

FreshKicks Sneaker Care – 36 Month Financial Projections

Container-Based Sneaker Cleaning Business (South Africa)

Key Financial Assumptions

Item	Assumption
Starting customers per day (Month 1)	8
Customer growth	Increase by 1 customer every 3 months
Average price per service	R120
Operating days per month	26
Site rental fee	R1,000 per month
Electricity & water	R2,500 per month
Staff wages	R6,000 per month
Cleaning consumables	R2,000 per month
Marketing	R1,500 per month
Miscellaneous	R1,000 per month

36-Month Income & Expense Projections

Month	Avg Customers/Day	Revenue (R)	Operating Costs (R)	Net Profit (R)
1	8	24,960	14,000	10,960
2	8	24,960	14,000	10,960
3	8	24,960	14,000	10,960
4	9	28,080	14,000	14,080
5	9	28,080	14,000	14,080
6	9	28,080	14,000	14,080
7	10	31,200	14,000	17,200
8	10	31,200	14,000	17,200
9	10	31,200	14,000	17,200
10	11	34,320	14,000	20,320
11	11	34,320	14,000	20,320
12	11	34,320	14,000	20,320
13	12	37,440	14,000	23,440
14	12	37,440	14,000	23,440
15	12	37,440	14,000	23,440
16	13	40,560	14,000	26,560
17	13	40,560	14,000	26,560
18	13	40,560	14,000	26,560
19	14	43,680	14,000	29,680
20	14	43,680	14,000	29,680
21	14	43,680	14,000	29,680
22	15	46,800	14,000	32,800
23	15	46,800	14,000	32,800
24	15	46,800	14,000	32,800
25	16	49,920	14,000	35,920
26	16	49,920	14,000	35,920
27	16	49,920	14,000	35,920
28	17	53,040	14,000	39,040
29	17	53,040	14,000	39,040
30	17	53,040	14,000	39,040
31	18	56,160	14,000	42,160
32	18	56,160	14,000	42,160
33	18	56,160	14,000	42,160
34	19	59,280	14,000	45,280
35	19	59,280	14,000	45,280

36	19	59,280	14,000	45,280
----	----	--------	--------	--------

Monthly Operating Cost Breakdown

Cost Item	Monthly Cost (R)
Site Rent	1,000
Electricity & Water	2,500
Staff Wages	6,000
Cleaning Consumables	2,000
Marketing & Promotions	1,500
Miscellaneous	1,000
Total Operating Costs	14,000