

Appendix

Appendix 1: Loan, 2 years, monthly payment, 3.7 %

Period (month)	Debt at the beginning of period (CZK)	Annuity (CZK)	Interest payment (CZK)	Principal (CZK)	Debt at the end of period (CZK)
1	400 000	17 317	1 233	16 083	383 917
2	383 917	17 317	1 184	16 133	367 784
3	367 784	17 317	1 134	16 183	351 601
4	351 601	17 317	1 084	16 233	335 369
5	335 369	17 317	1 034	16 283	319 086
6	319 086	17 317	984	16 333	302 753
7	302 753	17 317	933	16 383	286 370
8	286 370	17 317	883	16 434	269 937
9	269 937	17 317	832	16 484	253 452
10	253 452	17 317	781	16 535	236 917
11	236 917	17 317	730	16 586	220 331
12	220 331	17 317	679	16 637	203 694
13	203 694	17 317	628	16 689	187 005
14	187 005	17 317	577	16 740	170 265
15	170 265	17 317	525	16 792	153 474
16	153 474	17 317	473	16 843	136 630
17	136 630	17 317	421	16 895	119 735
18	119 735	17 317	369	16 947	102 788
19	102 788	17 317	317	17 000	85 788
20	85 788	17 317	265	17 052	68 736
21	68 736	17 317	212	17 105	51 631
22	51 631	17 317	159	17 157	34 474
23	34 474	17 317	106	17 210	17 263
24	17 263	17 317	53	17 263	0

Source: Author's own creation.

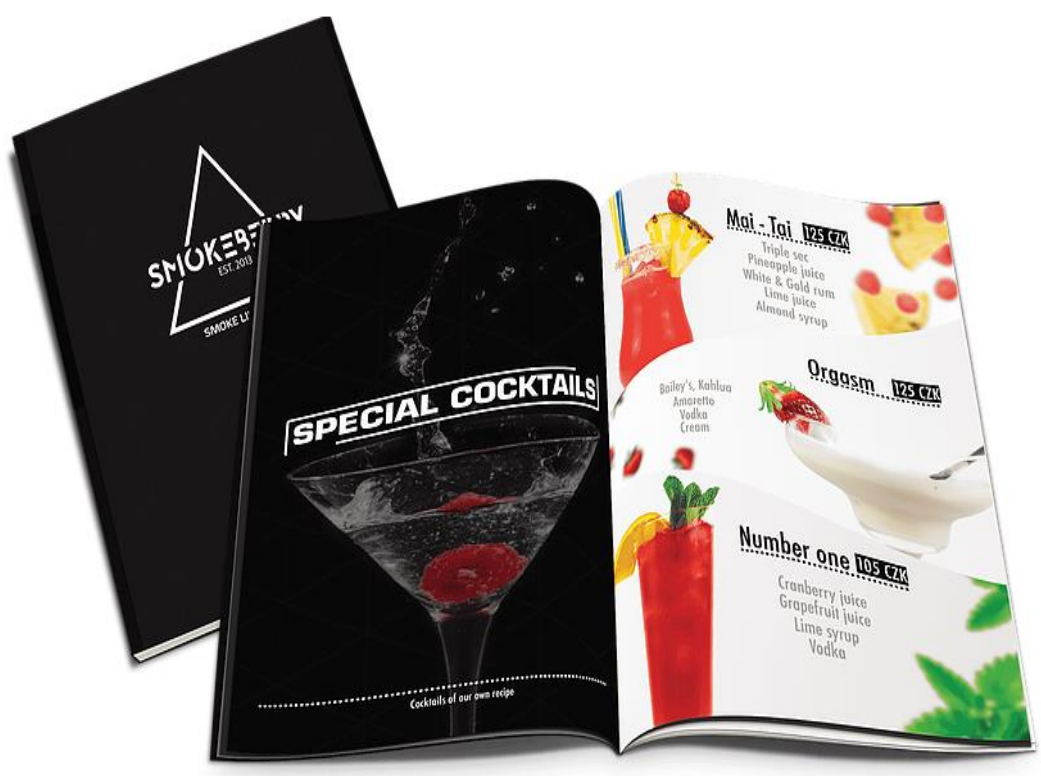
Appendix 2: Sales forecast

2020				
Realistic plan (month)	Number of customers	Number of shishas sold	Average bill (CZK)	Monthly revenues (CZK)
1	1 520	760	260	395 200
2	1 480	740	260	384 800
3	1 750	875	260	455 000
4	1 700	850	260	442 000
5	1 610	805	260	418 600
6	1 499	749	260	389 740
7	1 526	763	260	396 760
8	1 790	895	260	465 400
9	1 990	995	260	517 400
10	2 209	1 100	260	574 340
11	2 300	1 150	260	598 000
12	2 500	1 250	260	650 000
2021				
Realistic plan (month)	Number of customers	Number of shishas sold	Average bill (CZK)	Monthly revenues (CZK)
1	2 420	1 210	260	629 200
2	2 340	1 170	260	608 400
3	2 280	1 140	260	592 800
4	2 170	1 085	260	564 200
5	1 960	980	260	509 600
6	1 800	900	260	468 000
7	1 810	905	260	470 600
8	1 830	915	260	475 800
9	2 200	1 100	260	572 000
10	2 390	1 195	260	621 400
11	2 408	1 204	260	626 080
12	2 500	1 250	260	650 000

2022				
Realistic plan (month)	Number of customers	Number of shishas sold	Average Bill (CZK)	Monthly revenues (CZK)
1	2 520	1 260	270	680 400
2	2 465	1 232 5	270	665 550
3	2 339	1 169 5	270	631 530
4	2 170	1 085	270	585 900
5	1 990	995	270	537 300
6	1 890	945	270	510 300
7	1 825	912 5	270	492 750
8	1 926	963	270	520 020
9	2 200	1 100	270	594 000
10	2 390	1 195	270	645 300
11	2 408	1 204	270	650 160
12	2 500	1 250	270	675 000

Appendix 3: Brand book samples





Appendix 4: Shisha design



Appendix 5: SMB wear and brand colors

