

Sharon Manganaro
1917685
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Discipline Tutor: Steve Cole

Introduction

This proposal will outline a business plan for a music café based in Cardiff, Wales, with a main focus point on the five w's in order to understand the business idea as a whole. This proposal will identify varied models for the business including 'pop-ups' and various ways in which the chosen venue can be used to help the business make a profit and stand out. Business rates in Cardiff will be researched as well as recognising the marketplace and opportunities in and around the city of Cardiff. Key revenue streams and problems will be discussed in order to strategize the best way for the music café to work and survive in the ever-evolving businesses in the city of Cardiff.

5 W's

The five w's 'in business is a simple and effective method that helps you analyse a context in a given situation... this notion of project management helps you ask the right questions' and be able to answer and solve problems 'more efficiently' (Singh, 2020). For this music café to work the five w's are as follows:

1. **What? (Key revenue streams)** Music café that will cater to different styles and genres of music by having themed events and open mic times on specific days or weeks. The music café will offer the usual hot beverages, like teas and coffees, from the early hours of the morning to attract those who travel to work and stay open in the evenings as the café changes its beverages to cocktails to attract the after-work crowd. Alongside the beverages there will be breakfast pastries, cakes and savoury snacks available to buy. On certain days there will be an opportunity for musicians to attend the open mic time during the day to showcase their work. The café will also be made available to hire for art exhibitions and other creative works so the business can support other artists in the city as well as making a profit from the events. There will be vinyls on sale in the café that will showcase local Welsh artists as well as others from all over the world. Depending on the size of the venue, there will be a dedicated space for those who come in to do some work or meetings and need plug sockets. This is so they don't take up space in the main area of the café during the day for other customers, and so they don't get disturbed either.
2. **When?** Open 7am – undecided.
3. **Where?** Cardiff city centre
4. **Who?** Myself and a small team of employees will be running the café to begin with. The "who" also includes customers and the competition as well.
5. **How?** By researching the best location and asking Cardiff Council about business rates. Researching other cafés to find out their prices and opening times. What are the busiest times and who are their customers to find out who their target audience are?

Which cafés are the best placed around the city and how they advertise themselves and the business? When researching the competition, it is also worth knowing what the layout is inside the venue and seeing how their seating areas look down to the size of their tables.

Another “how” is figuring out the amount of money needed to set up the business and the funding/grants available for start-up businesses. A theme for the café will be chosen so the customers can identify where they are when they enter the venue, and the theme can help the café stand out from the other cafés. As the café will be hosting open mic times it is worth finding the equipment needed for the open mics, but also if it is worth renting the equipment or buying the equipment outright.

Market Research

The marketplace and opportunities around Cardiff are where a lot of my research will be based on. Using the Cardiff Council and Welsh Government website will help answer questions regarding licensing, venue placement and any grants/funding available for start-up businesses. The Welsh Government website will be useful as they have dedicated a page for ‘start up and business planning’ (Business Wales, 2021). I will be conducting market research within the hospitality industry and also various music venues in regard to setting up events and understanding the cost of keeping the café going whilst also making a profit.

I will have an understanding of how large the market is, how many businesses there are and how many started within the past year or so to see if they have lasted and what they have done to keep going. I need to investigate any similar businesses and see if there are any in the area that offer ‘something similar to me’. I need to figure out what type of customers I would like the café to appeal to and how to ‘influence their buying decisions’ (Business Wales, 2021). To do this I will be using competitor analysis tools to assess my ‘position within the market... in comparison to [my] competitors, to gain and maintain success with [my] market strategy’ and business (Daly, 2020).

Upon reading an article based on small businesses in Cardiff, receiving business funding has helped greatly when starting a new business and there are lots of companies that are willing to loan money or help out, ‘local universities are very active in working with businesses’ (Jordan, 2019).

Key problems

One of the key problems around this business plan can be the competitor research. When asking questions about how their business works, they may not feel comfortable sharing the details involved, especially not to someone who can possibly take their customers away. Another problem can be finding the right funding and convincing investors to help support the business. Furthermore, ‘the service has to be at least good...to start out with’ (Harroch, 2016). This means making sure the employees are happy in order for there to be a good service given and the quality of the products sold are up to, if not beyond, the customers’ standards. A major problem that can arise is the budget for the business as it costs money for the café to stay open all day to operate, therefore it may not be feasible for it to be a cocktail bar in the evening. This then jeopardises the themed events in the evening. Lastly, Covid-19

has had a big effect on the economy as lots of establishments in the hospitality industry had to close. Since this business is a café it can still work as a takeaway business, but it loses the music side of the business if Cardiff were to go back into a lockdown. However, health and safety procedures will be put in place to keep everyone safe and stop the spread of the virus.

Conclusion

The main question I need to keep in mind is 'Why?'. I have a burning passion for multiple types of music and would love there to be a place where everyone can come together to share the same interests. There was a bar in Cardiff, Buffalo Bar, that hosted a regular hip-hop/R&B night but has since closed down and the event has had to relocate (Withers, 2019). I would like the music café to be the new permanent home for this night as well as other themed nights and make it more regular for those who enjoy it. Why do I want to do a business plan for a music café? Because music brings people together and I'd like to be there to watch it happen and fill customers with happy memories alongside good music.

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