
Small Business Proposal For Funding

Business Name: Fresh Horizons Cafe

Owner: Samantha Lee

Address: 123 Main Street, Springfield, IL

Contact Information: Email: samantha@freshhorizonscafe.com | Phone: (555) 123-4567

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Executive Summary


Fresh Horizons Cafe aims to revolutionize the Springfield dining scene by introducing an innovative fusion of local and international cuisine, focusing on health-conscious meals. With a commitment to sustainability and community involvement, our goal is to become a beloved local spot that also contributes positively to the environment. We seek a funding amount of \$150,000 to launch our operations, secure a prime location, and begin our journey to becoming a staple in the Springfield community.

Business Description

Established in 2024, Fresh Horizons Cafe will offer a unique dining experience that prioritizes health, taste, and environmental sustainability. Our menu will feature organic, locally sourced ingredients and cater to diverse dietary needs, including vegan and gluten-free options. Beyond serving delicious meals, we aim to create a community hub that promotes local art and hosts events to engage with and give back to our community.

Market Analysis

Springfield's growing demand for healthy dining options presents an ideal opportunity



for Fresh Horizons Cafe. Our market research indicates a significant interest among residents for eateries that offer organic and dietary-specific meals. Additionally, our commitment to sustainability and community engagement sets us apart from competitors, aligning with the increasing consumer preference for businesses with ethical practices.

Operational Plan

The cafe will operate seven days a week, offering breakfast, lunch, and dinner services. We plan to lease a 2,000 square foot space in downtown Springfield, providing ample room for dining, a coffee bar, and event space. Initial staffing will include a head chef, kitchen staff, and front-of-house employees, all sharing the vision of exceptional service and quality.

Marketing Strategy

Our marketing approach will leverage social media, local press, and community events to build brand awareness. Collaborations with local businesses and farms will further embed us in the community ethos. Special opening events and ongoing workshops will keep the community engaged and drive repeat business.

Financial Projections


With the requested funding, we project to break even within the first year and achieve profitability by year two. Detailed financial projections, including startup costs, operating expenses, and revenue forecasts, are available in the appendix.

Funding Request

We are seeking \$150,000 to cover the costs of leasing and renovating our cafe space, purchasing equipment, initial inventory, marketing, and operating expenses for the first six months. A detailed breakdown of the use of funds is included in the appendix.

Conclusion

Fresh Horizons Cafe is more than a restaurant; it's an initiative to bring healthier, sustainable dining options to Springfield, foster community spirit, and support local



economy. Your investment will not only contribute to the launch of a promising business but also support a broader vision for a healthier, more connected community.

Appendix

- Detailed Financial Projections
- Market Research Data
- Use of Funds Breakdown
- Owner's Resume and References

Contact Information

For further information or to schedule a meeting, please contact Samantha Lee at samantha@freshhorizonscafe.com or (555) 123-4567.