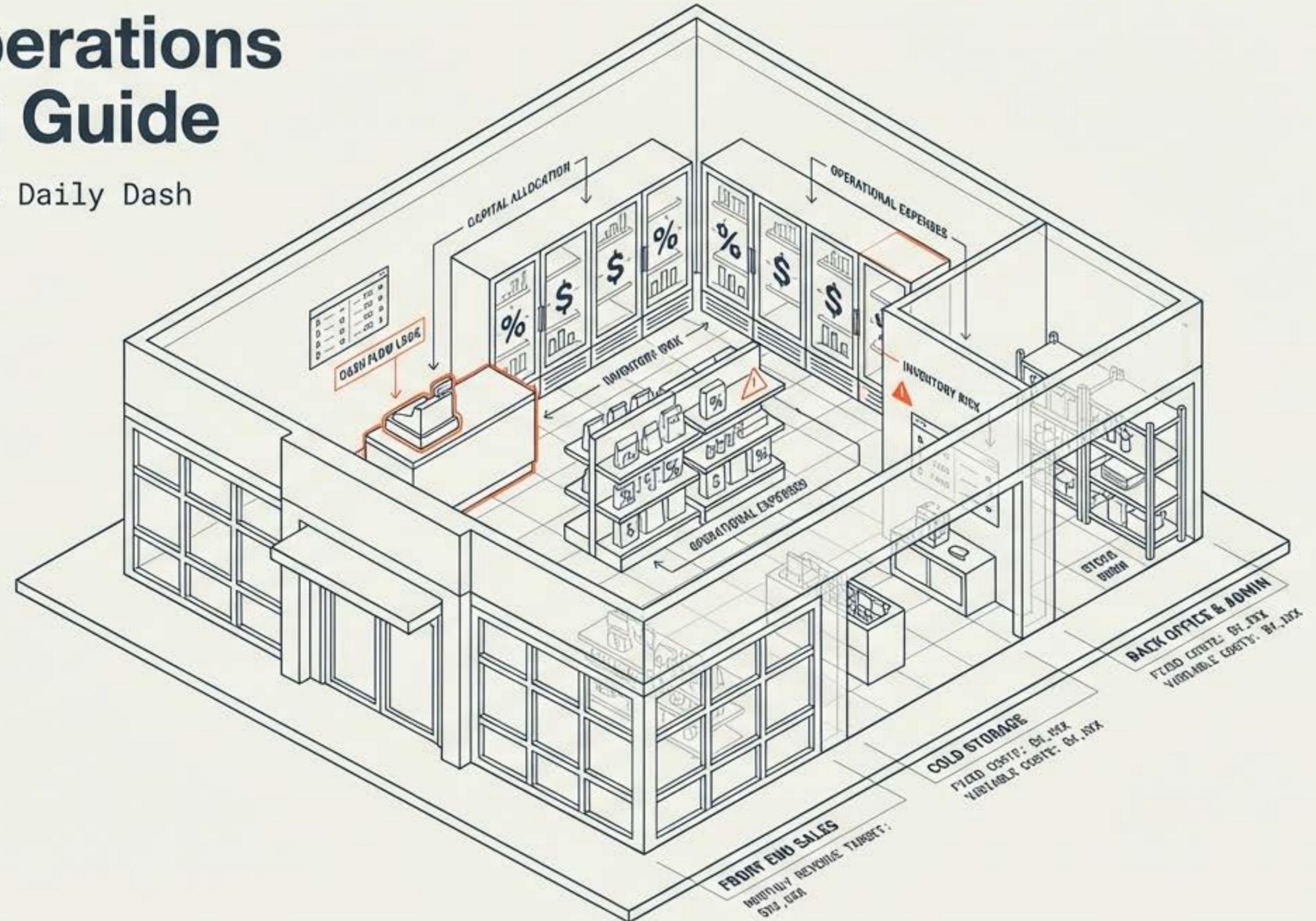


# Financial Operations & Budgeting Guide

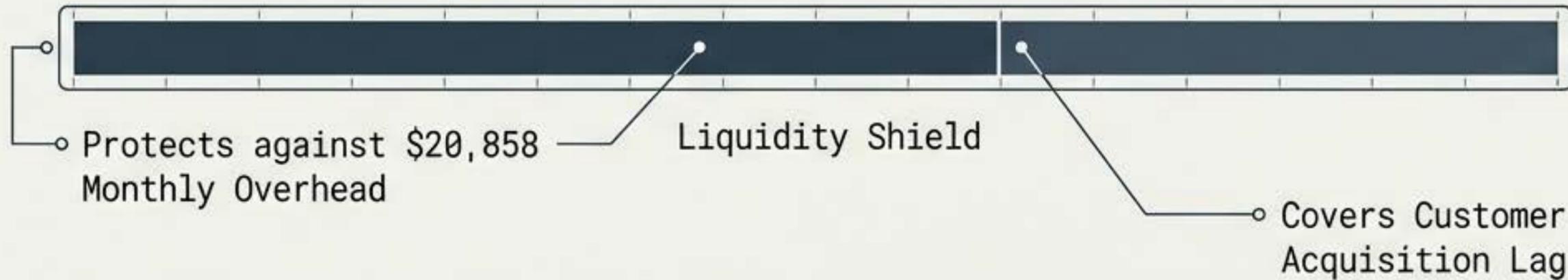
12-Month Roadmap for The Daily Dash Convenience Store Model



STRATEGIC FRAMEWORK:  
LAUNCH TO BREAK-EVEN (MAY 2026)

# The Survival Number: Your Cash Reserve Requirement

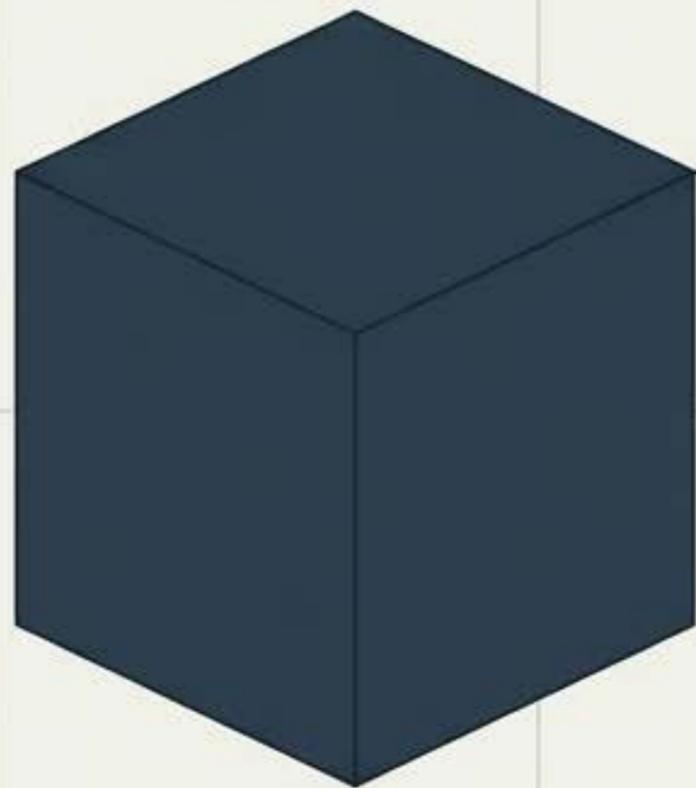
# \$825,000



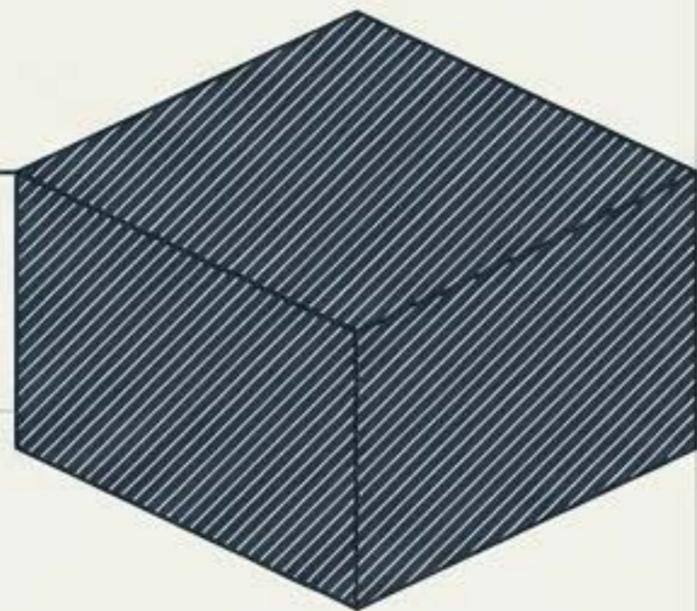
You must cover the \$20,858 fixed monthly overhead every month before selling a single coffee.

This is the minimum liquid cash buffer required by February 2026. Not just startup capital—this is the price of admission to survive the ramp-up.

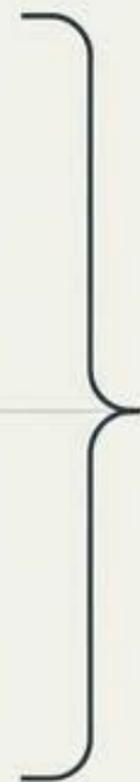
# Calculating the Runway to Profitability



Capex / Setup  
\$123,000



5 Months Ops Loss  
~\$75,000 (\$15k/mo)



Min. Working Capital  
~\$198,000



May 2026  
(Projected Breakeven)

Every week past the May 2026 projection eats directly into capital. With a \$15,000 monthly burn, this buffer is non-negotiable.

# The Expense Ecosystem: Anchors vs. Accelerators

## FIXED ANCHORS



**The Floor** (Must pay regardless of sales)

- Rent: \$5,000
- Tech Stack: \$250
- Base Utilities: \$800

## VARIABLE ACCELERATORS



**The Scale** (Grows with business)

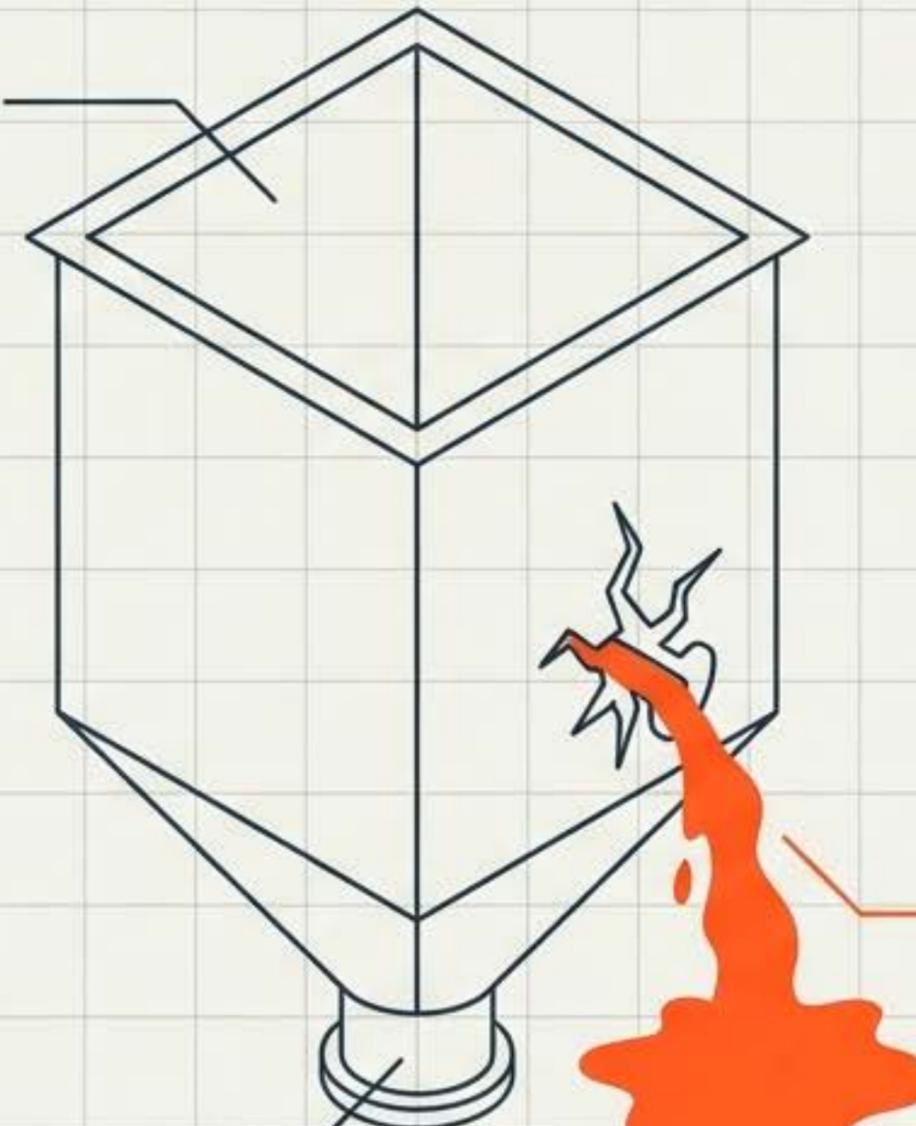
- Inventory: 120% of Revenue
- Payroll: \$13,958
- Marketing: 20%
- Transaction Fees: 30%

**Insight:** **Payroll** and **Inventory** combine to dwarf fixed rent. **Labor efficiency** and **turnover** are your primary control levers.

# Variable Lever 1: The Inventory Pressure Cooker

140% Total Input Cost

Purchases (120%)



Warning: Slow turnover turns this 20% estimate into reality.

Spoilage & Shrinkage Buffer (20%)

Sales (\$1.00)

## Action Items:

- Track daily sales velocity per SKU.
- Map vendor lead times to sales cycles.
- Strict holding limits for perishables.

# Variable Lever 2: Staffing Efficiency Over Volume

## COMPARATIVE MONTHLY COSTS

Monthly Payroll: \$13,958

Monthly Rent:  
\$5,000



\$5,000



\$13,958

**Total Capacity:** 45 FTEs  
(Manager + Associates)

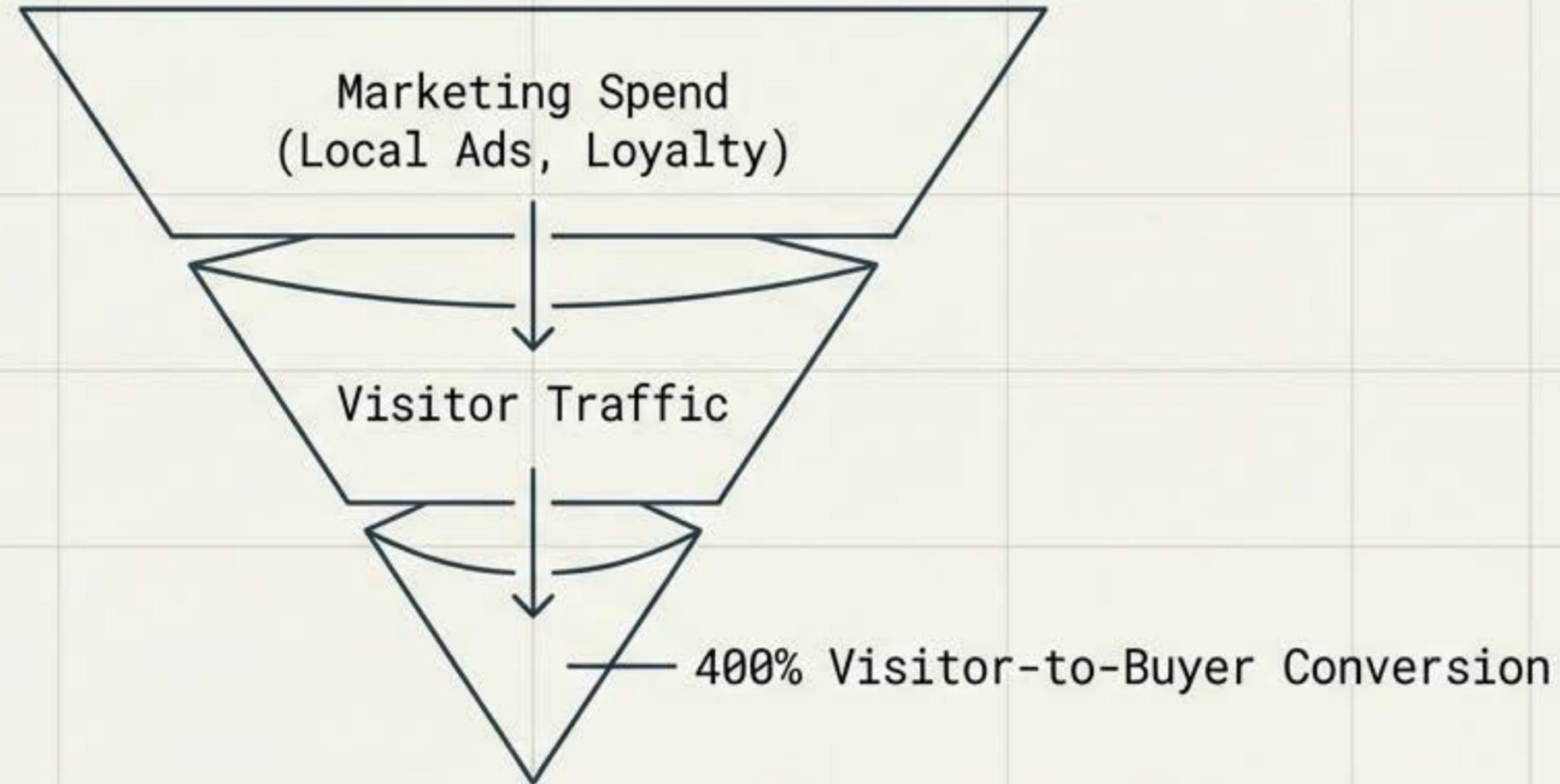
**Manager Allocation:**  
\$5,000/month base

### STRATEGY:

Labor is the largest semi-variable cost. Do not treat all 45 FTEs as fixed 40-hour blocks. Schedule for transaction density, not projected peak.

# Variable Lever 3: Buying Foot Traffic

20% of Revenue  
allocated to Marketing



This spend is non-negotiable. You are buying customers to move the inventory before it spoils. Avoid blanket discounts; focus on high-margin grab-and-go items.

# Variable Lever 4: The Transaction Fee Compression



The 15-point swing is critical for margin expansion. It is a pure volume play.

## TACTICS

- Avoid flat-rate processors early.
- Encourage cash/low-cost digital.
- Track volume to leverage against acquiring banks.

# Fixed Anchors: The Cost of Existence

## The Lease (\$5,000/mo)

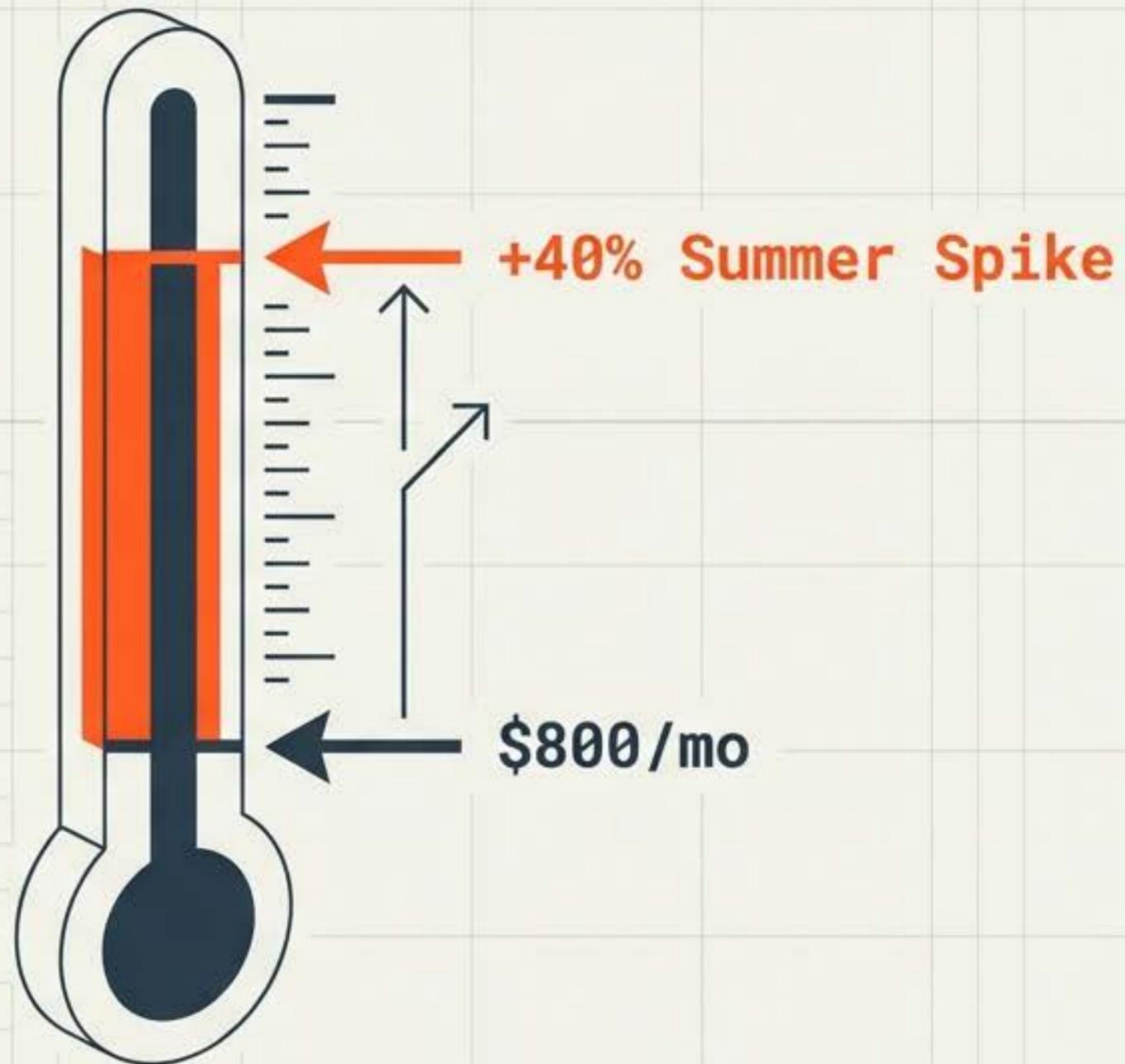
- Determines location viability.
- Must be covered before revenue flows.
- Watch for escalation clauses.

## The Tech (\$250/mo)

\$150 POS Software + \$100 Security Maint.

**Warning:** Skipping the \$100 security maintenance is false economy. Unpatched systems invite theft.

# The Volatile Fixed Cost: Utilities & Energy



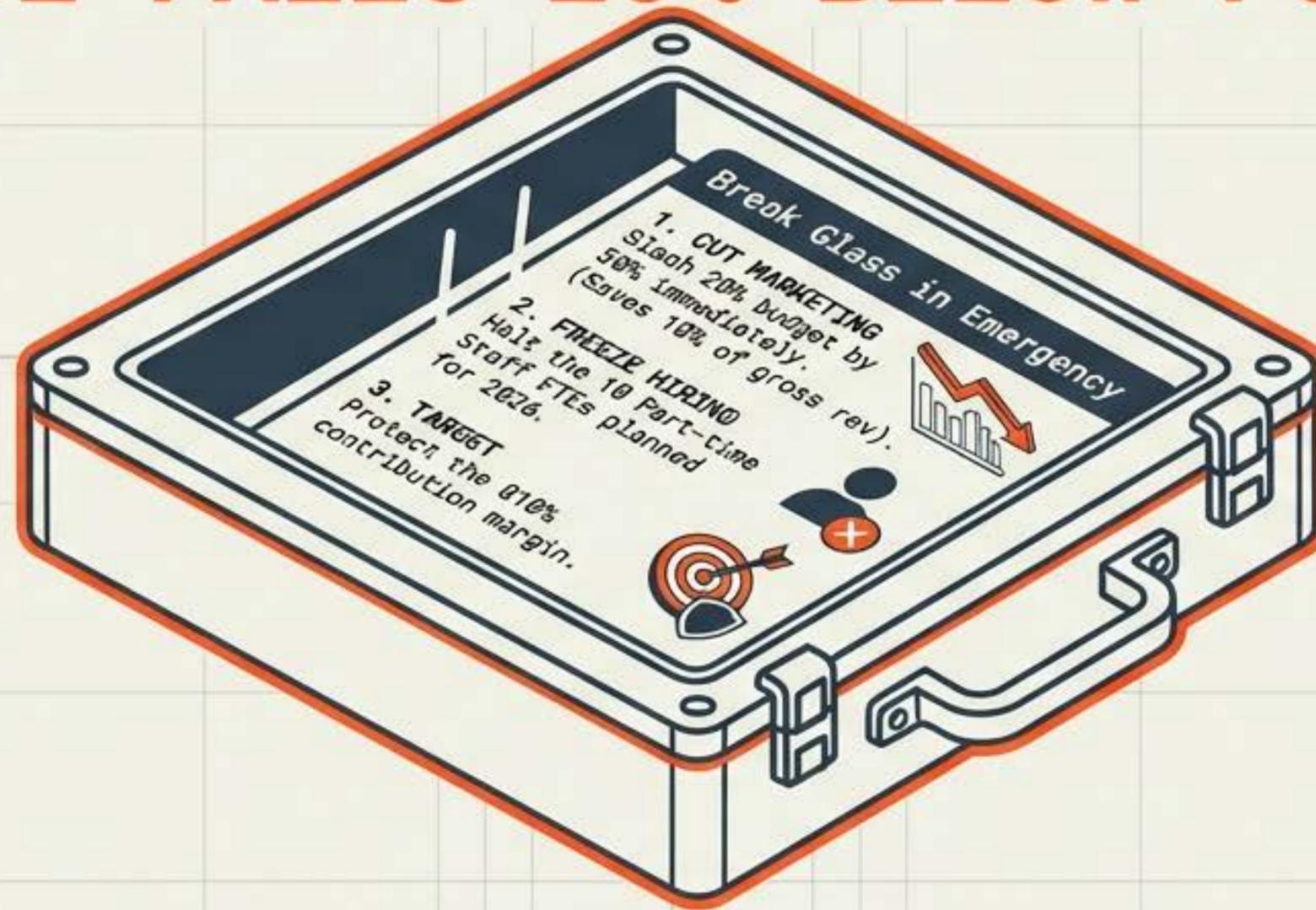
- Refrigeration = ~50% of total bill.
- Required Buffer: 15% Contingency.

## TACTICS

- Focus on high-SEER HVAC and door seals.
- Preventative maintenance on compressors prevents 10% annual efficiency loss.

# Crisis Protocol: Defending the Margin

IF REVENUE FALLS 20% BELOW FORECAST...



Aggressive cost control is required when volume drops to prevent liquidity failure.

# Operational Launch Scorecard

Cash Reserve

**\$825,000**

(By Feb 2026)

Starting Monthly Cost

**~\$30,200**

(\$20,858 Fixed + Variable)

Breakeven Timeline

**5 Months**

(May 2026)

Inventory Ratio

**120% Purchase**

(+20% Spoilage)

Payroll Limit

**\$13,958**

(45 FTE Capacity)

Conversion Goal

**400%**

(Visitor-to-Buyer)

**SECURE THE RUNWAY. CONTROL THE TURNOVER. HIT THE CONVERSION.**