

A top-down view of a white ceramic coffee cup filled with dark coffee, sitting on a rustic wooden tray. To the left of the tray, a bouquet of pink carnations with green leaves is visible. The background is a light-colored, marbled surface. A semi-transparent white rectangular box is overlaid on the center of the image, containing the text.

Coffee Shop

Business Plan

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Executive Summary

Competitive Advantages

- High quality – Freshly brewed 24x7
- Best service – Friendly and well-trained staff
- Responsibly sourced – Coffee beans are organically produced and directly sourced from farmers

Target Customers

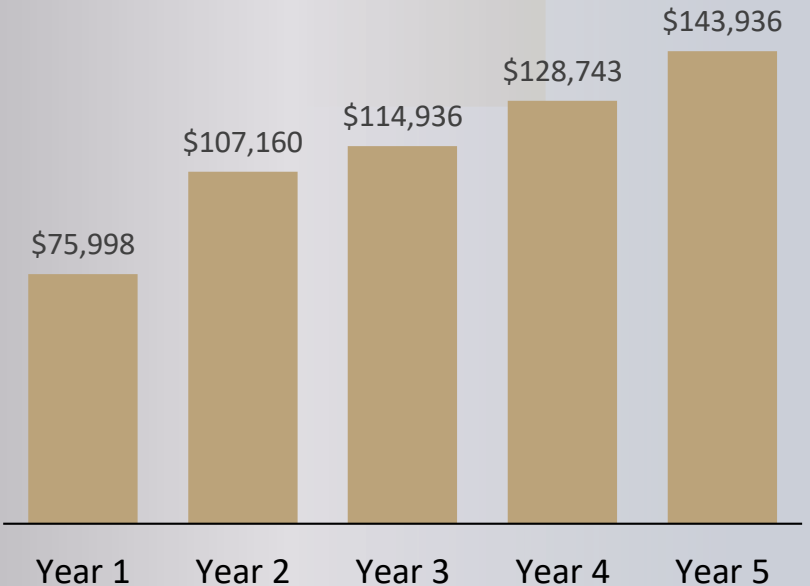
Based on our location in a mixed-used business district, our target market includes:

- Young professionals
- Students
- Families

Key Products

- Coffee (Hot and Cold)
- Chocolate drinks
- Cakes and pastries

Projected Revenues



“Best ideas start with a good cup of coffee...”

Company Statements



Our Vision

To nurture our neighborhood and inspire new ideas – one CUP at a time



Our Mission

To provide traditional and high-quality coffee in a relaxing and luxurious ambiance



Our Values

Applying high standards of excellence in purchasing and roasting coffee;
Embracing employee diversity; and
Taking responsibility in the community

Market Characteristics

Market Size and Potential Growth



There is a growing trend for coffee shops not only because of the demand for roasted beans but due to quintessential coffee shop experience

Market Competitiveness



5 other coffee shops located around 1-km radius. We benchmark our prices against the other coffee shops, and we differentiate through ambiance and quality

Product Trends



- Photogenic products;
- Products that cater to health, fitness and wellbeing;
- Environmental and social impact conscious operations

Target Customers



- Office workers and freelancers in the business district
- Students
- Tourists
- Families

Marketing Strategies

Social Media Advertising

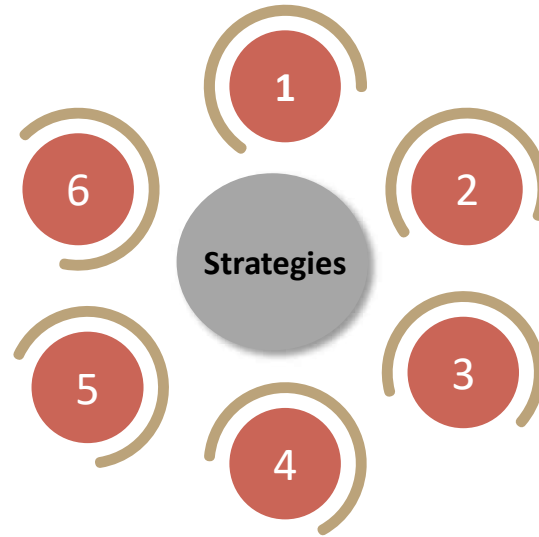
Use of social media platforms particularly Facebook and Instagram

Loyalty Programs

Earn credit points on each purchase. Customers can redeem credit points in the form of discounts during future purchase

Food Blogger Outreach

Partner with renowned city restaurant blogger for promotion



Fishbowl Business

Card Giveaways

We will set out fishbowls for dropping business cards for a free drawing of some price

Delivery Services

Partner with food delivery service provider such as Uber Eats and Deliveroo

Coupons and Discounts

Use coupons and discounts to drive customers to the business and help introduce new product lines



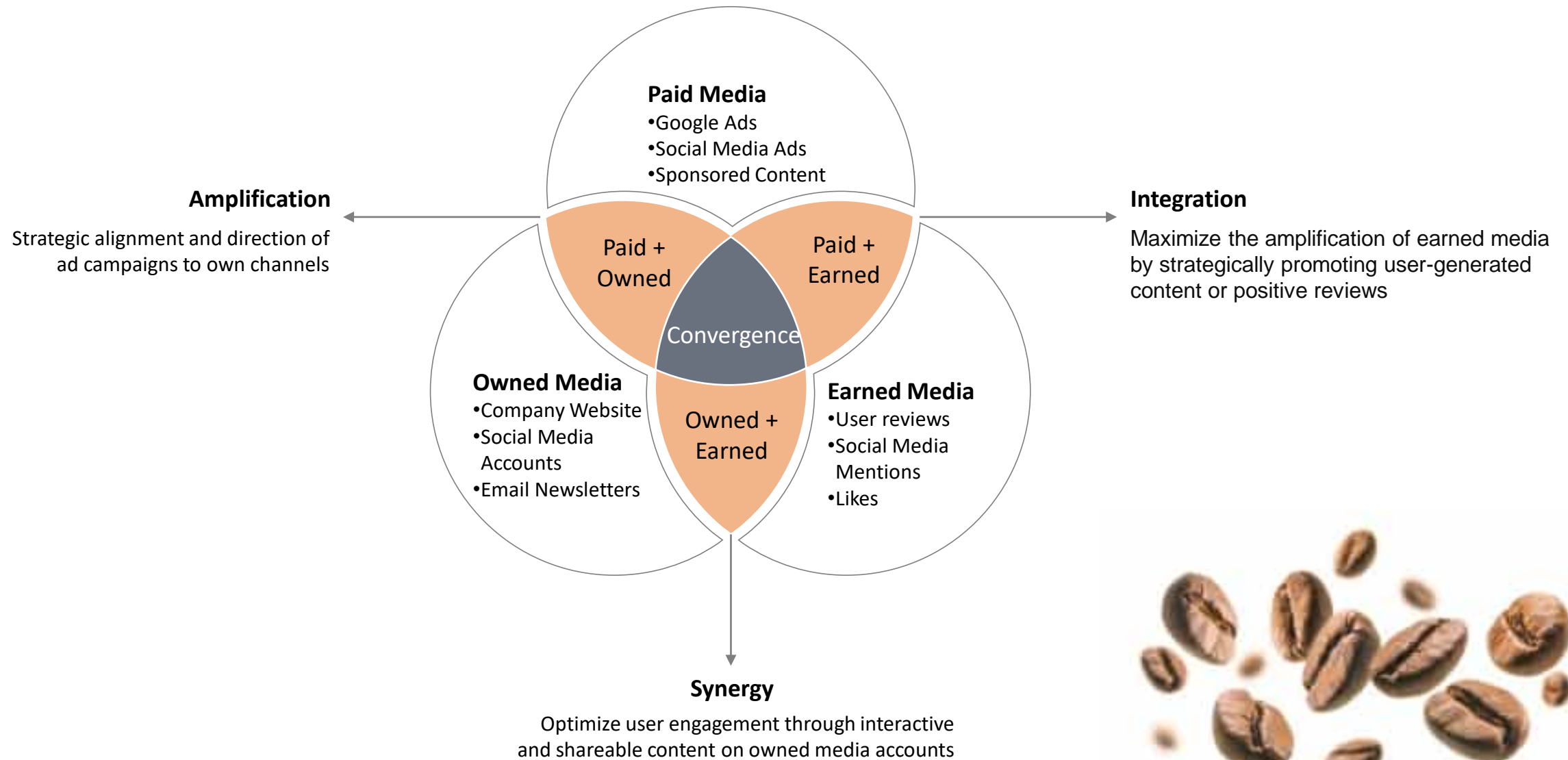
Determining Target Market Segments

● High ● Medium ● Low ○ No Information

Potential Market Segment	Volume of Segment	Value of Customer	Competition per Segment	Anticipated growth of Segment
Senior Market (age 55+)	●	●	●	●
Young Professionals	●	●	●	●
Young Families	●	●	●	●
Students	●	●	●	●



Social Media Optimization Strategies



SWOT Analysis

Strengths

- High quality coffee
- Clients love the atmosphere in the coffee shop
- Foot traffic
- Home-made pastries

Opportunities

- Growing community of coffee drinkers
- The demographics in the area support the need for additional coffee shop
- Easy access

Weaknesses

- High prices exclude some customers from accessing certain products
- The Coffee shop is still new thus, competitors have better brand recall for locals

Threats

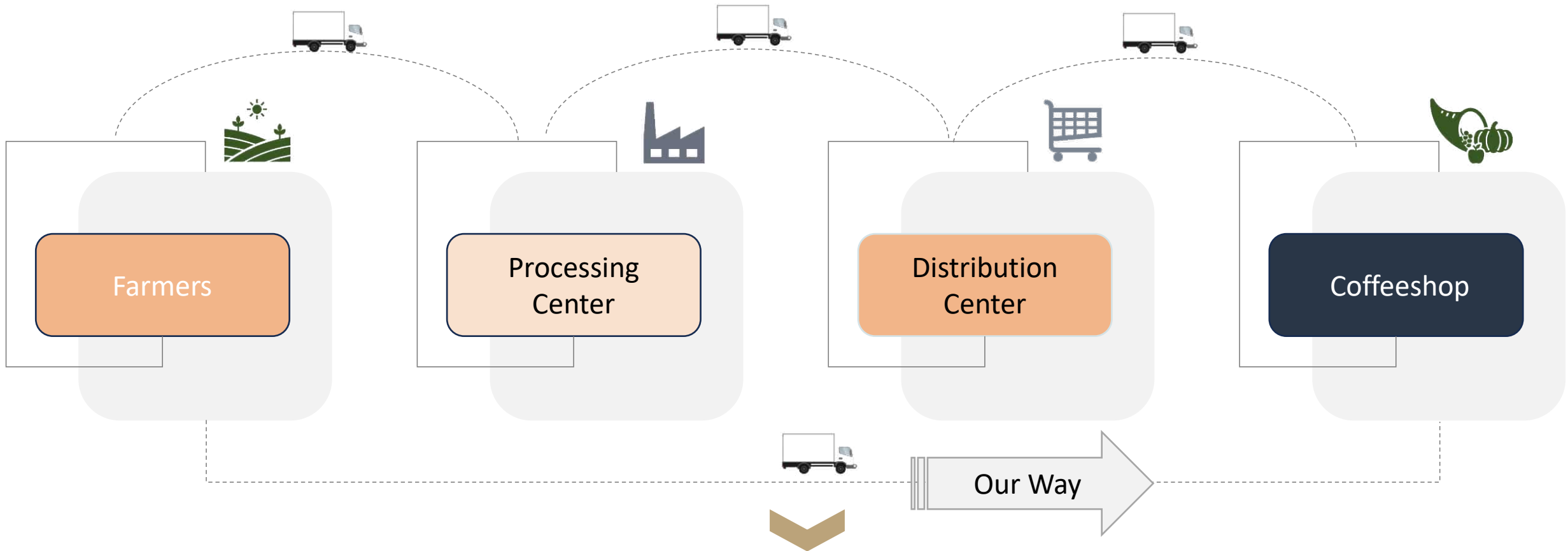
- Fierce competition
- Not enough space for future growth
- Lack of regular customers



A top-down view of a white tablet, a cup of coffee, and a vase of pink carnations on a marble surface. The tablet is positioned diagonally in the center, with its screen facing upwards. To the left of the tablet is a white ceramic cup filled with dark coffee. To the right of the tablet is a wooden tray containing several pink carnations. The background is a light-colored marble surface with subtle grey veining.

Brewed to Perfection, Served with Passion

Coffee Beans Supply Chain



We help growers and only use the best beans by sourcing directly from farmers



MBNB

Customize Any Drink

SML

Upland Blends

Italian Caffè Macchiato

Caffè Mocha

Latte

Cappucino

Cappuccino Cioccolato

Americano

Espresso



Refreshing Tea

Classic Chai Latte

Cinnamon Chai Latte

Cheesecakes

Blueberry

Caramel Walnut

All Cheese

Choco Mouse

Classic Reese

Mango

Strawberry

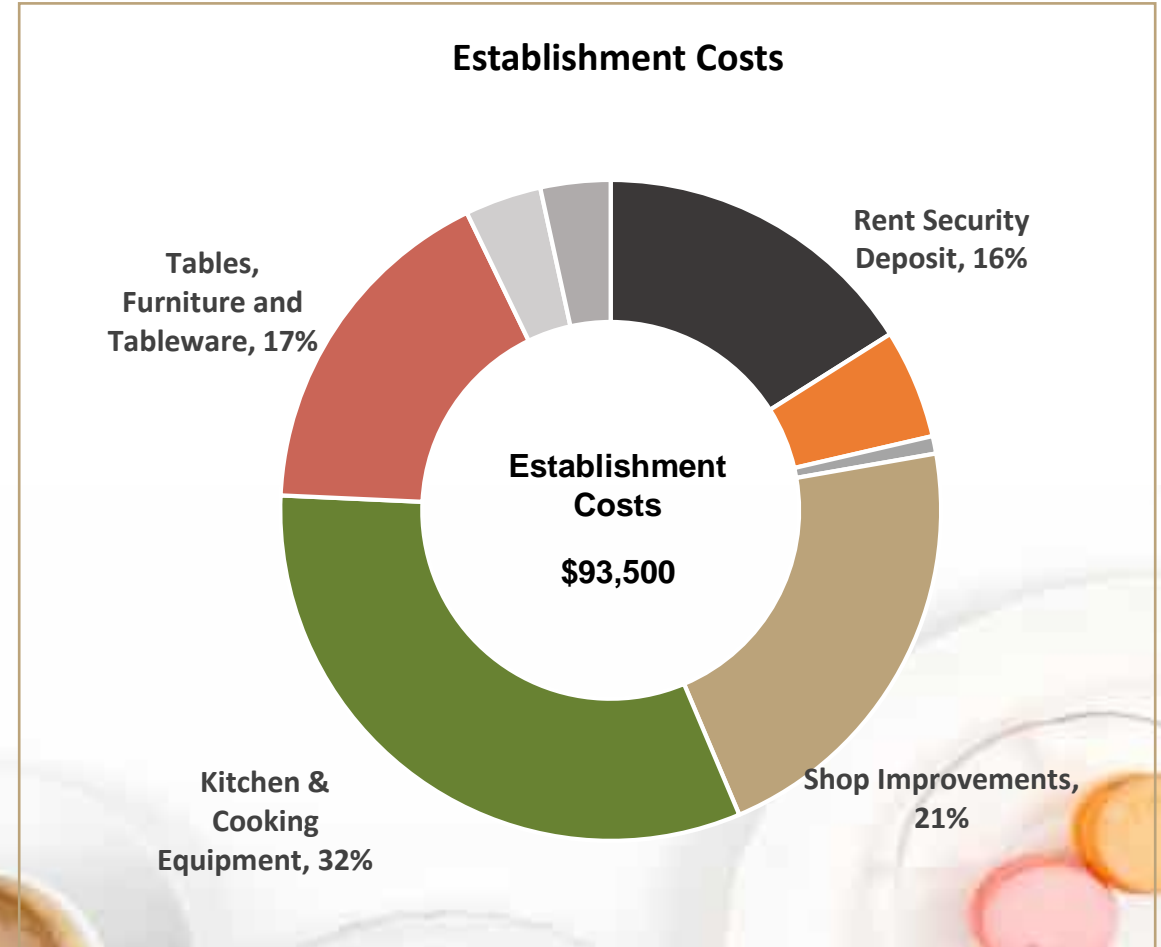
Salads

Classic Chai Latte

Cinnamon Chai Latte

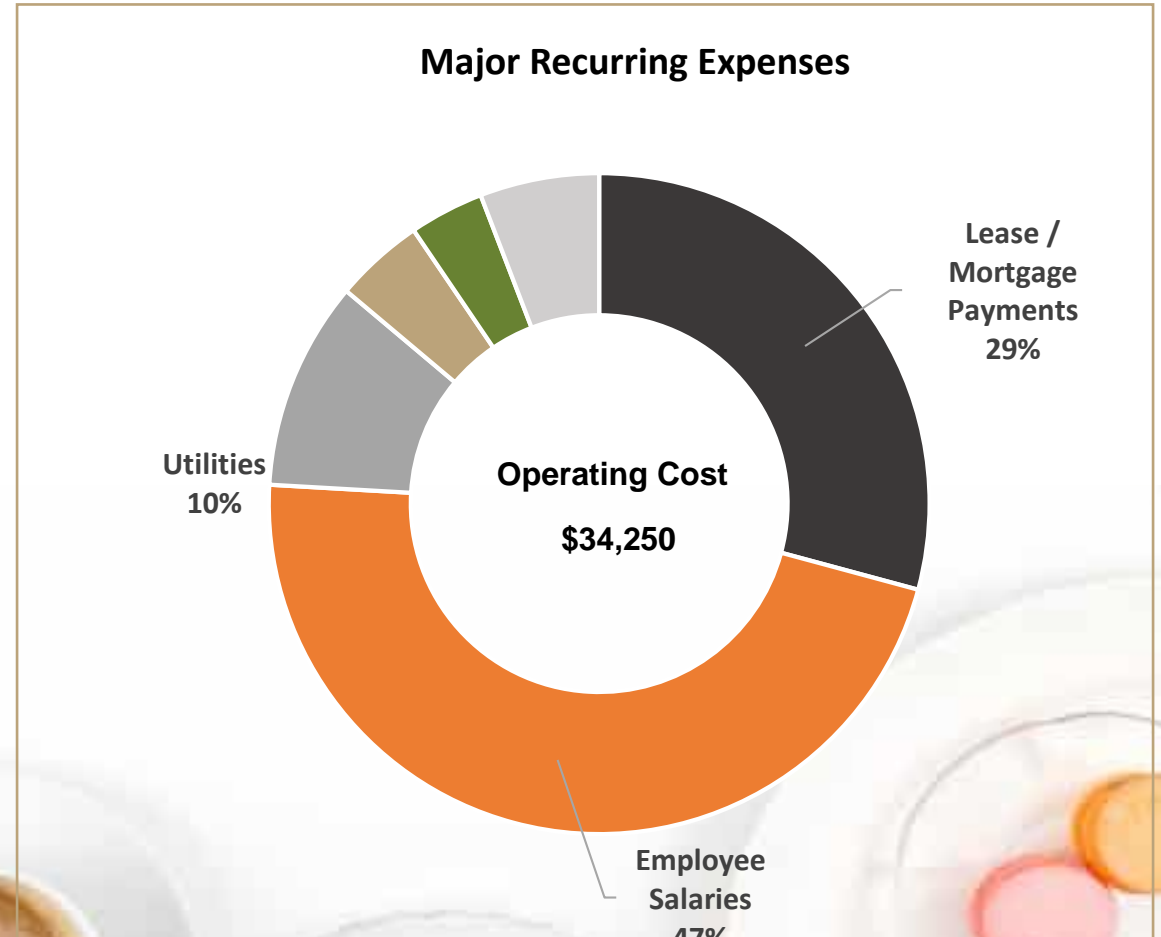
Startup Costs

Item	Amount
Rent Security Deposit	15,000
Business Permits/Licenses	5000
Legal / Processing Fees	800
Building Improvements	20,000
Kitchen & Cooking Equipment	30,000
Tables, Furniture and Tableware	16,000
Accounting/POS System	3,500
Signage & Advertising	32,000
Total	93,500



Recurring Expenses

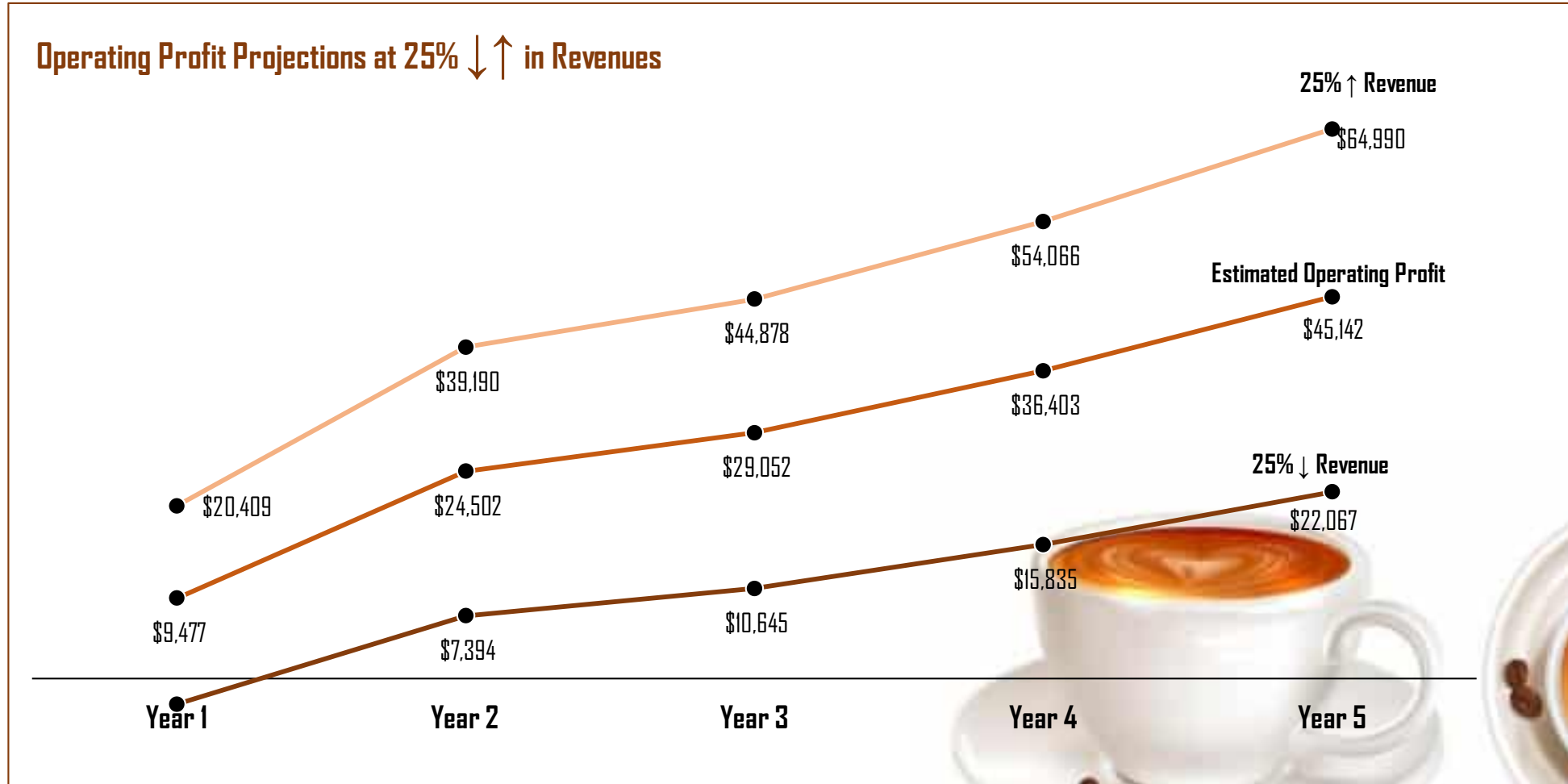
Item	Amount
Lease / Mortgage Payments	10,000
Employee Salaries	16,000
Utilities	3,500
Marketing & Advertising	1,500
Insurance & Permits	1,250
Miscellaneous Expenses	2,000
Total	34,250



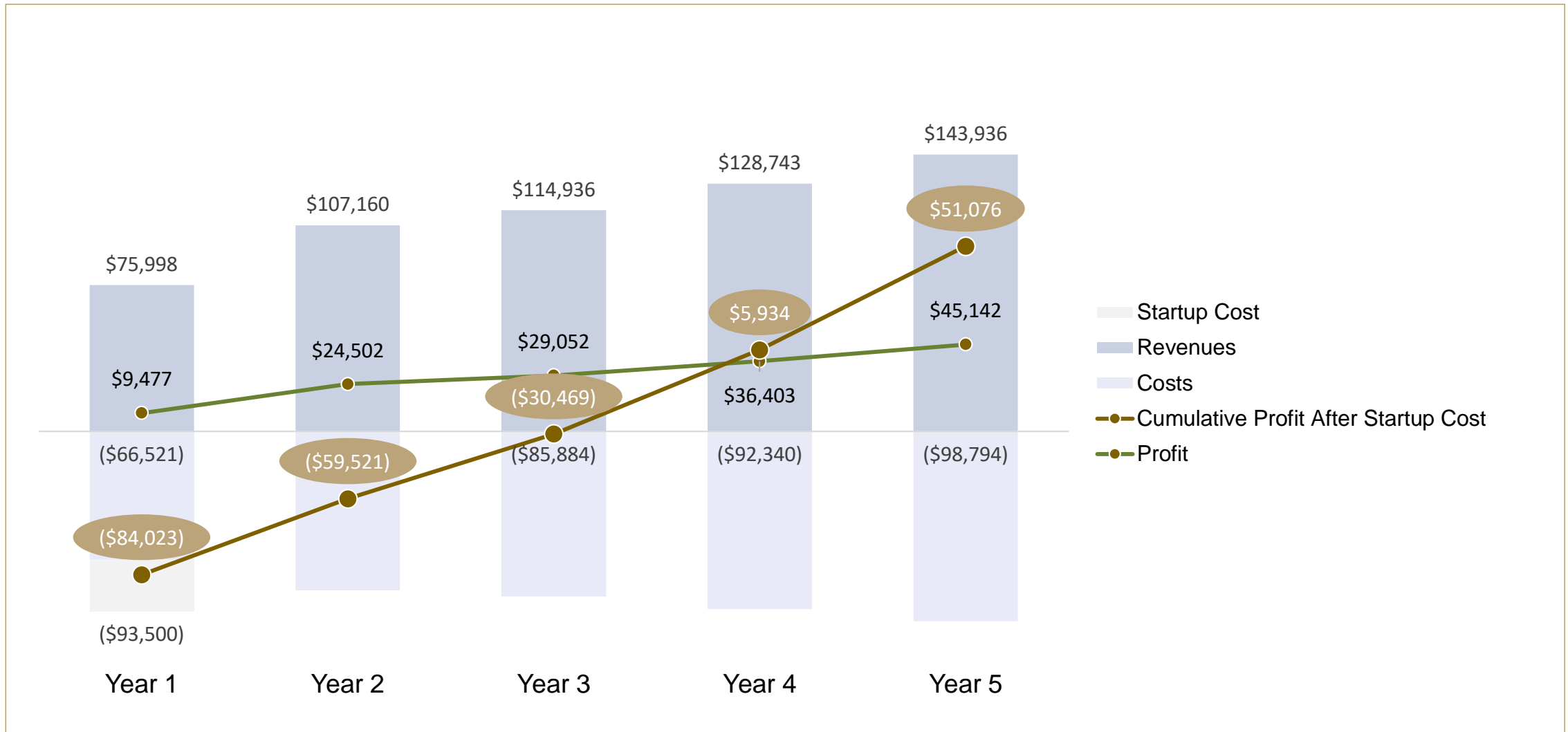
5-Year Profit Estimates

Annual Sales Forecast	Year 1	Year 2	Year 3	Year 4	Year 5
Products					
Coffee	40,231	53,508	57,708	64,362	72,402
Tea	20,805	31,208	33,288	37,449	41,610
Salads	4,981	7,472	7,970	8,966	9,962
Pastries	9,981	14,972	15,970	17,966	19,962
Total Income	75,998	107,160	114,936	128,743	143,936
Cost of Sales					
Coffee	14,496	21,745	23,194	26,094	28,993
Tea	10,194	15,292	16,311	18,350	20,389
Salads	2,491	3,736	3,985	4,483	4,981
Pastries	5,090	7,635	8,144	9,163	10,181
Cost of Goods Sold (COGS)	32,271	48,408	51,634	58,090	64,544
Operating Cost	34,250	34,250	34,250	34,250	34,250
Operating Profit	9,477	24,502	29,052	36,403	45,142

Revenue Sensitivity Analysis

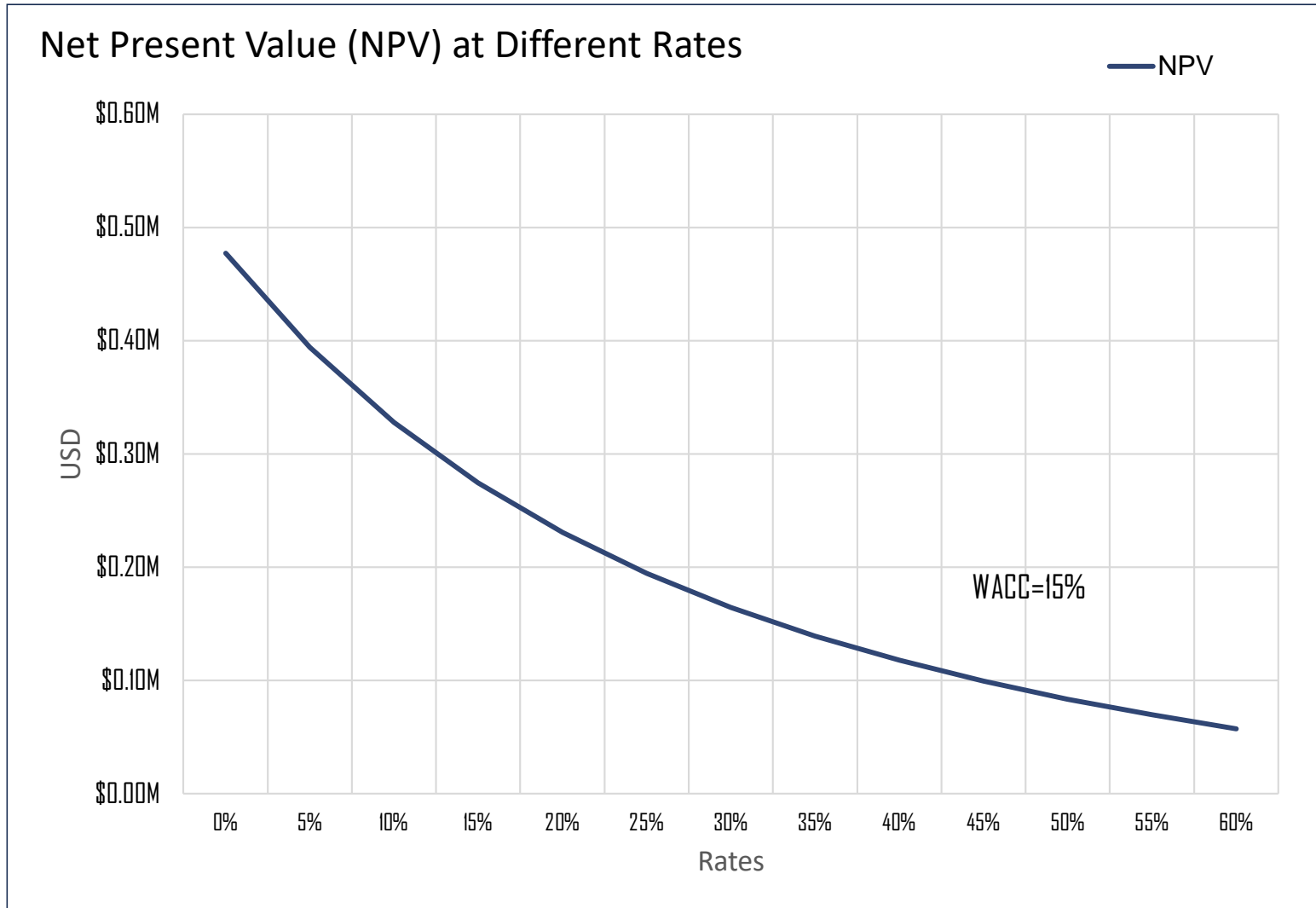



Five-Year Cashflow Projections




Earnings before taxes and depreciation

Investment Highlights

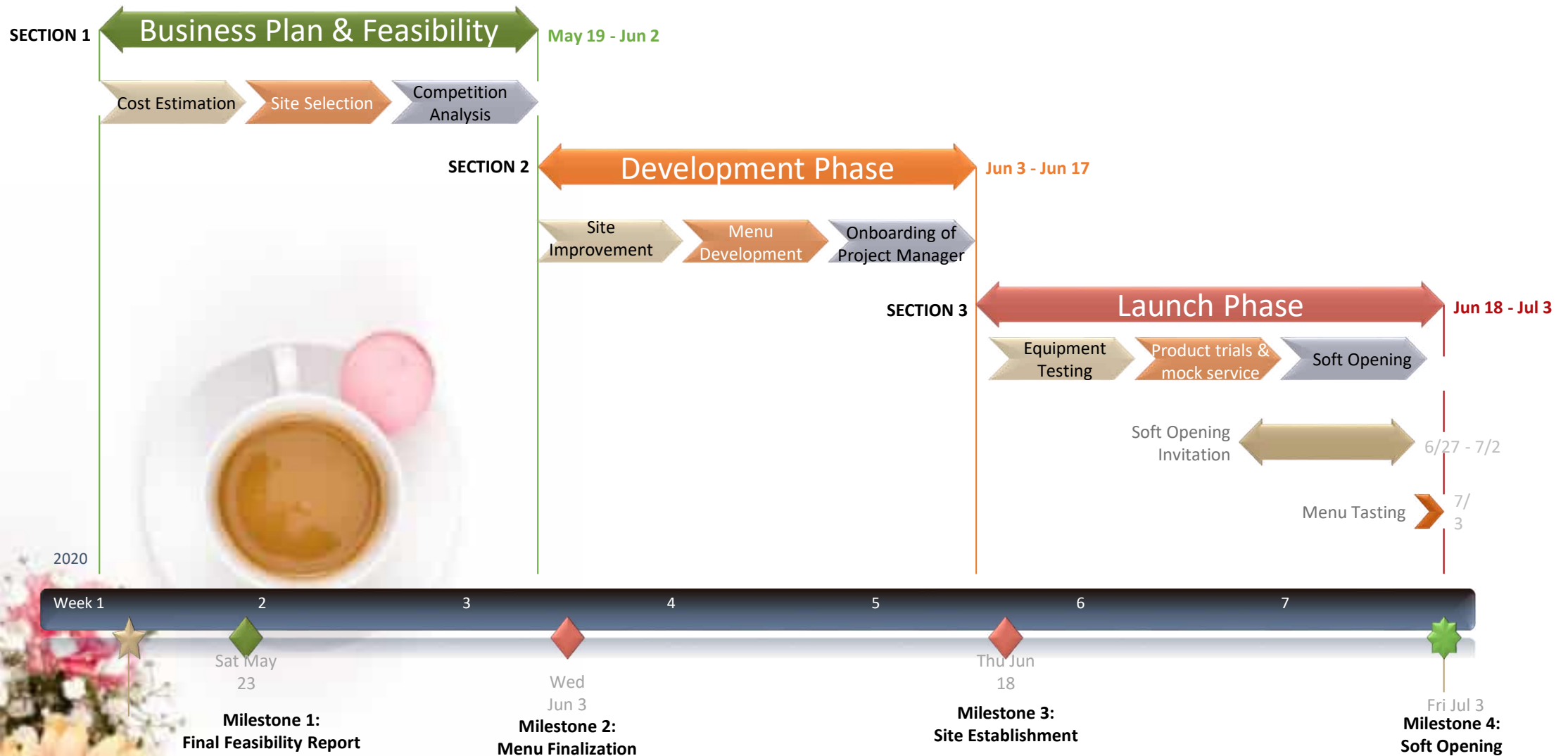



>98%
Internal Rate of Return
(IRR)


+274k
Net Present Value
(NPV)


4Years
Payback Period for Startup Cost

Development Timelines





*Other Slides to Expand
Your Business Analysis*

Positioning with Perceptual Map



90-Days Look Ahead Plan

30 Days Startup



- Finalize Business Plan
- Legal & Regulatory Admin
- Location Setup
- Supplier Relationship

60 Days Marketing and Branding



- Create Branding Materials
- Build Online Presence
- Pre-launch Marketing Campaign
- Community Engagement
- Establish Collaborations, Partnerships or Sponsorships.

90 Days Launch and Steady State



- Soft Launch
- Grand Opening
- Customer Feedback
- Operational Refinement
- Evaluate and adjust staffing levels if necessary
- Menu Expansion
- Employee Training and Development
- Customer Relationship Management (CRM)

TOWS Analysis Builder

Internal Factors (IFAS) External Factors (EFAS)	Strengths (S)	Weaknesses (W)
Opportunities (O)	SO Strategies	WO Strategies
Threats (T)	ST Strategies	WT Strategies

Competitiveness Strategy Builder

	Lower Cost	Differentiation
Broad Target		
Narrow Target		

Competitive Tactics Development Framework

Parameters	Tactics	Actions
Operational Efficiency		
Customer Services		
Brand Building		
Talent Management		

Business Analysis Icons – Dark Background 1 of 2

Business Deals



Organization and Schedule



Training and Development



Supply Chain

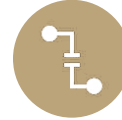


Information Technology



Business Analysis Icons – Dark Background 2 of 2

Process Flow



Health and Safety



Tools



Construction



Arrows



Business Analysis Icons – White Background 1 of 2

Business Deals



Organization and Schedule



Training and Development



Supply Chain



Information Technology



Business Analysis Icons – White Background 2 of 2

Process Flow



Health and Safety



Tools



Construction



Arrows



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