

*A Vision in the future for
corporate catering -
Jofemar's approach.*

*A different approach that will
probably drive the change in
the catering industry.*



The 21th century life style has promoted the creation of company canteens to save time and give a comfortable lunch option to both, company and employees



*But who can really afford it?
Example of a corporative kitchen...*



Let's see an example of:

- Case Study :
- German Metalwork factory
- Company: employees 50 people
- Menus to choose from (3 courses): 15
- Service Hours: 12:00 to 16:00
- Serving speed: 12 people/ 3 min



Initial Investement for a Conventional Catering solution

■ Estimated equipment cost	
■ Professional cooker	4.000,00 €
■ Smoke extractor	3.200,00 €
■ Industrial oven	2.200,00 €
■ Big fridge	1.300,00 €
■ Chest freezer	980,00 €
■ Big dish washer	2.900,00 €
■ Two working tables and big shelves	300,00 €
■ Two cooled buffet expositors	2.600,00 €
■ One heated expositor	1.800,00 €
■ Maintenance per year x 5	5.000,00 €



Others

Estimated cost to rent a prof. Kitchen	20.000,00 €
Estimated 5 years chef salary	150.000,00 €
Estimated 5 years kitchen-aid salary	100.000,00 €
Total investment in five years	<u>294.280,00 €</u>



Net Income

- 20 complete menus per day
- Margin per menu (3 courses & drinks)
- 5 Euros (1,5 €/ food course; 0,5 €/ drinks)
- 200 working days x 20 Menus x 5 years

- 20.000 Menus

- 20.000 Menus x 5 Euros/ Menu

- Net Income in 5 years 100.000,00 €

Debt after 5 years

-194.280,00 €

Conclusions

- Huge initial investment with negative results.
- Cash flow suffers and the feasibility of the project is at stake.
- Fix Costs are too high.
- Poor service as the servicing hours are limited.
- **Financial stress for the corporation.**
- **Negative results alongside with limited service.**



...versus the flexible and reliable
Jofemar Automatic Canteen



5 Years time	
Jofemar catering units	
Company: employees 50 people	
Number of selections (3 courses)	up to 38
Availability	24 Hours
Serving speed	12 people/ 3 min
Estimated equipment cost	
Two Catering Vision vendors	12.960,00 €
4 Microwaves modules + 12 microwaves	10.000,00 €
Maintenance per year x 5 years	1.500,00 €
Others	
Estimated catering units refilling time	
2 hours/ week x 40 weeks x 5 years	
400 hours x 12 € Brutto	4.800,00 €
Total investment in five years	<u>29.260,00 €</u>



Income, like before but...

- 20 complete menus per day
- Margin per menu (3 courses & drinks)
- 5 Euros (1,5 €/ food course; 0,5 €/ drinks)
- 200 working days x 20 Menus x 5 years

20.000 Menus

20.000 Menus x 5 Euros/ Menu	100.000,00 €
Net Income in 5 years	100.000,00 €
Initial Investment:	<u>29.260,00 €</u>

Benefit **70.740,00 €**



Comparing:

- Minimal company size required for a conventional canteen to be feasible.
- Dept to spoil the accounts for the following years.
- Limited service for staff and visitors.
- Any company can afford a Jofemar Automatic Canteen
- Benefits from the first year.
- Low investment with an exceptional ROI.
- 24/7 service & fully flexible vendors.



Your Choice from Hot Meals, Pasta, Sandwiches, fruits, vegs, deserts etc.



Or maybe some *hot* soup? All of them
are available on the high street.
Non exclusive/expensive agreements.



Choose the meal for your machines from the open market and focus to quality and good margins.



Alternatively we can suggest you
our client Vitcho Traiteur from
France...

Big size meals of:

- *Meat*
- *Fish*
- *Pasta*
- *Vegetables*

*All meals are Frozen with
12 months self life*



Or Fed Well for a wide choice of British favourite meals...

 *Convenient*


 *Fast & Easy*

 *18 Menus*

 *Hot Food in 47sec*



We can create your Automatic Canteen...

 *Flexible solutions for every environment and size/footfall.*



Modular construction to fit everywhere.



Healthy, Convenient, Hot...

