

Business Plan for Extra Convenient Store Ltd (Trading as EMO Filling Station)

Prepared for: Bank of Ireland Overdraft Application (€20,000)

Location: Main Street, Borris-in-Ossory

1. Executive Summary

Extra Convenient Store Ltd, trading as EMO Filling Station, is a well-established retail business offering essential services, including a convenience store, deli, fast food, and fuel sales. Located in a prime area on Main Street, Borris-in-Ossory, the business has a consistent monthly revenue of €72,000.

The company is seeking a €20,000 overdraft facility from the Bank of Ireland to ensure smooth working capital management, particularly to cover short-term operational expenses and seasonal fluctuations. Given the steady increase in sales and well-managed cost structure, this facility will enhance business liquidity without creating unnecessary financial strain.

2. Business Overview

2.1 Business Description

- Company Name:** Extra Convenient Store Ltd
- Trading As:** EMO Filling Station
- Location:** Main Street, Borris-in-Ossory
- Nature of Business:** Retail (convenience store, deli, fast food, and fuel sales)
- Ownership:** Private Limited Company

2.2 Products and Services

EMO Filling Station serves the local community with:

- Convenience Store:** Groceries, household essentials, beverages, and snacks
 - Deli:** Freshly prepared sandwiches, salads, and baked goods
 - Fast Food:** Hot meals, takeaway options, and daily specials
 - Fuel Sales:** Petrol and diesel, catering to both private and commercial customers
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3. Market Analysis

3.1 Industry Overview

The retail fuel and convenience store sector in Ireland remains resilient, with consistent consumer demand for groceries, fast food, and fuel. Convenience stores attached to fuel stations have a competitive advantage due to their high-traffic locations and customer convenience.

3.2 Target Market

The primary customer base includes:

- **Local residents** who rely on the convenience store and food services
- **Commuters and travelers** passing through Borris-in-Ossory
- **Businesses and transport operators** requiring regular fuel purchases

3.3 Competitive Advantage

- **Strategic location** with high footfall and vehicle traffic
- **Diverse revenue streams** from retail, deli, fast food, and fuel sales
- **Strong brand presence** with established customer loyalty
- **Competitive pricing** and regular promotional offers

4. Financial Plan

4.1 Financial Summary

Current Monthly Revenue and Expenses:

- **Sales Revenue:** €72,000
- **Cost of Sales:** €59,500
- **Gross Profit:** €12,500
- **Operating Expenses:**
 - Rent: €1,400
 - Rates: €800
 - ESB: €400
 - Staff Wages: €5,200
 - Maintenance: €500
 - **Total Operating Expenses:** €8,300
- **Net Profit Before Tax:** €4,200/month

4.2 Cash Flow Projections

The following projections account for a **2% increase in figures from February to May** and a **3% increase in November and December** each year.

Year 1 Cash Flow Projection

Month	Sales (€)	Cost of Sales (€)	Gross Profit (€)	Operating Expenses (€)	Net Profit (€)
Jan	72,000	59,500	12,500	8,300	4,200
Feb	73,440	60,690	12,750	8,466	4,284
Mar	74,909	61,904	13,005	8,635	4,370
Apr	76,407	63,142	13,265	8,807	4,458
May	77,935	64,405	13,530	8,983	4,547
Jun	77,935	64,405	13,530	8,983	4,547
Jul	77,935	64,405	13,530	8,983	4,547
Aug	77,935	64,405	13,530	8,983	4,547
Sep	77,935	64,405	13,530	8,983	4,547
Oct	77,935	64,405	13,530	8,983	4,547
Nov	80,273	66,337	13,936	9,252	4,684
Dec	82,681	68,327	14,354	9,530	4,824

Year 2 & 3 Cash Flow Projections

Revenue and expenses continue to increase annually with similar percentage adjustments.

5. Overdraft Requirement & Justification

5.1 Overdraft Amount Requested: €20,000

The overdraft facility will be used to:

- Cover short-term cash flow gaps due to fluctuating costs and seasonal sales variations
- Ensure timely payment of supplier invoices, wages, and utilities
- Support business growth and stock procurement

5.2 Repayment Plan

The business will repay the overdraft using its positive monthly net cash flow, ensuring timely reductions in outstanding balance as profits increase.

6. Business Risks & Mitigation

6.1 Key Risks

- **Seasonal Fluctuations:** Sales and expenses vary during peak and off-peak months.
- **Rising Operational Costs:** Increases in wages, rent, and utilities may impact profitability.
- **Competitive Market:** Other fuel stations and convenience stores could pose competition.

6.2 Mitigation Strategies

- **Stock Management:** Regularly review and adjust inventory to prevent waste and ensure best-selling items are in stock.
 - **Marketing Initiatives:** Implement promotions to attract new customers and retain existing ones.
 - **Efficiency Improvements:** Optimize labor costs and reduce wastage to maintain profit margins.
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7. Conclusion

Extra Convenient Store Ltd (trading as EMO Filling Station) is a profitable and stable business with a strong customer base and multiple revenue streams. The requested €20,000 overdraft will provide financial flexibility to manage operational expenses effectively. Given the steady revenue growth and positive cash flow projections, the business is well-positioned to meet its financial obligations and continue its success.

We appreciate your consideration and look forward to working with the Bank of Ireland to support the continued growth of our business.

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