



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
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The Cosy Corner Café

Business Plan Presentation

Module: Enterprise and
Entrepreneurship

Lecturer: Andry
Rakotovololona



Overview of The Cosy Corner Café



Independent Café in Dominic Square,
Lewsey Farm, Luton



“Breakfasts Around The World” concept



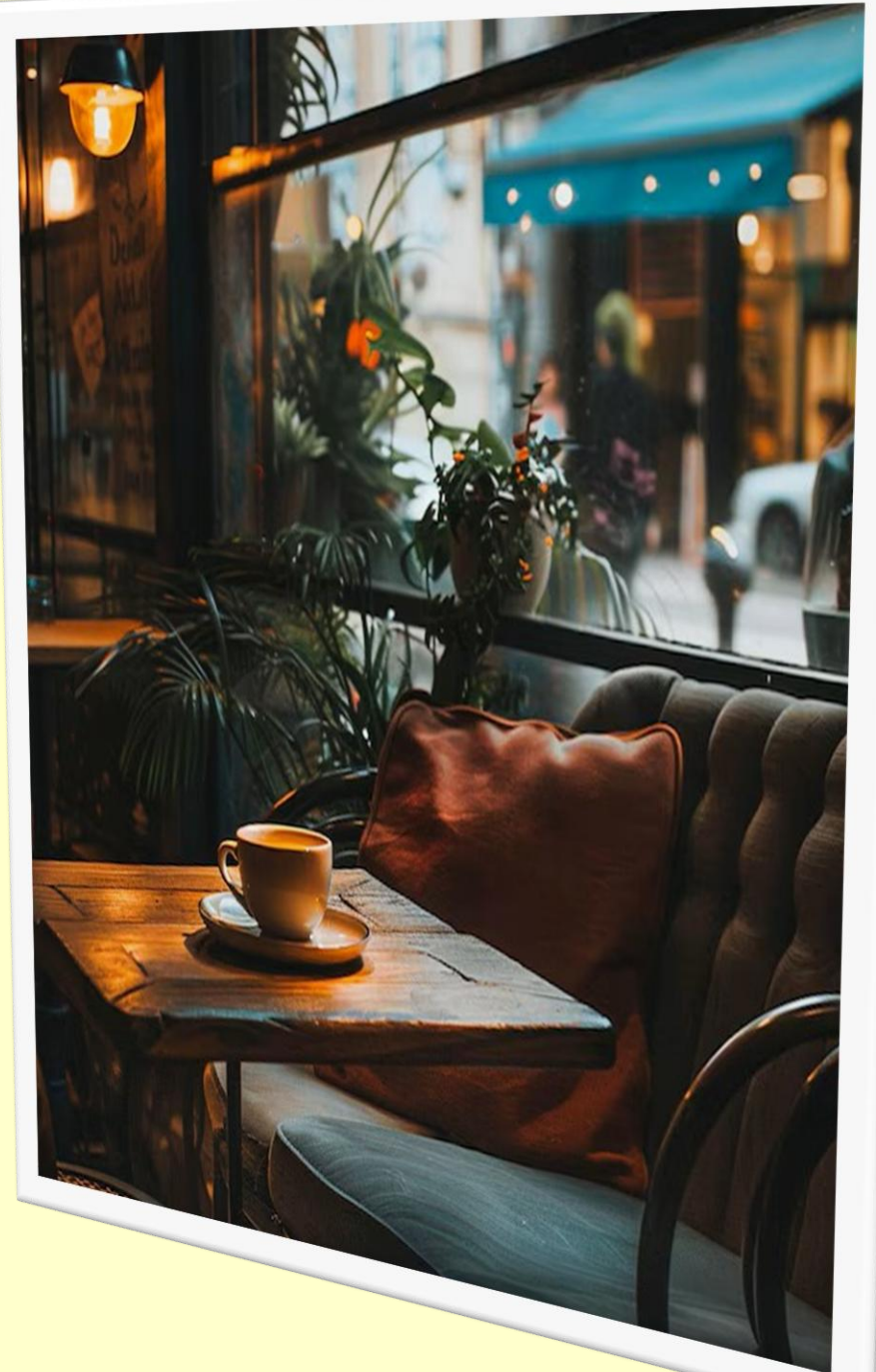
Fresh pastries, coffee and seasonal
specials



Ideal for locals, families, students and
nearby workers



Business Structure: Ltd, founder-
managed



Business Model & Operations

- **Private Limited Company (Ltd)** owned and managed by founder.
- **Team:** 7 staff (manager, baristas, cooks and waiters).
- **Capacity:** 30-40 seats (indoor and outdoor).
- **Main Service:** international breakfasts, pastries, specialty coffee.
- **Local suppliers** for fresh ingredients
- **Open :** daily – focus on Breakfast and Lunch.



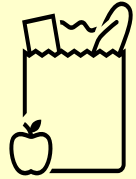
PESTEL – Key Opportunities



Growing Community demand for Independent Cafes



Diverse local population supports international food concept



Local Suppliers available for fresh, affordable ingredients



Social Media Marketing promotes reach at low cost



The Environmental movement towards sustainable packaging and local sourcing



PESTEL – Key Risks and Mitigations

Political

Risks: changes in local council policies

Mitigation: strong compliance with all standards, keep up-to-date with council announcements.

Economical

Risks: rising food, utility and supplier costs, inflation affecting customer spending.

Mitigation: adjust menu pricing gradually, use local suppliers to control costs, reduce waste with portion planning.

Social

Risks: competition from nearby bakeries and takeaways, changing customer preferences.

Mitigation: focus on my unique concept, create a cosy, community-driven experience, engage customers via loyalty cards and events.

Technological

Risks: consistent online presence and heavy reliance on social media for visibility.

Mitigation: set a weekly posting schedule, use digital loyalty (QR codes), maintain Google Business profile.

Environmental

Risks: pressure to cut back on waste, plastic use and carbon footprint.

Mitigation: use environmentally friendly packaging, maintain stock levels to avoid spoiling, when possible: recycle and compost.

Legal

Risks: food safety errors, improper handling of allergens, and employment legal concerns.

Mitigation: Regular staff training, keep safety records and allergen logs, comply to the correct payroll and HR processes.

Marketing Strategy

1. Target Market

- Local families, students and workers in Lewsey Farm, Dominic Square.
- People looking for affordable breakfasts, pastries and coffee.

2. Unique Selling Proposition (USP)

- “Breakfasts around the World” menu.
- A comfortable and cosy location, fresh pastries and quality coffee.



Marketing Strategy- Part 2

3. Promotion Strategy

- Social Media: Instagram
Facebook, Tik Tok
- Google Business Profile:
reviews and regular updates.
- Local flyers in nearby schools,
library and Community Centre.



4. Pricing Strategy

- Affordable and competitive pricing
for local community, accessible to
families and elderly customers.

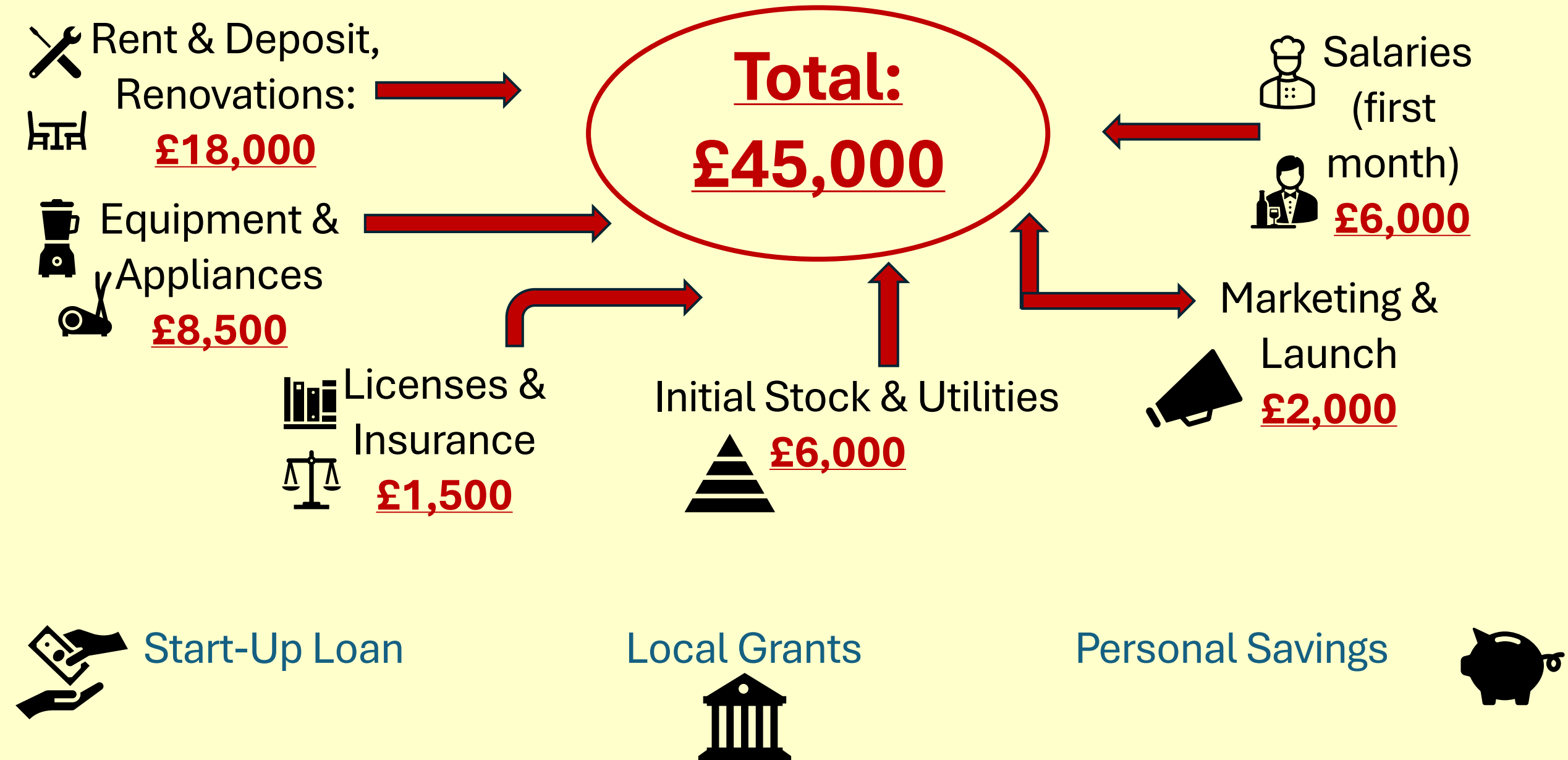


5. Place Strategy

- A busy, high-traffic location in Dominic Square,
Lewsey Farm.
- Easily accessible, community-focused area.



Funding and Start-Up Costs



Why The Cosy Corner Café Will Succeed



- Clear gap in Dominic Square for a warm and family-friendly independent Café.
- Unique Menu and Concept: “Breakfasts Around The World”: British, Italian, Romanian, Middle Eastern.
- Affordable pricing aligned with the area’s needs.
- Fresh pastries, quality coffee, friendly staff interaction.
- Realistic Start-Up costs & acceptable funding approach
- Focus on consistency, high hygiene standards and excellent customer experience.

The Cosy Corner Café: Bringing Community Together.

Our Vision: a multicultural Café that becomes a daily ritual for the community of Lewsey Farm.

“The Cosy Corner Café isn’t just a place to eat- it is a place to belong”.



Thank You!

