



SAMPLE COMPANY

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Sample Company Cigar Lounge innovates by delivering a lavish, personalized cigar lounge on wheels, catering to cigar aficionados during private events and corporate gatherings. Its commitment to premium cigars, exceptional service, and mobility distinguishes it within the dynamic cigar lounge landscape.

Our Vision & Mission



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Sample Company Cigar Lounge redefines cigar enjoyment by seamlessly bringing opulence to clients' venues, blending mobility, elegance, and community through selected cigars, inventive lounges, and restricted gatherings for connoisseurs to luxuriate in sophistication.



Vision

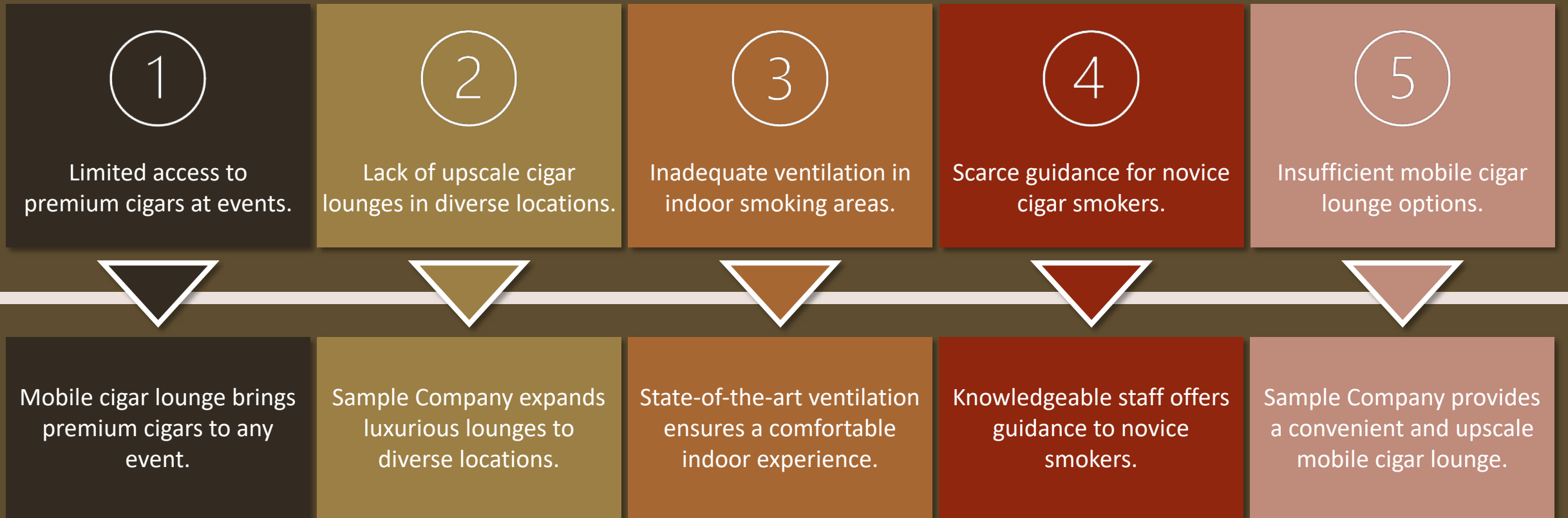
Sample Company's vision is to be the global standard of opulent mobile cigar lounges, uniting enthusiasts and setting new heights of refined indulgence.



Mission

Sample Company is committed to harmoniously merging opulence, flexibility, and camaraderie to reshape cigar indulgence, crafting unique moments and enduring bonds among enthusiasts, all while paying tribute to sophistication and companionship.

Our Solutions to Industry Problems



Why Now?



Growing desire for refined and upscale indulgences within the cigar industry.

Significant rise in consumer fascination with premium cigars and elevated recreation pursuits.

Scarcity of easily accessible and exceptionally adaptable options for mobile cigar lounges in the market

Rising clientele in search of distinctive and customized cigar lounge encounters for private occasions.

Our Target Market is Large



* Source: IBISWorld

Primary Competitors



Sample Competitor 1

www.samplecompetitor.com

- Specializes in premium cigar experiences at high-end events.
- Offers curated selection of exclusive cigars.
- Focuses on luxurious ambiance and settings.
- Collaborates with luxury event planners.
- Strengths: Established luxury event presence.
- Weaknesses: Limited mobility and online visibility.



Sample Competitor 2

www.samplecompetitor.com

- Offers mobile cigar lounge experiences.
- Provides personalized cigar options.
- Innovates adaptable and stylish lounges.
- Active on social media for marketing.
- Strengths: Strong online presence and customization.
- Weaknesses: Consistency across setups.

Competitive Advantages



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I. Mobile Service

Sample Company distinguishes itself through our inventive mobile lounge concept, delivering opulence and sophistication to the locations chosen by our clients, transcending conventional limits and enhancing the cigar experience.

II. Exclusivity

Through an exclusive Cigar association partnership, Sample Company presents an unmatched selection of premium, boutique and new cigars, enhancing options and solidifying our status as a top-tier destination in the market.

III. Exclusive Engagement

Sample Company's dedication to curating unique events and immersive experiences, combined with on-site cigar rolling fosters a robust community of enthusiasts and provides an unparalleled and immersive journey

Strategic Objectives



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Phase II – Intermediate Objectives



- Forge partnerships with prominent cigar brands to host promotional gatherings, showcasing new releases and limited editions to a targeted audience.
- Strengthen ties with vendors, offering privileged access to limited edition cigars, enriching the lounge's allure and variety.
- Initiate the creation or renovation of Sample Company's physical lounge, aligning its ambiance with the mobile lounge's luxurious aesthetic.
- Launch interactive cigar rolling classes, inviting enthusiasts to learn this craft, bringing an engaging educational aspect to the lounge.



Phase I – Short-Term Objectives

- Focus on the final touches of the mobile lounge's construction, ensuring it exudes the utmost in comfort and elegance.
- Assemble a rich assortment of top-tier cigars, ensuring the humidor boasts a diverse and exceptional range.
- Roll out a dynamic marketing campaign to generate excitement and awareness leading up to the launch of Sample Company's Mobile Cigar Lounge.
- Organize an exclusive launch event that introduces the mobile lounge to the local scene and sparks intrigue around its innovative concept

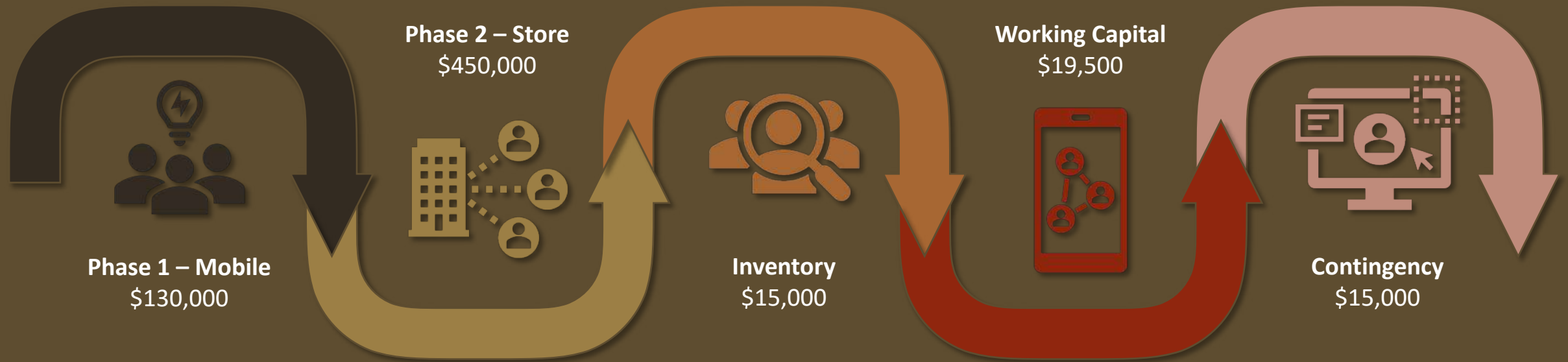
Phase III – Long-Term Objectives

- Establish Sample Company's Lounge as the pinnacle and most favored cigar lounge in Sample City, synonymous with sophistication, camaraderie, and luxury.
- Foster a strong sense of community by hosting regular events, tastings, and educational sessions, cementing the lounge's role as a focal point for cigar aficionados.
- Embrace ongoing innovation by introducing fresh concepts, services, and experiences that sustain patron engagement and enthusiasm for the offerings.

Funding Required For Development



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Notes

Our objective is to obtain an initial investment of **\$630,000**, in exchange for a **20% equity stake**. Funds will also be secured from the owner (**\$70,000**) and a loan (**\$20,000**). Funds will be allocated toward startup expenses (**\$35,000**) and assets (**\$595,000**) to help scale and expand in our first target market.

Pre-Money Valuation	\$2,760,000
Funding Round Preferred Shares	\$690,000
Post-Money Valuation	\$3,450,000

Financial Assumptions



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Revenue Per Distribution Channel							
Revenue	Unit Price	Year 1	Year 2	Year 3	Year 4	Year 5	5 years
Mobile Unit Rental	1,300	187,200	224,640	269,568	323,482	388,178	1,393,068
Cigar Sales	17	46,920	56,304	67,565	81,078	97,293	349,160
Cigar Rolling Services	560	26,880	32,256	38,707	46,449	55,738	200,030
Cigar Rolling Classes	1,600	0	192,000	230,400	276,480	331,776	1,030,656
Total Revenue		261,000	505,200	606,240	727,488	872,986	2,972,914
Direct Cost of Revenue	Unit Cost	Year 1	Year 2	Year 3	Year 4	Year 5	5 years
Mobile Unit Rental	130	18,720	22,464	26,957	32,348	38,818	139,307
Cigar Sales	6	16,560	19,872	23,846	28,616	34,339	123,233
Cigar Rolling Services	40	1,920	2,304	2,765	3,318	3,981	14,288
Cigar Rolling Classes	100	0	12,000	14,400	17,280	20,736	64,416
Total Direct Cost of Revenue		37,200	56,640	67,968	81,562	97,874	341,244
Units Sold	Unit Metric	Year 1	Year 2	Year 3	Year 4	Year 5	5 years
Mobile Unit Rental	Rentals	144	173	207	249	299	1,072
Cigar Sales	Cigars	2,760	3,312	3,974	4,769	5,723	20,539
Cigar Rolling Services	Events	48	58	69	83	100	357
Cigar Rolling Classes	Classes	0	120	144	173	207	644
Total Units Sold		2,952	3,662	4,395	5,274	6,329	22,612

Financial Output



Financial Highlights

	Year 1	Year 2	Year 3	Year 4	Year 5	5 years
Revenue	261,000	505,200	606,240	727,488	872,986	2,972,914
Gross profit	223,800	448,560	538,272	645,926	775,112	2,631,670
EBITDA	145,800	303,357	383,465	480,714	598,616	1,911,953
Net Income	125,425	233,449	307,123	396,532	504,899	1,567,428
Gross margin	85.75%	88.79%	88.79%	88.79%	88.79%	88.52%
EBITDA margin	55.86%	60.05%	63.25%	66.08%	68.57%	64.31%
Profit margin	48.06%	46.21%	50.66%	54.51%	57.84%	52.72%

