

360  
Refreshment  
JUICE BAR



## Our Business Profile



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## INTRODUCTION TO 360 REFRESHMENT JUICE BAR

Thank you for taking the time to read our Business Profile!

This document has been custom written and designed by 360 Refreshment Juice Bar, hereafter referred to as 360RJB for simplicity, to serve as a multi-use tool to introduce our business to others.

360RJB is in the process of opening its first retail location and we will be editing this Business Profile as we naturally progress through our evolution.


Our business will focus on delivering **fresh** juices and other beverages to our Customers **fast** so that they can enjoy the **tasty** beverage they selected from our incredible menu. Our retail space will evolve to offer other items and we will use fresh ingredients without artificial preservatives to make the juices and beverages we serve. The color scheme for all interior decor, counters and seating as well as for all exterior signage and retail facade will flow with those used for this Business Profile and for our website to maintain our brand consistency.

360RJB has been trademarked and we will be expanding our retail locations through both corporate owned stores and licensing agreements selectively sold to others. We welcome your inquiries and encourage you to acknowledge that this Business Profile has not been written as a full business plan to protect our IP (intellectual property) and also due to the fact that we have chosen to maintain flexibility without setting too many factors into stone.

Sincerely,

**Latoya Rinehardt**

Founder & Principal Owner

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**Cortney Caldwell**

Founder & Principal Owner

 704-253-2698



## OUR ORGANIZATIONAL STRUCTURE



The model above visually depicts our generalized organizational structure showcasing the primary foundational elements that 360RJB are grounded on. As we evolve our business and grow, this model will become more elaborate and we will revise it accordingly.

## OUR PRODUCTS



Our primary products are Juices and the collage of images shown represent what we will be selling to our Customers by name however we do not currently have photos of our own unique recipes. We are in the process now of determining the additional products that we will be selling in our retail location however juices, smoothies and other fruit based beverages will be our primary products.



## OUR PRODUCTS

360RJB will also sell Products in three additional categories outside of our primary juices and other beverages that include, however may not be limited to;



**FRESHLY PREPARED DESSERTS:** From in-house baked goods and pastries to fresh baked items purchased from local suppliers 360RJB will provide a variety of items in our retail location(s).



**BOTTLED BEVERAGES:** From bottled waters to our own branded bottled beverages 360RJB will offer a variety of cold and refreshing beverages that are pre-bottled.



**NOVELTY ITEMS:** 360RJB will also sell novelty items such as cups, books and other items some of which will be branded for 360RJB, some we will co-brand or white label and others purchased from our supply chain for resell.

\*FREE WIFI



## OUR TEAM



**FOUNDERS & PRINCIPAL OWNER(S):** 360RJB is a family owned business whose Leaders are experienced entrepreneurs with a proven background of running businesses successfully, including within the retail industry.



**PERSONNEL:** 360RJB will employ Youth, Adults and Seniors in both part-time and full time positions and will not discriminate based on race, sex, sexual orientation, religious beliefs or political affiliation. We will adhere to all applicable local, state and federal guidelines that govern those we employ.



**BUYERS OF OUR LICENSING AGREEMENTS:** 360RJB will selectively sell Licensing Agreements to Individuals and Business Entities who want to operate their own retail location.

## GEOGRAPHIC SERVICE AREA

### Charlotte And The Carolinas



The map above is the area 360RJB will open and operate our flagship retail location and all corporate owned retail locations initially, focusing on the greater Charlotte NC area and areas in close proximity to there. We will allow Licensee's to open and operate under our licensing agreements in any area they like globally.



## LOCAL DEMOGRAPHICS

**Mayor:** Daniel G. Slodfelter (to Nov. 2017)

**2010 census population (rank):**

731,424 (17); **Male:** 353,511 (49.0%);

**Female:** 377,913 (51.0%);

**White:** 365,384 (50.0%);

**Black:** 256,241 (35.0%);

**American Indian and Alaska Native:**

3,483 (0.5%); **Asian:** 36,403 (5.0%);

**Other race:** 49,928 (6.8%); **Two or more**

**racess:** 19,404 (2.7%); **Hispanic/Latino:**

95,688 (13.1%). **2010 population 18 and**

**over:** 546,773; **65 and over:** 62,016;

**Median age:** 32.7 .

**2014 population estimate (rank):**

809,958 (17)

See [additional census data](#)

**Land area:** 242 sq mi. (627 sq km);

**Alt.:** 765 ft.

**Avg. daily temp:** Jan., 39.3°F;

July, 79.3°F

**Churches:** Protestant, over 500; Roman Catholic, 13; Jewish, 3; Greek Orthodox, 1;

**City-owned parks and parkways:** 150+ ;

**Radio stations:** AM, 10; FM, 19;

**Television stations:** 6 commercial; 1 PBS

**Civilian Labor Force (2013):** 442,966;

**Percent unemployed:** 10.2%,

**Per capita personal income (2013):**

\$30,955

**Chamber of Commerce:** Charlotte

Chamber of Commerce, 330 S.

Tryon St., P.O. Box 32785,

Charlotte, NC, 28232

### CHARLOTTE N.C.

Charlotte, [North Carolina](#)'s largest city and the seat of Mecklenburg County, is located in the southern part of the state near the South Carolina border. It was named for [King George III](#) of England's wife, Charlotte Sophia of Mecklenburg-Strelitz.

Settled about 1750, Charlotte was incorporated as a city in 1768 and made the county seat in 1744. From 1800 to 1848, Charlotte was the center of U.S. gold production. A branch of the U.S. mint operated there from 1837 to 1913. Charlotte was a leading Confederate city during the [Civil War](#) and was the last meeting place of the full Confederate cabinet.

Charlotte is the second-largest banking center in the United States, and two of the nation's top banks, Wachovia and Bank of America, are headquartered there. Other major employers are the education, health care, government, technology, and communications sectors. The city is a hub for US Airways.

Charlotte is the home of the [University of North Carolina](#) at Charlotte (1946) as well as the Carolina Panthers and Lowe's Motor Speedway.

Charlotte hosted the 2012 National Democratic Convention.

See also Encyclopedia: [Charlotte](#)

## LOCAL DEMOGRAPHICS

### Charlotte Demographic Profile

STATISTIC	CHARLOTTE	NORTH CAROLINA	NATIONAL
Population	774,807	9,750,405	314,107,084
Population Density (Sq Mi)	2,553	196	91
Median Age	33.6	37.8	37.4
Male/Female ratio	0.9:1	1.0:1	1.0:1
Married (15yrs & older)	48%	57%	55%
Speak English	80%	89%	79%
Speak Spanish	12%	7%	13%

Charlotte North Carolina is one of the fastest growing cities in the United States and the culture and climate are favorable for 360RJB to open its first retail location making it our flagship. The smoothie type of retail locations have thrived over the last few years and there are no known competitors to 360RJB who will be doing things like we will.

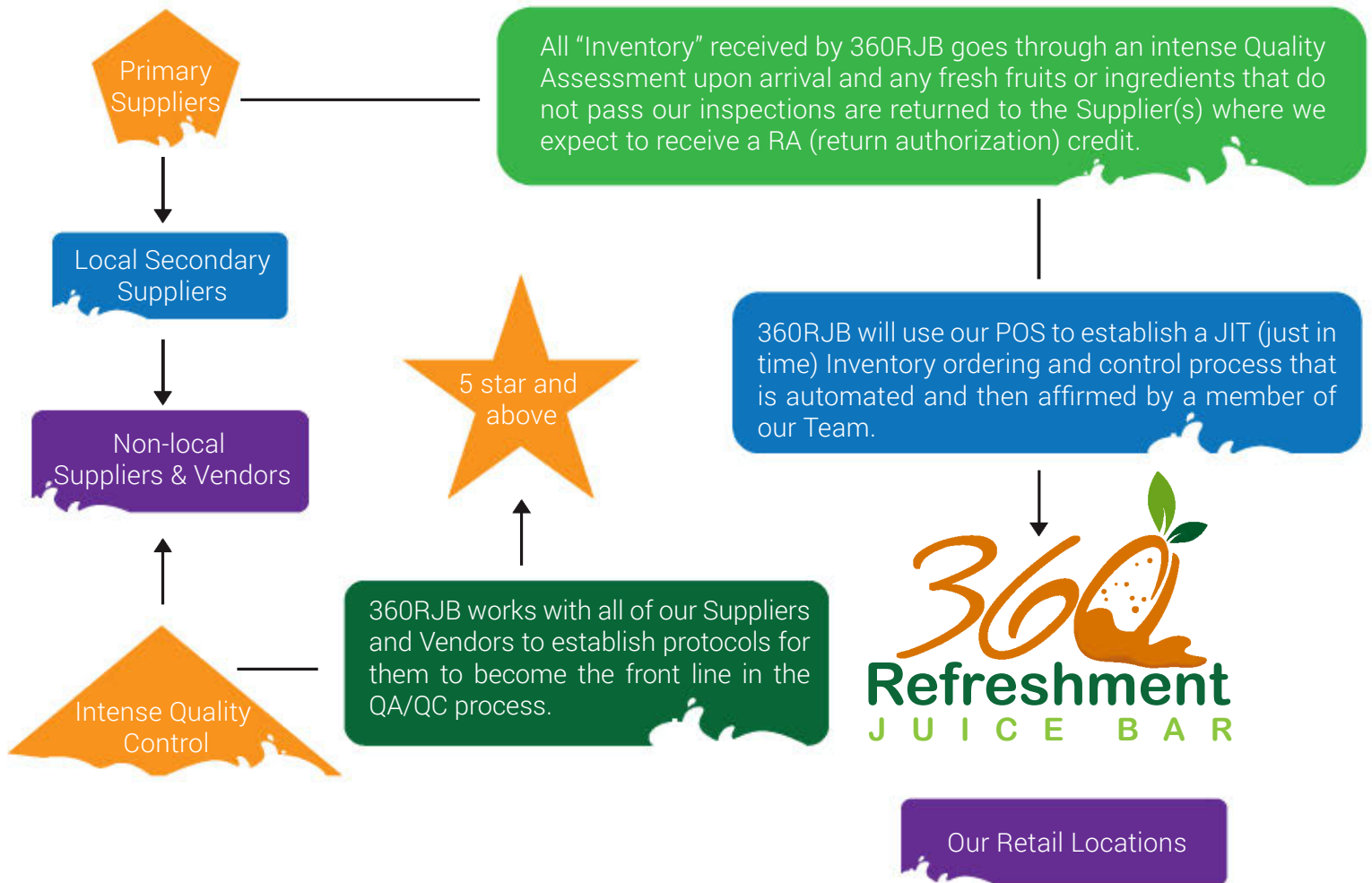
## RETAIL LOCATION SELECTION



The image above is a mock-up of an under construction property in the Plaza Midwood area of Charlotte NC and 360RJB is considering this location, and others in close proximity to it as a location for our first retail store. This area of Charlotte is very high traffic, both vehicle and foot pedestrian because of the large number of restaurants, bars, studio retailers of other items and art galleries. We will make our decision based on availability, lease pricing and high traffic volume.



## INVENTORY CONTROL MODEL



360RJB has already developed a JIT (just in time) inventory control system that will merge with our POS (point of sale) and will generate a re-order outline that will be affirmed and then approved by a member of our Team to make ordering inventory simple and streamlined. The intention is to ensure rotation of all inventory items and to reduce the stock-pile of bulk items saving on storage space. This will help us ensure freshness and quality resulting in Customer satisfaction!

## POS SYSTEM



Square is our secondary consideration for our internal retail POS (point of sale) system because of its ease of use, incredible customer service and Consumer familiarity. We have been in communication with Square and are giving them the opportunity to become our POS provider.

## PROCESSING

- Lowest Industry rates
- No Third Party Processors
- Combined deposits and reporting for all card types
- Next day funding



Prolific is our top consideration for our retail POS (point of sale) system and we are in communications with them right now. We will receive an in-location demonstration and negotiate terms to determine if this solutions fits our needs the best.



Shopkeep is one of 360RJB's top considerations for of POS and is considered a top retail industry tool allowing a wide range of technologies to be utilized within.

## FINANCIAL ASSUMPTIONS

Before you scan the figures we provide.

**Our Three Tier System:** 360RJB realizes that it is impossible to substantiate a finite set of financial projections for a start-up business so we have created a savvy three tier system where we show the 100% income potential for each revenue stream, then tier it down into 80%, 70% and 60% to show a range of possibilities. This “range” of income possibilities provides a realistic view of what our potential truly is.

**Debts and Expenditures:** We also use a three tier system showing the high, moderate and low debts and expenditures we expect.

**Pre-tax (PT), Post Expenditure (PE) Profitability:** When we cross deduct the debts and expenditures at each tier from the income at each tier we conclude our profitability before taxes but after debts and expenditures have been paid and allocated.

**About the Numbers:** We have created an internal formula for income in each revenue stream that automatically figure in cost to process. We have also shown numbers that reflect the costs of inventory for simplicity purposes.

**The Conclusion:** We believe that the range of possibilities shown provide the readers of this Business Profile with a realistic overview of what is possible in both best case and worst case scenarios. 360 Refreshment Juice Bar formally acknowledges that retail in the food and beverage industry can be a roller coaster so our approach should be refreshingly more feasible.





## FINANCIAL ASSUMPTIONS

### Annual Income 2017 through 2018

Revenue Stream	@ 100%	@ 80%	@ 70%	@ 60%
Fresh Juices	\$175,000	\$140,000	\$122,500	\$105,000
Beverages	\$140,000	\$112,000	\$98,000	\$84,000
Food Items	\$70,000	\$56,000	\$49,000	\$42,000
Novelty Items	\$56,000	\$44,800	\$39,200	\$33,600
Catering	\$0	\$0	\$0	\$0
<b>Totals</b>	<b>\$441,000</b>	<b>\$352,800</b>	<b>\$308,700</b>	<b>\$264,600</b>

Our first year of operations our freshly prepared juices will be \$5 each, beverages are \$4 each, food items will be \$4 each and novelty items will range \$8 each as a generalized assumption calculating the deduction for processing and inventory.

### Annual Income 2018 through 2019

Revenue Stream	@ 100%	@ 80%	@ 70%	@ 60%
Fresh Juices	\$315,000	\$252,000	\$220,500	\$189,000
Beverages	\$252,000	\$201,600	\$176,400	\$151,200
Food Items	\$140,000	\$112,000	\$98,000	\$84,000
Novelty Items	\$140,000	\$112,000	\$98,000	\$84,000
Catering	\$70,000	\$56,000	\$49,000	\$42,000
<b>Totals</b>	<b>\$917,000</b>	<b>\$733,600</b>	<b>\$641,900</b>	<b>\$550,200</b>

In the 2nd year we will selectively add Catering to the revenue streams and eventually grow that section of our business. Our volume will increase from the first year due to popularity and our branding initiatives.

**Formulas:** We have used a 350 day operations schedule for our retail location giving us 15 days of closure due to weather, holidays and other factors as we plan to operate 7 days a week.

## FINANCIAL ASSUMPTIONS

### Annual Debts & Expenditures 2017 through 2018

Debt or Expense	High	Moderate	Low
Payroll	\$130,000	\$120,000	\$110,000
Retail Space	\$60,000	\$55,000	\$50,000
Utilities	\$6,000	\$5,500	\$5,000
Insurance	\$3,600	\$3,500	\$3,400
Security	\$2,500	\$2,400	\$2,300
Equipment Leases	\$18,000	\$17,000	\$16,000
Supplies & *Other	\$12,000	\$11,000	\$10,000
<b>Totals</b>	<b>\$232,100</b>	<b>\$214,400</b>	<b>\$196,700</b>

### Annual Debts & Expenditures 2018 through 2019

Debt or Expense	High	Moderate	Low
Payroll	\$170,000	\$160,000	\$150,000
Retail Space	\$65,000	\$60,000	\$60,000
Utilities	\$7,000	\$6,500	\$6,000
Insurance	\$4,000	\$3,900	\$3,800
Security	\$3,000	\$2,900	\$2,800
Equipment Leases	\$20,000	\$19,000	\$18,000
Supplies & *Other	\$15,000	\$14,000	\$13,000
<b>Totals</b>	<b>\$284,000</b>	<b>\$266,300</b>	<b>\$253,600</b>

**\*Notes:** We have not shown "Inventory Costs" because we have deducted those costs and the cost per processing of each transaction from the item as shown on the previous page relative to our income projections and we did this for simplicity.

## FINANCIAL ASSUMPTIONS

### Pre-tax Post Expenditure Profitability 2017 through 2018

Annual Revenue	High	Moderate	Low
\$441,000 @ 100%	\$208,900	\$226,600	\$244,300
\$352,800 @ 80%	\$120,700	\$138,400	\$156,100
\$308,700 @ 70%	\$76,600	\$94,300	\$112,000
\$264,600 @ 60%	\$32,500	\$50,200	\$67,900

### Pre-tax Post Expenditure Profitability 2018 through 2019

Annual Revenue	High	Moderate	Low
\$917,000 @ 100%	\$633,000	\$650,700	\$663,400
\$733,600 @ 80%	\$449,600	\$467,300	\$480,000
\$641,900 @ 70%	\$357,900	\$375,600	\$288,300
\$550,200 @ 60%	\$266,200	\$283,900	\$296,600

**How we arrived at these numbers:** In 2017 through 2018 \$441,000 represents the 100% sales capacity we have projected and when you minus the \$232,100 you have \$208,900 as the project pre-tax post expenditure. These numbers are then tiered with the Annual Revenue at the % shown - High, - Moderate and - Low debts and expenditures to arrive at the numbers shown.



## COMPETITION ANALYSIS

**Juice Bar Charlotte - Park Road**  
4.1 ★★★★★ (20) - Juice Shop  
Charlotte, Nc



**Juice Bar Provenced Plaza**  
4.6 ★★★★★ (5) - Juice Shop  
Charlotte, Nc



**One Life Raw Juice Bar**  
4.9 ★★★★★ (19) - \$ - Organic  
A modern cafe serving organic, raw & vegan fare including burgers & sushi, plush juices & smoothies



Charlotte, Nc  
Quick bite - College students - Casual

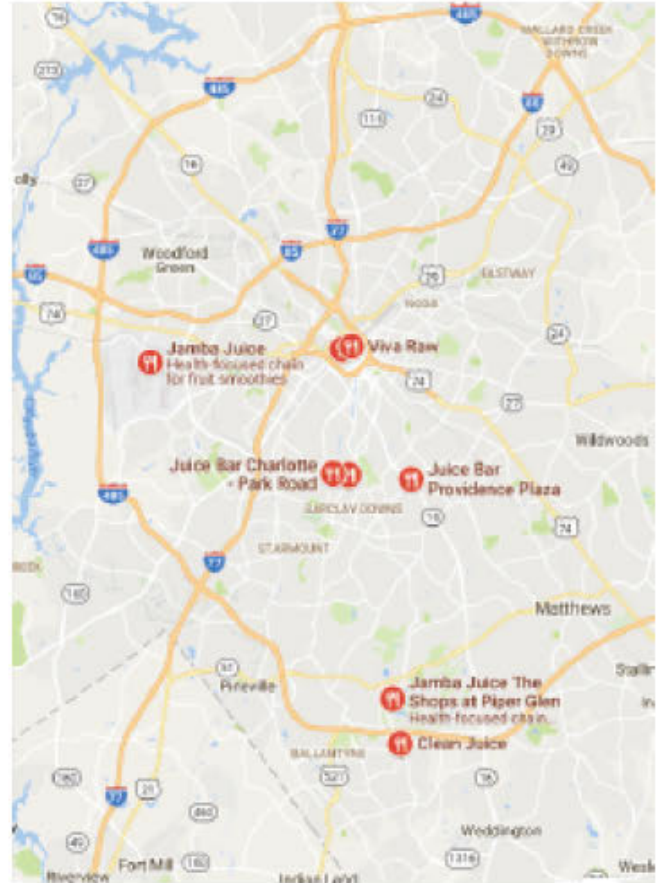
**Clean Juice**  
4.4 ★★★★★ (14) - Juice Shop  
Charlotte, Nc



**Green Brothers Juice Co.**  
4.6 ★★★★★ (6) - Juice Shop  
Charlotte, Nc  
Closed now



**Jamba Juice**  
3.8 ★★★★★ (14) - Juice Shop  
Straightforward counter-serve chain for smoothies, juices & health-focused light bites  
Charlotte, Nc



**Jamba Juice The Shops at Piper Glen**  
4.4 ★★★★★ (16) - \$ - Juice Shop  
Straightforward counter-serve chain for smoothies, juices & health-focused light bites  
Charlotte, Nc



**Viva Raw**  
4.8 ★★★★★ (4) - Juice Shop  
Charlotte, Nc



Our competition in the Charlotte NC area is very limited as these are the only businesses specializing in Juices as shown on Google.

## S.W.O.T. ANALYSIS

### STRENGTHS

1. Incredible Business Concept.
2. Creative and Delicious Menu.
3. Founders have Expertise in Retail.

### WEAKNESSES

1. A start-up business.
2. Menu has not been proven.
3. Initial Start-up Costs are higher with Marketing.

### OPPORTUNITIES

1. To Expand through Licensing Agreements.
2. To open more than one Location.
3. To become a Drawing Factor for our surroundings.

### THREATS

1. Retail Location goes into Decline.
2. Competition moves into close proximity to our Retail Store.
3. Unforeseen Cost Increases for Inventory.

### OVERALL S.W.O.T. ANALYSIS

360 Refreshment Juice Bar Has Completed Ample Due-diligence And Research To Determine That Our Strengths And Opportunities Provide Us With Far More Potential That The Weaknesses And Threats Do To Limit Our Ability To Grow And Expand.

The model above is a generalized “acknowledgment” by 360 Refreshment Juice Bar in an effort to outline the “knowns” as this showcases we are prepared to take advantage of the positives while managing the potential negatives in a manner to decrease their impact on our business. This visual is purposely vague to protect our IP (intellectual property).

## TEAM MEMBER TRAINING



360 Refreshment Juice Bar will require our Team Members to read our Employee Handbook at least (1) time every quarter before their quarterly review with Senior Management. This document will meet, and possibly exceed, the city, county, state and federal requirements and allow our Team Members to be prepared in the event an issue arises. Additionally 360RJB will add our own content, custom written to outline the procedures and protocols that are an intricate part of being a member of the 360RJB Team.

360RJB will train each Team Member working for us in our retail location(s) in a manner to meet, and whenever possible, exceed all applicable compliance requirements. Complete customer satisfaction and the delivery of high quality juices, beverages and other food items are our combined #1 priority.



## JUICE MAKING



## JUICE MAKING

There are 4 steps that 360RJB have developed for the process of all fresh made to order juices that will be delivered to our Customers;

**QUALITY ASSESSMENT:** Before the juice making process begins make sure all ingredients are fresh and not damaged or spoiled.

**FOLLOW THE RECIPE:** Our juices are made using a custom recipe and it must be followed exactly.

**AVOID WASTE:** During the following of the recipe do not over-measure ingredients to avoid waste.

**GOOD PRESENTATION TO THE CUSTOMER:** Present the freshly made juice to the Customer with a smile in the cup they selected when they ordered and do not give a Customer a cup of juice that has spills or over-splashes on it.

## BRANDING INITIATIVES



### OUR TOP 3 BRANDING INITIATIVES

- 1.** Build a solid foundation for our 360RJB business that can be followed so that we can sell Licensing Agreements and expand our brand awareness in other locations.
- 2.** Develop a solid social media presence and engage our audience frequently, sharing promotions and also just chatting our Customers up to build a real relationship.
- 3.** Develop and execute creative, yet economical, advertising, marketing and promotional campaigns that appeal to our Customer base and then keep them going so we can remain visible through consistency.

## BRANDING INITIATIVES



## NOVELTIES

360RJB will sell Novelty Items branded with our Logo for sale to our Customers and as Promotional Give-a-ways. We have identified a number of suppliers who can provide turnkey, order on demand, delivery at an economical rate so we can profit after the purchase is made by 360RJB of the products. Getting our name out there and promoting our brand will require us to give free novelty items away to Customers on a very regular basis and this is something we plan to do. Our logo has been trademarked and our plans for exposure have been developed and are ready for implementation.



## CREATIVE MARKETING



## CREATIVE MARKETING



360RJB will implement a variety of conventional and creative advertising and marketing strategies to keep Customers coming into our retail store and some of these are as follows;

- SOCIAL MEDIA ENGAGEMENT & PROMOTIONS
- SPECIAL OFFERS, COUPONS & DISCOUNT CARDS
- LOCAL FLYER DELIVERY & MAIL INSERTS
- SPONSORSHIPS & CHARITABLE ACTIVITIES
- STRATEGIC AD PLACEMENT IN SELECT PUBLICATIONS

Another part of our IP (intellectual property) is in the “how’s” and “whens” we will implement certain campaigns so we are not sharing all of the details at this time.



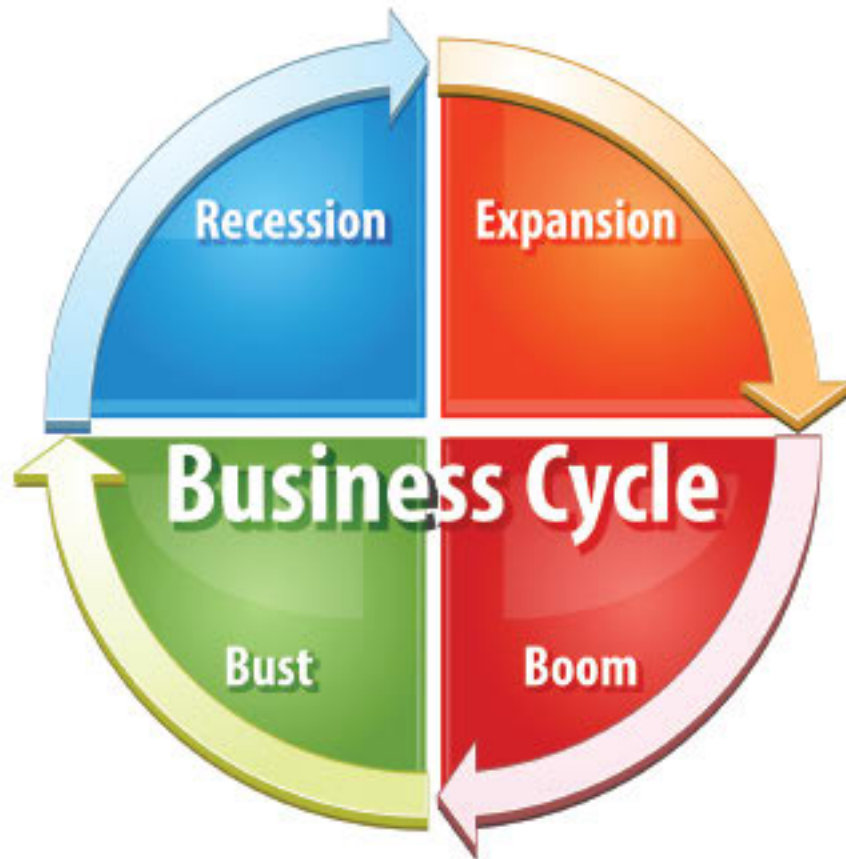
## LICENSING & COMPLIANCE

### OUR AWARENESS



360RJB is keenly aware that every geographic location has its own unique requirements and while some are standard some are not. Each location will be vetted thoroughly before we open to ensure that we meet, and whenever possible, exceed the Laws, Rules, Regulations and aspects of Compliance for that particular location. This is a key part of our initial due diligence and research and we will also assist our Licensee's who buy a License Agreement form us in their own inquiries.

## OUR EXPANSION MODEL



### STEPS FOR OUR PLANNED EXPANSION

1. Open our first retail location and create a solid platform and a Licensing Agreement that can be sold to others.
2. Open a 2nd retail location that is corporate owned and start marketing the sale of our Licensing Agreement to others.
3. Coach our Licensee's to help them succeed under our trademarked brand.
4. Share our successes and failures with our Licensee's to help them develop their own unique strategies.
5. Promote our brand and create awareness that will attract new Customers as well as new Licensee's.

## OUR PLANNED EVOLUTION



**PERFECT OUR BUSINESS MODEL:** 360RJB realizes that perfection is a strong word and that few ever meet it however to continue our evolution we must strive for perfection and always do our best. This starts with creating a solid foundation to build upon with easy to follow protocols and procedures that our Team Members can both comprehend and apply.



**PROVE OUR BUSINESS MODEL:** Operating one or more retail locations under our corporate umbrella will prove our business model and allow us to educate others on how we are able to maintain profitability and grow.



**STRATEGIC GROWTH:** A big part of 360RJB's strategy for growth is to open only a few retail locations owned by our corporation and allow others to open new retail locations through the purchase of a Licensing Agreement from us. By choosing not to franchise we are streamlining our growth through an easy evolution.



**BRANDING INITIATIVES:** Our branding initiatives will create "awareness" of our business and this will allow us to become an easy to recognize brand name.

## COOPERATIVE PARTNERSHIPS

### BEING SELECTIVE

360RJB will be selective in the forming of cooperative partnerships and prescreen partner candidates carefully to ensure they flow well with our overall principles.

### BEING OF MUTUAL BENEFIT

360RJB will seek mutually beneficial cooperative partnerships that empower us while giving us the privilege of empowering those we do business with.



### ACTIVELY PURSUE

360RJB will actively form mutually beneficial relationships with charities, for profit businesses, organizations, schools, colleges, universities and non-profits.

### ALIGN WITH OTHERS

360RJB will work with our suppliers and vendors to streamlining our ordering processes and establish a JIT arrangement with those who promote it.



## DOING BUSINESS WITH US

**Suppliers and Vendors:** 360RJB wants to work with local businesses as a priority who have the same commitment to customer satisfaction as we do.

**Organizations:** From the YMCA to other organizations who serve the community we are open to forming mutually beneficial cooperative partnerships to help each other accomplish our own goals.

**Schools, Colleges, Universities:** From the educational entities themselves to associations that are inside or external from them we are ready to work together.

**Charities and Non-profits:** We are eager to assist you in your awareness campaigns through mutually beneficial associations and cooperative partnerships.

**Small, Medium and Large Businesses:** 360RJB invites you to communicate with us on how we may work together for mutual benefit and how we may be of service to you.

**National Corporations and Government Entities:** 360RJB would be honored to be of services within the local communities we serve.



## CONCLUSION

The journey for us is just beginning and we are excited about our natural evolution as we follow the information we have provided within this Business Profile.

This document was custom designed to open new doors for us and we are confident that it will. 360 Refreshment Juice Bar is positioned to become an easy to recognize brand and our goal is to eventually become a household name. A lot of due-diligence and research was put into the creation of this Business Profile and we welcome your comments, feedback and questions anytime.

We have not yet decided on the development of our own Android and iPhone mobile apps however we are considering it. Please visit our website for regular updates and connect with us on Facebook, G+, Twitter and YouTube as your interaction is appreciated and very welcome!

**[www.360RefreshmentJuiceBar.com](http://www.360RefreshmentJuiceBar.com)**

