

Start here



Hicham — here is the whole thing, and it clears the bar you set: enough for your friend to make a living. The plan is one designed piece with the numbers under it, plus the live spreadsheet and a tool you can pressure-test yourself. A note on the look of the dossier: its photography is concept imagery of the store you're building, not photographs of a place that exists yet — a few shelf labels carry faint generated lettering the way real shelf photos do at a glance. The thinking, the market read, and every figure are yours to act on.

What is in the kit

1 **Concept & Business Plan — International Gourmet Food & Luxury Gifting** (open this first)

[dossier/international-gourmet-food-and-luxury-gifting.pdf](#)

Opens in any PDF reader (Preview, Acrobat, or a browser).

Open this first. The whole plan in one designed piece — the feasibility verdict up front, the three-town market read, the store and gifting engine, the financial reality check, your low-cost promotion plan, and the investor/operator structure.

2 **Financial Model (live spreadsheet)**

[model/store-financial-model.pdf](#)

Opens in Excel, Numbers or Google Sheets.

The full working model — startup budget, unit economics, three-year P&L, break-even, cash runway. It computes live: change an input on the Assumptions sheet and the whole model moves.

3 **Break-Even Simulator — play with your own numbers**

[simulator/index.html](#)

Opens in any web browser: double-click it, or open it from your phone's files app.

The tool for you. Move rent, basket volume, margin, and your friend's salary, and watch your break-even and the green/amber verdict move. Opens in any browser, offline.