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THE DARLING CO. GENTLEMAN'S PARLOR

The Darling Co. logo is presented in a white, elegant cursive script within a solid black rectangular background. The text is centered and reads "The Darling Co." with a period at the end of "Co.".

## Gentleman's Parlor

Barbershop | Cigar Lounge | Whiskey Bar

Created and Owned by: Ramsey and Allyson Darling

May 22, 2023

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## BUSINESS SUMMARY

**Tagline: Where timeless elegance meets exceptional grooming and indulgence.**

Our unique establishments are more than just barbershops—they are a haven for the discerning gentleman seeking a refined experience. Step into a world where impeccable style, fine spirits, and exquisite cigars intertwine to create an atmosphere unlike any other.

**Goal: To create profitable business by combining the grooming, whiskey and cigar industries.**

The ultimate goal of our business is to create a profitable and unrivaled establishment that seamlessly combines the art of grooming, the timeless pleasure of premium cigars, and the refined experience of an exceptional whiskey bar. By bringing together these three distinct elements under one roof, we aim to captivate the discerning gentleman seeking an unparalleled oasis where indulgence, relaxation, and sophistication converge. Through meticulous attention to detail, a carefully curated selection of the finest products, and an unwavering commitment to delivering exceptional service, we aspire to cultivate a loyal clientele who embrace the distinctive fusion of grooming, cigars, and whiskey, while establishing our business as a lucrative destination that redefines the boundaries of luxury and refinement.

**Opportunity: A great option for investment with a 100% ROI**

Investing in our combined barbershop, cigar lounge, and whiskey bar presents a compelling opportunity for astute investors seeking a unique and profitable venture. By capitalizing on the growing market demand for luxury grooming experiences, fine spirits, and premium cigars, our establishment offers a multi-faceted revenue stream with diverse customer appeal. With a strategic focus on creating an exclusive and refined atmosphere, backed by a team of skilled professionals, we are poised to attract a discerning clientele, ensuring a high-end customer base and repeat business. Furthermore, our business model allows for cross-selling opportunities, increased profitability through high-margin products, and the potential for expansion into additional markets. With the combination of indulgent experiences, meticulous curation, and a commitment to excellence, investing in our barbershop, cigar lounge, and whiskey bar promises to be a lucrative and rewarding endeavor.

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## STARTUP COST

### For a single location: \$10,000

Our startup costs for launching our combined barbershop, cigar lounge, and whiskey bar are projected to be \$10,000. These initial expenses encompass a wide range of necessary investments, including equipment procurement, interior design and decor, licensing and permits, initial inventory, marketing materials, and other essential elements to establish a solid foundation for our business. By carefully analyzing and budgeting each cost, we have devised a comprehensive plan to efficiently allocate resources, ensuring that our startup costs are kept at a reasonable and manageable level. With a strategic approach to financial planning, we are confident that our initial investment of \$10,000 will pave the way for a successful and thriving establishment that offers a unique and sought-after experience for our discerning clientele. Costs may vary slightly based on location.

Description	Quantity	Unit Price	Cost
Lease	1	\$2,000	\$2,000
Technology	1	\$500	\$500
Insurance	1	\$300	\$300
License	1	\$1,000	\$1,000
Humidor	1	\$200	\$200
Ventilation System	1	\$2,000	\$2,000
Barber Chair	2	\$300	\$600
Barber Supplies	2	\$200	\$400
Cigars	5	\$100	\$500
Whiskey	5	\$100	\$500
Furniture	6	\$200	\$1,200
Bar	1	\$400	\$400
Branded Supplies	1	\$400	\$400
<b>Total</b>			<b>\$10,000</b>

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## THE DARLING CO. GENTLEMAN'S PARLOR

### MONTHLY COST

#### For a single location: \$14,800

Our estimated monthly costs of \$14,800 encompass a comprehensive range of expenses necessary to operate our combined barbershop, cigar lounge, and whiskey bar. These costs cover various aspects such as staffing, inventory, utilities, maintenance, marketing, and other operational necessities. Through diligent financial planning and analysis, we have identified and accounted for each expenditure, ensuring that our business remains efficient, sustainable, and profitable. By carefully managing our expenses while maintaining a high standard of quality and service, we are confident in our ability to achieve a favorable balance between cost control and delivering an exceptional customer experience.

Description	Quantity	Unit Price	Cost
Labor	280	\$40	\$11,200
Lease	1	\$2,000	\$2,000
Insurance	1	\$100	\$100
Utilities	1	\$400	\$400
Cigars	5	\$100	\$500
Whiskey	5	\$100	\$500
Branded Supplies	1	\$100	\$100
<b>Total</b>			<b>\$14,800</b>

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## MONTHLY REVENUE

**For a single location: \$44,800**

Our estimated monthly revenue of \$44,800 is derived from a carefully calculated projection based on the assumption of a steady flow of customers and their average spending. With four customers visiting our establishment every hour, and each customer spending a minimum of \$40 per visit, we can anticipate a consistent stream of revenue throughout the month. Considering an average of 10 hours of operation per day and 30 days in a month, we arrive at a total of 1,200 customer visits with a cumulative spending potential of \$48,000. Factoring in a reasonable margin for potential fluctuations and allowing for occasional variations in customer spending, we arrived at an estimated monthly revenue of \$44,800, demonstrating the strong financial potential of our business concept.

## ANNUAL PROFIT

**For a single location: Annual Revenue (\$537,600) - Annual Cost (\$177,600) = \$360,000**

Based on our projected annual revenue of \$537,600 and estimated annual costs of \$177,600, we anticipate achieving an annual profit of \$360,000. By maintaining a robust and sustainable revenue stream, driven by the combined success of our barbershop, cigar lounge, and whiskey bar, we have positioned our business to generate substantial returns. Our diligent cost management strategies, which involve careful budgeting, efficient operations, and effective resource allocation, allow us to maximize profitability while delivering an exceptional experience to our valued customers. With a strong focus on financial stability and growth, we are confident in our ability to achieve and even exceed our projected annual profit of \$360,000, solidifying our position as a lucrative and thriving business within the luxury grooming, cigar, and whiskey industry.

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## INVESTMENT OPPORTUNITY

### **Revenue Model offering 100% ROI**

The Darling Co. is excited to present a unique investment opportunity that offers attractive returns through a revenue sharing model. As an entrepreneur looking to start or expand our business, we understand the value of strategic partnerships and the benefits they bring to all parties involved. We are seeking investors who are interested in supporting our growth and sharing in our success.

With this investment option, you have the opportunity to contribute \$10,000 as startup capital, and in return, we offer a revenue sharing arrangement that aims to provide you with a 100% return on your investment over a period of three years. This means that not only will you recoup your initial investment but also receive an additional \$10,000 in returns.

Our revenue sharing model ensures that you participate in the success of the business as it grows. We will allocate a predetermined percentage of our revenue specifically for our investors. This allows you to benefit directly from our performance and aligns our interests for mutual growth and profitability.

Throughout the three-year investment term, you can expect to receive a steady stream of income. On a monthly basis, you will receive approximately \$555.56, and annually, you will enjoy around \$6,666.67. These consistent returns provide you with financial stability and the potential for an excellent return on your investment.

If you are seeking an investment opportunity that offers attractive returns, a revenue sharing model can be an excellent choice. Join us in our journey towards success and be a valued partner in our growth story. Together, we can achieve remarkable results and create a win-win situation for all involved.

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