

Costs:

- Delivery costs are paid by the customers and are fixed at 5€ per order. These costs are agreed with the delivery company. They are calculated on an average of 8 km per order (balance between short and long distance deliveries)
- We will pay 80% of the order value to the farmers (we will earn 20%)
- We will have fixed costs per month of 100€ on average for miscellaneous (photos, printing, own transport...)
- The salary for each of us 3 will be for 4 hours per day and 5 days a week. We will pay ourselves 12€/h. which means that our monthly salary will be : $12\text{€} \times 3(\text{people}) \times 4(\text{h}) \times 5(\text{days}) \times 52(\text{weeks}) / 12(\text{months}) = 12 \times 3 \times 4 \times 5 \times 52 / 12 = 3120\text{€}$
The first 3 months we will have a loss. Then we will have profits.
- No other costs are planned (for ex. no salaries), as we (the 3 of us) will take care of the following:
 - Accounting
 - communication : Social media, Public Relations (Press), Email campaign
 - Contracts with farmers (get the help of volunteer lawyers)
 - Website : we will create a website with free software, for example. WIX
 - Advertising placements (finding the companies and organizing contracts)

reasoning for numbers:

in the first 3 months we will have a loss as the order numbers are too low to give us higher revenues than costs then the order numbers will get higher as our company will get more popular, thanks to social media.

main revenue:

- incoming orders
- advertising placements

payment methods:

- credit card
- Bizum
- paypal

main cost:

- farmers revenue per order
- other costs: websites, photos, etc.
- monthly salary

	January	February	March	April	May	June	July	August	September	October	November	December
Number of monthly orders:	60	75	90	100	110	120	130	130	140	150	155	155
REVENUE												
Average order value including delivery	100 €	120 €	130 €	135 €	140 €	140 €	150 €	150 €	155 €	160 €	140 €	140 €
Monthly order value	6.000 €	9.000 €	11.700 €	13.500 €	15.400 €	16.800 €	19.500 €	19.500 €	21.700 €	24.000 €	21.700 €	21.700 €
Selling of Advertising placements (3x) 150€ every advert	450 €	450 €	450 €	450 €	450 €	450 €	450 €	450 €	450 €	450 €	450 €	450 €
TOTAL MONTHLY REVENUE	6.550 €	9.570 €	12.280 €	14.085 €	15.990 €	17.390 €	20.100 €	20.100 €	22.305 €	24.610 €	22.290 €	22.290 €
COSTS												
Farmers revenue per order = 80%	4.500 €	6.825 €	8.910 €	10.300 €	11.770 €	12.840 €	14.950 €	14.950 €	16.660 €	18.450 €	16.585 €	16.585 €
Diverse costs 100€	100 €	100 €	100 €	100 €	100 €	100 €	100 €	100 €	100 €	100 €	100 €	100 €
Monthly Salary of the 3 employees (Maia, Alba, Coral)	3.120 €	3.120 €	3.120 €	3.120 €	3.120 €	3.120 €	3.120 €	3.120 €	3.120 €	3.120 €	3.120 €	3.120 €
Monthly delivery costs	300 €	375 €	450 €	500 €	550 €	600 €	650 €	650 €	700 €	750 €	775 €	775 €
TOTAL MONTHLY COSTS	8.020 €	10.420 €	12.580 €	14.020 €	15.540 €	16.660 €	18.820 €	18.820 €	20.580 €	22.420 €	20.580 €	20.580 €
TOTAL PROFIT	-1.470 €	-850 €	-300 €	65 €	450 €	730 €	1.280 €	1.280 €	1.725 €	2.190 €	1.710 €	1.710 €

	January	February	March	April	May	June	July	August	September	October	November	December
Number of monthly orders:	170	175	180	180	190	200	205	210	220	230	240	250
REVENUE												
Average order value including delivery	135 €	135 €	140 €	150 €	160 €	160 €	160 €	160 €	155 €	160 €	140 €	140 €
Monthly order value	22.950 €	23.625 €	25.200 €	27.000 €	30.400 €	32.000 €	32.800 €	33.600 €	34.100 €	36.800 €	33.600 €	35.000 €
Selling of Advertising placements (3x) 150€ every advert	450 €	450 €	450 €	450 €	450 €	450 €	450 €	450 €	450 €	450 €	450 €	450 €
TOTAL MONTHLY REVENUE	23.535 €	24.210 €	25.790 €	27.600 €	31.010 €	32.610 €	33.410 €	34.210 €	34.705 €	37.410 €	34.190 €	35.590 €
COSTS												
Farmers revenue per order = 80%	17.510 €	18.025 €	19.260 €	20.700 €	23.370 €	24.600 €	25.215 €	25.830 €	26.180 €	28.290 €	25.680 €	26.750 €
Diverse costs 100€	100 €	100 €	100 €	100 €	100 €	100 €	100 €	100 €	100 €	100 €	100 €	100 €
Monthly Salary of the 3 employees (Maia, Alba, Coral)	3.120 €	3.120 €	3.120 €	3.120 €	3.120 €	3.120 €	3.120 €	3.120 €	3.120 €	3.120 €	3.120 €	3.120 €
Monthly delivery costs	850 €	875 €	900 €	900 €	950 €	1.000 €	1.025 €	1.050 €	1.100 €	1.150 €	1.200 €	1.250 €
TOTAL MONTHLY COSTS	21.580 €	22.120 €	23.380 €	24.820 €	27.540 €	28.820 €	29.460 €	30.100 €	30.500 €	32.660 €	30.100 €	31.220 €
TOTAL PROFIT	1.955 €	2.090 €	2.410 €	2.780 €	3.470 €	3.790 €	3.950 €	4.110 €	4.205 €	4.750 €	4.090 €	4.370 €