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Internet coffee shop business plan pdf

Planning your business before you start is not simply a requirement to present to banks and investors. It is also a great way to fully understand your business before you start, and to anticipate potential risks, challenges and costs, as well as opportunities and alternative strategies that may not be easily obvious. Instead of simply downloading a standard business plan model, which is designed to apply to all kinds of industries, create your own plan that is based on the most important aspects of your unique business. Line up your business plan. The most important aspects of a cafeteria are its location, number and income level of customers living or working nearby, and operating expenses. Therefore you will need sections for business description, target market and operational plan, as well as marketing, business and financial environment. Write the description section. This should include a complete description of the location or potential location for business, with pictures and maps, if possible, as well as an introduction to business owners and managers and why they are coffee enthusiasts. Search and description of the target market. A good business is one with a growing customer base, so describe how quickly your cafeteria neighborhood is growing, or what factors are increasing the discretionary spending level of your customers. Demographic data are important for creating tailor-made services and marketing, the most important information in this section is how your customers spend on coffee, and how much more likely to spend in the future. Describe your operational plans. This includes how many employees you will have, your hours (and why those are the most advantageous hours to be opened), where you will have your supply of coffee beans, if you also sell house espresso coffee machines and accoutrements, and how to ensure quality control. Investigate laws and competition, and include this in the corporate environment section. This part of planning covers everything beyond your control that will affect your business. For example, describe how often health department controls happen, what kind of insurance you need to carry, how many Starbucks coffees are located in your immediate vicinity, how much a food and drink that sell licensing costs in your area, and so on. Describe your marketing message and your advertising plan. Marketing includes the look and feel of your store and how this appeals to your customers, as well as the types of messages you want to transmit and how to do. For example, you may want to provide an eco-friendly message to your customers, and thus bring organic coffee and biodegradable cups and spoons. Advertising is a specific task designed to get your marketing message out to your customer. You can plan to put on a nearby billboard that tells customers about your free wi-fi. Your financial plans. Include three years of financial statements, or historical data if your business has been operating for a bit or "pro form" statements that estimate revenue and future costs. It also includes a break-even analysis and a profitability analysis that determines how many customers you need to serve before your company returns all of its start-up costs, and before your company is self-sufficient. Take your business plan completed to an expert consultant for feedback and review. A simple coffee business plan can help you get your business out of the ground by following a standard layout consisting of a single document divided into different sections. Included should be a description of the organization, market research, competitive analysis, sales strategies, capital, and labor requirements and financial data. Business plans range from some pages to hundreds of pages depending on the size and scope of the business. For a relatively small business like a cafeteria, it is better to be succinct and maintain the plan at 30 pages or less, especially if you intend to submit it to bankers or investors for the financing of debt or equity. Potential investors want to see a solid research and analysis presented in a concise form. To give your plan more visual appeal include photos, designs or site plans of future premises to give your plan more visual appeal. Charts and graphs help illustrate financial information such as projections, a basic business plan for a cafeteria can be done in eight sections, plus a title page. enter your business information from the legal name. if you have already explored a probable location or have an ongoing website, include addresses. if you have a corporate logo, add it to the top or bottom of the title page. the title page should also include a content table that lists each section and the page number in which it begins. java jake's coffee house 15 October 2017 2303 stewart st east clovervale609-458-2020email: jlj@javajakescoffeehouse.comweb: javajakescoffeehouse.com submitted to:"Nome""Company or financial institution" content table: 1. Executive summary 2. Company overviewindustria 3. market analysis and competition 4. marketing and marketing plan 5. ownership and management plan 6. Operating plan 7. Financial plan 8. appendices and exposures place the executive summary near the beginning of the plan, but write last. should provide a short, concise, and an optimistic overview of your business that captures the reader's attention and gives them an interest in learning more about it. the executive summary should not be longer than two pages, with short summaries of other sections of the plan. java the coffee of jake house will be the ideal place for coffee lovers. we intend to serve high quality coffee and snacks in a trendy and comfortable atmosphere. our convenient location and excellent customer service should build a constantcustomer base. The owners Jack Valdez and the partner Juanita Sanchez each have more than a decade in the food service sector, including the management experience. Our main products will be gourmet coffee products at higher margins such as espresso, cappuccinos, lattés, and a variety of snacks, including healthy alternatives. Strategically located within walking distance from technical school, care colleges and a variety of office complexes, we intend to meet students and young office workers providing a lot of sitting space and superior customer service with a trendy atmosphere. In the immediate area, our competition consists mainly of fast food suppliers such as McDonald's and Dunkin'. We intend to capture the top end of the local coffee market by serving gourmet coffee products, not machine-made at reasonable prices. Together with our superior atmosphere and great customer service, we intend to direct sophisticated coffee consumers. The location we have selected has 2,000 square feet of space, room for an external patio, and requires minimal renovations. The space has been vacant for several months and the owner is motivated and offered a four-year lease with a fifth year free. We expect sales revenues to grow from \$200,000 in the first year of operations to \$250,000 by the end of the third year. To minimize operational expenses, both principles will be on site full-time to reduce personnel costs, oversee and maintain quality control. We waitprofits to grow from \$50,000 to \$100,000 a year three. \$200,000 in startup financing is required for lease, renovation, equipment and furniture costs. The principles have \$100,000 in cash and will get the rest from commercial financiers. Provide an overview of the coffee industry, the local market, and what makes your business unique. According to Pew Research's analysis, millennials have surpassed children's boomers as America's largest living generation. Millennials are more social and mobile than previous generations and prefer to have coffee with friends in public and fashionable places, increasing the popularity of high-end coffee shops. US statistics indicate that: the popularity of Gourmet coffee is increasing through several American demographics consume more than 600 million coffee mugs per day Retail coffee sales exceed \$47 billion per year East Clovervale is a rich area with a high density of students and young professionals, an ideal market for a cafeteria like Java Jake's Coffee House. People in this area can afford to spend money on special coffee and snacks and are willing to do so. Our market research has shown that seven out of 10 people polluted in East Clovervale consume at least three cups of coffee specialty a week. While there are currently two other cafes shops within the immediate area, they do not offer patio seating or substantial parking. You do not offer free wifi. Java Jake Coffee House Marketingto meet young people and young people heartily with high quality products, great service, and a lot of indoor seating and outside. We propose to be the place to meet friends, relax and enjoy a large cup of coffee. The ultra-fast wifi will allow students and business people to communicate and work promptly on school or business activities. Prove that you have thoroughly analyzed the target market and that there is enough question for your products to make your coffee business feasible. Competitive analysis includes a competition assessment and how your coffee business will compete in the industry. Given the proximity to schools and office complexes, our primary target market will be students and professional people. Both groups are heavy consumers of coffee, tea and snacks. Based on our customer surveys, there is a strong demand for a high-end bar in a central location that serves a great coffee and has both outdoor seating and parking available. The three most common complaints about the competition in question are: Inconsistent product: Customers who descend are reluctant to become regular patrons of a cafeteria that can not constantly serve a high quality product. The lack of seating patio: Many people prefer to consume their food and drinks outdoors on a sunny day. Lack of parking: The lack of parking makes it difficult to attract the commuters of the vehicle. The local customer base consists of approximately 3,000 students of two200 school staff 1,000 businessmen and employees Both schools have a solid presence and are expanding their student populations. The local market is strong and has been relatively little hit by previous economic crisis. Compared to our competition, we expect our revenues to grow strongly as we build our customer base: Coffee at Go Lindens Java Jake's Coffee (Year 1) East. Annual Revenue \$150,000 \$250,000 \$200,000 Employees 8 10 6 High Quality Low High Quality High High High Quality Describe how you intend to entice customers to sponsor your coffee shop, including advertising, promotion, pricing strategy, sales and service. Existing competition uses lower-grade beans, cheap equipment and does not properly train staff — resulting in inconsistent product quality and unsatisfactory customers. In Java Jake we are passionate about coffee and we intend to constantly focus on the service of the highest quality product: Sourcing beans and premium snacks and keep freshness at all times. Using a first line express machine and related equipment. Provide baristas with professional training. Focusing on quality, consistency and great customer service, we will build a constant repeat customer base. We want to focus on special coffees, including espresso, cappuccino, mochas, etc., since profit margins are much higher than normal coffee. To charge a higher price for regular coffee, we will not use drip machines. Instead, every cupbe single served with a coffee machine so that each cup is fresh and delicious. our prices will be competitive with the top end of the market. we believe that customers will be happy to pay the best prices for a large cup of coffee. we will be offering counter service in a professional, welcoming and inviting interior space, the interior seats will be a mix of individual smaller tables for intimacy, and longer, in bench style for larger groups. outdoor seating are made up of tables and chairs with umbrellas available. we intend to be open from 6:30 to 9:00 on weekdays and 7:00 to 9:00 on weekends. In addition to cash, credit and debit, we will also accept apple pay for purchases, to minimize costs and connect with our demographic customer, most of our advertising will be digital variety. we want to aggressively promote our products using the following methods: posters on the local campus sign up our special newspapers announced on facebook, instagram and twitter statistics show that loyalty cards are highly effective and java jake will oat a personalized reward card to promote repetition business. describe the legal structure, property and (if applicable) the management and staff requirements of your company. java jake coffee house is a private company registered in the state of texas. the company is 100% owned by jack valdez and juanita sanchez: jackClass A Shares Juanita Sanchez: 40 Class A Shares The owners Jack and Juanita co-manage the business, and at least one will be present at any time during the hours open. Both owners have previous food service management experience and are baristas experts. Melford's design services will be contracted for interior design of premises. Jackson and Jackson will provide accounting services for the company. Jody's Catering will supply the bakery products. Ensure the physical requirements of your business, such as retail space, equipment, inventory and supply needs, work, etc. For a business like a coffee that requires customized structures, supply chains, specialized equipment and multiple employees, the operating plan needs detail. The premises we chose are at 2303 Stewart St. The space has: 2,000 square feet of indoor space in a modern building and well kept in an excellent location About 500 square feet of outdoor patio space, with block rack for existing zoning bicycles for use of restaurant A four-year rent at \$3,500 / month with a fifth year free The owner of the building is responsible for collecting waste, recycling, pest control, and security Utilities (water, electricity, gas, internet, phone) are estimated to be \$800 per month The previous tenant was a restaurant, and there are already existing kitchen and toilet. The previous tenant offered to sell kitchen equipment used heavilyprices. two full-time bartenders and four to six part-time bartenders will be hired at industry standard wages. baristas will be trained in a regional bartender training school, the two full-time employees are previous employees of the owners. part-time employees will be sourced from post-secondary local institutions. the owners and staff will share all the regular duties, including taking orders, preparing coffee,tea, counterfeet tables, refueling, washing dishes, maintenance of toilets, etc. to increase employee loyalty, a bonus/profit sharing system will be put in place. the March Express (\$25,000) grinder Express (\$1500) currently we are negotiating the purchase of commercial equipment oated by the previous tenant, including: refrigerator glassdoor (\$1,000) dishwasher (\$1500) microwave \$(700) glaze, storage containers, etc. \$(500) maintenance contracts for the equipment will be negotiated with local suppliers. we negotiated an agreement with murphy coffee wholesalers to provide premium Colombian coffee/express with two-day shipping. milk, juices, drinks, fruit, etc. will be obtained from the local coast. muffins, scones, biscuits, yoghurt fruit cups and sandwiches will be provided daily by jody's catering. this is the most important section of the business plan, especially if you need debt financing or want to attract investors. the financial plan mustthat your business will grow and will be profitable. To do this it is necessary to create statements of design income, statements of cash flow and balances. For a new activity, these are forecasts, and a good thumb rule is to underestimate the revenues and overestimated expenses. Include these financial returns: Income statements: This shows your revenues, expenses and profits projected. Do this on a monthly basis for at least the first year for a startup business. Cash flow projections: These show your early monthly cash revenues and cash out for expenses. It is important to show that you can manage cash flow and will be a good credit risk. Budget Sheet: This is an instant summary of the activities, liabilities and equity of your business at a certain point in time. For a startup, this would be the day the company opens. Note that a new activity will not have accounts that may receive items on the budget. It should also be noted that the budget is much easier for non-incorporated enterprises without employees. Income tax, pensions, doctor, etc. are only applicable to incorporated businesses as are earnings/ earnings. Breakeven analysis: Including a breakeven analysis shows funders or investors what level of sales you need to achieve to make a profit. The appendices and exhibitions section contains all the detailed information needed to support other sections of the floor. Possible appendage/xhibit Articles include:Stories for business owners Detailed market research and analysis of competitors Key owners and employees Information about your products/services Site plans/construction/office Copy of mortgage documents, leasing of equipment, etc. (or quotes on these) Marketing brochures and other materials References from work colleagues Links to your corporate website Any other support material that may impress potential investors. financing. coffee shop and internet cafe business plan. is internet cafe business profitable. is internet cafe a good business. is an internet cafe profitable

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