

Business plan

Bright

CAFE AND RESTURANT

Telegram

https://t.me/Ethiopian_Digital_Library

or

@ Ethiopian_Digital_Library

Telegram

https://t.me/Ethiopian_Digital_Library

or @ Ethiopian_Digital_Library

Table of Contents

<u>1. EXECUTIVE SUMMERY</u>	3
<u>1.1 Description of business</u>	4
<u>1.2 Objectives of the business</u>	5
<u>1.3 Vision and Mission</u>	5
<u>1.4 Keys to Success</u>	5
<u>1.5 Products and Services</u>	6
<u>1.6 Industry analysis</u>	7
<u>1.6.1 Size of the industry</u>	7
<u>1.6.2 Key Industry Trends</u>	7
<u>1.7 Marketing Analysis</u>	7
<u>1.7.1 Target customer</u>	8
<u>1.7.2 Market Segmentation</u>	8
<u>1.8 Business Demand</u>	8
<u>1.9 Market plan</u>	9
<u>1.9.1 Sales Strategy</u>	9
<u>1.9.2 Pricing Strategy</u>	9
<u>1.9.3 Promotion Strategy</u>	9
<u>1.10 Location</u>	10
<u>1.11 Competition</u>	10
<u>1.11.1 Strength</u>	11
<u>1.11.2 Weakness</u>	11
<u>1.11.3 Analysis of Competitive Position</u>	11
<u>1.11.4 Competitive Edge</u>	12
<u>1.12 Management and operations</u>	12
<u>1.12.1 Time plan</u>	12

1.12.2 Resource plan	12
1.13 Personnel	13
2. Project financial statement	14
2.1 The start-up expenses	14
2.2 Income statement	15
2.3 Cash flow	16
2.4 Balance sheet	16
2.5 Assumption of project financial statement	17
2.6 Break even analysis	17
2.7 Source and use fund	18
2.8 Appendix	19
2.9 Picture of the company's product	21

THE GOLDEN GOLDS RESTURANT





EXECUTIVE SUMMERY

This is a business plan proposal for the establishment of cafe having the name “GOLDEN GOLDS RESTURANT in DEBERE BIRHAN town. This profile envisages the establishment of a resturant for the delivery of cafeteria services. The present demand for the proposed service delivery is estimated from different perspective and it expected to decline after five year of its operation but through

Diversifying the customer service approach we intend to handle the existing customers along with attracting new customers we allrady have council universtiy student they are very happy to hear this plan means we alrady have universty student and teachers customers we give quality or gold servies for our golden customers mostly the students suffer from not gattng quality food and service and the local people in the towen of Deberbirhan. The cafe will expect to create employment opportunities for 30 persons at the biegning. The total investment requirement is estimated at about Birr 188,415 and out of which Birr 140,000 is

Telegram

https://t.me/Ethiopian_Digital_Library

or @ Ethiopian_Digital_Library

required for furniture and kitchen equipment. The total cost investment is to be covered by Owens capital. The business is financially viable with an internal rate of return (IRR) of 16.65% and a net present value (NPV) of Birr 172,433 discounted at 10%.

Section one Business plan

1.1 Description of business

Golden golds is a new cafe and restaurant with golden workers to do it is with an expected to open in July, 2023 at the heart of Tilili Town, and expected to give a standardized café service in Debrebrihan. It is a partnership business owned by six people named Ruth Nardos Nuhamin Rahimet Simert and Semir. I will specialize in fast foods, dinners, coffee, tea, cappuccino, frozen cappuccino, and homemade cookies and brownies, and other related activities.

In Debrebirhan city there are many cafes that give services to their customers but they cannot still satisfy the need and want of the customer in terms of both quality and quantity. In order to maximize customer satisfaction and to maximize my profit I decide to open a café in Debrebrihan city. Our target customers are intellectuals, artists, and writers with reserved VIP seats, and students, couples, families and strangers. Golden gold cafe and restaurant expected to serve this area well.

This plan offers financial institutions an opportunity to review our vision and strategic focus. It also provides a step-by-step plan for the business start-up, establishing favorable sales number, gross margin and profitability.

Establishing this cafe has beneficiary in maximizing the welfare of the society from different perspective. Some of them are,

- Increase the income of the owner

- It create employment opportunity

- It satisfy the need of the customer (quality and quantity) within a reasonable price

- It provide better place for younger's in spending their time.

- It contributes for the development of the surrounding area.

- Increasing government revenue through taxation (business profit tax and VAT).

In general these business increases the welfare of society and this business does not result any environmental pollution, since it have very low by-product and if any (is use as food for cattle's especially for pig farms).

1.2 Objectives of the business

Our primary goals over the next year are:

Telegram

https://t.me/Ethiopian_Digital_Library

or @Ethiopian_Digital_Library

Secure financing for start-up of at least Birr75000 for space and equipment

Renovate our space in Tilili.

Acquire equipment necessary for business, i.e. coffee pots, cappuccino machines, blenders, etc.

Make agreement with the supplier of our raw material and bakery vendors.

Create a cozy, artist friendly environment (i.e. choice of colors, choice of music, decor)

Open for business and become the most popular café in the area.

Expand our business in different in area of the country

Targeting and maintaining a net profit of at least 14 % by the second year.

To generate monthly sales to reach Birr 15000 by the end of forth month of operation, and Birr 30000 monthly by the end of the first year of operation. I use different attractive methods to get more customers over time. For instance i provide less price compare to the another cafeterias and we also provide some entertainment activities for the customers like showing DSTV, inviting music bands for special days like Valentine 's Day and there will also be candle night on Sunday.

This plan includes chapters on the company, products and services, market focus, action plans and forecasts, management team and financial plan.

1.3 Vision and Mission

GOLDEN resturant will become the foremost coffee shop in the area. We will serve a perfect product at a very reasonable price. We will also be a meeting place for every individual that want to use cafeteria service. we will create an atmosphere conducive to creative expression and promote the creative process.

The cafe's aim is simple. It will provide a completely sophisticated, sensual, yet casual dining and/or coffee house experience for the many Deberebirhan local people and visitors who frequent the city's casual dining spots and entertainment venues.

My aim to be able to employ several full time members of staff and build up a team so that the partners can be clear of routine tasks and consentret on day to day activities like meeting customer, supervising the cafeteria, holding extensive promotion activity and so on which help the business to develop well.

1.4 Keys to Success

The keys to success in this business are:

Product quality: Food, coffee-based beverages, and entertainment are our products. They must be of the high quality and value.

Service: our patrons are paying to have a good time. Their experience will suffer if service is not of the highest caliber. Each member of the staff will be courteous, efficient, and attentive.

Marketing: we will need to target our audience early and often. While the business is located in a central and accessible location, many people will have to be re-introduced to the neighborhood .

Management: we will need to have a firm grasp on food, beverage, and labor costs. The dining/entertainment/coffeehouse experience must be delivered in a fashion that will not only inspire repeat business, but encourage word-of-mouth recommendations to others. Proper inventory, employee management, and quality control is key.

The greatest locations - visibility, high traffic pattern, convenient access.

The finest reputation - word-of-mouth advertising, promotion of our community mission of charitable giving.

1.5 Products and Services

Golden golds café and restaurant will offer high quality coffee, tea, hot coca, and cappuccino, fast foods and dinner at a very reasonable price. we will also sell home-made cookies, brownies, and doughnuts, with fair price.

All drinks will be made with filtered water and the highest quality ingredients we can get. Frozen drinks will have caramel or chocolate syrup drizzled in the glass and over the drink. Cappuccino and hot coca will have whipped cream toppings as well as the option for candy sprinkles. Cookies will have the option of a chocolate or caramel dip and sprinkles. We will offer designer flavored cream and five kinds of sweetener, i.e. sugar, honey, Equal, Splenda, and Sweet-n-Low. Cream and sweetener is at no extra charge. Furthermore, the fast foods includes chips, cookies, Burger, pizza, Mushebek, Baklaba, Halawa, Fetera, and dinner include Kitffo, Key Wott, Minchet.

We will use only filtered water and will brew our coffee in commercial coffeepots that will be thoroughly cleaned between uses. we will bake and cook cookies, brownies, fast foods and dinner in our own on-site oven from proven recipes, daily.

Within the next three to five years we expect to branch out into catering and offer homemade pies, whole or by the slice.

1.6 Industry analysis

1.6.1 Size of the industry

Nationally, the industry is quite large, for example in Addis Abeba there are many restaurants we can find cafeterias in average almost 50 meter apart in ADDIS but around Deberebirhan city there are a few cafeterias.

Telegram

https://t.me/Ethiopian_Digital_Library

or @Ethiopian_Digital_Library

1.6.2 Key Industry Trends

This industry is booming at the present time, there is a trend toward small cozy places and away from the large generic chain.

The restaurant business does not show signs of slowing down. With new innovations such as flavorings and additives, it shall be continue for some time.

We hope my customer will be attracted by my service in addition to this they may be attracted by my standardized customer approach, building, chairs, tables, glasses and strategic placement.

The restaurants and cafes that make up the community of establishments in the area surrounding. Their concepts range from typical fast food/chain venues to expensive fine dining establishments. However, the predominating nature of the immediately surrounding restaurants and cafeteria is casual/upscale.

1.7 Marketing Analysis

Golden is experiencing a trend toward the creation of evening dining/entertainment venues. They are popular and gaining more recognition. Evidence of this is found in local news and magazine coverage. These venues are finding new homes in the areas close to and/or adjacent to downtown.

The market opportunity for cafeteria establishments has never been better in this area of. The immediate area surrounding the business venue is undergoing a building renaissance as former and the currently finished multi-purpose building for business.

1.7.1 Target customer

One of our target customers are artists and writers who need a nice quite cozy place to think and do their work with reserved VIP seats and for commons and strangers. The other target customer of mine is couples that want to recreate themselves.

The golden golds's strategy is based upon targeting and serving:

The a typical debreberhan in town resident. This urban professional works long hours and has relatively little time to cook at home. She/he has an active social life and spends a substantial amount of disposable income maintaining it. and for university students and teachers

The many businesses which regularly use restaurant dining as a function of conducting business.

1.7.2 Market Segmentation

A restaurant/coffee house would provide one of the best food and beverage opportunities for more than 30,000 per month and adjacent neighborhoods.

Market Analysis							
potential customers	Growth	Year 1	Year 2	Year 3	Year 4	Year 5	CAGR
Tilili Area Residents	4.00%	1,568	2,725	5,798	7,878	12,066	4.00%
Hotel/Convention/Visitors	6%	2,100	3,915	4,452	5,820	6,143	6.00%
Downtown Workers	10.6%	3,350	8,020	10,624	11,349	10,419	10.60%
Total/average	6.6%	147,018	165,660	186,874	211,047	238,628	6.6%

1.8 Business Demand

Estimated demand levels based on CSA household income, consumption, and expenditure surveys as well as based on a sample survey undertaken using observation of the current demand for existing cafés and restaurant beside the population size.

The demand for the service is directly related with the growth of the population and income of the society. Taking this in to consideration annual average growth of 6.6% is applied to forecast the future demand then it expected to decline after its maturity over the 5 year period. But through diversifying the service that provided to the customers, the café will able to maintain keeping its customers

1.9 Market plan

1.9.1 Sales Strategy

our sales strategy includes:

Sell coffee, gift baskets and glass artwork on my website

Establish coffee service at local businesses

Sell gift cards, frequency cards, pre-paid cards, and offer discounts to key groups

Create an ongoing sampling program

Conduct a consistent, aggressive marketing program

Be an active member of the community; be visible at charitable functions

Solicit customer feedback to constantly improve and streamline our operation

Staff salaries that are 10% above the industry average in order to attract the best people

Hiring for attitude so that I always have a friendly, enthusiastic staff to make customers feel welcome and appreciated; constant staff training to assure the best quality possible

State-of-the-art sales/inventory system to (A) reduce customer waiting time, and (B) create efficient product ordering

1.9.2 Pricing Strategy

Our food, drinks, and entertainment options are priced to give us an attractive margin while at the same time offering value to the consumer. we want repeat business. we also want the experience to remain fresh. Therein lies why the food, beverages, and musical/entertainment programming will be relatively flexible.

Comparing with other competitive cafeterias we will provide fewer prices to our customers. we will offer three sizes of drinks, small Birr3.00, medium Birr3.50 and large Birr4.00. Our cookies and brownies will sell for Birr3.00 each.

1.9.3 Promotion Strategy

.The first step that we take in promoting our cafeteria is conducting an opening ceremony. On this ceremony different well known peoples will be invited and some part of the customers will also be invited. I also invite our neighbors to have a good public relationship.

We intend to advertise in the local newspapers and offer a "frequent drinkers club" discount to our best customers. We will also send out advertise through direct mail, which will include cents off coupons.

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 offerings, and first class entertainment and fun.

.we will have Happy Hour, price reduction for special days, like holidays, Valentine's Day. I provide special Torta cake for those of who celebrate their birthday parties in our cafeteria with low price.

Two thousand flayers will be distributed in the adjacent neighborhood, at the malls and in the selected office buildings within two weeks prior to the opening of Goldengolds resturant and cafe Subsequently, free postcards with Golden endorsement will be printed to increase the company visibility among the patrons

1.10 Location

Telegram

https://t.me/Ethiopian_Digital_Library

or @Ethiopian_Digital_Library

The business will locate in DEBEREBIRHAN town around BERNOS HOTEL .The location selected with the consideration

Availability of demand

Because it's the center for business

Because of the availability of infrastructure

1.11 Competition

The few cafeterias in the area, some are large chain with a very expensive product, others are really home style cafeterias, the last one, and competitors are an antique store with a "tea room".

GOLDEN GOLDS: Located in the heart of Debrebrihan while its location near many longstanding golden restaurants and cafeteria will seem to offer considerable overflow, the café is not easily seen from the street and parking is at a premium. Its concept has received very favorable press in debrebrihan

1.11.1 Strength

Consider quality of food and service with a reasonable price, and its skilled manager together with its bright waiter can attract customers, so it has acceptance (brand name) by the customer

Often have interesting alternative dishes on the menu and designer décor. The evening atmosphere is also so attractive and suitable for customers.

This restaurant has relatively many customers because of its reasonable price and good location.

1.11.2 Weakness

No variation on menu or service it provides. Most of its activities like the menu are limited.

Location: Located on the base around Debrebrihan university. The location is very "out-of-the-way" and can be perceived as a marginally safe area. Nevertheless, the café remains wildly popular given the parking difficulties, its small size, and its rather hidden location.

Even if there is widely varying standards of food and service, they are often expensive which does not consider the buying capacity of the customers.

Telegram

https://t.me/Ethiopian_Digital_Library

or @Ethiopian_Digital_Library

kings house: Located next to tsadkane bldg this is a traditional corporate coffee house which provides morning coffee and sandwich service. The owners are currently expanding to provide evening service.

The quality of the goods and service are not that much satisfactory beside the low price

1.11.3 Analysis of Competitive Position

None of these establishments features a traditional coffee house atmosphere or live or recorded evening entertainment.

Relative to the location of these establishments, the center of town is centrally geographically located. Its location will easily allow for passengers from those who came from other areas.

My pricing strategy and comfortable atmosphere will be the key to our success. None of the other cafeteria in the area can offer this.

1.11.4 Competitive Edge

GOLDEN GOLDS will position itself as unique cafeteria where its customers can not only enjoy a cup of perfectly brewed coffee but also spend their time in an ambient environment. Comfortable sofas and chairs, dimmed light and quiet relaxing music will help the customers to relax from the daily stresses and will differentiate Golden cafeteria from current competitors.

1.12 Management and operations

1.12.1 Time plan

The operation of the project will start at the End of 2022 after certain pre-request activities are accomplished.

The time schedule is stated as follows;

No	Activities	Time schedule
1	Developing the project	June 1- July25
2	Obtaining the license from concerned body	July27-Aug 20
3	Purchase materials and renting the building	Aug 21-Nov 10
4	Promotional activity	Nov12-Dec 16
4	Start running the business	Jan1 2023

Telegram

https://t.me/Ethiopian_Digital_Library

or @ Ethiopian_Digital_Library

1.12.2 Resource plan

No	Item	Cost
1	Coffee boiler machine	20,000
2	Kitchen equipment	40,000
2	Refrigerator	8000
4	Sofas and chairs (furniture)	100,000
5	Rental for building	10000
6	Labor cost	8415
7	Miscellaneous expenses	2000
	Total cost of the business	188,415

1.13 Personnel

The personnel plan calls for hiring 12 full-time salaried employees at start-up. Any additional hires will be part time and devoted to the expansion of any catering function, as well as increased capacity/operation of a private party function. Employee salaries are as follows:

No. Sr.	Manpower	No.	Monthly Salary (Birr)	Annual Salary (Birr)
1	General manager	1	1,000	12000
2	Chief	1	950	11400
3	Line cook	2	1200	14400
4	Waiter	4	2000	24000
5	Dishwashers/Bussers	3	2,100	25200
6	Guards	1	400	4800
Sub total		12	7650	91,800

Benefits (10% basic salary)		765	9180
Total		8415	100,980

Section two financial data

2. Project financial statement

we want to finance growth mainly through cash flow. we recognize that this means we will have to grow more slowly than we might like.

The most important indicator in my case is inventory turnover. we have to make sure that food inventory turnover stays at approximately four turns per month.

we do not want to let my average collection days get above 45 under any circumstances. This could cause a serious problem with cash flow, because our working capital situation is tight. Most credit sales will be via credit and debit cards. we do have plans to initiate direct billing for law firms and other businesses conducting regular visits. we must target a net profit of 14% at the least, and hold marketing costs to no more than one to three percent of gross sales.

2.1 The start-up expenses

Include:

Legal expenses for obtaining licenses and permits as well as the accounting services totaling Birr1, 300.

Marketing promotion expenses for the grand opening of Java Culture in the amount of Birr3,500 and as well as flyer printing (2,000 flyers at Birr0.04 per copy) for the total amount of Birr3,580.

Consultant's fees of Birr3, 000 paid to ABC Espresso Services for the help with setting up the coffee bar.

Insurance (general liability, workers' compensation and property casualty) coverage at a total premium of Birr2, 400.

Pre-paid rent expenses for one month at Birr1.76 per square feet in the total amount of Birr4, 400.

Premises remodeling in the amount of Birr10, 000.

Other start-up expenses including stationery (Birr500) and phone and utility deposits (Birr2, 500).

2.2 Income statement

we expect income to approach Birr 780,850 for calendar year 2016. It expected to increase to Birr 900,000 by the end of the years covered in this plan.

	Year 1	Year 2	Year 3
Sale	500,000	658,900	780,850
Direct Cost of Sales	200,000	235,450	350,578
Other	50,000	40,450	55,535
Total Cost of Sales	250,000	275,900	406,112
Gross Margin	250,000	383,000	474,738
Gross Margin %	50%	40.7%	45.69%
Expenses			
Payroll	70,452	100,866	100,866
Other Taxes	89,900	89,900	89,900
Sales and Marketing and Other Expenses	25,000	27,000	27,800

Telegram

https://t.me/Ethiopian_Digital_Library

or @Ethiopian_Digital_Library

Total Operating Expenses	213352	217776	218566
Profit Before Interest and Taxes	Birr276,203	511,381	Birr668,014
EBITDA	Birr283,103	518,281	Birr674,914
Interest Expense	Birr48,095	43,298	Birr41,442
Taxes Incurred	Birr55,675	117,021	Birr159,254
Net profit	Birr172,433	351,062	467,318

2.3 Cash flow

we expect to manage cash flow over the next three years with minimal new investment required over the first two years. It is my expectation that revenue beyond business sales will be invested in retiring long-term debt early.

No		Years				
		1	2	3	4	5
Cash flow from operation						
1	Cash sales (CIF)	500,000	658,900	780,850	900,000	990,428
2	Operation expense(COF)	213352	217776	218566	213352	220318
3	Net cash flow	386,648	441,124	562284	686648	770110

2.4 Balance sheet

As shown in the Balance Sheet, i expect a healthy growth in net worth from approximately Birr172,000 at the end of 2002 to almost Birr1 million by the end of the plan period.

Asset	Year1	Year2	Year3
-------	-------	-------	-------

Current Assets			
Cash	280,231	576,483	1,052,498
Inventory	129,671	122,814	128,955
Total Current Assets	409,902	699,297	1,181,453
Long-term Assets	595,040	595,040	595,040
Total Assets	1,004,942	1,298,337	1,776,493
Liabilities and Capital			
Current Liabilities	149,628	136,826	46,543
Accounts Payable	6,690	19,745	9,814
Subtotal Current Liabilities	156,318	117,081	156,357
Total Liabilities	824,287	Birr755,721	763,658
Paid-in Capital	98,000	98,000	98,000
Retained Earnings	(96,679)	75,754	426,817
Total Capital	172,433	351,062	467,318
Total Liabilities and Capital	1,004,942	1,298,337	1,776,493

2.5 Assumption of project financial statement

The financial plan depends on important assumptions, most of which are shown in the following table. The key underlying assumptions are:

we assume a slow-growth economy, without major recession.

we assume of course that there are no unforeseen changes in technology to make equipment immediately obsolete.

we assume access to equity capital and financing sufficient to maintain our financial plan as shown in the tables.

General Assumptions			
	Year 1	Year 2	Year 3
Plan Month	1	2	3

Telegram

https://t.me/Ethiopian_Digital_Library

or @Ethiopian_Digital_Library

Current Interest Rate	12.25%	12.25%	12.25%
Long-term Interest Rate	6.75%	6.75%	6.75%
Tax Rate	25.42%	25.00%	25.42%
Other	0	0	0

2.6 Break even analysis

The Break-even Analysis shows that Golden golds cafe and restaurant has a good balance of fixed costs and sufficient sales strength to remain healthy. Our break-even point is Birr 320,101 on sales averaging Birr12.54 per patron. This break-even position is achieved on a monthly fixed cost of Birr 107,873.

The break-even point of the project including cost of finance when it starts to operate at full capacity (year 3) is estimated by using income statement projection.

$$BE = \frac{\text{Fixed Cost}}{\text{Sales} - \text{Variable Cost}} = 73.16\%$$

Break-even Analysis	
Break-even revenue	Birr 320,101
Assumptions:	
Average Percent Variable Cost	20 %
Estimated Monthly Fixed Cost	Birr 46,841

2.7 Source and use fund

The business will be started with a total capital of 300,000 birr where 200,000 of the total will be contributed by the partners and the remaining 100,000 will be expected to be borrowed from Dashen Bank. The contribution of the partners is described below;

RUTH AYALKIBET	50,000 Birr
NARDOS FUNERA	50,000Birr
NUHAMIN TEDLA	50,000Birr
SIMERET NIGUSE	50,000Birr
SEMIR AND RAHIMET	50,000bBirr
Total	250,000

2.8 Appendix

Business ratios for the years of this plan are shown below. Industry profile ratios based on the Standard Industrial Classification (SIC) code 5812, Eating Places, are shown for comparison. The ratios show a plan for balanced, healthy growth.

Ratio Analysis				
	Year 1	Year 2	Year 3	Industry Profile
Sales Growth	0.00%	7.54%	9.42%	7.60%
Percent of Total Assets				
Inventory	12.99%	9.59%	7.34%	3.60%
Other Current Assets	0.00%	0.00%	0.00%	35.60%
Total Current Assets	41.07%	54.61%	67.29%	43.70%

Telegram

https://t.me/Ethiopian_Digital_Library

or @Ethiopian_Digital_Library

Long-term Assets	58.93%	45.39%	32.71%	56.30%
Total Assets	100.00%	100.00%	100.00%	100.00%
Current Liabilities	15.66%	9.14%	8.91%	32.70%
Long-term Liabilities	66.93%	49.87%	34.59%	28.50%
Total Liabilities	82.59%	59.02%	43.49%	61.20%
Net Worth	17.41%	40.98%	56.51%	38.80%
Percent of Sales				
Sales	100.00%	100.00%	100.00%	100.00%
Gross Margin	38.34%	45.69%	47.89%	60.50%
Selling, General & Administrative Expenses	30.51%	30.77%	29.62%	39.80%
Advertising Expenses	0.73%	0.68%	0.62%	3.20%
Profit Before Interest and Taxes	12.63%	21.75%	25.96%	0.70%
Main Ratios				
Current	2.62	5.97	7.56	0.98
Quick	1.79	4.92	6.73	0.65
Total Debt to Total Assets	82.59%	59.02%	43.49%	61.20%
Pre-tax Return on Net Worth	131.28%	89.19%	63.15%	1.70%
Pre-tax Return on Assets	22.86%	36.55%	35.69%	4.30%
Additional Ratios	Year 1	Year 2	Year 3	
Net Profit Margin	7.89%	14.93%	18.16%	n.a
Return on Equity	99.24%	66.89%	47.10%	n.a

Activity Ratios						
Inventory Turnover	10.91	10.12	10.65	n.a		
Accounts Payable Turnover	11.72	12.17	12.17	n.a		
Payment Days	28	31	29		n.a	
Total Asset Turnover	2.19	1.84	1.47		n.a	
Debt Ratios						
Debt to Net Worth	4.74	1.44	0.77		n.a	
Current Liab. to Liab.	0.19	0.15	0.20		n.a	
Liquidity Ratios						
Net Working Capital	Birr253,583	Birr582,217	Birr1,025,096		n.a	
Interest Coverage	5.74	11.81	16.12		n.a	
Additional Ratios						
Assets to Sales	0.46	0.54	0.68		n.a	
Current Debt/Total Assets	16%	9%	9%		n.a	
Acid Test	1.79	4.92	6.73		n.a	
Sales/Net Worth	12.58	4.48	2.59		n.a	
Dividend Payout	0.00	0.00	0.00		n.a	

2.9 Picture of the company's Golden products



(Coffee)



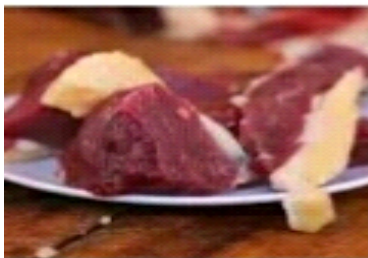
(Beyeaynet)



(kitfo)



(kitfo)



(kurt sega)



(Key wota)



(Tibs)



(Layover Area)

(Repose)

reference

personal

interview of dibrebrihan local people and university student came from different rigons

google for more information about service industreise or sectors and how it works and

and investors in resturant sector we try our best to make this business plan

Telegram

https://t.me/Ethiopian_Digital_Library

or @ Ethiopian_Digital_Library

Thank you

Telegram
https://t.me/Ethiopian_Digital_Library
or @Ethiopian_Digital_Library