

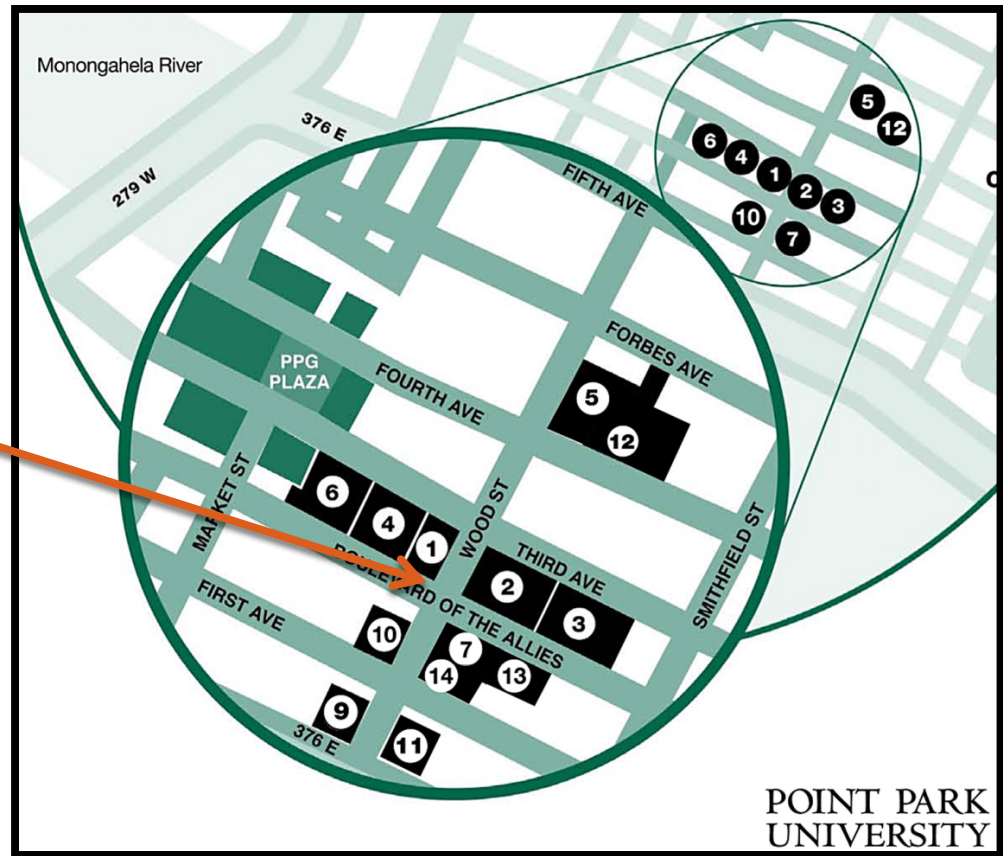
Poppin' Fries



French Fry and Pop Portable Stand

- Location:
 - Parking lot at the intersection of Boulevard of the Allies and Wood Street (next to West Penn building)

**Poppin'
Fries**



General Partnership

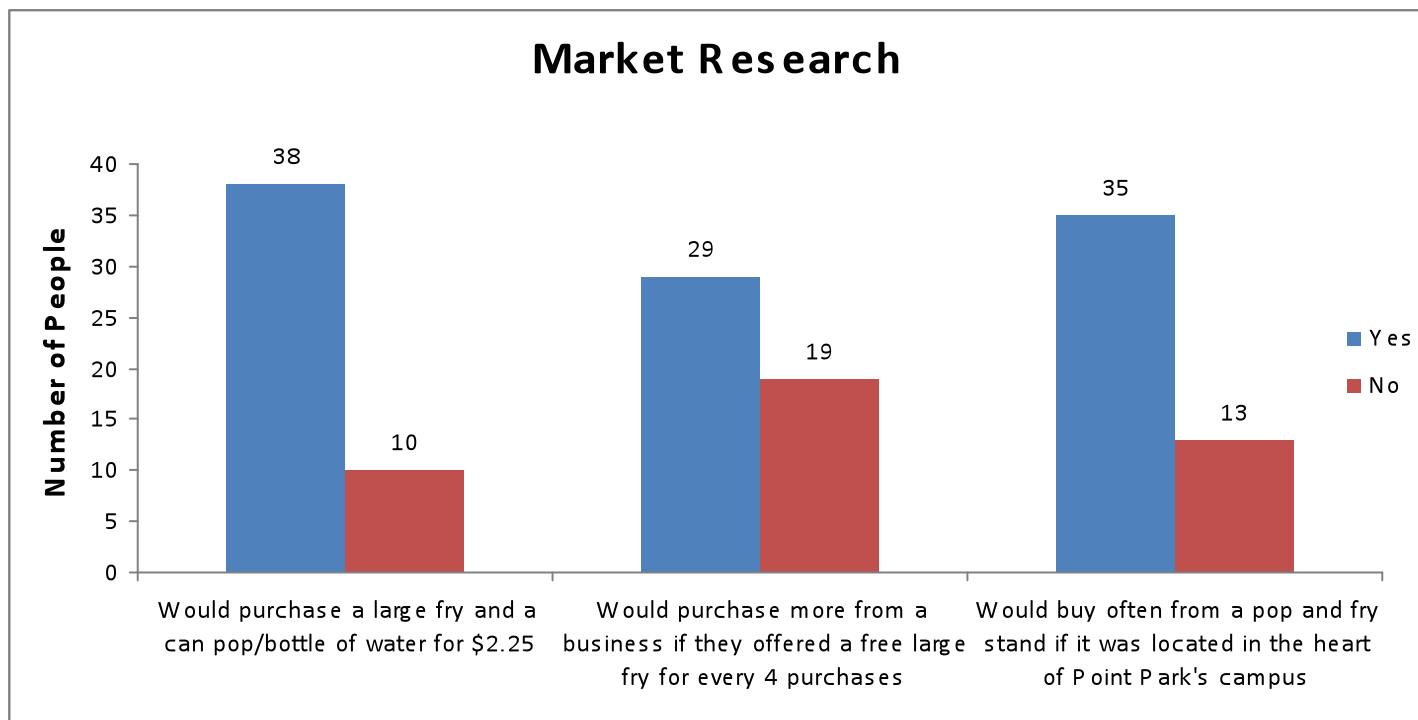
- **Divided equally between four partners:**
 - 25% each ownership per partner
- **Each partner is able to bring valuable assets to the business**
- **Start up as Partnership Management**
 - **Vision: Expand to corporate ownership**
 - Low Liability

Target Market

- Point Park University faculty and students
- Kaplan Career Center faculty and students
- Art Institute faculty and students
- Local downtown community
- Demographics: students and young adult professionals: age range 18-60 years of age
- Unsatisfied Demand: accessibility: fast and affordable food and drink, with good hours of operation

Market Research

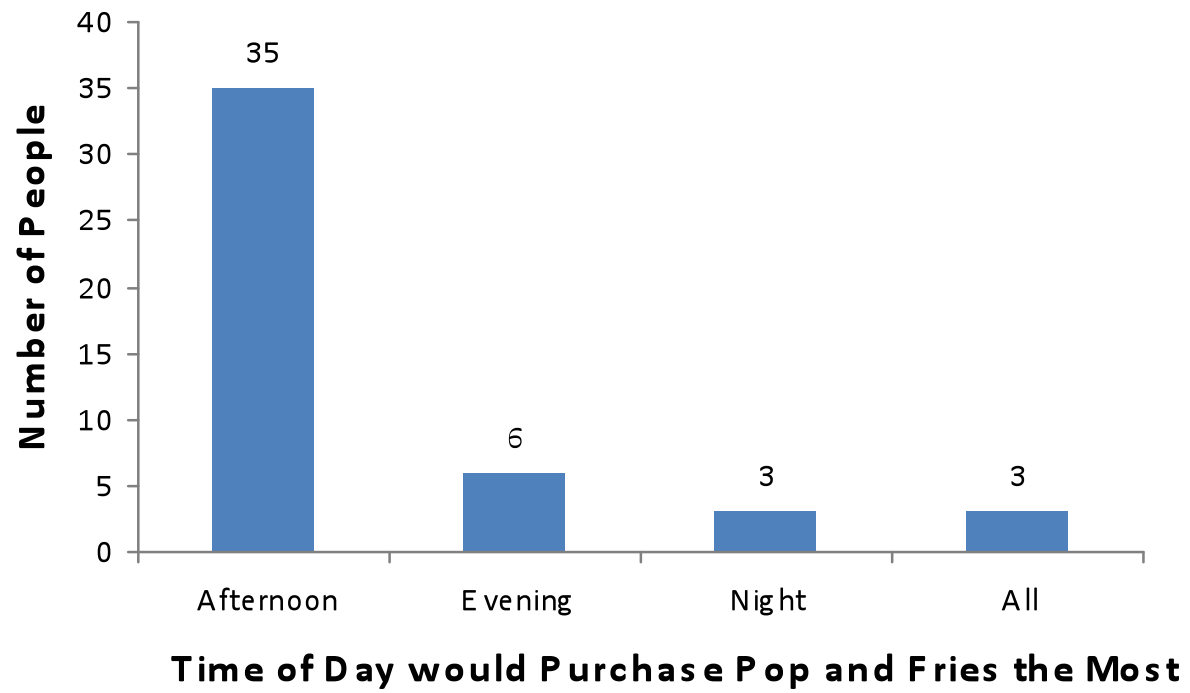
Random selection of Point Park Students: 48 Surveyed





The Best Time to be Open

Market Research



Start Up Costs

Start – Up - \$12,000:

- Vending Cart: \$4,200
- Used truck: \$6,000
- 2 Electric Fryers: \$700
- Safe: \$600
- Cash Register: \$300
- Warming Station: \$200



Monthly Costs

Monthly Costs - \$1,400:

- **Parking Permit: \$400**
- **Utilities and Licenses: \$150**
- **Licenses: \$50**
- **Labor Fixed: \$800**

Licenses and Regulatory Fees

- **Sales Tax License**
 - \$ 35 / year
- **Health Department License**
 - \$100 / year
- **Food Service Certified**
 - \$60 one time fee
 - \$240 cost for all 4 management certification
 - Managers must be certified
 - Employees do not need to be certified

Inventory

All Purchased in Bulk:

- Potatoes
- Fryer Oil
- Cans of Pop
- Bottled Water
- Condiments
- Salt/Pepper
- Cups: 20oz.
- Condiment Cups/Lids
- Paper Bags
- Napkins
- Forks



Take out Cost of Production

- 1st Month Fixed Startup Cost:
 - Equipment
 - Licenses
 - Labor
 - Rent
 - Utilities

\$14,067



Breakeven Analysis

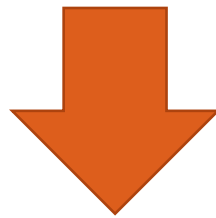
- To breakeven within the first month:

Breakeven Point: \$14,067/(\$2.25-\$1.70)	
1st Month	25,777 units
Per Week	6,445 units
Per Day	1,075 units
Per Hour	135 units

- To breakeven within the first year (more realistic)

Breakeven Point: \$31,667/(\$2.25-\$1.70)	
1st Year	57577 units
Per Month	4799 units
Per Week	1200 units
Per Day	200 unit
Per Hour	25 units

Hours of Operation



Mon 10:00 am → 8:00 pm

Tues 10:00 am → 8:00 pm

Wed 10:00 am → 8:00 pm

Thurs 10:00 am → 8:00 pm

Fri 10:00 am → 8:00 pm

Sat 12:00 pm → 8:00 pm

Sun Closed

