,600
Insurance	\$21,780	\$21,780	\$21,780
Company Registration Expenses	\$30,000	\$10,900	\$10,900
Company Trade Mark	\$5,000	\$0	\$0
Other expenses	\$30,000	\$30,000	\$30,000
Legal Expenses	\$5,000	\$0	\$0
Total Operating Expenses	\$640,964	\$582,864	\$577,864
Operating Income	\$538,998	\$715,093	\$797,968
Interest Incurred	\$0	\$0	\$0
Depreciation and Amortization	\$99,006	\$99,006	\$99,006
Income Taxes	\$0	\$0	\$0

Total Expenses	\$1,183,287	\$1,169,518	\$1,193,777
Net Profit	\$439,992	\$616,087	\$698,962
Net Profit / Sales	27%	35%	37%

Gross Margin by Year



Net Profit (or Loss) by Year



About the Profit and Loss Statement

Balance Sheet

Balance Sheet

As of Period's End	FY2016	FY2017	FY2018
Cash	\$503,334	\$1,215,989	\$2,013,954
Accounts Receivable	\$0	\$0	\$0
Inventory	\$40,636	\$43,074	\$43,077
Total Current Assets	\$543,970	\$1,259,063	\$2,057,031
Long-Term Assets	\$495,028	\$495,028	\$495,028
Accumulated Depreciation	(\$99,006)	(\$198,012)	(\$297,018)
Total Long-Term Assets	\$396,022	\$297,016	\$198,010
Total Assets	\$939,992	\$1,556,079	\$2,255,041
Accounts Payable	\$0	\$0	\$0
Sales Taxes Payable	\$0	\$0	\$0
Short-Term Debt	\$0	\$0	\$0
Total Current Liabilities	\$0	\$0	\$0
Long-Term Debt	\$0	\$0	\$0
Total Liabilities	\$0	\$0	\$0
Paid-In Capital	\$500,000	\$500,000	\$500,000
Retained Earnings	\$0	\$439,992	\$1,056,079
Earnings	\$439,992	\$616,087	\$698,962
Total Owner's Equity	\$939,992	\$1,556,079	\$2,255,041
Total Liabilities & Equity	\$939,992	\$1,556,079	\$2,255,041

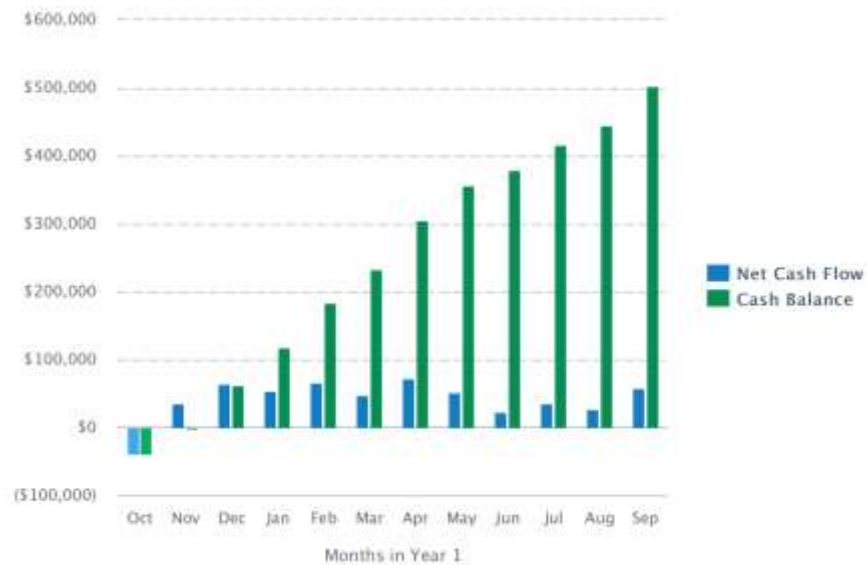
About the Balance Sheet

Cash Flow Statement

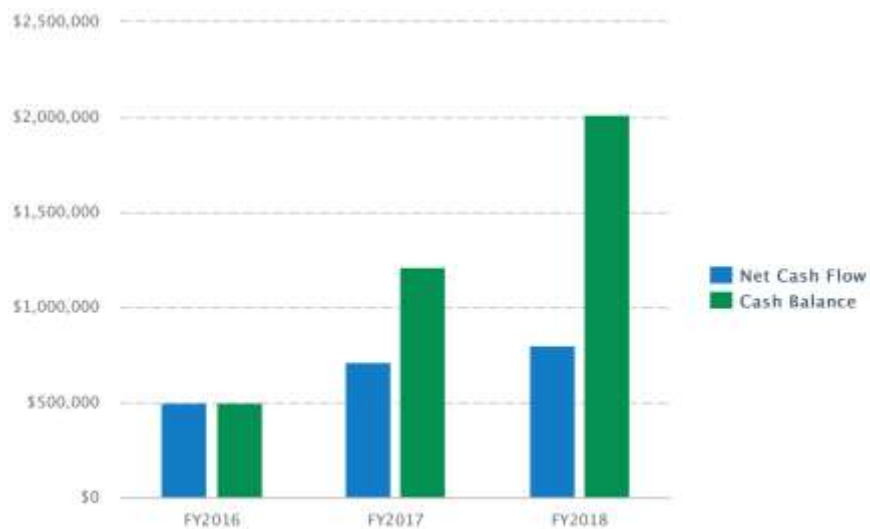
Cash Flow Statement

	FY2016	FY2017	FY2018
Operations			
Net Profit	\$439,992	\$616,087	\$698,962
Depreciation and Amortization	\$99,006	\$99,006	\$99,006
Change in Accounts Receivable	\$0	\$0	\$0
Change in Inventory	(\$40,636)	(\$2,438)	(\$3)
Change in Accounts Payable	\$0	\$0	\$0
Change in Sales Taxes Payable	\$0	\$0	\$0
Net Cash Flow from Operations	\$498,362	\$712,655	\$797,965
Investing & Financing			
Assets Purchased or Sold	(\$495,028)	\$0	\$0
Investments Received	\$500,000	\$0	\$0
Change in Short-Term Debt	\$0	\$0	\$0
Change in Long-Term Debt	\$0	\$0	\$0
Net Cash Flow from Investing & Financing	\$4,972	\$0	\$0
Cash at Beginning of Period	\$0	\$503,334	\$1,215,989
Net Change in Cash	\$503,334	\$712,655	\$797,965
Cash at End of Period	\$503,334	\$1,215,989	\$2,013,954

Cash Flow by Month



Cash Flow by Year



About the Cash Flow Statement

Appendix

Revenue Forecast

Revenue Forecast Table (With Monthly Detail)

FY2016	Oct '15	Nov '15	Dec '15	Jan '16	Feb '16	Mar '16	Apr '16	May '16	Jun '16	Jul '16	Aug '16	Sep '16
Revenue												
Sea Food Restaurant	\$50,638	\$53,086	\$65,336	\$62,886	\$63,702	\$54,719	\$63,703	\$49,751	\$38,501	\$47,000	\$48,500	\$62,886
K Lagoon Cafe	\$26,953	\$28,586	\$29,403	\$29,403	\$31,037	\$32,671	\$34,303	\$28,586	\$17,000	\$19,000	\$19,000	\$29,402
K Lagoon Bar	\$52,271	\$51,000	\$61,257	\$54,723	\$59,624	\$51,456	\$57,173	\$49,000	\$47,000	\$50,000	\$49,000	\$54,723
Total Revenue	\$129,862	\$132,672	\$155,996	\$147,012	\$154,363	\$138,846	\$155,179	\$127,337	\$102,501	\$116,000	\$116,500	\$147,011
Direct Cost												
Sea Food Restaurant	\$17,217	\$18,049	\$22,214	\$21,382	\$21,658	\$18,605	\$21,659	\$16,915	\$13,090	\$15,980	\$16,490	\$21,382
K Lagoon Cafe	\$8,086	\$8,576	\$8,821	\$8,821	\$9,311	\$9,801	\$10,291	\$8,576	\$5,100	\$5,700	\$5,700	\$8,820
K Lagoon Bar	\$9,931	\$9,690	\$11,639	\$10,398	\$11,328	\$9,777	\$10,863	\$9,310	\$8,930	\$9,500	\$9,310	\$10,397
Total Direct Cost	\$35,234	\$36,315	\$42,674	\$40,601	\$42,297	\$38,183	\$42,813	\$34,801	\$27,120	\$31,180	\$31,500	\$40,599
Gross Margin	\$94,628	\$96,357	\$113,322	\$106,411	\$112,066	\$100,663	\$112,366	\$92,536	\$75,381	\$84,820	\$85,000	\$106,412
Gross Margin %	73%	73%	73%	72%	73%	72%	72%	73%	74%	73%	73%	72%

K Lagoon

	FY2016	FY2017	FY2018
Revenue			
Sea Food Restaurant	\$660,708	\$726,778	\$770,384
K Lagoon Cafe	\$325,344	\$357,878	\$379,350
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Gross Margin	\$1,179,962	\$1,297,957	\$1,375,832
Gross Margin %	73%	73%	73%

Personnel Plan

Personnel Table (With Monthly Detail)

FY2016	Oct '15	Nov '15	Dec '15	Jan '16	Feb '16	Mar '16	Apr '16	May '16	Jun '16	Jul '16	Aug '16	Sep '16
Outlet Manager	\$2,450	\$2,450	\$2,450	\$2,450	\$2,450	\$2,450	\$2,450	\$2,450	\$2,450	\$2,450	\$2,450	\$2,450
Asst Manager Restaurant	\$953	\$953	\$953	\$953	\$953	\$953	\$953	\$953	\$953	\$953	\$953	\$953
Asst Manager Bar	\$953	\$953	\$953	\$953	\$953	\$953	\$953	\$953	\$953	\$953	\$953	\$953
F&B Service Line Staff - 9 people	\$5,145	\$5,145	\$5,145	\$5,145	\$5,145	\$5,145	\$5,145	\$5,145	\$5,145	\$5,145	\$5,145	\$5,145
Outlet Chef	\$3,270	\$3,270	\$3,270	\$3,270	\$3,270	\$3,270	\$3,270	\$3,270	\$3,270	\$3,270	\$3,270	\$3,270
Jr Sous Chef	\$1,225	\$1,225	\$1,225	\$1,225	\$1,225	\$1,225	\$1,225	\$1,225	\$1,225	\$1,225	\$1,225	\$1,225
CDP Pastry and Bakery	\$953	\$953	\$953	\$953	\$953	\$953	\$953	\$953	\$953	\$953	\$953	\$953
Demi CDP - 2 people	\$1,362	\$1,362	\$1,362	\$1,362	\$1,362	\$1,362	\$1,362	\$1,362	\$1,362	\$1,362	\$1,362	\$1,362
Commis Chefs - 3 people	\$1,470	\$1,470	\$1,470	\$1,470	\$1,470	\$1,470	\$1,470	\$1,470	\$1,470	\$1,470	\$1,470	\$1,470
Kitchen Steward - 3 people	\$981	\$981	\$981	\$981	\$981	\$981	\$981	\$981	\$981	\$981	\$981	\$981
Accountant and Purchasing	\$1,090	\$1,090	\$1,090	\$1,090	\$1,090	\$1,090	\$1,090	\$1,090	\$1,090	\$1,090	\$1,090	\$1,090
Driver	\$681	\$681	\$681	\$681	\$681	\$681	\$681	\$681	\$681	\$681	\$681	\$681
Security	\$544	\$544	\$544	\$544	\$544	\$544	\$544	\$544	\$544	\$544	\$544	\$544
DJ	\$953	\$953	\$953	\$953	\$953	\$953	\$953	\$953	\$953	\$953	\$953	\$953
Total	\$22,030	\$22,030	\$22,030	\$22,030	\$22,030	\$22,030	\$22,030	\$22,030	\$22,030	\$22,030	\$22,030	\$22,030

K Lagoon

	FY2016	FY2017	FY2018
Outlet Manager	\$29,400	\$29,400	\$29,400
Asst Manager Restaurant	\$11,436	\$11,436	\$11,436
Asst Manager Bar	\$11,436	\$11,436	\$11,436
F&B Service Line Staff - 9 people	\$61,740	\$61,740	\$61,740
Outlet Chef	\$39,240	\$39,240	\$39,240
Jr Sous Chef	\$14,700	\$14,700	\$14,700
CDP Pastry and Bakery	\$11,436	\$11,436	\$11,436
Demi CDP - 2 people	\$16,344	\$16,344	\$16,344
Commis Chefs - 3 people	\$17,640	\$17,640	\$17,640
Kitchen Steward - 3 people	\$11,772	\$11,772	\$11,772
Accountant and Purchasing	\$13,080	\$13,080	\$13,080
Driver	\$8,172	\$8,172	\$8,172
Security	\$6,528	\$6,528	\$6,528
DJ	\$11,436	\$11,436	\$11,436
Total	\$264,360	\$264,360	\$264,360

Budget

Budget Table (With Monthly Detail)

FY2016	Oct '15	Nov '15	Dec '15	Jan '16	Feb '16	Mar '16	Apr '16	May '16	Jun '16	Jul '16	Aug '16	Sep '16
Operating Expenses												
Salary	\$22,030	\$22,030	\$22,030	\$22,030	\$22,030	\$22,030	\$22,030	\$22,030	\$22,030	\$22,030	\$22,030	\$22,030
Employee Related Expenses	\$5,508	\$5,508	\$5,508	\$5,508	\$5,508	\$5,508	\$5,508	\$5,508	\$5,508	\$5,508	\$5,508	\$5,508
Marketing & Promotions	\$15,000	\$8,000	\$5,000	\$4,000	\$3,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000
Rent	\$11,344	\$11,344	\$11,344	\$11,344	\$11,344	\$11,344	\$11,344	\$11,344	\$11,344	\$11,344	\$11,344	\$11,344
Utilities	\$2,800	\$2,800	\$2,800	\$2,800	\$2,800	\$2,800	\$2,800	\$2,800	\$2,800	\$2,800	\$2,800	\$2,800
Insurance	\$1,815	\$1,815	\$1,815	\$1,815	\$1,815	\$1,815	\$1,815	\$1,815	\$1,815	\$1,815	\$1,815	\$1,815
Company Registration Expenses	\$30,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Company Trade Mark	\$5,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Other expenses	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500
Legal Expenses	\$5,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Operating Expenses	\$100,997	\$53,997	\$50,997	\$49,997	\$48,997	\$47,997	\$47,997	\$47,997	\$47,997	\$47,997	\$47,997	\$47,997
Major Purchases												
Company Car	\$45,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Kitchen Equipment	\$245,028	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

K Lagoon

Interior Furnisher	\$70,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Pastry and Bar Equipment	\$45,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Small operation equipment	\$35,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
IT and Software	\$25,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Other Expenses	\$30,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Major Purchases	\$495,028	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

	FY2016	FY2017	FY2018
Operating Expenses			
Salary	\$264,360	\$264,360	\$264,360
Employee Related Expenses	\$66,096	\$66,096	\$66,096
Marketing & Promotions	\$49,000	\$20,000	\$15,000
Rent	\$136,128	\$136,128	\$136,128
Utilities	\$33,600	\$33,600	\$33,600
Insurance	\$21,780	\$21,780	\$21,780
Company Registration Expenses	\$30,000	\$10,900	\$10,900
Company Trade Mark	\$5,000	\$0	\$0
Other expenses	\$30,000	\$30,000	\$30,000
Legal Expenses	\$5,000	\$0	\$0
Total Operating Expenses	\$640,964	\$582,864	\$577,864
Major Purchases			
Company Car	\$45,000	\$0	\$0
Kitchen Equipment	\$245,028	\$0	\$0
Interior Furnisher	\$70,000	\$0	\$0
Pastry and Bar Equipment	\$45,000	\$0	\$0
Small operation equipment	\$35,000	\$0	\$0
IT and Software	\$25,000	\$0	\$0
Other Expenses	\$30,000	\$0	\$0
Total Major Purchases	\$495,028	\$0	\$0

Loans and Investments

Loans and Investments Table (With Monthly Detail)

FY2016	Oct '15	Nov '15	Dec '15	Jan '16	Feb '16	Mar '16	Apr '16	May '16	Jun '16	Jul '16	Aug '16	Sep '16
Investors Equity investment	\$500,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Amount Received	\$500,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

	FY2016	FY2017	FY2018
Investors Equity investment	\$500,000	\$0	\$0
Total Amount Received	\$500,000	\$0	\$0

Profit and Loss Statement

Profit and Loss Statement (With Monthly Detail)

FY2016	Oct '15	Nov '15	Dec '15	Jan '16	Feb '16	Mar '16	Apr '16	May '16	Jun '16	Jul '16	Aug '16	Sep '16
Revenue	\$129,862	\$132,672	\$155,996	\$147,012	\$154,363	\$138,846	\$155,179	\$127,337	\$102,501	\$116,000	\$116,500	\$147,011
Direct Cost	\$35,234	\$36,315	\$42,674	\$40,601	\$42,297	\$38,183	\$42,813	\$34,801	\$27,120	\$31,180	\$31,500	\$40,599
Gross Margin	\$94,628	\$96,357	\$113,322	\$106,411	\$112,066	\$100,663	\$112,366	\$92,536	\$75,381	\$84,820	\$85,000	\$106,412
Gross Margin %	73%	73%	73%	72%	73%	72%	72%	73%	74%	73%	73%	72%
Operating Expenses												
Salary	\$22,030	\$22,030	\$22,030	\$22,030	\$22,030	\$22,030	\$22,030	\$22,030	\$22,030	\$22,030	\$22,030	\$22,030
Employee Related Expenses	\$5,508	\$5,508	\$5,508	\$5,508	\$5,508	\$5,508	\$5,508	\$5,508	\$5,508	\$5,508	\$5,508	\$5,508
Marketing & Promotions	\$15,000	\$8,000	\$5,000	\$4,000	\$3,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000
Rent	\$11,344	\$11,344	\$11,344	\$11,344	\$11,344	\$11,344	\$11,344	\$11,344	\$11,344	\$11,344	\$11,344	\$11,344
Utilities	\$2,800	\$2,800	\$2,800	\$2,800	\$2,800	\$2,800	\$2,800	\$2,800	\$2,800	\$2,800	\$2,800	\$2,800
Insurance	\$1,815	\$1,815	\$1,815	\$1,815	\$1,815	\$1,815	\$1,815	\$1,815	\$1,815	\$1,815	\$1,815	\$1,815
Company Registration Expenses	\$30,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Company Trade Mark	\$5,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Other expenses	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500
Legal Expenses	\$5,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

Total Operating Expenses	\$100,997	\$53,997	\$50,997	\$49,997	\$48,997	\$47,997	\$47,997	\$47,997	\$47,997	\$47,997	\$47,997	\$47,997
Operating Income	(\$6,369)	\$42,360	\$62,325	\$56,414	\$63,069	\$52,666	\$64,369	\$44,539	\$27,384	\$36,823	\$37,003	\$58,415
Interest Incurred	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Depreciation and Amortization	\$8,248	\$8,248	\$8,249	\$8,249	\$8,251	\$8,251	\$8,251	\$8,251	\$8,252	\$8,252	\$8,252	\$8,252
Income Taxes	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Expenses	\$144,479	\$98,560	\$101,920	\$98,847	\$99,545	\$94,431	\$99,061	\$91,049	\$83,369	\$87,429	\$87,749	\$96,848
Net Profit	(\$14,617)	\$34,112	\$54,076	\$48,165	\$54,818	\$44,415	\$56,118	\$36,288	\$19,132	\$28,571	\$28,751	\$50,163
Net Profit / Sales	(11%)	26%	35%	33%	36%	32%	36%	28%	19%	25%	25%	34%

	FY2016	FY2017	FY2018
Revenue	\$1,623,279	\$1,785,605	\$1,892,739
Direct Cost	\$443,317	\$487,648	\$516,907
Gross Margin	\$1,179,962	\$1,297,957	\$1,375,832
Gross Margin %	73%	73%	73%
Operating Expenses			
Salary	\$264,360	\$264,360	\$264,360
Employee Related Expenses	\$66,096	\$66,096	\$66,096
Marketing & Promotions	\$49,000	\$20,000	\$15,000
Rent	\$136,128	\$136,128	\$136,128
Utilities	\$33,600	\$33,600	\$33,600
Insurance	\$21,780	\$21,780	\$21,780
Company Registration Expenses	\$30,000	\$10,900	\$10,900
Company Trade Mark	\$5,000	\$0	\$0
Other expenses	\$30,000	\$30,000	\$30,000
Legal Expenses	\$5,000	\$0	\$0
Total Operating Expenses	\$640,964	\$582,864	\$577,864
Operating Income	\$538,998	\$715,093	\$797,968
Interest Incurred	\$0	\$0	\$0
Depreciation and Amortization	\$99,006	\$99,006	\$99,006
Income Taxes	\$0	\$0	\$0
Total Expenses	\$1,183,287	\$1,169,518	\$1,193,777
Net Profit	\$439,992	\$616,087	\$698,962

Net Profit / Sales	27%	35%	37%
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Balance Sheet

Balance Sheet (With Monthly Detail)

As of Period's End	Oct '15	Nov '15	Dec '15	Jan '16	Feb '16	Mar '16	Apr '16	May '16	Jun '16	Jul '16	Aug '16	Sep '16
Cash	(\$37,712)	(\$1,711)	\$62,687	\$117,405	\$184,588	\$232,624	\$305,005	\$357,225	\$380,549	\$417,052	\$444,956	\$503,334
Accounts Receivable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Inventory	\$36,315	\$42,674	\$40,601	\$42,297	\$38,183	\$42,813	\$34,801	\$27,120	\$31,180	\$31,500	\$40,599	\$40,636
Total Current Assets	(\$1,397)	\$40,963	\$103,288	\$159,702	\$222,771	\$275,437	\$339,806	\$384,345	\$411,729	\$448,552	\$485,555	\$543,970
Long-Term Assets	\$495,028	\$495,028	\$495,028	\$495,028	\$495,028	\$495,028	\$495,028	\$495,028	\$495,028	\$495,028	\$495,028	\$495,028
Accumulated Depreciation	(\$8,248)	(\$16,496)	(\$24,745)	(\$32,994)	(\$41,245)	(\$49,496)	(\$57,747)	(\$65,998)	(\$74,250)	(\$82,502)	(\$90,754)	(\$99,006)
Total Long-Term Assets	\$486,780	\$478,532	\$470,283	\$462,034	\$453,783	\$445,532	\$437,281	\$429,030	\$420,778	\$412,526	\$404,274	\$396,022
Total Assets	\$485,383	\$519,495	\$573,571	\$621,736	\$676,554	\$720,969	\$777,087	\$813,375	\$832,507	\$861,078	\$889,829	\$939,992
Accounts Payable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Sales Taxes Payable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Short-Term Debt	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Current Liabilities	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Long-Term Debt	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

K Lagoon

Total Liabilities	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Paid-In Capital	\$500,000	\$500,000	\$500,000	\$500,000	\$500,000	\$500,000	\$500,000	\$500,000	\$500,000	\$500,000	\$500,000	\$500,000
Retained Earnings	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Earnings	(\$14,617)	\$19,495	\$73,571	\$121,736	\$176,554	\$220,969	\$277,087	\$313,375	\$332,507	\$361,078	\$389,829	\$439,992
Total Owner's Equity	\$485,383	\$519,495	\$573,571	\$621,736	\$676,554	\$720,969	\$777,087	\$813,375	\$832,507	\$861,078	\$889,829	\$939,992
Total Liabilities & Equity	\$485,383	\$519,495	\$573,571	\$621,736	\$676,554	\$720,969	\$777,087	\$813,375	\$832,507	\$861,078	\$889,829	\$939,992

As of Period's End	FY2016	FY2017	FY2018
Cash	\$503,334	\$1,215,989	\$2,013,954
Accounts Receivable	\$0	\$0	\$0
Inventory	\$40,636	\$43,074	\$43,077
Total Current Assets	\$543,970	\$1,259,063	\$2,057,031
Long-Term Assets	\$495,028	\$495,028	\$495,028
Accumulated Depreciation	(\$99,006)	(\$198,012)	(\$297,018)
Total Long-Term Assets	\$396,022	\$297,016	\$198,010
Total Assets	\$939,992	\$1,556,079	\$2,255,041
Accounts Payable	\$0	\$0	\$0
Sales Taxes Payable	\$0	\$0	\$0
Short-Term Debt	\$0	\$0	\$0
Total Current Liabilities	\$0	\$0	\$0
Long-Term Debt	\$0	\$0	\$0
Total Liabilities	\$0	\$0	\$0
Paid-In Capital	\$500,000	\$500,000	\$500,000
Retained Earnings	\$0	\$439,992	\$1,056,079
Earnings	\$439,992	\$616,087	\$698,962
Total Owner's Equity	\$939,992	\$1,556,079	\$2,255,041
Total Liabilities & Equity	\$939,992	\$1,556,079	\$2,255,041

Cash Flow Statement

Cash Flow Statement (With Monthly Detail)

FY2016	Oct '15	Nov '15	Dec '15	Jan '16	Feb '16	Mar '16	Apr '16	May '16	Jun '16	Jul '16	Aug '16	Sep '16
Operations												
Net Profit	(\$14,617)	\$34,112	\$54,076	\$48,165	\$54,818	\$44,415	\$56,118	\$36,288	\$19,132	\$28,571	\$28,751	\$50,163
Depreciation and Amortization	\$8,248	\$8,248	\$8,249	\$8,249	\$8,251	\$8,251	\$8,251	\$8,251	\$8,252	\$8,252	\$8,252	\$8,252
Change in Accounts Receivable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Change in Inventory	(\$36,315)	(\$6,359)	\$2,073	(\$1,696)	\$4,114	(\$4,630)	\$8,012	\$7,681	(\$4,060)	(\$320)	(\$9,099)	(\$37)
Change in Accounts Payable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Change in Sales Taxes Payable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Net Cash Flow from Operations	(\$42,684)	\$36,001	\$64,398	\$54,718	\$67,183	\$48,036	\$72,381	\$52,220	\$23,324	\$36,503	\$27,904	\$58,378
Investing & Financing												
Assets Purchased or Sold	(\$495,028)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Investments Received	\$500,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Change in Short-Term Debt	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

K Lagoon

Change in Long-Term Debt	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Net Cash Flow from Investing & Financing	\$4,972	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Cash at Beginning of Period	\$0	(\$37,712)	(\$1,711)	\$62,687	\$117,405	\$184,588	\$232,624	\$305,005	\$357,225	\$380,549	\$417,052	\$444,956
Net Change in Cash	(\$37,712)	\$36,001	\$64,398	\$54,718	\$67,183	\$48,036	\$72,381	\$52,220	\$23,324	\$36,503	\$27,904	\$58,378
Cash at End of Period	(\$37,712)	(\$1,711)	\$62,687	\$117,405	\$184,588	\$232,624	\$305,005	\$357,225	\$380,549	\$417,052	\$444,956	\$503,334

	FY2016	FY2017	FY2018
Operations			
Net Profit	\$439,992	\$616,087	\$698,962
Depreciation and Amortization	\$99,006	\$99,006	\$99,006
Change in Accounts Receivable	\$0	\$0	\$0
Change in Inventory	(\$40,636)	(\$2,438)	(\$3)
Change in Accounts Payable	\$0	\$0	\$0
Change in Sales Taxes Payable	\$0	\$0	\$0
Net Cash Flow from Operations	\$498,362	\$712,655	\$797,965
Investing & Financing			
Assets Purchased or Sold	(\$495,028)	\$0	\$0
Investments Received	\$500,000	\$0	\$0
Change in Short-Term Debt	\$0	\$0	\$0
Change in Long-Term Debt	\$0	\$0	\$0
Net Cash Flow from Investing & Financing	\$4,972	\$0	\$0
Cash at Beginning of Period	\$0	\$503,334	\$1,215,989
Net Change in Cash	\$503,334	\$712,655	\$797,965
Cash at End of Period	\$503,334	\$1,215,989	\$2,013,954