

Executive Summary

Who We Are

Jacob's Catering is a full service catering business that services the metropolitan New York area. Jacob's Catering offers an array of catering services including can meet all your catering needs. We are professional and extremely competent ensuring that our services are of the highest quality as customer satisfaction is our goal.

What We Sell

Jacob's Catering features the cooking of both local and international dishes specifically centered around Caribbean dishes. Our services consist of catering for all events including but not limited to corporate events, weddings and holiday. Our catering services also extend to event management, consulting services and trainings.

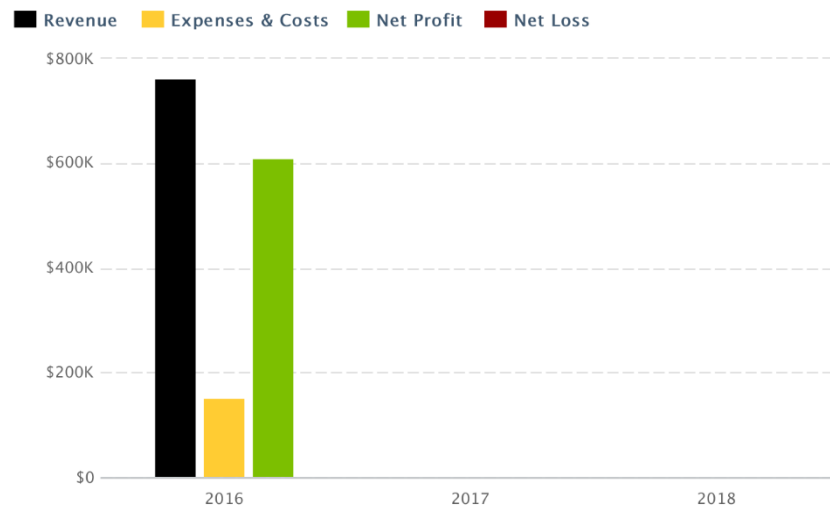
Who We Sell To

Our current target market includes individuals from all walks of life and all types of companies and organizations. Our services are requested from all types of individuals and organizations as the need to celebrate an event or milestone is not defined by race, gender etc. Our aim is to leverage our city's corporate structure and provide catering services to the many large corporations within the city.

Financial Summary

Financial Highlights

Financial Highlights by Year



Company

Company Overview

Jacob Catering is a full service catering business that will be located in the East NY area of Brooklyn. Jacob Catering is owned by Carlene Jacob who has over 10 years experience in the catering and food service industry and is supported by an incredibly competent staff that brings over 40 years of experience. We will be offering a full array of catering services such as food preparations, serving, party planning, post clean up and consultations. We will be extremely affordable and intend to become an important part of our community.

Company History

Management Team

Technology

Jacob's Catering is a full service retail catering company that provides customers with hospitable catering services. Jacob's Catering uses the modern technology to reach out to our customers and potential customers. The catering company uses social media to market its services to customers online and the technology is used to target a large market for the services of Jacob's Catering provides.

The modern technologies that are currently being used by the company includes social networking through computers and phones as well as other computer devices to reach out to people by marketing its catering services (Wang, 2013). In comparison to past marketing methods such as public advertisements in open grounds the current technology being used is cost effective. This is because once an advertisement is posted on social media; it can be viewed by many viewers. Therefore a single post is less expensive given it will reach out to a large number of the target market.

Products and Services

Products and Services

Jacob Catering is a full service catering business that provides great tasting food at an affordable price. In addition to cooking, we focus on event management which includes event set up, food, serving and clean up, consulting services and trainings.. Our services also consist of catering for all events including but not limited to corporate events, weddings and holidays.

Competitors

Currently in East NY area of Brooklyn there are only a few catering services available to the public, and only one that offers a full array of catering services a Jacob Catering will be providing. Kleins Catering Services currently offers full party planning services which includes set-ups, serving, post party clean up, consultations and party planning services. They serve the same geographic area that Jacob catering will be serving but as a new business coming forward we are able to offer fresh ideas that are more appropriate for the catering climate that we are currently in.

Intellectual Property

The company's intellectual property ranges from our products to the brand of products. Jacob's Catering catering has a brand of its own that differentiates it from other retail companies involved in the same business. Our products include what we provide our customers with during our catering services. These are foods and drinks that Jacob's prepares as meals for customers. The company's logo comprises of images of some of the food prepared by Jacob's Catering to symbolize our ownership.

Jacob's Catering company wishes to add other intellectual properties in the future. Moreover the company also wishes to own more food products for serving customers in need of the catering services as well as build more catering retail branches in different areas. The additional intellectual properties will force the company to have to acquire the intellectual property rights to be proof of ownership of the new creativity (Singh, 2014). However the new creations will also enable the business to grow and become successful in future

Target Market

Market Overview

Market Needs

Strategy and Implementation

Marketing Plan

Overview

Positioning

Pricing

Promotion

Distribution

Milestones

Milestone	Due Date
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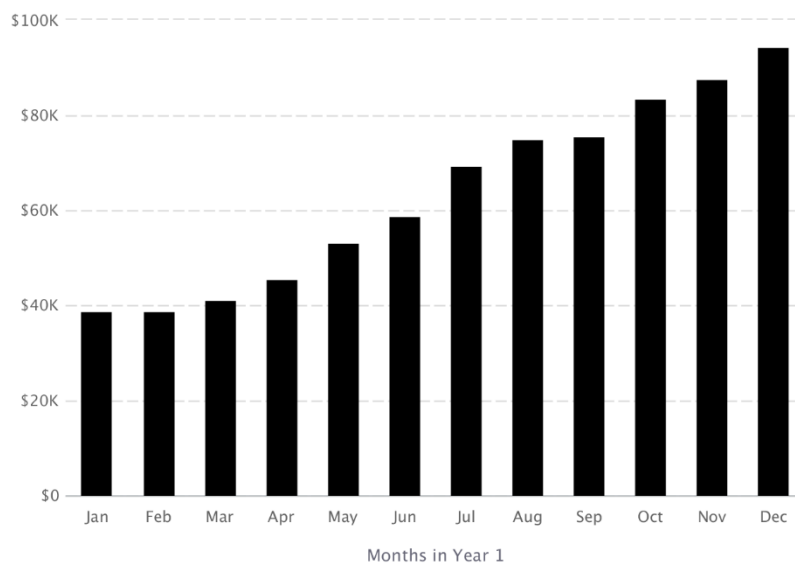
Financial Plan

Revenue Forecast

Revenue Forecast

	2016	2017	2018
Revenue			
Test	\$761,700		
Total Revenue	\$761,700		
Direct Cost			
Total Direct Cost			
Gross Margin	\$761,700		
Gross Margin %	100%		

Revenue by Month



About the Revenue Forecast

Personnel Plan

Personnel Table

	2016	2017	2018
Total			

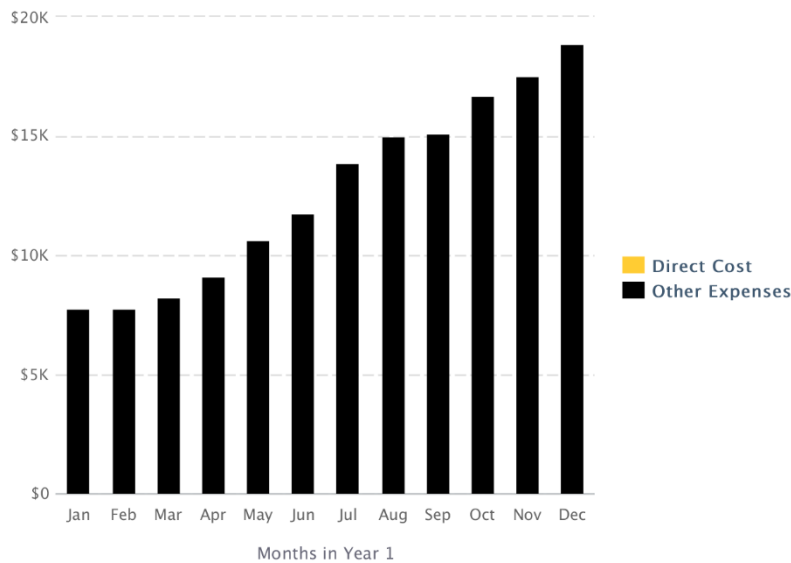
About the Personnel Plan

Budget

Budget Table

	2016	2017	2018
Operating Expenses			
Salary			
Employee Related Expenses			
Utilities			
Office Supplies			
Insurance			
Total Operating Expenses			

Expenses by Month



About the Budget

Starting Balances

Cash Flow Assumptions

Cash Flow Assumptions

Cash Inflow	
% of Sales on Credit	100%
Avg Collection Period (Days)	30
Cash Outflow	
% of Purchases on Credit	83%
Avg Payment Delay (Days)	15
Inventory	
Months to Keep on Hand	0
Minimum Inventory Purchase	\$0

About the Cash Flow Assumptions

Loans and Investments

Loans and Investments Table

	2016	2017	2018
Total Amount Received			

Sources of Funds

Use of Funds

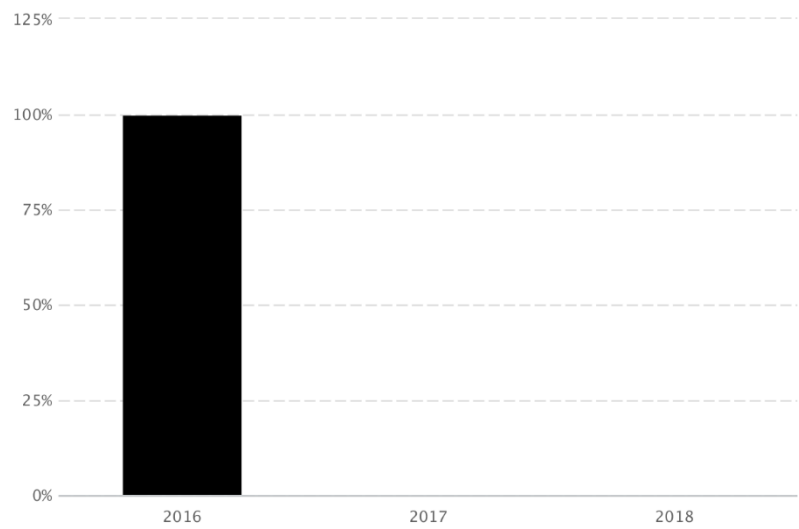
Financial Statements

Profit and Loss Statement

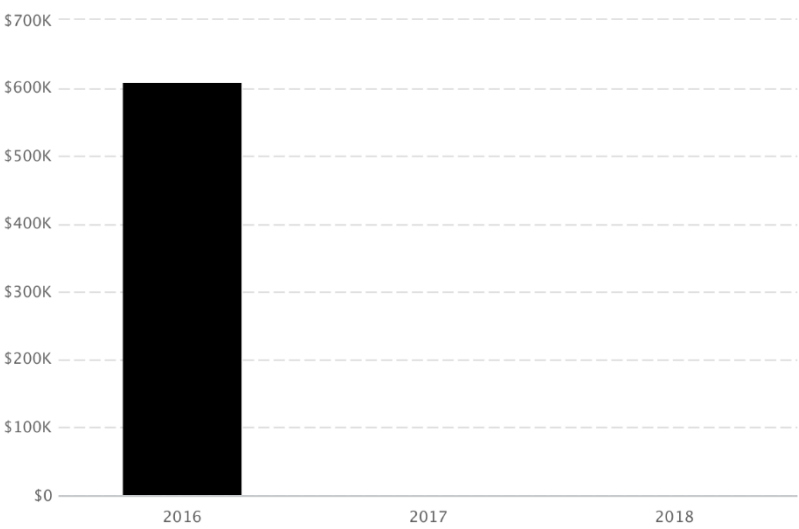
Profit and Loss Statement

	2016	2017	2018
Revenue	\$761,700		
Direct Costs			
Gross Margin	\$761,700		
Gross Margin %	100%		
Operating Expenses			
Salary			
Employee Related Expenses			
Utilities			
Office Supplies			
Insurance			
Total Operating Expenses			
Operating Income	\$761,700		
Interest Incurred			
Depreciation and Amortization			
Income Taxes	\$152,340	\$0	\$0
Total Expenses	\$152,340	\$0	\$0
Net Profit	\$609,360	\$0	\$0
Net Profit / Sales	80%		

Gross Margin by Year



Net Profit (or Loss) by Year



About the Profit and Loss Statement

Balance Sheet

Balance Sheet

	2016	2017	2018
Cash	\$667,200	\$609,360	\$609,360
Accounts Receivable	\$94,500	\$0	\$0
Inventory			
Other Current Assets			
Total Current Assets	\$761,700	\$609,360	\$609,360
Long-Term Assets			
Accumulated Depreciation			
Total Long-Term Assets			
Total Assets	\$761,700	\$609,360	\$609,360
Accounts Payable			
Income Taxes Payable	\$152,340	\$0	\$0
Sales Taxes Payable	\$0	\$0	\$0
Short-Term Debt			
Prepaid Revenue			
Total Current Liabilities	\$152,340	\$0	\$0
Long-Term Debt			
Total Liabilities	\$152,340	\$0	\$0
Paid-in Capital			
Retained Earnings		\$609,360	\$609,360
Earnings	\$609,360	\$0	\$0
Total Owner's Equity	\$609,360	\$609,360	\$609,360
Total Liabilities & Equity	\$761,700	\$609,360	\$609,360

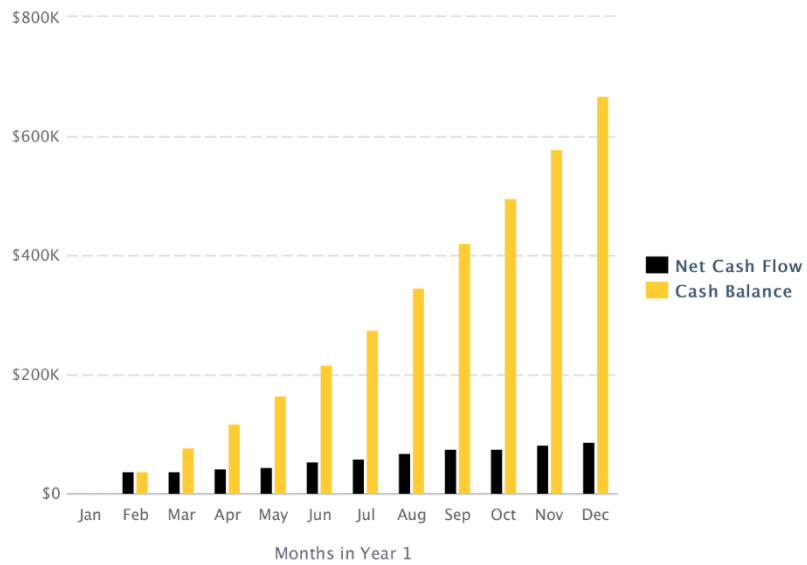
About the Balance Sheet

Cash Flow Statement

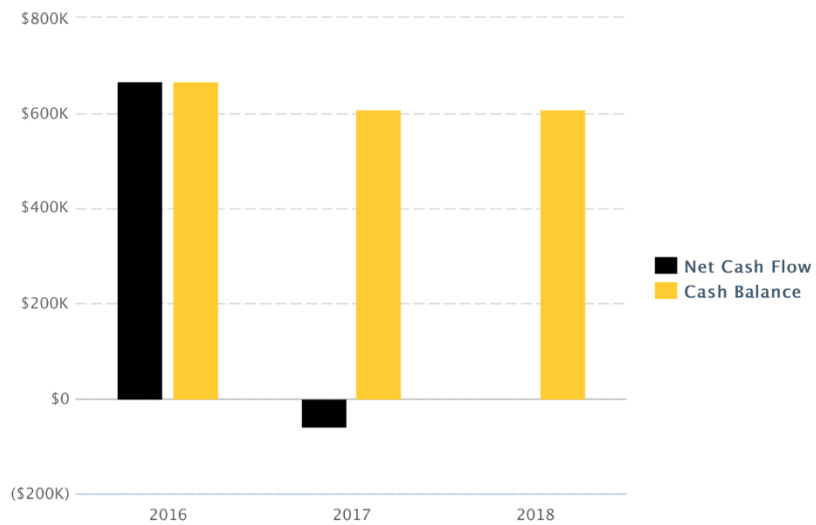
Cash Flow Statement

	2016	2017	2018
Net Cash Flow from Operations			
Net Profit	\$609,360	\$0	\$0
Depreciation and Amortization			
Change in Accounts Receivable	(\$94,500)	\$94,500	\$0
Change in Inventory			
Change in Accounts Payable			
Change in Income Tax Payable	\$152,340	(\$152,340)	\$0
Change in Sales Tax Payable	\$0	\$0	\$0
Change in Prepaid Revenue			
Net Cash Flow from Operations	\$667,200	(\$57,840)	\$0
Investing & Financing			
Assets Purchased or Sold			
Investments Received			
Change in Long-Term Debt			
Change in Short-Term Debt			
Dividends & Distributions			
Net Cash Flow from Investing & Financing			
Cash at Beginning of Period	\$0	\$667,200	\$609,360
Net Change in Cash	\$667,200	(\$57,840)	\$0
Cash at End of Period	\$667,200	\$609,360	\$609,360

Cash Flow by Month



Cash Flow by Year



About the Cash Flow Statement

Appendix

Revenue Forecast

Revenue Forecast Table (With Monthly Detail)

2016	Jan '16	Feb '16	Mar '16	Apr '16	May '16	Jun '16	Jul '16	Aug '16	Sep '16	Oct '16	Nov '16	Dec '16
Revenue												
Test	\$38,700	\$38,700	\$41,300	\$45,500	\$53,200	\$58,700	\$69,400	\$74,900	\$75,700	\$83,400	\$87,700	\$94,500
Total Revenue	\$38,700	\$38,700	\$41,300	\$45,500	\$53,200	\$58,700	\$69,400	\$74,900	\$75,700	\$83,400	\$87,700	\$94,500
Direct Cost												
Total Direct Cost												
Gross Margin	\$38,700	\$38,700	\$41,300	\$45,500	\$53,200	\$58,700	\$69,400	\$74,900	\$75,700	\$83,400	\$87,700	\$94,500
Gross Margin %	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

	2016	2017	2018
Revenue			
Test	\$761,700		
Total Revenue	\$761,700		
Direct Cost			
Total Direct Cost			
Gross Margin	\$761,700		
Gross Margin %	100%		

Personnel Plan

Personnel Table (With Monthly Detail)

2016	Jan '16	Feb '16	Mar '16	Apr '16	May '16	Jun '16	Jul '16	Aug '16	Sep '16	Oct '16	Nov '16	Dec '16
Total												

	2016	2017	2018
Total			

Budget

Budget Table (With Monthly Detail)

2016	Jan '16	Feb '16	Mar '16	Apr '16	May '16	Jun '16	Jul '16	Aug '16	Sep '16	Oct '16	Nov '16	Dec '16
Operating Expenses												
Salary												
Employee Related Expenses												
Utilities												
Office Supplies												
Insurance												
Total Operating Expenses												

	2016	2017	2018
Operating Expenses			
Salary			
Employee Related Expenses			
Utilities			
Office Supplies			
Insurance			
Total Operating Expenses			

Loans and Investments

Loans and Investments Table (With Monthly Detail)

2016	Jan '16	Feb '16	Mar '16	Apr '16	May '16	Jun '16	Jul '16	Aug '16	Sep '16	Oct '16	Nov '16	Dec '16
Total Amount Received												

	2016	2017	2018
Total Amount Received			

Profit and Loss Statement

Profit and Loss Statement (With Monthly Detail)

2016	Jan '16	Feb '16	Mar '16	Apr '16	May '16	Jun '16	Jul '16	Aug '16	Sep '16	Oct '16	Nov '16	Dec '16
Revenue	\$38,700	\$38,700	\$41,300	\$45,500	\$53,200	\$58,700	\$69,400	\$74,900	\$75,700	\$83,400	\$87,700	\$94,500
Direct Costs												
Gross Margin	\$38,700	\$38,700	\$41,300	\$45,500	\$53,200	\$58,700	\$69,400	\$74,900	\$75,700	\$83,400	\$87,700	\$94,500
Gross Margin %	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Operating Expenses												
Salary												
Employee Related Expenses												
Utilities												
Office Supplies												
Insurance												
Total Operating Expenses												
Operating Income	\$38,700	\$38,700	\$41,300	\$45,500	\$53,200	\$58,700	\$69,400	\$74,900	\$75,700	\$83,400	\$87,700	\$94,500
Interest Incurred												
Depreciation and Amortization												
Income Taxes	\$7,740	\$7,740	\$8,260	\$9,100	\$10,640	\$11,740	\$13,880	\$14,980	\$15,140	\$16,680	\$17,540	\$18,900

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Total Expenses	\$7,740	\$7,740	\$8,260	\$9,100	\$10,640	\$11,740	\$13,880	\$14,980	\$15,140	\$16,680	\$17,540	\$18,900
Net Profit	\$30,960	\$30,960	\$33,040	\$36,400	\$42,560	\$46,960	\$55,520	\$59,920	\$60,560	\$66,720	\$70,160	\$75,600
Net Profit / Sales	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%

	2016	2017	2018
Revenue	\$761,700		
Direct Costs			
Gross Margin	\$761,700		
Gross Margin %	100%		
Operating Expenses			
Salary			
Employee Related Expenses			
Utilities			
Office Supplies			
Insurance			
Total Operating Expenses			
Operating Income	\$761,700		
Interest Incurred			
Depreciation and Amortization			
Income Taxes	\$152,340	\$0	\$0
Total Expenses	\$152,340	\$0	\$0
Net Profit	\$609,360	\$0	\$0
Net Profit / Sales	80%		

Balance Sheet

Balance Sheet (With Monthly Detail)

2016	Jan '16	Feb '16	Mar '16	Apr '16	May '16	Jun '16	Jul '16	Aug '16	Sep '16	Oct '16	Nov '16	Dec '16
Cash	\$0	\$38,700	\$77,400	\$118,700	\$164,200	\$217,400	\$276,100	\$345,500	\$420,400	\$496,100	\$579,500	\$667,200
Accounts Receivable	\$38,700	\$38,700	\$41,300	\$45,500	\$53,200	\$58,700	\$69,400	\$74,900	\$75,700	\$83,400	\$87,700	\$94,500
Inventory												
Other Current Assets												
Total Current Assets	\$38,700	\$77,400	\$118,700	\$164,200	\$217,400	\$276,100	\$345,500	\$420,400	\$496,100	\$579,500	\$667,200	\$761,700
Long-Term Assets												
Accumulated Depreciation												
Total Long-Term Assets												
Total Assets	\$38,700	\$77,400	\$118,700	\$164,200	\$217,400	\$276,100	\$345,500	\$420,400	\$496,100	\$579,500	\$667,200	\$761,700
Accounts Payable												
Income Taxes Payable	\$7,740	\$15,480	\$23,740	\$32,840	\$43,480	\$55,220	\$69,100	\$84,080	\$99,220	\$115,900	\$133,440	\$152,340
Sales Taxes Payable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Short-Term Debt												
Prepaid Revenue												

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Total Current Liabilities	\$7,740	\$15,480	\$23,740	\$32,840	\$43,480	\$55,220	\$69,100	\$84,080	\$99,220	\$115,900	\$133,440	\$152,340
Long-Term Debt												
Total Liabilities	\$7,740	\$15,480	\$23,740	\$32,840	\$43,480	\$55,220	\$69,100	\$84,080	\$99,220	\$115,900	\$133,440	\$152,340
Paid-in Capital												
Retained Earnings												
Earnings	\$30,960	\$61,920	\$94,960	\$131,360	\$173,920	\$220,880	\$276,400	\$336,320	\$396,880	\$463,600	\$533,760	\$609,360
Total Owner's Equity	\$30,960	\$61,920	\$94,960	\$131,360	\$173,920	\$220,880	\$276,400	\$336,320	\$396,880	\$463,600	\$533,760	\$609,360
Total Liabilities & Equity	\$38,700	\$77,400	\$118,700	\$164,200	\$217,400	\$276,100	\$345,500	\$420,400	\$496,100	\$579,500	\$667,200	\$761,700

	2016	2017	2018
Cash	\$667,200	\$609,360	\$609,360
Accounts Receivable	\$94,500	\$0	\$0
Inventory			
Other Current Assets			
Total Current Assets	\$761,700	\$609,360	\$609,360
Long-Term Assets			
Accumulated Depreciation			
Total Long-Term Assets			
Total Assets	\$761,700	\$609,360	\$609,360
Accounts Payable			
Income Taxes Payable	\$152,340	\$0	\$0
Sales Taxes Payable	\$0	\$0	\$0
Short-Term Debt			
Prepaid Revenue			
Total Current Liabilities	\$152,340	\$0	\$0
Long-Term Debt			
Total Liabilities	\$152,340	\$0	\$0
Paid-in Capital			
Retained Earnings		\$609,360	\$609,360
Earnings	\$609,360	\$0	\$0
Total Owner's Equity	\$609,360	\$609,360	\$609,360
Total Liabilities & Equity	\$761,700	\$609,360	\$609,360

Cash Flow Statement

Cash Flow Statement (With Monthly Detail)

2016	Jan '16	Feb '16	Mar '16	Apr '16	May '16	Jun '16	Jul '16	Aug '16	Sep '16	Oct '16	Nov '16	Dec '16
Net Cash Flow from Operations												
Net Profit	\$30,960	\$30,960	\$33,040	\$36,400	\$42,560	\$46,960	\$55,520	\$59,920	\$60,560	\$66,720	\$70,160	\$75,600
Depreciation and Amortization												
Change in Accounts Receivable	(\$38,700)	\$0	(\$2,600)	(\$4,200)	(\$7,700)	(\$5,500)	(\$10,700)	(\$5,500)	(\$800)	(\$7,700)	(\$4,300)	(\$6,800)
Change in Inventory												
Change in Accounts Payable												
Change in Income Tax Payable	\$7,740	\$7,740	\$8,260	\$9,100	\$10,640	\$11,740	\$13,880	\$14,980	\$15,140	\$16,680	\$17,540	\$18,900
Change in Sales Tax Payable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Change in Prepaid Revenue												
Net Cash Flow from Operations	\$0	\$38,700	\$38,700	\$41,300	\$45,500	\$53,200	\$58,700	\$69,400	\$74,900	\$75,700	\$83,400	\$87,700
Investing & Financing												

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Assets
Purchased or
Sold

Investments
Received

Change in
Long-Term
Debt

Change in
Short-Term
Debt

Dividends &
Distributions

**Net Cash
Flow from
Investing &
Financing**

Cash at Beginning of Period	\$0	\$0	\$38,700	\$77,400	\$118,700	\$164,200	\$217,400	\$276,100	\$345,500	\$420,400	\$496,100	\$579,500
Net Change in Cash	\$0	\$38,700	\$38,700	\$41,300	\$45,500	\$53,200	\$58,700	\$69,400	\$74,900	\$75,700	\$83,400	\$87,700
Cash at End of Period	\$0	\$38,700	\$77,400	\$118,700	\$164,200	\$217,400	\$276,100	\$345,500	\$420,400	\$496,100	\$579,500	\$667,200

	2016	2017	2018
Net Cash Flow from Operations			
Net Profit	\$609,360	\$0	\$0
Depreciation and Amortization			
Change in Accounts Receivable	(\$94,500)	\$94,500	\$0
Change in Inventory			
Change in Accounts Payable			
Change in Income Tax Payable	\$152,340	(\$152,340)	\$0
Change in Sales Tax Payable	\$0	\$0	\$0
Change in Prepaid Revenue			
Net Cash Flow from Operations	\$667,200	(\$57,840)	\$0
Investing & Financing			
Assets Purchased or Sold			
Investments Received			
Change in Long-Term Debt			
Change in Short-Term Debt			
Dividends & Distributions			
Net Cash Flow from Investing & Financing			
Cash at Beginning of Period	\$0	\$667,200	\$609,360
Net Change in Cash	\$667,200	(\$57,840)	\$0
Cash at End of Period	\$667,200	\$609,360	\$609,360