

## Juicy Financials

**Juicy van including all equipment** = £21,350 – £22,250

**Franchise fee** = £5,495 (one off payment)

**Training fee** = £450 (to include produce)

**Annual royalty fee** = £1000 per year (can be paid monthly)

**Start up pack (includes uniforms, disposables etc)** = £290 – £500

You can purchase the **Juice Master branded, eco-friendly van** with finance if needed.

## Juicy Financial Scenarios

### Juices and Smoothies

The juices and smoothies sell for between £2.80 and £3.20, with an average cost of £3.00

The raw cost for producing each juice and smoothie is on average 1/3 of the retail price.

**This means the average profit is £2.00 per drink.**

### Shots

Each Shot sells for £1 with a **gross profit of 57 pence.**

### Juice in a Bar

Each Bar sells for £1.59 pence with a **gross profit of 64 pence.**

### Scenario 1

Drinks x 200 per day = a gross profit of £400

Shots x 50 per day = £28.50

Bars x 40 per day = £25.60

**Gross Profit = £454.10 per day**

### Scenario 2

Drinks x 300 per day = a gross profit of £600

Shots x 75 per day = £42.75

Bars x 60 per day = £38.40

**Gross Profit = £681.15 per day**

### Scenario 3

Drinks x 400 per day = a gross profit of £800

Shots x 100 per day = £57

Bars x 80 per day = £51.20

**Gross Profit = £908.20 per day**

Your operating costs will vary depending on the particular show / exhibition / event. Some smaller events, especially charities are happy to take a % of takings whilst other events may charge £25 – £50 per day for a pitch while big events held in city conference centres can charge in the region of £200 per day or more.

**If you would like to talk to a member of The Juice Master Team about taking your passion for juice on the road, please contact us:**

**w:** www.juicemaster.com **e:** info@juicemaster.com **t:** +44 (0)845 130 28 29



# Juice Master™ MOBILE Juice Van



**Take your Passion for juice on the road with a genuine turn-key Business opportunity!**

**w:** www.juicemaster.com **e:** info@juicemaster.com **t:** +44 (0)845 130 28 29

## What we offer

We are offering you the opportunity to own and run your own eco-friendly, **Juice Master** designed and branded juicy van. Essentially you will be in business for yourself, however you will also benefit from our:

- **Juice Master** name and branding
- Expertise and ongoing marketing and brand exposure
- Knowledge of how to run the juicy van
- Succinct **recipes** and know how
- Specialised **Juicy Van Training**
- Branded disposables including: cups, napkins, uniforms and info leaflets
- **Juice Master** branded marketing and point of sale material
- Exposure on our active website
- **Juice Master** Training, Health and Safety, Operation and Business Manual

In addition to all the above support you will constantly benefit from being associated with the **leading name in juicing** and you will benefit from all on-going **press activity** and **Juice Master marketing**.



**Juice Master** is delighted to offer you the opportunity to own and operate your very own Eco-friendly, **Juice Master** branded mobile juicy van.

- A total **turn-key business**
- An **affordable** business start-up
- Own and run a **very flexible** mobile solution
- Work the **hours** and **locations you choose**
- Work **part-time** or **full time**
- Make a **juicy difference** to yourself and others

The beauty of the mobile solution is you are not committed 365 days per year to rents, rates, wages etc. as you only pay rent at the events you exhibit at.

### The vans are ideal for:

- Indoor and outdoor events
- Exhibitions
- Shows
- Markets
- Festivals
- Town-centres
- Beach locations
- Parks and many more locations

### Juice Master Affiliate

You will automatically become a **Juice Master affiliate**, meaning you can buy all of our products from us at reduced wholesale costs. You can therefore also earn **additional income** from **Juice Master books, CDs and DVDs, supplements, Juice Master branded energy bars, juice extractors, blenders and many more.**

### Supplies

The wonderful thing about owning and operating a **Juice Master mobile van** is that you are in charge of the business and unlike other franchises we want you to **source all your fruits and vegetables from your local supplier.** We have developed all the branded disposables (literature, cups, lids, napkins, uniforms etc) so you can purchase these from us in small quantities.

### Your Future

Due to the uncertain economic climate, now is the **perfect time to go into business for yourself and take control of your future.** Being your own boss means you decide where, when and with whom you work. You can **shape your own destiny** and remove any uncertainty of redundancy or downsizing. This is also a **fun, enjoyable** and **rewarding business** that can make a juicy difference to yourself, your family and of course your customers.

## The Van and Equipment

These unique vans are directly imported and converted to our specification by a renowned British company. The vans also comply with all UK legislation.

- Robust unique shape vehicle - corrosion resistant
- Economical: **50 – 70 Mpg**
- Speed: ideal for local town centre **40 – 45 Mph**
- Diesel 600cc
- All equipment runs off electric hook up or from the generator
- **33 liters** water tank
- **Low** running costs
- Compact, ideal for small spaces and economical rents
- Dimensions: Width 1500mm, Length 3650mm, Height 2500 mm

The **Juicy van** is a fully turn-key operation and includes:

- Fridge and freezer
- Pull out generator
- Professional juicers and blenders
- Additional menu boards (optional)
- Double sink
- Washing up hose
- Cup dispenser
- Knife magnet
- Extra jugs
- Branded graphics and more