



The Business Idea:

- Entrepreneurs are essential for any economy, because any civilisation requires innovation and implementation to maintain steady growth (CAE, 2019).
- London has become the most burnt-out city in the world. (Simms, 2025)
- With more than 1200 such options in the capital, there is still space for improvements to be made in the service (Szekely, 2026).
- To bridge the gap between this problem and the suggested solution, an entrepreneurial venture has been planned.



Entrepreneurs are the fuel for the innovation that ultimately drives creative value and the growth of the economy. Entrepreneurs benefit society with economic growth, where products are created, and Employment Opportunity increases, generating wealth and social exchange (CAE, 2019).

The city is a workforce along with the residents, or in strain, and 91% believe that they are under extreme pressure. Such pressures can arise from high workload, exhaustion and the urban environment. To fight such an issue, experts recommend taking daily breaks, and practising relaxation techniques is essential (Simms, 2025).

London's entrepreneurial minds have given rise to the market of coworking spaces. Coworking spaces often come with memberships and subscriptions; they are just spaces where people can come and work together, communicate and collaborate. On the other hand, with a plethora of cafes serving customers with unique menus, they

tend to be fast-paced and chaotic (Szekely, 2026).

Serenity Cafe & Co workplace would be operating as a hybrid workspace and a café. The cafe's ambition would be to provide a calming and relaxing space for the younger generation and the wider workforce of the city. The cafe would hold certain values of sustainability, such as environmental friendliness, which would be maintained through its products and packaging, and a sustainable community that would welcome people across the city and allow them to enjoy a relaxing experience. Each store would have two tiers, one for groups and the other for individuals.

The Team:

- Every location at Serenity Cafe & Co workplace would have a team that would be responsible for daily operations.
- Each team would consist of a cafe manager, an accountant, the chef, the servers, a barista and mixologist, kitchen workers and lastly a host (Ward, 2026).



The café manager would be responsible for daily activities, including operations management of employees and supporting inventory and stock to ensure proper customer satisfaction. The manager would also be responsible for minimising conflicts and maintaining decorum. The accountant would be responsible for keeping track of revenue and expenses. The chef would create seasonal menus to ensure ethical resourcing of products and deliver high-quality food. The servers would operate quietly to meet the needs of the customer. The Barista's job involves making coffee orders and keeping the equipment working and in good condition. They would also be responsible for playing calm and relaxing music that is soothing to the customers. The kitchen prep workers would be working alongside the chef and the servers to ensure consistency in kitchen operations. The host would be responsible for welcoming the customer and choosing a spot within the cafe to meet their comfort

levels. Ensuring good hospitality would be their responsibility (Ward, 2026).

Market Research:

Market information, external factors and trends

- Mordor Intelligence reports stated that in 2025, the market size of the cafe business is 25.38 million pounds and is forecast to grow by 5.03% CAGR from 2026 to 2031 (MordorIntel, 2026).
- Workspaces of hybrid type in the UK have a market size of 1.27 billion in 2023. It has a CAGR of 8.63% from 2023 to 2033 (Spherical Insights, 2026).
- The presence of e digital tech to support flexible working helps in the growth of firms like Serenity Cafe & Co (Hallak and Lee, 2023).
- This shows a bright future for Serenity Cafe & Co in the UK.



As per the reports of Mordor Intelligence, it is seen that the market size of cafeterias is rapidly increasing across the UK. In 2025, the market size of the cafe business is 25.38 million pounds and is forecast to grow by 5.03% CAGR from 2026 to 2031. Apart from these, it is seen that the market size of hybrid workspace is also growing and has a bright future in the UK (MordorIntel, 2026). The hybrid workspace in the UK has a market size of 1.27 billion in 2023. It has a CAGR of 8.63% from 2023 to 2033 (Spherical Insights, 2026). This shows that Serenity Cafe & Co has a bright future thriving in the market of the UK. The external factors, like political, economic, technological and social factors of the UK shows that there are provisions in the UK to avail grants and loans for startup companies. Moreover, the availability of technological infrastructure like digital tech to support flexible working helps in the growth of companies like Serenity Cafe & Co (Hallak and Lee, 2023). Moreover, the

trends in the UK for flexible seats, using WI-FI to work in silent areas, and the presence of hybrid and freelance workers support the trend of hybrid working. This is also positive for the growth of companies like Serenity Cafe & Co (Krauss and Tremblay, 2024).

Market Research:

Customer profile

- Customers of Serenity Cafe & Co include remote workers and freelancers aged 25 to 45.
- Serenity Cafe & Co also have university students as customers aged between 18 and 25.
- Lastly, customers of Serenity Cafe & Co are teams of startup ventures who like to arrange meetups in spaces that are more formal than a conventional cafe.



The customer profile of Serenity Cafe & Co is freelance and remote workers aged 25 to 45, students of universities aged from 18 to 25 and startup company teams. For freelance and remote workers, Serenity Cafe & Co offers a flexible working space comprising comfortable seats and high-speed internet connectivity. Such customers desired to use the working space for a long period. University students like to work in an environment where there is no noise and have facilities like accessing digital systems, such as social media. Such customers love to get rewarded by a company like Serenity Cafe & Co. Customers like startup venture teams are paramount for Serenity Cafe & Co to scale their business. Such customers like to arrange meetings in remote locations, such as cafes, where the ambience is more formal than a convenient cafeteria.

Market Research:

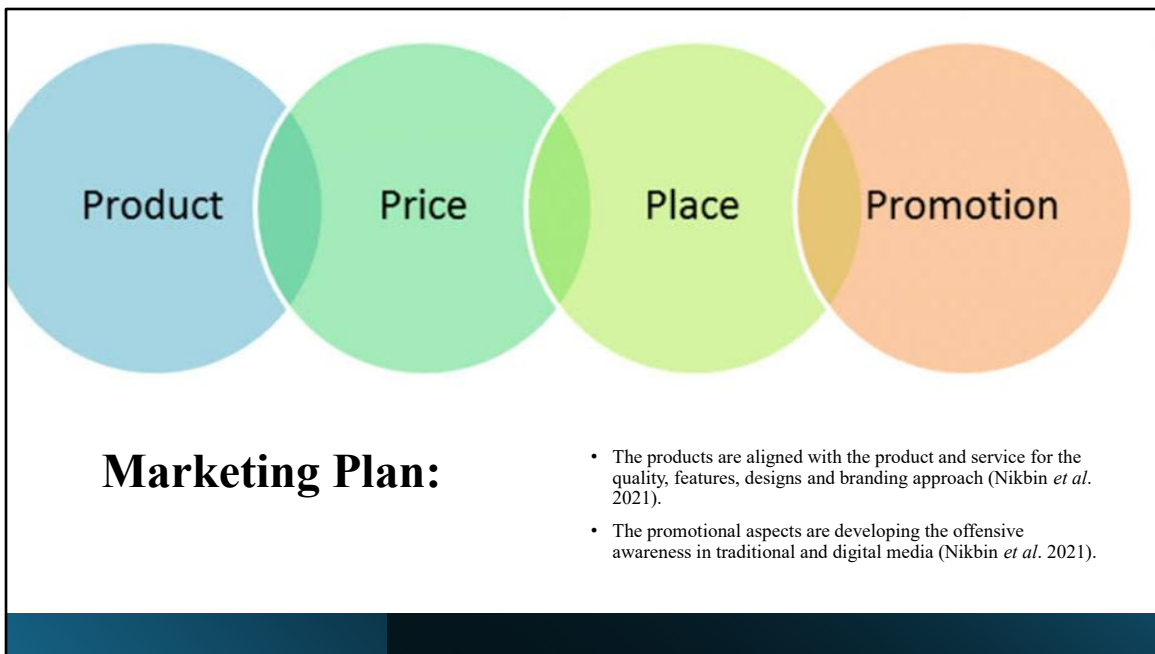
Competitor profile

- Competitors of Serenity Cafe & Co include local and independent cafes like Cardiff having strong community appeal (Gavaghan, 2024).
- Another competitor of Serenity Cafe & Co is Starbucks, having strengths in terms of strong branding and strong Wi-Fi for working, but it is highly crowded (LinkedIn, 2024).
- Another competitor of Serenity Cafe & Co is Tramshed Tech having weakness in terms of highly expensive services (Gavaghan, 2024).



The successful launching of businesses relied on their marketing and management practices (Barringer and Ireland, 2021). This provides the scope to a company to draw a line in the sand to stay ahead of its competitors (Blackwell, 2017). Competitors of Serenity Cafe & Co include local and independent cafes like Cardiff. The stated company has weaknesses related to a strong community appeal and selling high-quality products. Weakness involves no confined space for working. Comparing it with Serenity Cafe & Co shows that the startup business has defined space for working (Gavaghan, 2024). Moreover, another competitor of Serenity Cafe & Co is Starbucks, having strengths in terms of strong branding and strong WiFi for working. The weakness involves a highly crowded space. In contrast, Serenity Cafe & Co has a silent working zone and offers affordable products and services (LinkedIn, 2024). Another competitor of Serenity Cafe & Co is Tramshed Tech that offers professional

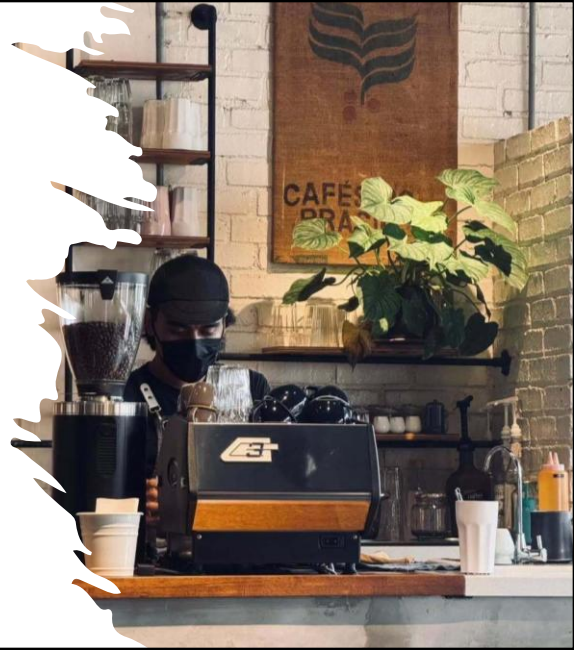
facilities for workers and has a strong community presence. The weakness of the company is the expensive membership and crowded areas for work. In contrast to it. Serenity Cafe & Co it is highly affordable and has silent workspaces (Gavaghan, 2024).



The marketing mix is the foundational strategic framework for the business's influence on the target customers. It also included the 4Ps as product, price, place and promotion for the business alignments. The products are aligned with the product and service for the quality, features, designs and branding approach. The pricing elements are covering the strategic implications with price lists, discounts and payment terms. The placement strategy is to distribute the customer accessible to the specific market approach. It can be described as the customer's requirements for the achievement of the business objectives (Nikbin *et al.* 2021).

Products and Price

- The cafe will achieve the biophilic design through natural light and acoustic management in the digital screens (Coffee Snob, 2020).
- They are developing solar panels and zero-waste products for sustainable operations (Coffee Snob, 2020).
- Serenity Cafe & Co workplace will maintain the competitive pricing strategy for the ethical products implications (Connors, 2025).
- They will develop the retention, encouragement and start-up experiences in the cafe business approach (Connors, 2025).



The hybrid space is a quiet and ergonomically designed workspace for private meeting pods with flexible booking. The Serenity Cafe & Co workplace are developing the ethical sourcing and organic coffee for the food options. The organic coffee is curated with motivational and mindfulness quotes for the biophilic design. The quiet and private place are developing the flexible booking with daily food purpose experiments. The organisation will also develop a peaceful atmosphere and environment-friendly convenience (Coffee Snob, 2020). The cafe prices are maintained higher value pricing strategy of the organic and ethical marketplace. Cafes will maintain the combination of printing services with building-based membership with a sustainable pricing strategy. They will maintain the student discounts and loyalty points for the business implications. The organisation will be renting the upscale experience in the workspace. The style-based experience maintains the

affordable distinct (Connors, 2025).

Place and Promotion

- The organisation will make the information highly visible and easily accessible for the design-based significance (Coffee Snob, 2020).
- The cafe will be separated their mobile application for the food and beverage options for the pre-book seating experience (Coffee Snob, 2020).
- The organisation are sharing the energy saving experience in the digital market approach with the waste reduction (Irvine, 2020).
- The cafe will maintain the co-working and sustainable living for the digital marketing approach (Irvine, 2020).



Serenity Cafe & Co workplace have head office in Cardiff for the central location near Cardiff University. They have combined the sustainable and well-being experience for the freelance and students. The multichannel location provides the cafe collaboration with Deliveroo and Just Eat, for a food delivery approach. The organisation are maintaining the physical and digital market for the location-based appeals (Coffee Snob, 2020). Serenity Cafe & Co workplace maintains the green storytelling for the marketing campaign in the sourcing. They are sharing sustainable story reports for the monthly promotional metrics. They are using social media for the content marketing approach with an eco-friendly environment for the weekly business arrangement. They will encourage the user generated contents for the people posting (Irvine, 2020).

Key Resources:

- Renting commercial spaces in high foot traffic areas offers high profits to a company (Sani *et al.* 2023).
- The key resources of Serenity Cafe & Co are **premises, equipment and suppliers.**
- The company will order its bakery products from Blas Gwyr Bakery to ensure high-quality bakery products are offered to customers.



It is seen that commercial rent in high foot traffic areas offers high profits to a company (Sani *et al.* 2023). The key resources of Serenity Cafe & Co involve premises. The premises of the Serenity Cafe & Co would be highly spacious and are 1200 sq ft in size. The company will have a mini kitchen for its customers and have a highly accessible workspace laden with comfortable seats. Another key resource of Serenity Cafe & Co is the equipment used in the hybrid workspace and cafe. The company will have POS systems and booking systems for customers. It will also have coffee machines and grinding machines. The last resources of Serenity Cafe & Co are the key suppliers of the company. Serenity Cafe & Co will be using ethically sourced coffee beans to make coffee products. The company will order its bakery products from Blas Gwyr Bakery to ensure high-quality bakery products and will use vegan boxes for packing products. Serenity Cafe & Co will maintain rapport with its

suppliers to control its business process and raw material sourcing.

Finances & Start-Up Support

- Insofar as the operating revenue has been increasing and the costs are kept down, the business model can generate stable income.
- The external financing will assist in boosting the initial funds, but cannot be viewed as a long-term trading revenue.

In the books of Serenity Cafe & Co	
Income Statement	
INCOME	Year 1 (£)
Sales A – Café Sales	70,000
Sales B – Workspace Rentals	35,000
Sales C – Events/Meetings	15,000
Capital Introduced	15,000
Funding (Start-Up Loan)	25,000
Crowdfunding	10,000
Total Income	£170,000
Less: Total Expenditure	
EXPENDITURE	
Company Registration	150
Rent/Rates	18,000
Staff Wages	32,000
Travel/Accommodation	500
Telephone (Mobile)	360
Broadband	420
Utilities	2,400
Marketing & Materials	5,000
Insurance	1,200
Capital Expenditure / Equipment	15,000
Training & Development	500
Accounting / Legal	1,200
Outside Services	1,000
Stock / Materials Purchases	6,000
Bank Charges	120
Office Consumables	150
Loan Repayments	5,000
Total Expenditure	£89,000
NET PROFIT (A-B)	£81,000

The Serenity Cafe and Co can also possess an excellent financial situation, which is presented through the Year 1 Income Statement. The aggregate income will be provided in the form of £170,000, not including the sale of cafes, leasing of space, event income and sources of funding. The capital contributed to the company, loans, and crowdfunding; however, must be regarded as a general financing as opposed to operating income. The operating cost is £89,000, which includes: rent, wages and utilities, marketing, equipment and administration costs. The business can make an operating profit of £31,000 and a net profit of £81,000 as per the net income alone.

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