

Alfalfa House Calendar 2022 Annual Subscription Fee Options (1,500 members)

	2022 Base Case	Scenario 1	Scenario 2	Scenario 3	Scenario 4
Proposed Annual Subscription Fees					
Gold Membership	NA	\$ 50.00	\$ 50.00	\$ 50.00	NA
Concession Membership	NA	\$ 20.00	\$ 20.00	\$ 20.00	NA
Standard Membership	\$ 20.00	\$ 30.00	\$ 35.00	\$ 40.00	\$ 40.00
Concession Membership (Half Year)	NA	\$ 10.00	\$ 10.00	\$ 10.00	NA
Standard Membership (Half Year)	\$ 10.00	\$ 15.00	\$ 17.50	\$ 20.00	\$ 20.00
Assumed Annual Subscription Fee Splits (Members)					
Gold Membership	-	150	150	150	-
Concession Membership	-	300	300	300	-
Standard Membership	1,500	1,050	1,050	1,050	1,500
Total Members	1,500	1,500	1,500	1,500	1,500
Revenue					
Shop trading (inc vege boxes)	793,163	793,163	793,163	793,163	793,163
Annual subscription fee	29,710	44,470	50,157	55,845	56,876
Donations	5,000	5,000	5,000	5,000	5,000
Workshop fees	-	-	-	-	-
Total Revenue	827,873	842,633	848,320	854,008	855,039
Cost of Goods Sold					
Groceries	318,852	318,852	318,852	318,852	318,852
Produce	157,046	157,046	157,046	157,046	157,046
Packaging	2,421	2,421	2,421	2,421	2,421
Total Cost of Goods Sold	478,319	478,319	478,319	478,319	478,319
Gross Profit	349,554	364,314	370,001	375,689	376,720
Gross Margin %	44%	46%	47%	47%	47%
Operating Expenses					
Administrative Expenses	36,000	36,000	36,000	36,000	36,000
Employee Expenses	208,000	208,000	208,000	208,000	208,000
Communication Expenses	2,640	2,640	2,640	2,640	2,640
Rent and Facility Expenses	60,000	60,000	60,000	60,000	60,000
Insurance Expenses	6,000	6,000	6,000	6,000	6,000
Total Operating Expenses	312,640	312,640	312,640	312,640	312,640
EBITDA	36,914	51,674	57,361	63,049	64,080
Non-Operating Expenses					
Depreciation	14,400	14,400	14,400	14,400	14,400
Interest income/expense	1,000	1,000	1,000	1,000	1,000
Tax	-	-	-	-	-
Total Non-Operating Expenses	15,400	15,400	15,400	15,400	15,400
Net Profit	21,514	36,274	41,961	47,649	48,680

Notes:

- 1 All P&L items except for annual subscription fees have been carried over from FY22 budget. These amounts have been fixed across all scenarios for the purposes of this analysis.
- 2 Concession and standard membership fees for the second half of 2022 are reduced 50% in line with current policy. Wiegthing of membership fee revenue across H1 and H2 2022 reflects actual membership activity in FY21.