



The Coffee Shop Business Plan

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EXECUTIVE SUMMARY

This Business Plan has been prepared to present The Coffee Shop to potential sources of funding in order to raise the capital necessary to improve its equipment and facilities and market its service in the community.

The Coffee Shop is a start-up coffee shop located in Anytown, Canada. This particular location is surrounded by a youthful population, and 45,000 residences of the neighborhood.

It is owned and managed by Laurie Smith. Miss Smith has extensive experience in customer service, management, decision making and has great respect for organic and fair trade coffee, and a burning desire to make a difference in her community. Miss Laurie Smith has extensive experience in management, customer service, and conflict resolution and quality assurance.

Having worked for the Paramedic Emergency Services, she has strong multi-tasking skills and



works extremely well under pressure. Laurie Smith wants to make a change in her community by hiring elders and having a sense of community awareness, bringing the people together for a great experience in a relaxing atmosphere. She plans on making her store as

“green as possible”, by serving organic coffees, locally vegan made treats for everyone. All coffee is fair trade and sweets are vegan and gluten-free and eco-friendly. Specialty coffees (lattes, cappuccinos, and other special brews) are growing in popularity. While 54% of Canadians occasionally consume specialty coffee, only 6% do so on a daily basis. With this sector growing strongly, there is an opportunity to increase coffee sales through foodservice and specialty coffee shops. (Source: Beverage Marketing Corporation)

The Coffee Shop expects to catch the interest of a regular loyal customer base with its variety of coffee and pastry products while offering a relaxing and unpretentious atmosphere. The Company plans to build a strong market position in the community, by choosing the proper location and offering a new age, organic, fair-trade, local hang out. The Coffee Shop aims to

offer its products at a competitive price to meet the demand of all income classes in the local market area.

The Coffee Shop would establish a large regular customer base, and will therefore concentrate its business and marketing on local residents, which will be the dominant target market. This will establish a healthy, consistent revenue base to ensure stability of the business. High visibility and competitive products and service are critical to capture this segment of the market.

Competition in the local area is somewhat sparse, and does not provide the luxury of space. Local customers are looking for a high-quality product in a relaxing atmosphere. They desire a unique, experience that includes the whole family. Leading competitors do not have what The Coffee Shop have to offer. The coffee shop is ideal and unique, one of a kind in Anytown.

The Coffee Shop requires \$105,500 to purchase equipment and to market their facility and services to their community. The following plan describes the Company, the market, and the Company's plans to successfully expand its operations with the support of the requested capital.

BUSINESS OVERVIEW



The Company will cater to all of its customers by providing coffee and other products made to suit the customer, down to the smallest detail.

The café will offer freshly prepared bakery and pastry products at all times. Six to eight moderate batches of cupcakes and pastry products will be delivered during the day to ensure that fresh baked goods are always available. The Company will look to source their products from local merchants. One such merchant will be Cupcakes by US, which has been in business for a year and is growing, making this bakery a great choice for The Coffee Shop.

The cafe will also offer our clients the choice of sitting with their laptop, book, magazine or newspapers. Some books, magazines and newspapers will be available for clients free of charge to further enhance the relaxing atmosphere that is greatly desired.



BUSINESS GOALS



IMMEDIATE GOALS

- › Ensure that people in the community feel at home in the café
- › Educate customers about what products the café stocks
- › Have employees hired and trained (looking to recruit from the elderly community)
- › Be making a profit

SHORT-TERM GOALS

- › Increase advertising of fair-trade and organic beverages
- › Increase clients in the loyalty club



LONG-TERM GOALS

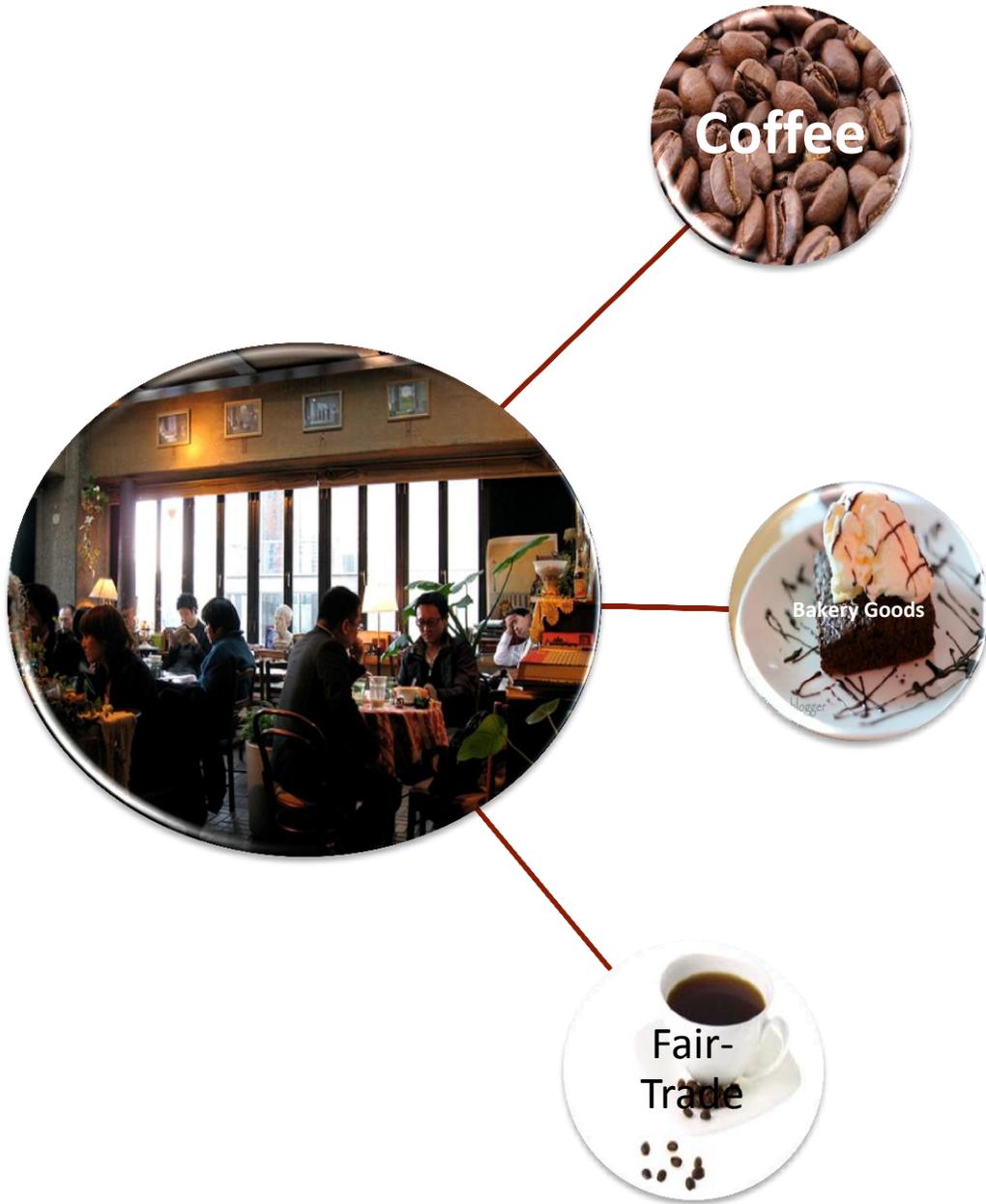
- › Create a model that is franchise ready
- › Establish an interest in the franchise model
- › Open a second location

The Company will utilize the following strategies to achieve its short and long-term objectives

- › Will host seminar nights at café
- › Explore different coffees around the world and introduce the best to the café
- › Offer customers exotic coffee you can't get anywhere else
- › Work hard and remain dedicated, confident and open-minded
- › Partner with other businesses with the intention of creating a community vibe
- › Have different vendors bring product samples to find the right products to be successful



PRODUCTS AND SERVICES



- The Coffee Shop offers a range of coffee, all from high-quality organic coffee from a local fair trade certified company
- There will also be a variety of juices, teas and water.
- The Coffee Shop will provide fresh cupcakes and coffee cakes from a local bakery. Cupcakes By US is a local bakery offering baked sweets utilizing local products. Four to six moderate cupcakes and coffee cakes will be delivered during the day to assure fresh baked goods are always available.

COMPETITIVE ADVANTAGES

The Company has a number of qualities that gives them a competitive edge in the market.

These include:

- Unique concept, service and products
- Dogs are welcome
- Eco friendly
- Offer gluten-free products
- Will bring in different and unique coffees

The Coffee Shop main competitive edge is the relatively low level of competition in the local area in this particular niche.

This community has a population of 45,000 residences as per the City of Anytown. There are no coffee shops in the neighborhood except for Tim Hortons. The residences of the area have three choices at this time: a drive through Tim Hortons approximately 650 meters from The Coffee Shop that is operating out of Petro Canada, a second Tim Hortons with the option of sitting down 1.7km, and a third Tim Hortons 1.8 km offering full service.

None of these locations allow dogs in their coffee shop with their pet parents, or provide a organic, fair-trade coffees with a gluten free treat.

For more information, please contact us at

1-855-892-2506

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