

There is **ONE REASON** to create and maintain a reliable financial forecast

Help you drive growth, profitability, and cash flow higher



- How much money are we going to make this year?
- How much cash can we distribute to the owners?
- Will we need to borrow money to achieve our growth plans?
- How much debt can we pay down this year?
- How much cash should I set aside to pay income taxes?
- What are the numbers I should be paying close attention to?
- What does the financial future of my company look like?
- What will the financial statements look like next month?





"Some would call 'on course to hit a rock' a bad forecast. Assuming it is true, it is a *good* forecast, even though it contains bad news."

"I would much rather have good forecasts with bad news than a bad forecast with good news."

- Bjarte Bogsnes, Implementing Beyond
Budgeting













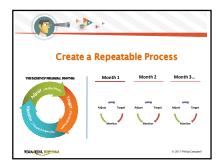








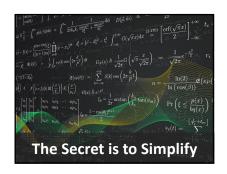


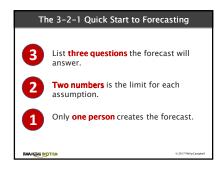


"If you can't explain it simply, you don't understand it well enough."















## Chuy's Summary (Last Year)

- Founded in Austin, TX in 1982
- Went public in July 2012
- 80 restaurants in 16 States
- Opening 11 14 restaurants each year
- Company owned restaurants (not franchised)



## Chuy's Summary (Last Year)

- Revenues \$331 million
- Average revenue per location \$4.6 million
- Average ticket \$14.48
- Square footage from 5,300 to 12,200
- Seating for 225 to 400 customers
- · Open for lunch and dinner 7 days a week
- Serve 316,000 customers per location per year

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