



BeneFIT

vegan smoothie bar

A lounge-style vegan smoothie bar subleasing inside Goodlife Fitness at 137 Yonge St. in Downtown Toronto.

- ♣ Emphasis on locally grown organic produce & animal well-being adds value proposition
- ♣ Target market ranges from conscious high-school aged individuals to seniors trying to prolong their well-being
- ♣ Prime location offers high potential for traffic and sales generation
- ♣ Entrance from outdoor & both levels inside gym
- ♣ Potential to build existing gym members as clientele
- ♣ Social media, digital and traditional marketing to promote company and opening event
- ♣ Estimated sales projections of \$380, 000 with a two-year break even point
- ♣ Peak seasons from January to February, and summer months of May to August





Carly Armel



Melanie Herpel



Jacqueline Gibson



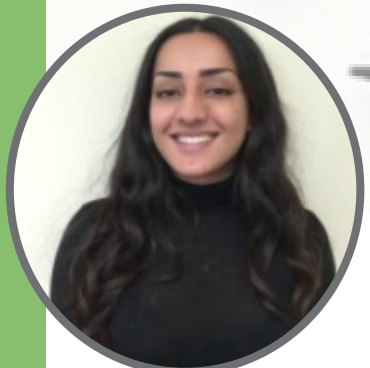
Kendra Mclean



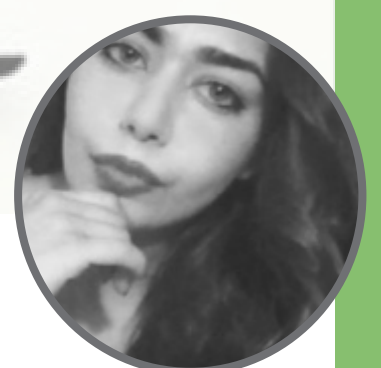
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