

RESUMEN



GRUPO HERES Proyecciones Financieras

23/02/21

INVERSIÓN SOLICITADA	\$10,000,000.00	(pesos MNX)
RENDIMIENTO ESTIMADO	20%	(porcentaje)
PLAZO DE RECUPERACIÓN	2.5	(años)

LLENAR HASTA EL QUINTO AÑO

	AÑO1	AÑO2	AÑO3	AÑO4	AÑO5
Total de Ventas Estimadas	\$ 168,456,802.39	\$ 269,479,705.83	\$ 336,849,632.29	\$ 353,692,113.90	\$ 371,376,719.60
Costo de Ventas	\$ 102,377,062.23	\$ 163,772,196.91	\$ 171,960,806.76	\$ 180,558,847.10	\$ 189,586,789.45
UTILIDAD BRUTA	\$ 66,079,740.17	\$ 105,707,508.92	\$ 164,888,825.53	\$ 173,133,266.80	\$ 181,789,930.14
Costo Operativo	\$ 48,141,958.23	\$ 75,993,023.87	\$ 94,566,279.84	\$ 99,209,593.83	\$ 104,085,073.52
Gastos Financieros	\$ 4,400,000.00	\$ 3,500,000.00	\$ 3,200,000.00	\$ 2,900,000.00	\$ 2,600,000.00
UTILIDAD ANTES DE IMPUESTOS	\$ 13,537,781.94	\$ 26,214,485.04	\$ 67,122,545.69	\$ 71,023,672.97	\$ 75,104,856.62
Impuestos	\$ 4,061,334.58	\$ 7,864,345.51	\$ 20,136,763.71	\$ 21,307,101.89	\$ 22,531,456.99
UTILIDAD NETA	\$ 9,476,447.36	\$ 18,350,139.53	\$ 46,985,781.98	\$ 49,716,571.08	\$ 52,573,399.63

ESTRATEGIAS:

1. Mantener la compra de berries únicamente en la región de Los Reyes, que es donde actualmente se ha operado con dicho esquema ya que los productores son más organizados debido a que se trabaja directamente con los productores de la exportadora desde hace ya algunos años
2. La exportadora recientemente abrió otro punto de operaciones en la zona de Ziracuaretiro, Michoacán, donde los productores están muy familiarizados con el esquema del "coyote" ya que prefieren el pago de contado y no se involucran con la facturación, sin embargo podríamos tratar de llevarlos poco a poco a la facturación, lo que nos generaría un punto extra para nuestro servicio.
3. La exportadora está a punto de iniciar operaciones en Jalisco, en esta zona la mayoría de campos son agrícolas de gran tamaño, habitualmente de inversionistas que no tienen tanta necesidad económica, sin embargo, siempre existe la opción a que se pueda dar el pago de contado, principalmente al inicio de las plantaciones cuando comienza cosecha y que se viene de un periodo de gasto constante, por lo que este servicio también podría ser proporcionado allá y esas agrícolas no tienen problema alguno con la facturación.

VENTAS

Semana	Monto	Precio prom x caja	Cajas compradas	Costo de venta	DIFERENCIA	INGRESO TOTAL	Margen DESEADO
1	2,325,000	120.00	19,375	2,325,000	139,500	2,464,500	6%
2	2,325,000	120.00	19,375	2,325,000	139,500	2,464,500	
3	2,325,000	120.00	19,375	2,325,000	139,500	2,464,500	
4	2,325,000	120.00	19,375	2,325,000	139,500	2,464,500	
5	2,464,500	120.00	20,538	2,464,500	147,870	2,612,370	
6	2,464,500	120.00	20,538	2,464,500	147,870	2,612,370	
7	2,464,500	120.00	20,538	2,464,500	147,870	2,612,370	
8	2,464,500	120.00	20,538	2,464,500	147,870	2,612,370	
9	2,612,370	120.00	21,770	2,612,370	156,742	2,769,112	
10	2,612,370	120.00	21,770	2,612,370	156,742	2,769,112	
11	2,612,370	120.00	21,770	2,612,370	156,742	2,769,112	
12	2,612,370	120.00	21,770	2,612,370	156,742	2,769,112	
13	2,769,112	120.00	23,076	2,769,112	166,147	2,935,259	
14	2,769,112	120.00	23,076	2,769,112	166,147	2,935,259	
15	2,769,112	120.00	23,076	2,769,112	166,147	2,935,259	
16	2,769,112	120.00	23,076	2,769,112	166,147	2,935,259	
17	2,935,259	120.00	24,460	2,935,259	176,116	3,111,374	
18	2,935,259	120.00	24,460	2,935,259	176,116	3,111,374	
19	2,935,259	120.00	24,460	2,935,259	176,116	3,111,374	
20	2,935,259	120.00	24,460	2,935,259	176,116	3,111,374	
21	3,111,374	120.00	25,928	3,111,374	186,682	3,298,057	
22	3,111,374	120.00	25,928	3,111,374	186,682	3,298,057	
23	3,111,374	120.00	25,928	3,111,374	186,682	3,298,057	
24	3,111,374	120.00	25,928	3,111,374	186,682	3,298,057	
25	3,298,057	120.00	27,484	3,298,057	197,883	3,495,940	
26	3,298,057	120.00	27,484	3,298,057	197,883	3,495,940	
27	3,298,057	120.00	27,484	3,298,057	197,883	3,495,940	
28	3,298,057	120.00	27,484	3,298,057	197,883	3,495,940	
29	3,495,940	120.00	29,133	3,495,940	209,756	3,705,697	
30	3,495,940	120.00	29,133	3,495,940	209,756	3,705,697	
31	3,495,940	120.00	29,133	3,495,940	209,756	3,705,697	
32	3,495,940	120.00	29,133	3,495,940	209,756	3,705,697	
33	3,705,697	120.00	30,881	3,705,697	222,342	3,928,039	
34	3,705,697	120.00	30,881	3,705,697	222,342	3,928,039	
35	3,705,697	120.00	30,881	3,705,697	222,342	3,928,039	
36	3,705,697	120.00	30,881	3,705,697	222,342	3,928,039	
37	3,928,039	120.00	32,734	3,928,039	235,682	4,163,721	
38	3,928,039	120.00	32,734	3,928,039	235,682	4,163,721	
39	3,928,039	120.00	32,734	3,928,039	235,682	4,163,721	
40	3,928,039	120.00	32,734	3,928,039	235,682	4,163,721	
41	4,163,721	120.00	34,698	4,163,721	249,823	4,413,544	
42	4,163,721	120.00	34,698	4,163,721	249,823	4,413,544	
43	4,163,721	120.00	34,698	4,163,721	249,823	4,413,544	
44	4,163,721	120.00	34,698	4,163,721	249,823	4,413,544	
45	4,413,544	120.00	36,780	4,413,544	264,813	4,678,357	
46	4,413,544	120.00	36,780	4,413,544	264,813	4,678,357	
47	4,413,544	120.00	36,780	4,413,544	264,813	4,678,357	
48	4,413,544	120.00	36,780	4,413,544	264,813	4,678,357	
49	4,678,357	120.00	38,986	4,678,357	280,701	4,959,058	
50	4,678,357	120.00	38,986	4,678,357	280,701	4,959,058	
51	4,678,357	120.00	38,986	4,678,357	280,701	4,959,058	
52	4,678,357	120.00	38,986	4,678,357	280,701	4,959,058	
			1,463,366	175,603,880		186,140,113	
1	4,959,058	120.00	41,325	4,959,058	297,543	5,256,602	
2	4,959,058	120.00	41,325	4,959,058	297,543	5,256,602	
3	4,959,058	120.00	41,325	4,959,058	297,543	5,256,602	
4	4,959,058	120.00	41,325	4,959,058	297,543	5,256,602	
5	5,256,602	120.00	43,805	5,256,602	315,396	5,571,998	
6	5,256,602	120.00	43,805	5,256,602	315,396	5,571,998	
7	5,256,602	120.00	43,805	5,256,602	315,396	5,571,998	
8	5,256,602	120.00	43,805	5,256,602	315,396	5,571,998	
9	5,571,998	120.00	46,433	5,571,998	334,320	5,906,318	
10	5,571,998	120.00	46,433	5,571,998	334,320	5,906,318	
11	5,571,998	120.00	46,433	5,571,998	334,320	5,906,318	
12	5,571,998	120.00	46,433	5,571,998	334,320	5,906,318	
13	5,906,318	120.00	49,219	5,906,318	354,379	6,260,697	
14	5,906,318	120.00	49,219	5,906,318	354,379	6,260,697	
15	5,906,318	120.00	49,219	5,906,318	354,379	6,260,697	
16	5,906,318	120.00	49,219	5,906,318	354,379	6,260,697	
17	6,260,697	120.00	52,172	6,260,697	375,642	6,636,339	
18	6,260,697	120.00	52,172	6,260,697	375,642	6,636,339	
19	6,260,697	120.00	52,172	6,260,697	375,642	6,636,339	
20	6,260,697	120.00	52,172	6,260,697	375,642	6,636,339	
21	6,636,339	120.00	55,303	6,636,339	398,180	7,034,519	
22	6,636,339	120.00	55,303	6,636,339	398,180	7,034,519	
23	6,636,339	120.00	55,303	6,636,339	398,180	7,034,519	
24	6,636,339	120.00	55,303	6,636,339	398,180	7,034,519	
25	7,034,519	120.00	58,621	7,034,519	422,071	7,456,590	
26	7,034,519	120.00	58,621	7,034,519	422,071	7,456,590	
27	7,034,519	120.00	58,621	7,034,519	422,071	7,456,590	
28	7,034,519	120.00	58,621	7,034,519	422,071	7,456,590	
29	7,456,590	120.00	62,138	7,456,590	447,395	7,903,985	
30	7,456,590	120.00	62,138	7,456,590	447,395	7,903,985	
31	7,456,590	120.00	62,138	7,456,590	447,395	7,903,985	
32	7,456,590	120.00	62,138	7,456,590	447,395	7,903,985	
33	7,903,985	120.00	65,867	7,903,985	474,239	8,378,224	
34	7,903,985	120.00	65,867	7,903,985	474,239	8,378,224	
35	7,903,985	120.00	65,867	7,903,985	474,239	8,378,224	
36	7,903,985	120.00	65,867	7,903,985	474,239	8,378,224	
37	8,378,224	120.00	69,819	8,378,224	502,693	8,880,918	
38	8,378,224	120.00	69,819	8,378,224	502,693	8,880,918	
39	8,378,224	120.00	69,819	8,378,224	502,693	8,880,918	
40	8,378,224	120.00	69,819	8,378,224	502,693	8,880,918	
41	8,880,918	120.00	74,008	8,880,918	532,855	9,413,773	
42	8,880,918	120.00	74,008	8,880,918	532,855	9,413,773	
43	8,880,918	120.00	74,008	8,880,918	532,855	9,413,773	
44	8,880,918	120.00	74,008	8,880,918	532,855	9,413,773	
45	9,413,773	120.00	78,448	9,413,773	564,826	9,978,599	
46	9,413,773	120.00	78,448	9,413,773	564,826	9,978,599	
47	9,413,773	120.00	78,448	9,413,773	564,826	9,978,599	
48	9,413,773	120.00	78,448	9,413,773	564,826	9,978,599	
49	9,978,599	120.00	83,155	9,978,599	598,716	10,577,315	
50	9,978,599	120.00	83,155	9,978,599	598,716	10,577,315	
51	9,978,599	120.00	83,155	9,978,599	598,716	10,577,315	
52	9,978,599	120.00	83,155	9,978,599	598,716	10,577,315	
			3,121,254	374,550,479		397,023,508	

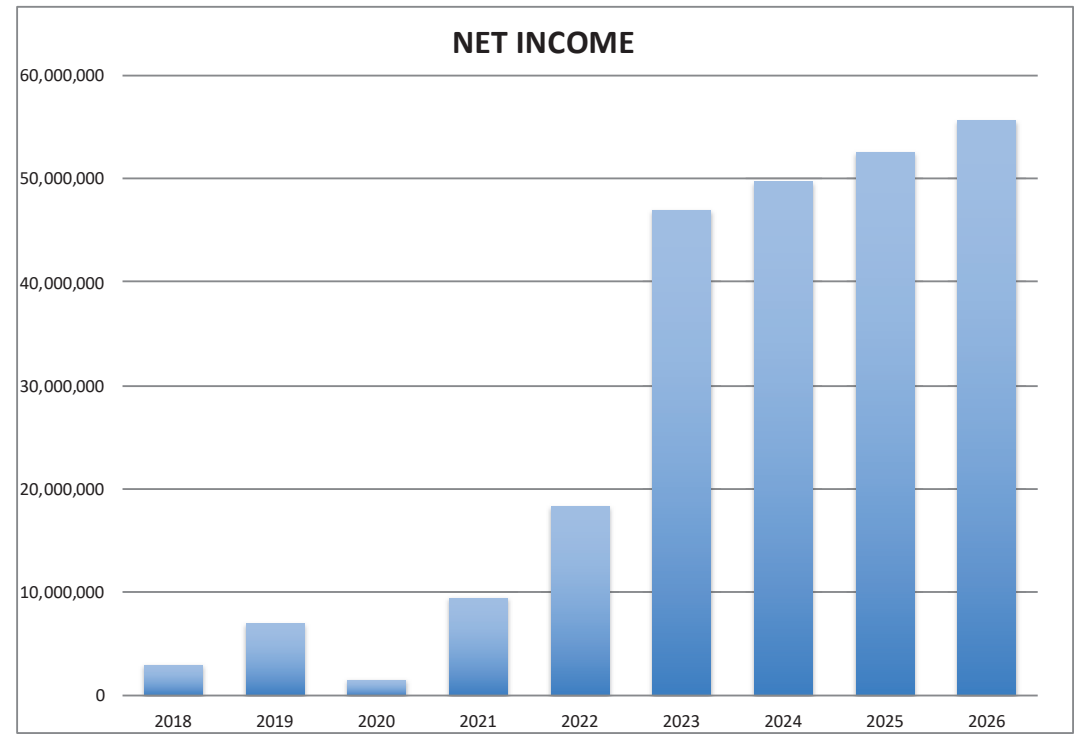
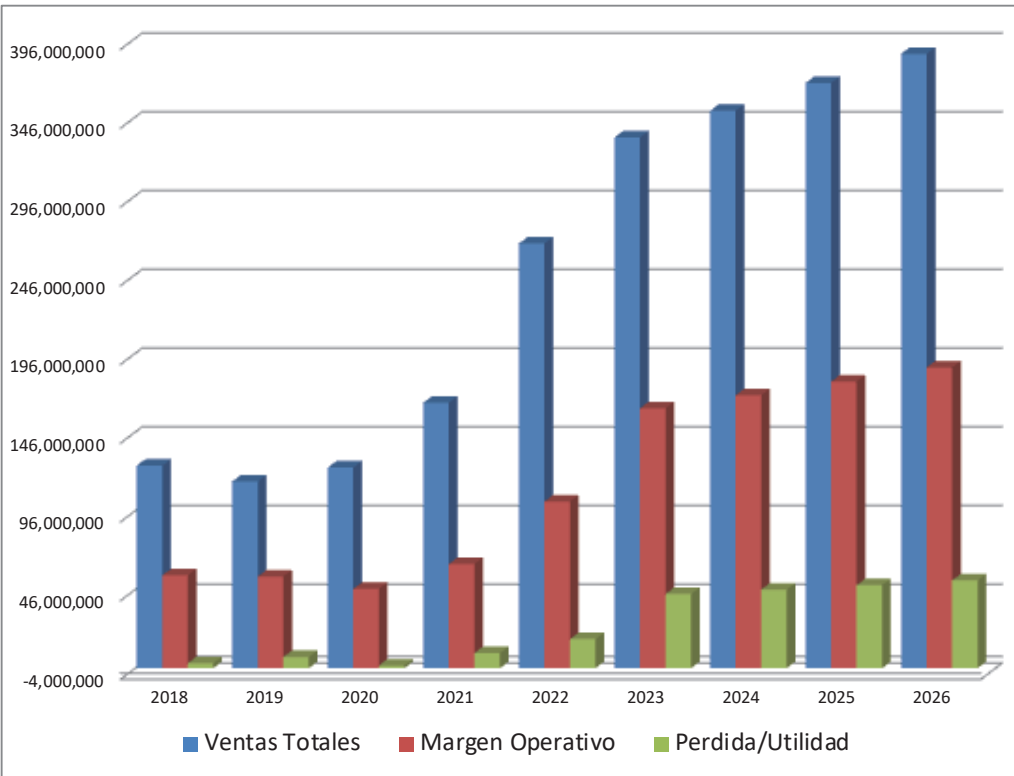
COSTOS

Costos	2018	2019	2020	2021	2022	2023	2024	2025	2026
Costos de ventas	69,650,298	60,284,737	77,056,253	102,377,062	163,772,197	171,960,807	180,558,847	189,586,789	199,066,129
Otros	0	0	0	0	0	0	0	0	0
Total	69,650,298	60,284,737	77,056,253	102,377,062	163,772,197	171,960,807	180,558,847	189,586,789	199,066,129

Gastos	2018	2019	2020	2021	2022	2023	2024	2025	2026
Exportación	26,986,818	25,797,794	18,611,113	27,921,017	44,665,145	55,831,431	58,623,002	61,554,152	64,631,860
Operación	4,165,779	3,099,545	3,105,383	3,722,802	5,955,353	7,444,191	7,816,400	8,207,220	8,617,581
Comercialización	1,201,179	962,888	542,902	1,861,401	2,977,676	3,722,095	3,908,200	4,103,610	4,308,791
Salarios	7,426,944	7,492,032	7,316,917	11,540,687	18,461,593	23,076,991	24,230,841	25,442,383	26,714,502
Producción	366,935	620,059	778,664	700,000	700,000	700,000	700,000	700,000	700,000
Inocuidad	1,459,054	1,046,721	2,420,045	1,396,051	2,233,257	2,791,572	2,931,150	3,077,708	3,231,593
Cambiarior	8,505,786	8,089,439	12,588,093	0	0	0	0	0	0
Otros	1,231,926	21,356	0	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000
Total	51,344,421	47,129,834	45,363,117	48,141,958	75,993,024	94,566,280	99,209,594	104,085,074	109,204,327

Costos Totales	120,994,719	107,414,571	122,419,370	150,519,020	239,765,221	266,527,087	279,768,441	293,671,863	308,270,456
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ESTADO DE RESULTADOS



BALANCE

BALANCE PROFORMA	2018	2019	2020
Activos			
Clientes	24,221,003.00	24,520,956.00	13,879,701.00
Efectivo/Bancos	369,374.00	428,827.00	640,687.00
Otros deudores	33,059,152.00	25,544,034.00	33,682,154.00
Inventario	5,899,882.00	15,199,922.00	12,119,279.00
Anticipo proveedores	8,767,220.00	11,066,157.00	8,374,798.00
Otros activos circulantes	5,529,433.00	5,021,863.00	5,021,863.00
Impuestos anticipos/por recuperar IVA acreditable	11,467,792.00	14,044,401.00	15,794,199.00
Activo Circulante Total	91,880,362	98,479,341	92,525,671
Equipo de Transporte	0.00	258,257.00	203,576.00
Equipo IT	28,572.00	19,003.00	12,616.00
Mobiliario/Equipo de Oficina	43,045.00	33,692.00	25,009.00
Maquinaria	284,957.00	223,703.00	231,824.00
Edificación/Construcción	94,813.00	86,334.00	77,084.00
Activo Intangible	3,000,000.00	6,000,000.00	6,000,000.00
Otros activos fijos	1,509,570.00	1,721,717.00	1,156,527.00
Activo Fijo	4,960,957	8,342,706	7,706,636
Activos Totales	96,841,319	106,822,047	100,232,307
Pasivos			
Proveedores	30,837,285.00	22,092,653.00	19,416,641.00
Otros Acredores	8,670,692.00	11,235,185.00	10,828,449.00
Impuestos por pagar	2,131,765.00	2,309,463.00	2,901,735.00
Anticipo de clientes	6,510,348.00	15,619,375.00	10,136,980.00
Otros Pasivos Circulantes	1,205,182.00	1,289,586.00	1,272,366.00
Pasivo Circulante Total	49,355,272	52,546,262	44,556,171
Deuda Largo Plazo	22,095,357.00	21,879,187.00	21,687,688.00
Pasivo Total	71,450,629	74,425,449	66,243,859
Capital			
Capital Social	1,560,000.00	1,560,000.00	1,560,000.00
Resultado del Ejercicio	3,019,196.00	7,005,909.00	1,591,849.00
Resutlado Acumulado	20,811,495.00	23,830,691.00	30,836,600.00
Dividendos	0.00	0.00	0.00
Capital Total	25,390,691	32,396,600	33,988,449
Pasivo & Capital	96,841,320	106,822,049	100,232,308

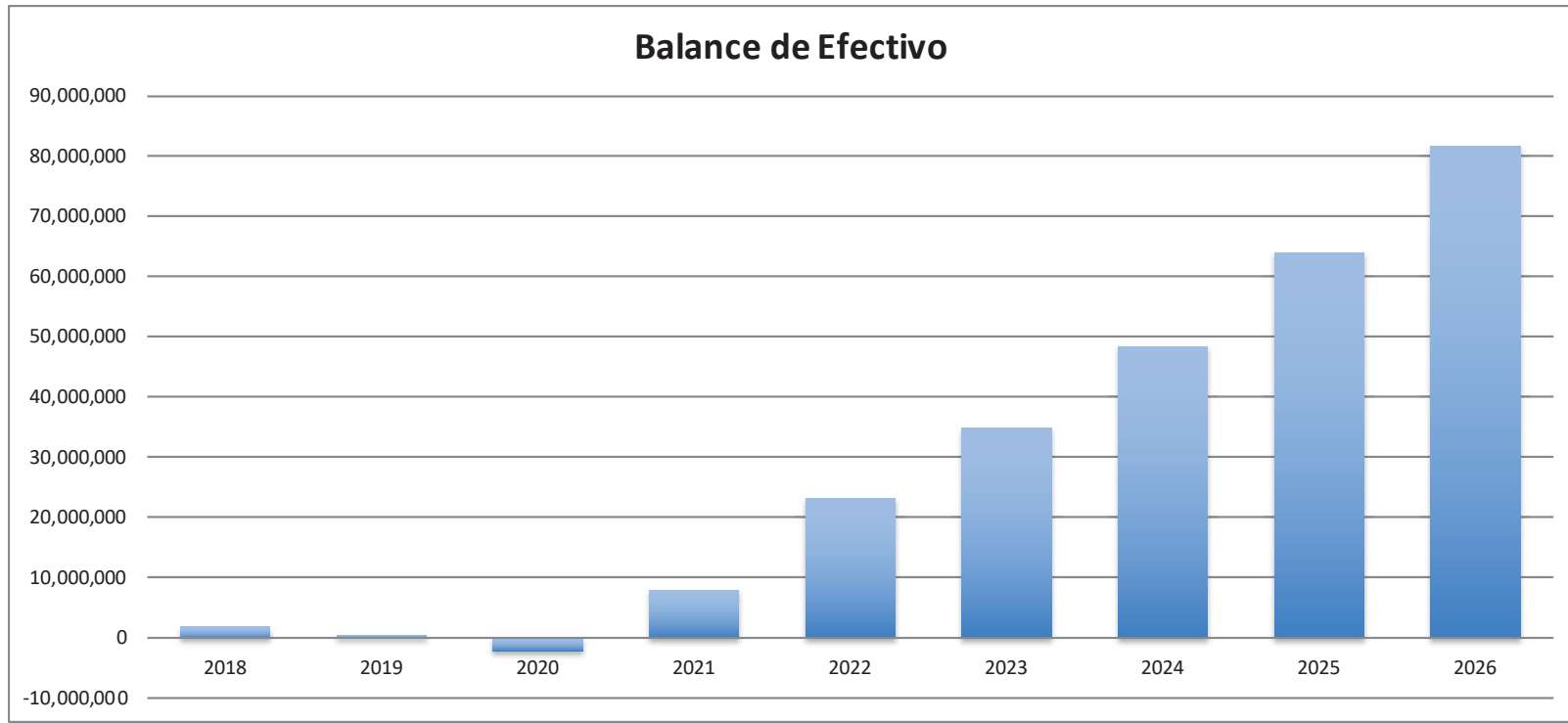
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FLUJO

Flujo de efectivo	2018	2019	2020	2021	2022	2023	2024	2025	2026
Cash	1,565,640	1,792,438	641,225	-2,148,017	8,077,662	23,204,174	34,870,593	48,448,565	64,026,317
INGRESOS									
Cobranza	143,552,523	129,764,614	133,616,850	182,336,503	269,479,706	336,849,632	353,692,114	371,376,720	389,945,556
Capital	0	0	0	10,000,000	0	0	0	0	0
Prestamos	0	0	0	0	0	0	0	0	0
Total Ingresos	145,118,163	131,557,052	134,258,075	190,188,486	277,557,368	360,053,806	388,562,707	419,825,285	453,971,872
EGRESOS									
Costo de Ventas	69,650,298	60,284,737	77,056,253	102,377,062	163,772,197	171,960,807	180,558,847	189,586,789	199,066,129
CAPEX		0	0	0	0	0	0	0	0
Gastos de Operación	42,838,636	39,040,396	32,775,024	48,141,958	75,993,024	94,566,280	99,209,594	104,085,074	109,204,327
Pagos Proveedores anteriores	25,015,883	26,837,285	22,092,653	19,416,641	0	0	0	0	0
Gastos Financieros	4,397,279	3,953,409	3,258,534	4,400,000	3,500,000	3,200,000	2,900,000	2,600,000	2,200,000
Inventario	0	0	0	0	0	0	0	0	0
Otros Gastos	1,423,629	800,000	1,223,628	1,223,828	1,223,628	1,223,628	1,223,628	1,223,628	1,223,628
Impuestos	0	0	0	4,061,335	7,864,346	20,136,764	21,307,102	22,531,457	23,842,530
Reservas para inversiones futuras	0	0	0	0	0	20,000,000	20,000,000	20,000,000	20,000,000
Dividendos	0	0	0	2,490,000	2,000,000	14,095,735	14,914,971	15,772,020	16,689,771
Total Egresos	143,325,725	130,915,827	136,406,092	182,110,824	254,353,194	325,183,213	340,114,142	355,798,968	372,226,385
Cash del Periodo	1,792,438	-1,151,213	-2,789,242	10,225,679	15,126,512	11,666,419	13,577,972	15,577,752	17,719,171
Cash Acumulado	1,792,438	641,225	-2,148,017	8,077,662	23,204,174	34,870,593	48,448,565	64,026,317	81,745,488



ANÁLISIS

	2018	2019	2020	2021	2022
EBITDA	\$ 15,951,490	\$ 19,048,757	\$ 17,438,476	\$ 17,937,782	\$ 29,714,485
Multiplo		7.02	9.68	9.27	
Promedio		\$ 133,722,274.14	\$ 168,804,447.68	\$ 166,283,238.55	
Valor			\$ 156,269,986.79		
Deuda			\$ 21,687,688.00		

	2018	2019	2020
Activos	\$ 96,841,319	\$ 106,822,047	\$ 100,232,307
Pasivos	\$ 71,450,629	\$ 74,425,449	\$ 66,243,859
Valor Contable	\$ 25,390,690	\$ 32,396,598	\$ 33,988,448

Ratios Financieros			
	2018	2019	2020
Return on Equity	194%	449%	102%
Return on Assets	312%	656%	159%
Servicio de Deuda	2.66	2.65	2.32
Eficiencia Economica	0.22	0.26	0.26
Liquidez	1.36	1.44	1.51