

**FREE VERSION OF GROWTHINK'S
ULTIMATE VENDING MACHINE BUSINESS
PLAN TEMPLATE**

[Company Logo]
(if applicable)

[Company Name]
BUSINESS PLAN
[Current Month], [Year]

[Name]
[Title]
[Company Name]
[Address 1]
[Address 2]
[City, State Zip]
Tel: []
Fax: []
Email: []
Website: []

CONFIDENTIAL

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PLEASE READ THIS FIRST:

NOTE: this is the Free version of Growthink's Ultimate Vending Machine Business Plan Template. Much of the information from the paid version, including the integrated financial graphs and charts have been removed from this version.

The real version of Growthink's Ultimate Vending Machine Business Plan Template is much more than a fill-in-the-blanks template.

That template professionally guides you step-by-step so you can quickly, easily and expertly complete your business plan.

Perhaps most importantly, it includes complete financial projections. You simply enter some numbers (for example the # of products/services you expect to sell and the price), and Growthink's Ultimate Vending Machine Business Plan Template automatically builds your 5-year Income Statement, Balance Sheet and Cash Flow Statement. This service alone would cost thousands of dollars if you hired an accountant to complete it for you.

To upgrade to the full, paid version of Growthink's Ultimate Vending Machine Business Plan Template, please go to <https://businessplantemplate.growthink.com/vending-machine/>

I. Executive Summary

Key Questions to Answer:

- *What does your business do?*
- *What market need does your business solve?*
- *What are 4-7 reasons why your business will be successful?*
- *How much capital, if any, are you seeking for your business?*

Sample from Growthink's Ultimate Vending Machine Business Plan Template:

[Company Name], located at [insert location here] is a vending machine operator. We offer state-of-the-art vending machines stocked with snacks, beverages, fresh and frozen foods, and coffee.

Products and Services

[Company Name] will provide fully managed vending machine services.

Vending machines available for placement by [Company Name] include:

- Beverages – both hot and cold
- Snacks
- Food – refrigerated and frozen

[Company name] will also offer employer-subsidized vending options.

Customer Focus

[Company Name] will primarily serve large businesses within a 100-mile radius of our location. These potential customers are as follows:

- 890 businesses with 100 or more employees
 - Sectors with high potential:
 - 138 large businesses in the Retail sector
 - 99 large businesses in the Manufacturing sector
 - 75 large businesses in the Health Care sector
 - 72 large businesses in the Professional, Scientific, and Technical Services sector

II. Company Overview

Company Profile

- *Where are you located?*
- *When were you formed?*
- *What is your legal entity form?*

Company Vision/Mission Statement

- *What goals is your company trying to achieve?*

Past Accomplishments

- *What successes has your company already achieved?*

Sample from Growthink's Ultimate Vending Machine Business Plan Template:

[Company Name], located at [insert location here] is a vending machine operator. We offer the latest, state-of-the art vending machines stocked with snacks, beverages, fresh and frozen foods, and coffee.

[Company Name] was founded by [Founder's Name]. While [Founder's Name] has been in convenience store management for some time, it was in [month, year] that he decided to launch [Company Name]. Specifically, in the year preceding this decision, [Founder] attended a college reunion, where he learned that one of his fraternity brothers ran a successful vending machine operation. The discussion he had with this frat brother piqued his interest, and he began to take notice of the customers who frequently stopped into the convenience store to purchase beverages and food. After several months of observation, [Founder's Name] reconnected with his fraternity brother to discuss the vending business at length. At the end of that discussion, [Founder's Name] clearly understood that a similar business would enjoy significant success in his hometown.

Specifically, the mix of industrial, commercial, and office buildings and customer demographics in his friend's territory and in his hometown were so similar that he knew it would work. Furthermore, after surveying local business owners, this theory was proven.

III. Industry Analysis

Market/Industry Overview

- *In what market(s) do you compete?*

Market/Industry Trends

- *What are the key market trend(s) and how does that effect you?*

Relevant Market Size

- *How large is your relevant market (the # of customers who can realistically buy from you)?*

Sample from Growthink's Ultimate Vending Machine Business Plan Template:

The following industry statistics bode well for [Company Name].

According to the recent report entitled, "Vending Machine Operators in the U.S." by Vending Market Watch, the industry's annual revenue is approximately \$7.0 billion, with an estimated gross profit of 0.8%. What's more, the following trends are driving the vending industry:

Market-level trends:

- **Product innovation.** Rising technology adoption and improvement will likely play a significant role in stimulating sales and supporting industry growth. Moving forward, more vending machines will likely include touch screens, remote monitoring systems and point-of-sale systems.
- **Competition from other retailers.** Vending machine operators are facing increasing competition from a variety of external competitors, including micro markets, grocery stores, convenience stores and even companies that provide free snacks and beverages to their employees.

IV. Customer Analysis

Customer Needs

- *What are the key needs of your target customers?*

Target Customer Profile

- *Who are your target customers? Give a detailed demographic profile.*

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V. Competitive Analysis

Direct Competitors

- *Who are your direct competitors? What are their strengths and weaknesses?*

Indirect Competitors

- *Who are your indirect competitors? What are their strengths and weaknesses?*

Competitive Advantage

- *What are your competitive advantages? Are these sustainable (can competitors emulate them)?*

Sample from Growthink's Ultimate Vending Machine Business Plan Template:

The following vending machine operators are located within reasonable driving distance of [Company Name], thus providing either direct or indirect competition for customers:

Big Top Vending

Big Top Vending is a full-service vending company supplying state-of-the-art vending machines stocked with snacks, beverages, fresh and frozen foods along with coffee vending machines and office coffee service. In addition to traditional vending machines, the company offers a complete self-checkout vending market. It offers traditional vending service, as well as subsidized and free vending options to employers.

Big Top helps customize selections to fit the location, and continually monitors the machines to make sure that they are fully stocked with the items that are bought most frequently. Further, the company offers 24-hour emergency service with quick response times.

Big Top is part of the Better Choice Program, which provides alternative food products, beverages, chips, candy bars, and cookies that have reduced levels of fat, cholesterol and sodium and a wide variety of healthy beverages including bottled waters, flavored waters, juices, teas, Vitamin waters, diet sodas and low-calorie sports drinks like Propel and G2.

Big Top Vending is the largest vending machine operator in the area. Its sheer size, along with its brand recognition will likely continue to attract loyal customers. However, our advantage lies in the fact that we are local, and can provide faster service for our customers.

VI. Marketing Plan

Branding

- *What is your desired brand positioning?*

Promotions Plan

- *How do you plan to promote your company's products and/or services?*

Sample from Growthink's Ultimate Vending Machine Business Plan Template:

The Marketing Plan describes the type of brand [Organization Name] seeks to create and the Organization's planned promotions and pricing strategies.

The [Organization Name] Brand

The [Company Name] brand will focus on the Company's unique value proposition:

- Conveniently located to provide rapid customer service
- Familiar as well as unique product choices
- Competitive machine options

Promotions Strategy

[Company Name] expects its target market to be large companies operating within a 100-mile radius of the distribution center. The Company's promotions strategy to reach these companies includes:

Local Publications: [Company name] will announce its opening several weeks in advance through publicity pieces in multiple local and regional newspapers and publications. Regular advertisements will run to maintain exposure to relevant markets.

Direct Mail: [Company Name] will target large local companies with direct mail pieces. These pieces will provide general information on [Company Name], offer discounts and/or provide other inducements for owners and managers to schedule a consultation.

VII. Operations Plan

Key Operational Processes

- *What are the key operational processes that your organization needs to accomplish on a daily basis to achieve success?*

Business Milestones

- *What milestones will you need to accomplish over the next 1-3 years in order to achieve success?*

Sample from Growthink's Ultimate Vending Machine Business Plan Template:

[Company name] will carry out its day-to-day operations primarily on an appointment basis.

In order to execute on [Company Name]'s business model, the Company needs to perform many functions including the following:

Sales Functions

- Machine placement negotiations
- Customization of product offerings
- Stocking the machines

Administrative Functions

- General & administrative functions including legal, marketing, bookkeeping, etc.
- Sourcing and storing products
- Hiring and training staff
- Customer service

Miscellaneous

- Maintenance

VIII. Management Team

The Management Team section of the business plan must prove why the key company personnel are “eminently qualified” to execute on the business model.

Management Team Members

- *Who are the key members of your management team?*

Management Team Gaps

- *Who do you still need to hire?*

Sample from Growthink’s Ultimate Vending Machine Business Plan Template:

[Company Name] led by [Founder’s Name] who has been in retail management for 20 years. While [Founder] has never run a vending operation himself, he has managed convenience stores for 20 years. As such [Founder] has an in-depth knowledge of the convenience / grab-and-go food service business (e.g., running day-to-day operations) and the business management side (e.g., staffing, marketing, etc.).

[Founder] graduated from xyz University with a major in Business Administration.

[Other person’s name] will serve as the customer service manager. He/she has extensive experience the hospitality industry.

IX. Financial Plan

Revenue Model

- *In what ways do you generate revenues?*

Financial Highlights

- *What are your topline 5-year financial projections?*

Go to <https://businessplantemplate.growthink.com/vending-machine/> for the paid template that automatically generates your 5-year financial projections

Funding Requirements/Use of Funds

- *How much money do you need to start and/or run your business? What are the primary uses of these funds?*

Sample from Growthink's Ultimate Vending Machine Business Plan Template:

Revenue and Cost Drivers

[Company Name]'s revenues will come primarily from sales of beverages and snacks.

As with most retail operations, inventory/good sold are the key cost drivers in vending machine operations. Vending machine operators must maintain adequate stock of popular snack and drink items.

The major cost drivers for the company's operation will consist of:

- Purchases of individually packaged products
- Salaries

Capital Requirements and Use of Funds

[Company Name] is currently seeking \$50,000 to launch. Specifically, these funds will be used as follows:

- Machine purchases: \$20,000

- Initial Inventory: \$2,500
- Other startup costs: \$7,500
- Working capital: \$20,000 to pay for costs until [Company Name] reaches break-even

Key Assumptions & Forecasts

Below please find the key assumptions that went into the financial forecast and a summary of the financial projections over the next five years. Please see the Appendix for more detailed financial forecasting information.

	FY 1	FY 2	FY 3	FY 4	FY 5
Revenues/Donations					
Individual Sales/Donations	\$100,000	\$150,000	\$200,000	\$250,000	\$300,000
Corporate Sales/Donations	\$100,000	\$150,000	\$200,000	\$250,000	\$300,000
Total Revenues	\$200,000	\$300,000	\$400,000	\$500,000	\$600,000
Expenses & Costs					
Cost of goods sold	\$0	\$0	\$0	\$0	\$0
Lease	\$40,000	\$41,000	\$42,025	\$43,076	\$44,153
Marketing	\$0	\$0	\$0	\$0	\$0
Salaries	\$136,390	\$189,030	\$208,406	\$218,826	\$229,767
Other	\$0	\$0	\$0	\$0	\$0
Initial expenditure	\$0	\$0	\$0	\$0	\$0
Total Expenses & Costs	\$176,390	\$230,030	\$250,431	\$261,901	\$273,920
EBITDA	\$23,610	\$69,970	\$149,569	\$238,099	\$326,080
Depreciation	\$0	\$0	\$0	\$0	\$0
EBIT	\$23,610	\$69,970	\$149,569	\$238,099	\$326,080
Interest	\$0	\$0	\$0	\$0	\$0
PRETAX INCOME	\$23,610	\$69,970	\$149,569	\$238,099	\$326,080
Net Operating Loss	\$0	\$0	\$0	\$0	\$0
Use of Net Operating Loss	\$0	\$0	\$0	\$0	\$0
Taxable Income	\$38,125	\$55,455	\$149,569	\$238,099	\$326,080
Income Tax Expense	\$13,344	\$19,409	\$52,349	\$83,334	\$114,128
NET INCOME	\$10,266	\$50,561	\$97,220	\$154,764	\$211,952
Net Profit Margin (%)	5.1%	16.9%	24.3%	31.0%	35.3%

X. Appendix

Sample from Growththink's Ultimate Vending Machine Business Plan Template:

The following pages present detailed financial projections for [Company Name] over the next five years. The specific tables to follow include:

- Startup Costs
- 5 Year Annual Income Statement
- 5 Year Annual Balance Sheet
- 5 Year Annual Cash Flow Statement
- Quarterly Income Statement for First 3 Years
- Quarterly Balance Sheet for First 3 Years
- Quarterly Cash Flow Statement for First 3 Years

Attention Entrepreneurs: Now, if you want to finish your business plan FAST and you don't want to struggle with your financial model, then you're in luck...

"Finish Your Business Plan Today With Growththink's Fully Customizable Vending Machine Business Plan Template."



As seen in: **FORTUNE** THE WALL STREET JOURNAL The New York Times **Entrepreneur** **Forbes** **VentureBeat**
BusinessWeek **SmartMoney** **FOX** **Deal** Los Angeles Times **Inc.**

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