

Small Business Project Proposal

Title Page

- **Project Title:** "Brewing Success: Launching the Corner Coffee Shop"
- **Proposed by:** Sarah Lee
- **Advisor/Instructor:** Mr. Robert Hughes
- **Course/Program:** Small Business Management
- **Date:** November 1, 2024

Executive Summary

- **Overview:** The Corner Coffee Shop aims to become a beloved local cafe in the heart of the suburban town of Midvale, offering a mix of high-quality coffees, homemade pastries, and a cozy atmosphere.
- **Goals:** Establish a profitable and sustainable business that serves the local community, provides high-quality products, and creates a welcoming space for customers to relax and connect.

Introduction

- **Background:** Midvale lacks a dedicated coffee shop that caters to both commuters and local families, presenting an opportunity to fill this gap in the market.
- **Problem Statement:** Residents and commuters in Midvale have limited options for high-quality coffee and casual meeting spaces, impacting community interaction and satisfaction.
- **Purpose:** To open a coffee shop that provides premium coffee, fresh food items, and a comfortable setting for community engagement and leisure.

Project Details

- **Scope of the Project:** This proposal outlines the conceptualization, funding, location setup, marketing, and initial operations of the coffee shop.
- **Project Timeline:** Detailed timeline from initial funding and location setup to the grand opening scheduled for six months post-funding.
- **Resources Required:** List of physical resources (e.g., coffee machines, furniture), human resources (staff needed), and initial stock (coffee beans, food supplies).

Market Analysis

- **Target Audience:** Midvale's commuting professionals and local families.
- **Competitive Analysis:** Overview of existing coffee-serving establishments like cafes and restaurants, highlighting the lack of specialized coffee shops.

Strategy and Implementation

- **Marketing Strategy:** Use of social media marketing targeting local residents, partnerships with local businesses for cross-promotions, and loyalty programs to encourage repeat business.
- **Operational Plan:** Daily operations to be overseen by Sarah Lee with support from two baristas and a part-time baker. Emphasis on customer service and efficiency.
- **Risk Management:** Identification of key risks such as supplier issues or lower-than-anticipated customer traffic with contingency plans in place.

Financial Plan

- **Budget:** Estimated start-up costs of \$75,000 covering equipment, renovation, first month's rent, and initial inventory.
- **Funding Requirements:** Seeking \$30,000 in owner investment and a \$45,000 small business loan.

Evaluation and Monitoring

- **Success Criteria:** Specific goals include achieving break-even within the first year and maintaining a customer satisfaction rating above 4.5 stars on review platforms.
- **Monitoring Plan:** Monthly tracking of sales, expenses, customer feedback, and quarterly review meetings to adjust business strategies as needed.

Conclusion

- **Summary of Key Points:** The Corner Coffee Shop will address a market need in Midvale by providing a high-quality coffee experience combined with a community-focused environment.
- **Call to Action:** Request for approval and funding to proceed with the business plan for the targeted launch.

Appendices

- **Supporting Documents:** Detailed financial projections, floor plan of the coffee shop, sample menu, and resumes of key staff members.