
Comfort Cafe Business Plan Presentation

Course Code:LCLM 4006 Enterprise
and Entrepreneurship

Student Name:Bozhidara Naydenova

Student Number:2424540

Lecturer:Dr Charles Ohan



Business Overview

- Business concept: A cozy community-oriented café.
- Vision: Become the most welcoming café in the area.
- Mission: Provide quality drinks and a relaxing environment.
- Target market: Students, workers, families .
- Competitor advantage: Warm atmosphere + unique menu.

Business Structure

- “The café is a Sole Trader or Limited Company. I am the owner and manager. Staff: 1 manager, 1 barista, 1 assistant.
- Manager: run café, buy coffee, manage money.
- Barista: make coffee, serve customers.
- Assistant: clean, help with stock.

Environmental Analysis

- Political: Food hygiene, licensing, business insurance
- Economic: Inflation, price of coffee beans, local spending power
- Social: Trend for cozy cafés, student study spaces, lifestyle habits
- Technological: Online ordering, modern equipment, social media marketing
- Legal: Employment law, GDPR, food safety compliance

Marketing – Product

- High-quality specialty coffee sourced ethically
- Fresh pastries and small meals
- Cozy interior with comfortable seating
- Free Wi-Fi for students
- Seasonal drinks to attract repeat customers
- Branded merchandise potential (mugs, tote bags)

Marketing – Price

- Competitive pricing for local market
- Student-friendly pricing strategy
- Loyalty card after 8 coffees = 1 free
- Seasonal discount promotions
- Bundle deals (coffee + pastry)



Marketing – Place

- Location: high-footfall street near school/university
- Interior layout: relaxing seating, good lighting, study-friendly
- Online presence: Google Maps, Instagram, Facebook
- Potential future delivery through Deliveroo/UberEats



Marketing – Promotion

- Social media campaigns with reels and photos
- Flyer distribution + local advertising
- Collaborations with local events
- Student deals and loyalty programmes
- Grand opening event with free samples

Funding

- Start-up capital required: £10,000
- Personal savings: £10,000
- Major costs: coffee machines, furniture, stock, marketing
- Expected turnover: £300,000 annually
- Profit margin expected: 15–20%
- Breakeven point: approx. 33% capacity



If the Business Fails

- Adjust pricing or menu to attract customers
- Increase marketing and promotions
- Partner with local businesses for shared costs
- Reduce staff hours temporarily
- Sell equipment and close operations if recovery is not possible

Conclusion

- Comfort Café has strong potential for growth
- Clear business plan and structured marketing
- Community-focused environment increases customer loyalty
- With good management the café can become a popular local spot

References

- UK Food Standards Agency (2024) – Hygiene Requirements
- UK Government (2024) – Business Licensing Regulations
- Statista (2024) – Coffee Shop Market Trends
- CIPD (2024) – Employment Law Essentials