# Broaster Trademark Food Program
## Profit Story and ROI Calculator

Instructions:
Enter appropriate data in any cells where the corresponding descriptive text is GREEN and press "enter" to update metrics. Variable fields include: average check amount, orders per day, total equipment costs, down payment, finance term (months), interest, and profit margin.

| | | | | |
|---|---|---|---|---|
| **Gross Income** | **Assumptions** | | | |
| | Average Check Amount | $ 8.50 | | |
| | Orders Per Day | 25 | | |
| | | **Daily** | **Monthly** | **Yearly** |
| | Food Sales Estimate ($) | $ 213 | $ 6,464 | $ 77,563 |
| | | | | |
| **Equipment Costs** | **Equipment Costs** | | | |
| | Total Equipment Costs | $ 22,000.00 | | |
| | Down Payment | $ 0.00 | | |
| | Financed Amount | $ 22,000.00 | | |
| | Finance Term (months) | 60 | | |
| | Interest % | 6.0 | | |
| | | **Daily** | **Monthly** | **Yearly** |
| | Payment | $ 14 | $ 425 | $ 5,223 |
| | | | | |
| **Margin and Food & Paper Costs** | Profit Margin 50% | $ 106 | $ 3,232 | $ 38,781 |
| | Industry Average Food & Paper Costs 50% | $ 106 | $ 3,232 | $ 38,781 |
| | | | | |
| **Return on Investment** | Income | $ 213 | $ 6,464 | $ 77,563 |
| | Total Equipment, Food & Paper Costs | $ 121 | $ 3,657 | $ 44,004 |
| | | **Daily** | **Monthly** | **Yearly** |
| | **Profit** | $ 92 | $ 2,806 | $ 33,559 |
| | **Equipment ROI** | 239.3 | 7.8 | 0.7 |

| Industry Benchmarks | Grocery | Restaurants | C-Store |
|---|---|---|---|
| **Profit Margin** | 5% | 65% | 50% |
| **Food & Paper Cost** | 95% | 35% | 50% |