

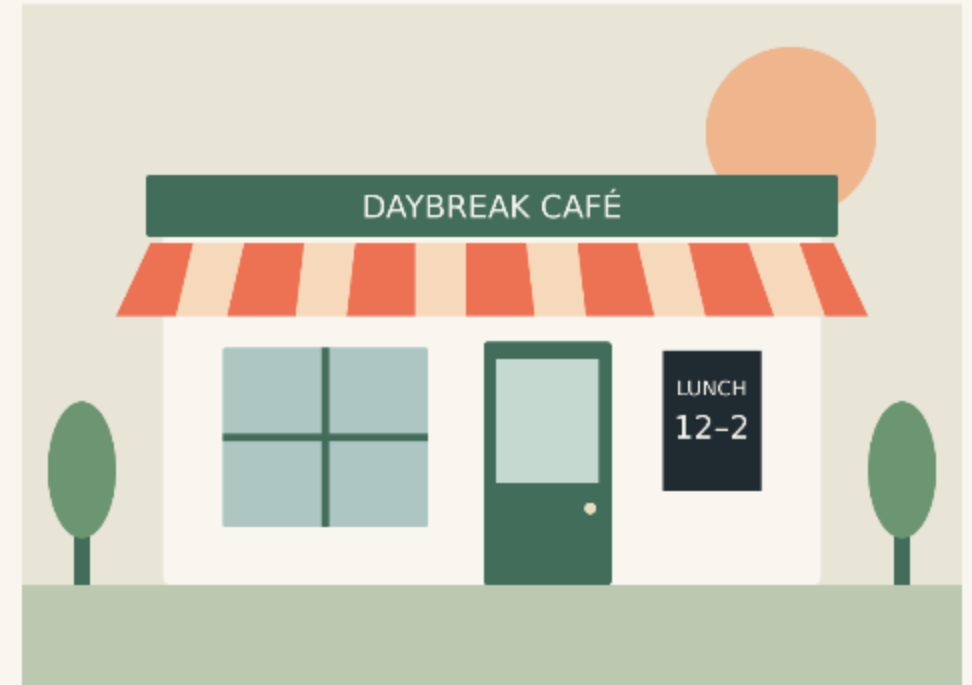
DAYBREAK CAFÉ

The \$4 lunch offer

Can a busier lunch service make the café better off?

Commercial assessment for a four-week trial

Briefwork Studio / Fictional case. All figures are assumptions in USD.



The base case ends the trial \$28 below break-even

140 lunch offers sold. Forty replace orders that existing customers would have made.

\$560

sales through the till

-\$28

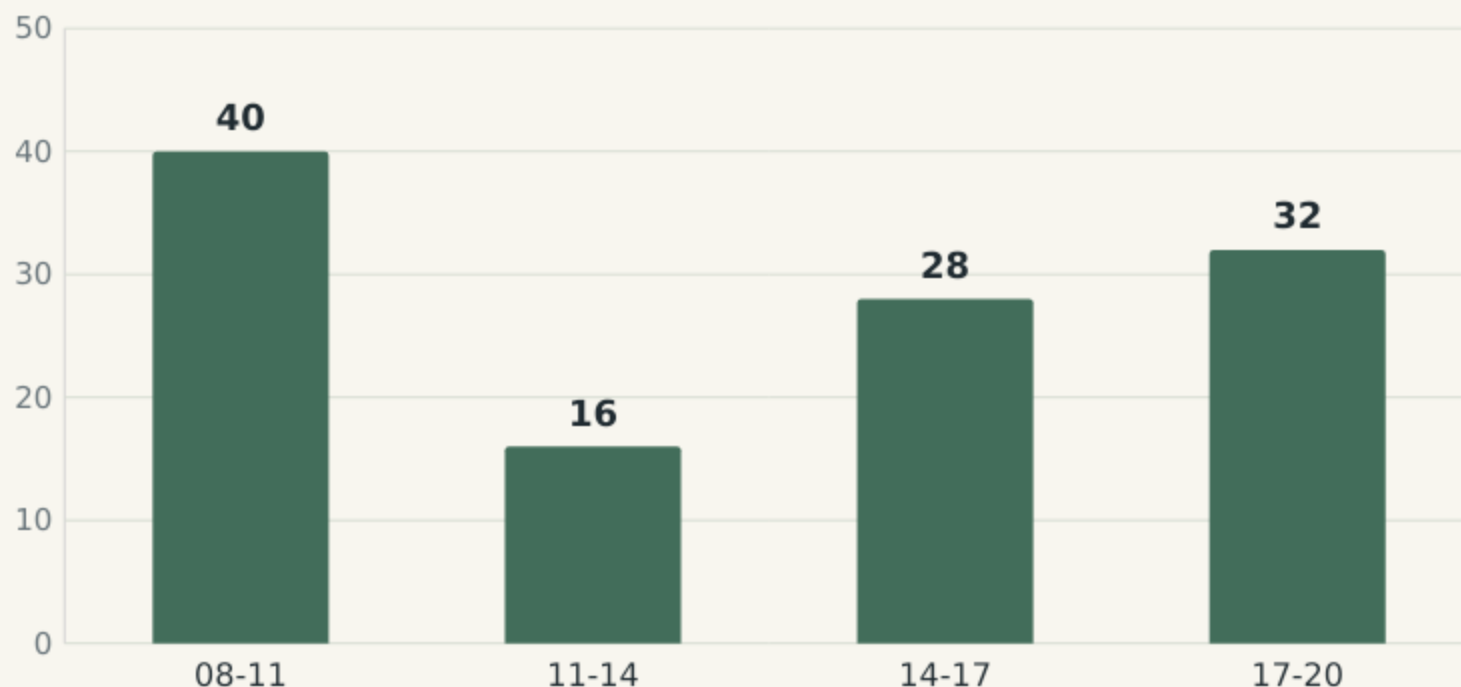
incremental contribution after
launch costs

$\$560 \text{ sales} - \$322 \text{ variable costs} - \$170 \text{ launch cost} - \$96 \text{ lost contribution} = -\$28$

The \$96 assumes 40 displaced regular orders at \$2.40 contribution each.

Lunch has spare capacity, but demand remains unproven

Illustrative weekday transactions in equal three-hour periods.



7 offers / day

Base-case sales target

If two replace regular orders, the café gains five transactions a day.

That is a 31% increase on the assumed lunch baseline of 16.

Each \$4 sale leaves \$1.70 before launch costs

Per offer. The model assumes the existing kitchen can handle the extra volume.

Price and variable costs	USD / offer
Selling price	4.00
Ingredients	1.40
Packaging	0.25
Additional labour	0.55
Payment processing	0.10
Total variable cost	2.30
Contribution	1.70

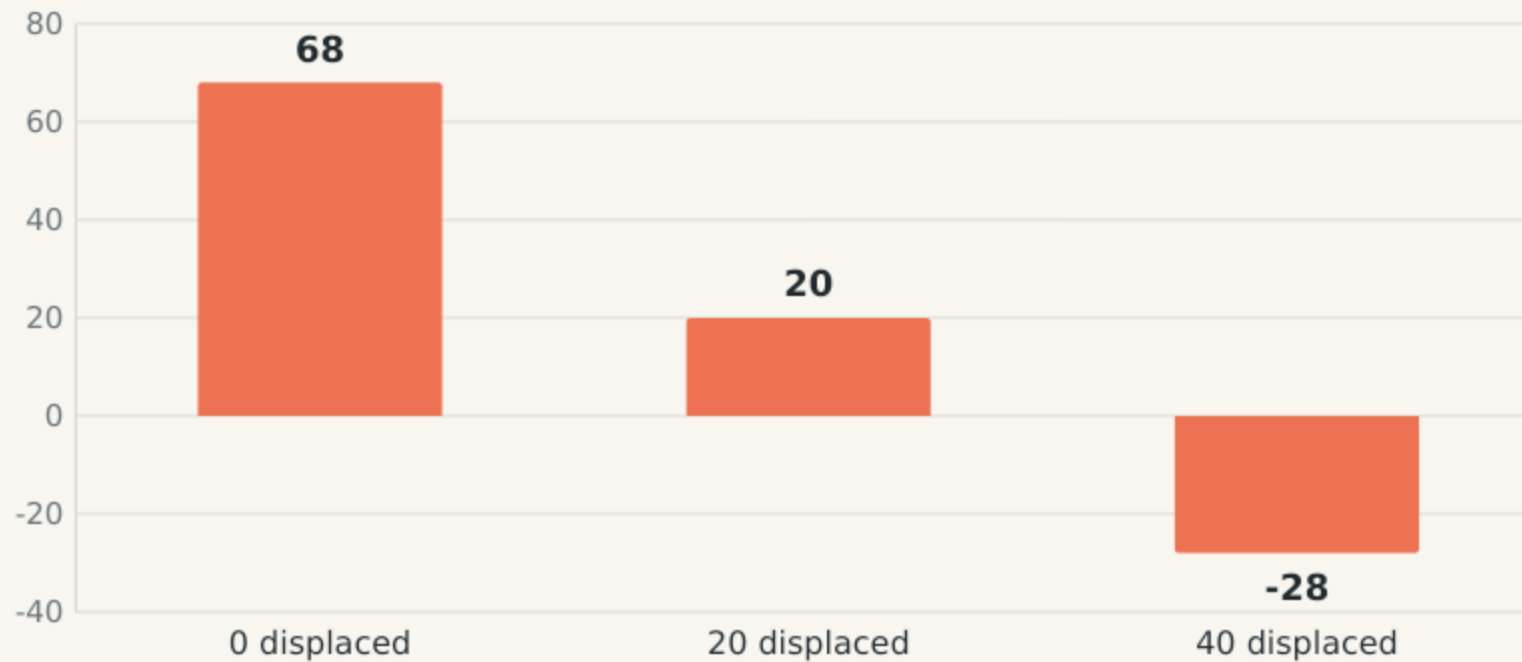
100 offers

cover the \$170 launch cost when all sales are additional.

Launch budget: \$50 print materials and \$120 setup labour. Assumptions require quotes.

Twenty-nine lost regular orders erase the surplus

At 140 lunch offers sold, each displaced regular order removes \$2.40 of contribution.



\$68

surplus before
displaced sales

$$\$68 \div \$2.40 = 28.3$$

The 29th displaced order
takes the trial below
zero.

Higher volume helps only if enough sales are additional

Trial contribution in USD after the \$170 launch cost. Regular-order contribution: \$2.40.

Offers sold in 20 days	0 regular orders lost	20 lost	40 lost
80 (4 per day)	−34	−82	−130
140 (7 per day)	68	20	−28
200 (10 per day)	170	122	74

$\text{Trial contribution} = \text{offers} \times \$1.70 - \text{displaced orders} \times \$2.40 - \$170$

Each column holds the number of displaced orders fixed. These are scenarios, not sales forecasts.

The trial needs a baseline before the offer starts

Counter sales only, one recipe, one price. No equipment purchase.

Stage	What happens	What the owner needs to know
Week 0	Record regular lunch sales for five weekdays	Typical contribution and service time before the offer
Weeks 1-2	Sell a capped batch using a separate till code	Offers sold, waste and extra preparation time
Weeks 3-4	Keep price and recipe unchanged	Whether regular-order contribution falls as offer sales rise
Review	Reconcile sales, actual costs and staff records	Incremental contribution and any disruption to regular service

A separate till code records offer sales. It cannot identify displaced orders on its own.

Compare similar weekdays and ask repeat customers what they would otherwise have bought. Both are imperfect estimates.

A trial loss does not settle the rollout decision

The owner should separate initial payback from the economics of the next month.

-\$28

after the first 20 weekdays

Includes the one-time \$170 setup cost.

\$142

per 20 weekdays before setup cost

Assumes the same sales, costs and 40 displaced orders.

Recommendation: run a capped trial. Extend it only if actual recurring contribution stays positive at full incremental cost and regular service holds up.