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[Executive summary]

By Lika Keinasvili

Kitty Kafé is in Central London between London Eye and Jubilee Gardens. It is a partnership-based company with owners: Shenay Ulanova, Lika Keinasvili, Ayten Tair, Md Ashiqur Rahman and Artiola Stana. Kitty Kafé has 1 year of consistent experience in business management. 1 year experience on cat rescue industry. We have created a simple and rich Menu for our wonderful customers who loves to visit us and make a lot of memorable experiences with us. Furthermore, they can play and pet our lovely and playful cats while enjoying a cup of coffee made with passion.

[Introduction]

By Lika Keinasvili

What is the Kitty Kafé?

Have you ever heard about cat cafe? just one or few times, but you still are not sure what we are talking about

Kitty Café is one of the most popular and special coffee shop around the world. Where the customers can stay for a long time with their cats and enjoy their drinks or food. Also, some of the shops provide their customers living-room area a place they can stay and meet some new kitty friends.

The concept echoes quite simply but, in real life it is more composite. Cause of the where the facilities are located, they are identical. Further they must chase the regulation of the different Countries where they are located.

There are two essential privileges from personal context affords. More than it needs it. They are to loosen up in a beautiful atmosphere, which is unlike anything else you encountered before in your life. Research has proven that frequent contact with pets' results in humans having better mental health and physical health, backing to avoid abasement and to reduce the blood pressure. In that event the people who already had started to go to similar places started to be calmer and enjoy some additional benefits the places provide.

As well as Cats very often are adopted from the animal welfare in field. Cats are placed there to be adopted by someone who can offer a very warm place for them to survive. In some cases when the cats cannot adapt to it, they will be adopted by cat cafes where they are more confirmed with people around them. As a rule, the cats have visited for appropriate of time they have learned how to trust people they may be afraid to. Accordingly, the cat cafe is the place where people are welcome to have relationships with animals. To help them to evolve and to be adopted more easily.

The cafe works the way that cats can be more confident with the unique environment. Usually for someone who would like to be allowed to be there. They are making payments in the door, and they are spending their time with cats. ATTENTION here needs to be incredibly careful. Cats must not be agitated by some impulsive and contemptuous people. It is advised that not allowed to children play with cats and not disrupt the sleep routine for them.

Some cat cafe have a policy that they allow children in only if they are over 12 years old but some of them over 2 years old. We have some different cats at our store they can spin so that if someone feels more stressed full, they are welcome to go into the relaxation area and they can have more confidence.

The cats can pretend to be in fake sleep when they are feeling stressed, in that case they are looking like they are enjoying themselves, but they feel anxious. Cause of the people around them and environment until they establish an honest communication with people.

Usually, the cats are inside the building but could have developed their skills by playing in the accessible area. they could Walking and climbing in this area. We cannot compare the two areas because it is obvious that outside space could help them develop their skills.

No apprehension left that it is so favourable for distinct types of conditions, now people more often started to stay with therapy dogs in different clinical places, in places as school and airports, we could mention that same are doing the cat cafes. They started to supply some more animals for their customers to have more diversity. How wonderful it is to stay in some places, enjoy your Drink and same time pay with animals as much as you wish.

This is the best opportunity people can have to avoid various situations they daily faced even for a while.



In kitty Kafé the number of cats we hold is about 15 cats in the paying area. They have adapted to communicating with people and playing with children. They are always cheerful and in a good mood cause of the happy interaction we have with them and ideal environment.

There are some advantages and disadvantages to holding the kitty café:

Advantages:

The people love cats and are in favour of cat cafes. They are excited to be part of the cat lovers because of the sense some people cannot have their own cat for some reason, and this is a wonderful opportunity to communicate with cats. This is enjoyable for cats too. If the cats wish to disappear from the play area, they can stay in their own room. cat café can advise about cats, cats acquire home forever with cat lovers.

Disadvantages:

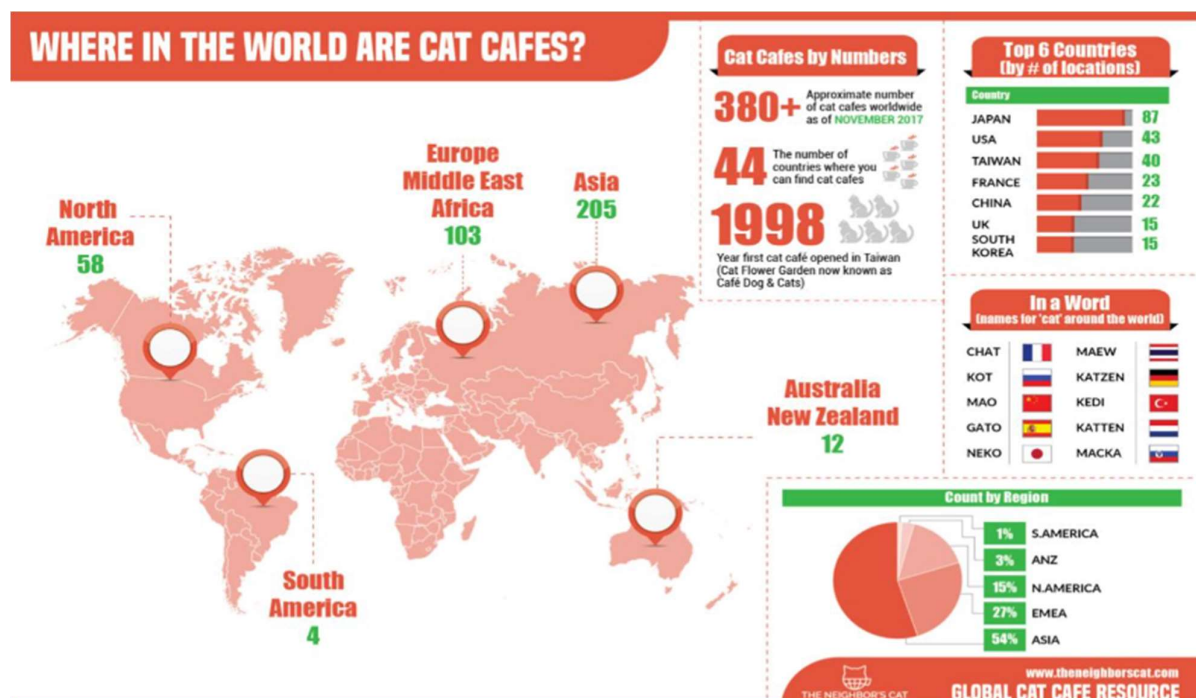
Nonetheless some of the Charitable organizations categorically refuse to establish cat cafes some of them are RSPCA and Celia Hammond Animal Trust They claim that cat café is not sufficiently good because they stay in an environment which is limited and not enough big. The main reason they are not happy with the idea is that cats can be stressed cause from some people who just want to relax.

The Brief history of Cat Café

The first cat café was founded in Taipei, Taiwan, in 1998 and the name was Flower Garden. Although the idea was found in Taiwan, Japanese tourists tried to make the idea more popular in their country and the first café was Neko no Jikan in Osaka 2004. The second one was 2005 in Tokyo.

The first café in Europe launched in Vienna, 2012. Although London's cat café became the most popular in Europe. Europe was the second biggest cat café land.

The picture shows where cat cafés are placed



In North America they had to follow the more draconian regulations about how they will place the cats and how they will deliver best service food and beverages to their customers. Cause of that, they been late adapting, but in truly brief time they picked up to Europe. The very first cat café was opened in Oakland in 2014. Afterward they reached the number of 81 cat cafés in total and then they had talked about 10 more cat café will be opened in 2019. In Canada they have earlier sixteen cat cafés, also in Mexico has three cat cafés. Currently in North America we can see the total number of is 10 cat cafés.

Library in Kitty Kafé:

People visit the library for three reasons. They do research for some data or advice, likewise they are looking for ways to find themselves and association. Parents are helping their babies to take part in some activities the library provides at the same time as the older children are gathering in the room where they can discuss study materials and some group activities they may have to do. However, the libraries are helping people whose first language is not English to be combined into the group. However, for some groups of people who love art they can just have a place in the library to organize some activities and make progress.

In addition, the library is helping people to improve their mental health. This incident may not be visible, but the library can be a method for therapeutic effect. Also, the library can function as a place of learning and exploration in addition the place of the library will be safe for the visitors and customers. In some of the countries the main reason for library existence is to be able people to relax from everyday activities United Kingdom is one of them.

The library has a collection of different books and activities to help people to improve their mental health. Stress grows every day; this is something common these days. People need direction and base. However, the community has gone through the pandemic, and it is one of the main reasons it can create a lot of anxiety, discomfort, and stress for them.

As I mentioned earlier the library helps us to relax. Another benefit is that it helps young children to communicate with each other more often and more easily.

However, one of the compelling facts is that libraries exist everywhere. In city, in village. In school, in university, in café and online as well for people who do not have enough time to visit physically the library.

Revolution of coffee in the world:

Coffee beans come from wild coffee plants, they grow in Ethiopia, first time the coffee plants used by residents thousand years back. But some of them found out they could roast the seeds after that coffee became our everyday routine. In very short time coffee had been spread in rest of the world. Coffee shops had been developed as places where you could drink and enjoy a cup of coffee but also to communicate with others.

This phenomenon was attracting people and as a result the coffeehouses in London were fully booked. Also, some coffeehouses had guests such as Bach and Beethoven.

In 1773 when tea party was ready to happen. Some American colonists changed the plans, and they destroyed all the tea packages since then the American started to drink coffee.

Regardless of the advantages coffee has in current days also has some disadvantages such as some European people used the poor methods how to manage the staff who was picking up the coffee plants.

One privilege of coffee is that it makes people think. It creates places where people can meet from diverse backgrounds. Americans and French made revolution in coffeehouses. In the coffeehouse where the French revolution happened was supplied by African slaves.

After that there were some people who refused coffee such as Head of Mecca in 1511 because some medical professor has told to avoided, there is not any benefit by drinking coffee.

Nevertheless, we all can agree that coffee is the most loved and popular in the world. It is one of the best ideas to make some busses plan.

[Market analysis and trends]

By Shenay Ulanova

The business which has purpose to satisfy the group of clients should develop excellent their terms and service. First key point to start a business have a nice look for client's eyes. The most important thing is to have a clear comprehension of what your business is trying to achieve, more than just bringing income. According [Statista Research Department \(2021\)](#) in 2020 the 7.7 million Britain customers use coffee shops. Following the new amendments for healthy habits we create menu with dairy free and sugar free menu, also our observations at our clients that some of them brought with them a book and therefore we develop our library with variety of books after two months of out opening.

Planning marketing strategy helps businesses set clear objectives based on the current state of their business. Those objectives are defined in the strategy, along with the target market and positioning of the company give more clarity. According to (Mccarthy 1960) and (Booms & Bitner 1982) to satisfy customer needs and position our offering clearly in the minds of customers, we use the seven steps of successful positioning.



photo link

★ Product



The Kitty Kafé will provide cosiness and excellent service for cat owners, that is mean the customers are able to come at the coffee with their cats, where we suggest the selection of variety hot drinks, healthy snacks, homemade ice cream and exotic drinks with healthy ingredients. These wonderful creatures will be able to enjoy a special dish, prepared in healthy and delicious way for them in the Kitty Kafé. For Kitty Kafé is not just our sales that make up our business, but also the service which we provide.

Menu of KITTY KAFE

	Small	Medium	Decoff
Espresso	£2.90	-	£ 2.50
Americano	£2.95	-	-
Macchiato	£3.50	-	3.20
Cappuccino	£3.60	£ 4.20	£3.10
Latte	£3.70	£ 4.30	£3.20
Matcha Late	£3.90	£4.50	-
Water	£1.99		

San Pellegrino, Coca Cola, Sprite/	£2.95		
Fresh squeezed juice			
Orange	£3.30		
Grapefruit	£3.30		
Carrot & Apple / Beetroot	£3.10		
Tea drinks			
		+ milk	+ plant milk
English Breakfast tea	£1.90	£2.30	- £2.50
Herbal/ Fruit / /Green tea/ Peppermint	£1.60	-	-
Specialty of KITTY KAFE			
	Small	Medium	
Iced tea Raspberry & mint Peach & mint Mango & lime	£2.49	£2.99	
Flavors Capuchino - (coconut, hazelnut, vanilla, caramel, cocoa) with plant milk (oat, coconut, hazelnut, or rice milk)	£4.10	£4.60	Decoff- £3.70
DALGONA COFFE with ice (Skimmed, oat, coconut, hazelnut, or rice milk)	-	£4.20	Decoff- £3.80
Lemonade – SUGAR FREE Elderflower lemonade Strawberry & grapefruit lemonade Raspberry mint lemonade Peach & Mango lemonade	£3.85		
Shakes Brewed coffee Chocolate Toffee Strawberry Vanilla	£4.20 £3.20 £3.30 £3.10 £2.95		
Smoothie Matcha Energy seeds boost Berry delicious Coconut banana Green avocado boost	£4.20 £4.30 £3.50 £3.20 £3.80		

Australian ice cream	
Banana	£2.55
Avocado & Chocolate	£2.95
Coconut & Walnut	£2.75
Oatmeal bars	£2.50
Oatmeal muffin	£2.65
Toast with green salad	
Energy toast with avocado and seeds	£5.69
Salmon toast	£5.10
Prosciutto toast	£4.95
Croissants with ham & cheese	£4.25
Butter croissant	£2.65
Chocolate croissant	£2.99
KITTY MENU 	
Cooked Beef 80gr	£1.65
Cooked Turkey 100gr	£1.55
Cooked Chicken 100gr	£1.45
Lean delicacies 70gr	£1.19
Grass Salad	£0.79

The Kitty play area provide to favourable pets' safety and adventurous environment with climbing frames and tunnels to make new friendships, they also can have training to learn to be gentle, for hygiene training and for simple commands. After our observations of the first few months, we realized that the lovely creatures need relaxing care for them, and we discovered the planed Kitty beauty salon. The customers can enjoy for cat's hygienic and cosmetic procedure in the Kitty salon, we know sometimes their bath, haircutting and nail cutting it turns out be terrible, but our professional end educated team make this process for them as SPA procedure while the owners enjoy their time at a Kafé or a Library.

The cat's pleasure can be continuous at the Kafé where we suggest delicious meals cooked with special and healthy technology for cats, in addition we are being keep on hygiene and therefore we serve their water and cat feeding in a bowls on a special mat.

The cat owners first shall make appointments for cat entrance because our capacity is limited, we are able to have fifteen cats at the same time in the play area, or also for grooming.

The Kitty Kafé created a particular nook with vintage style and massage chair to read a variety of books from famous authors in the field of popular science, personal development, medical books, or novel books library to distract themselves from the hectic lifestyle accompanied by calm purring kittens. It is a proven fact that cats release endorphins when

purr and this can help the humans to manage their disease, low stress hormones and lowering blood pressure.



The collage photo is from Microsoft stocks.

The management of the Kitty Kafé aimed people who love cats and reading books. In this case cat lovers but who do not have cats by visiting the library part will be able to enjoy the purring cats because they will also have a relaxation area there.

★ Price

Good pricing is part of successful marketing strategy which present the company with excellent image and competitiveness. Determinant of prices is pricing in the competitors. Therefore, our pricing strategy in some field is cost plus pricing like specialty from the menu and cat entry. Like example cat entrance in another Kafé is 14.99 for 1hour, in Kitty Kafé is £20.99 because the café stands out from the others cat Kafé with his adventurous area and cat coach. Kitty salon pricing is relative to the market price because we do not provide

different type of service. About usual part of menu our pricing is competitive according to central cafes, the specialty of menu is cost plus pricing, which are included at meal deal and promotion is developed at the Kitty Kafé conforming to new health standard and customer demand, which are not available elsewhere, they are company products. Penetration pricing strategy we use for customers, which wants to take or buy a book, reading at café is free, such as for customers using full pack, they can use massage chair free.

Price

Entrance cat – £ 20,99 (1hour)

Entrance + meal deal – £ 28.99

Entrance +meal deal + cat feeding - £ 29.99 (Full pack) (free massage chair)

Entrance + meal deal + cat feeding + cat care - £47.99 (1 free cat menu take away)

Cat care (grooming, nail cut) - £19.99 + washing (6.99)

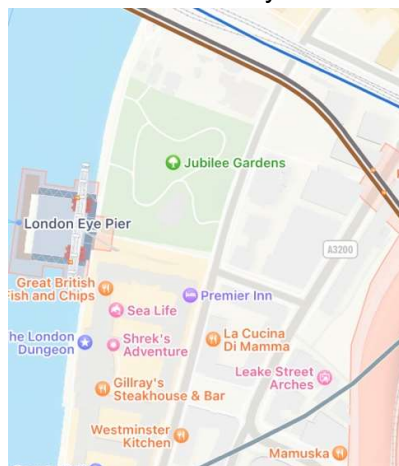
Massage chair - £2

Take a book for 3 weeks -£1

Buy a book from a library -£2.49

★ Place

Kitty Kafé is  located on Central London between London Eye and Jubilee Gardens



which is a magnificent view from Kitty Kafé for Londoner's and tourists.



Our logo with cat's paw created by our behaviour together with KITTY KAFÉ label to attract more attention for cat lovers who not heard for us, the comment about perfect coffee will amaze the client with our confidence at our working addition to inspire more the people, we use orange and yellow colours because they charge with a harmonious feeling. Our goal is to ensure that our customers with their cats have a wonderful and peaceful time at the café

We opted for a bright interior with hand painted walls and colourful booths.



[photo photo](#)

Also, we are using delivery option, we join on Deliveroo platform for central London to satisfy customer's needs.

Place suitable for pets and free Wi-Fi always invite the clients positively. We provide Wi-Fi connection at the Kafé, free reading a book and we accept the cats and provide to them a lot of service.

After initial observation we realize that our clients have more ability and free time to visit



Kitty Kafé at the weekend, therefore we have extended our opening time on Saturday and Sunday. Mid-week our customers are busy people worked around the area or tourist visited London, to meet their needs we offer hot drinks, healthy smoothies, homemade ice cream and healthy snacks take away with ecological plastic free cups and plates. Also, we sell from our healthy kitty pouch with a vacuum packing method with suitability one week, because they are without any preservatives. We are happy that the tourist when wants to take only coffee and when they see the library part, they decide to take a break there in our artistic and comfortable atmosphere to read a book, where they simultaneously enjoy a massage chair with purring cats sound. We renew our library every month with selected nominated books from charity shops with charitable purpose for donations about cancer.

★ Promotions

Keep the clients active and satisfied.

- ✓ We provide all the clients loyalty card to encourage them to use the Kitty Café regularly with points saving system.
- ✓ We provide every week three type different meal deal.

Sales strategy

- ✓ Also, we use happy hour system on mid-week between 14:00-17:00 with 30% Specialty Kitty menu. To encourage more people for café when it is not pick time.
- ✓ We introduce every month some new product which on first week have 30% discount for members.
- ✓ Take 4 entrance get 1 free (in 1 month).
- ✓ Buy Full pack (Cat entrance +meal deal+ kat meal) + free massage chair token.

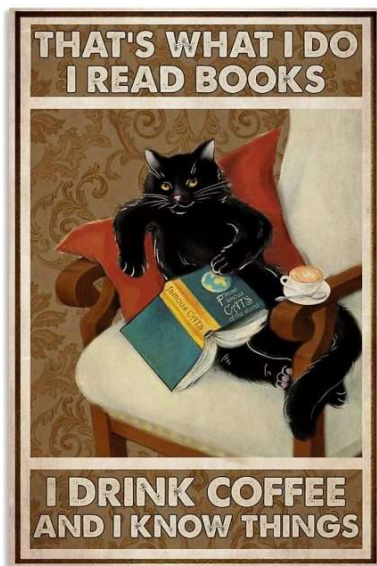
Public relations advertising and partnership.

- ✓ At the beginning first 3 months we gave to our clients, which using Kitty area or Kitty Salon 10% discounts for Cat's Hotel and Pet Veterinary Clinic. Also, we continue to surprise with discount gift at selected time of the year our customers.
- ✓ We have partnership with Cat's Hotel and Pet Veterinary Clinic, where they also promote our company with 50% entry discount.

- ✓ We have fun street board advertising on front of the door to make a smile and impress to come inside.

Social media advertising

- ✓ We are active in Google, Facebook, Instagram profile to share our new product or service.
- ✓ We create social advertising through customers who share and follow us, we give a discount to some of them that we choose through a raffle.



[photo link](#)

★ Process

The mission on Kitty Kafé is cat service for training the cat for proper behaviour, play area specially and safety built for cat world, also car haircutting and nail cut, which turns out to be a difficult challenge at home. In the cafe is created pleasant and artistic atmosphere for connoisseurs of quality service. Also, high rate of hygiene at the café is another fact of which we care a lot. According to Gahan Packing strategy we use plastic free-take away cup and plate to environmental support for the planet with Kitty Kafé brand logo. Our marketing program will focus on customer service and make it a priority. Client approval and customers advertising each other are driven by delivering what they want, when and how they want it.

It is also important to consider product strategy when it comes to marketing, it is important how to introduce a new product. Unique style of coffee “Dalgona coffee,” whipped coffee prepared with espresso shots and ice, served with small cookie made at Kitty Kafé, the start season for serving is May when it is hot to have great attention in the marketplace. We planning to introduce from Autumn Turmeric latte and pumpkin pie with Halloween thematic style.



[This Photo](#) by Unknown author is licensed under [CC BY-NC-ND](#).

★ People

The employee of company is leading role at the business when the staff is feeling confident and happy at work, they carry positive mood and excellent work, therefore we strive to make our staff feel lucky to be working at our company.

We are confident that provide high quality of service, the management of Kitty Kafé take care of compliance with the rules as every inexperienced staff is trained and all staff has briefly introduction early morning where everyone is able to give their ideas or ask question to be more confident.

We have:

One professional educated manager

Three Baristas.

Two cashiers.

Two cook food prep staff.

Two dishwasher cleaning staff.

Two cat trainers.

One Cat hairdresser.

★ Physical evidence

As we care about hygiene in our colourful and cosy designed cafe, we also care about representativeness and the appearance of our employee is important to show our responsibility and therefore for all the staff is insured uniform with black polo shirt with Kitty Kafé logo. Nowadays the social media takes big since for mostly of the people and we

advertise the business on social media Facebook, Instagram, and Google profile to present our promotions and new products, or new activities, as well as to keep in touch with customers regarding their questions. We registered our company on TripAdvisor and Yelp, also Google to tracking the customers review, give information if they need or improve something in our service. We have mobile app for booking cat entrance or grooming, and ordering something from the menu. We provide card payment by app or contactless payment and cash in the cafe.

[Management and Organization] 'Kitty Kafé'

By Ayten Tair

Management is composed first-planning, then directing, organizing, and finally staffing and exercising control over an organization. We can consider an organization as a system, and so management in that system can also be described as a human activity, which involves designing to smooth the progress of producing positive results.

In the 21st century, information technology is an integral part of everyday business tasks and endeavours. Business management refers to how business matters are taken and how business activities are developed. This helps people to be more organized so that they achieve common goals and tasks.

Steve Jobs said, "Simple can be harder than complex: you have to work hard, clear your thinking to make it Simple". The main principles of a good manager are 5, if every manager teaches them well, he will stand out in any organization ([Management, n.d.](#))

The 5 principles are:

- The function of Management.
- Types and roles of managers in the organization.
- Effective management of organizational resources
- Understanding and applying the four dimensions of emotional intelligence (EQ) to maximize human potential.
- Get to know the business.

According to these 5 stages, our team of directors found the right person to run our 'Kitty Kafé' business perfectly. Together with my team, we decided that Lika Keinasvili, who is also an investor in the Kitty Cafe business, should be the manager, because she has the most experience in this area of the business and thus, the profit from the business will remain within the investors.

A good café shop manager can improve the business.

Lika's work as the Kitty Kafé Manager began with managing the day-to-day operations of the café. The manager's job starts right before the coffee shop opens and continues until the coffee shop closes. The manager emphasizes the various tasks involved in running a successful coffee shop. The main procedures carried out in Kitty Kafé are:

- Procedures for opening Kitty Kafé - tasks to be performed by staff and responsibilities of staff members.
- A typical day at Kitty Kafé - making special offers for customers and their pets. Reporting the work of the front staff on shift with the second staff for the day. Good customer relations.
- Procedures at the end of the day (closing)-Putting away the remaining food of the day, packing and safe, food safety plan at Kitty Kafé, cleaning, discussing the problems during the previous working day.
- Skills for a successful café, Kitty Kafé - General skills for all staff, high service standards. Important steps in coffee preparation and food safety and handling for both people and their pets.
- Qualifications for working at Kitty Kafé - different qualifications and skills are required for different activities. Good communication skills.



Working time of Kitty Kafé for customers and their pets is normal like others coffee shops. The open time start from 10am and its finish 7pm weekdays, weekends Kitty Kafé works from 9am to 8pm.

WORKING HOURS

Mon	10:00 - 19:00
Tue	10:00 - 19:00
Wed	10:00 - 19:00
Thu	10:00 - 19:00
Fri	10:00 - 19:00
Sat	09:00 - 20:00
Sun	09:00 - 20:00



IT'S COFFEE TIME!

The other important part of being a Kitty Kafé manager is hiring and assigning new service staff. After hiring the staff, the other important part is the training of the new employees. Kitty Kafé employees go through training on how to prepare drinks and how to properly use the coffee equipment, and cat trainers go through special training that qualifies them to work with cats. This training is special and only at Kitty Kafé. ([description](#), n.d.)



The Kitty Kafé manager also develops performance standards for the cafe's employees and creates schedules based on staffing needs. Kitty Kafé always cares about the well-being of its employees.

The job of the cafe manager is very responsible. Lika, the manager of Kitty Kafé, oversees all the action that happens in the cafe. She can ensure that everything in the cafe runs smoothly, from the quality of customer service to the cleanliness of the establishment and the accuracy of customer orders. The Kitty Kafé manager's salary is different because she receives bonuses in the form of tips.

Manager Lika, who is also an investor in this cafe, has all the qualifications listed below that make her good at her job.

- She holds a GED certificate for this position.
- Training and experience - She gained experience and knowledge in this field when she was employed and then she observed the work of the current cafe managers. Lika is also trained in specific computer programs and point of sale systems that coffee shops use to run their business. She is also trained to track customer purchases and pay employees.

Successful coffee shop managers must also possess the following knowledge:

- Leadership- Cafeteria managers are role models for their employees, and they set the tone for the workplace.
- Communication- communication is a very important part of the work of a successful manager, it is the transmission of information. The manager must communicate effectively with his staff, customers, and suppliers of goods to be able to give clear instructions and answer all questions correctly and comprehensibly. Communication with customers should be friendly and professional.
- Solving problems- It is the manager's responsibility to keep staff and customers happy. This can be done by identifying problems and working to resolve them. For example, if the customer is dissatisfied with the order or the service, here the manager can use his knowledge to solve the problem and make everyone happy.
- Organization- Organization is another important skill that helps managers in their successful work. Organizational skills help create employee schedules and track them. Which also helps to keep the workplace clean.
- Customer service- Friendly communication with customers is very important for managers to make a pleasant impression on their customers and gain more customers and popularity. Some coffee shop managers (like Kitty Kafé) train their employees to be nice to customers so that customers feel valued.

Thanks to the manager of Kitty Kafé who has all these skills, now Kitty Kafé is a very popular and successful cafe.

The managerial work environment is generally quite fast-paced. Cafe managers usually work long hours from early in the morning until late at night, sometimes they may work on weekends and even be asked to work on holidays. This is because they are responsible for many things in the cafe:

- * The daily work of the cafe
- * Staff monitoring
- * Customer complaints and complaint processing
- * The cafe runs smoothly and efficiently
- * Development of promotional campaigns to increase sales.

As coffee shop trends are changing and coffee shop managers need to follow the new trends to keep up with what is required in this industry. The new trend in coffee shops focuses on quality coffee beans that are sourced from small farms and the special thing about them is that they are roasted by hand. This is exactly the trend that we at Kitty Kafé offer to our customers to make them feel special every time they drink our coffee. This trend is growing, so coffee shop managers need to be aware of new coffee trends and how coffee beans are developed so that managers can be competitive. They also need to know how to source high-quality coffee beans and roast them properly.

The other important trend in coffee shops is good customer experience. Managers nowadays also need to focus on the positive experience of their customers when they visit the coffee shop. This means that managers should pay more attention to the hospitality and cleanliness of the establishment, as well as the quality of the products. Also, they need to understand what makes their customers happy. Kitty Kafé customers remain very satisfied with the good service, as well as with the attitude of our trainers towards their pets. (Do?, n.d.)

Healthy eating is also a much sought-after trend in coffee shops these days. Health and wellness are one of the emerging trends in coffee shops as well. At Kitty Kafé, we care about the health of our customers by offering them healthy snacks or bars with their coffees to sweeten their coffee. Cafe manager Kitty adapts the cafe's menu to customer requirements. This includes healthier options for sweet treats made in healthier ways.

Here comes the other important job of the Daily product safety checklist (DPSC) manager.

This includes:

- regular hand washing and use of disposable gloves
- Provide the right-hand soaps.
- Opened foods should be refrigerated and stored in accordance with procedures.
- Cleaning agents should be stored away from foodstuffs.
- Keep cat food away from human food.
- Canned cat food should only be stored in the refrigerator.

All these health and safety are followed at Kitty Kafé and that's why our customers stay healthy and happy along with their pets.

Menu of Kitty Kafé

Kitty Kafe's menu offers its customers, as I mentioned above, healthy foods as well as high-quality coffee. Here I want to introduce you to the menu of Kitty Kafé:

- Fruit pies- the fruit pies made from season fruits and coconut sugar. Every day fresh.
- House made Ice Cream- Banana Ice Cream, Avocado Chocolate Ice Cream and Coconut ice cream.
- Smoothies and Shakes – Different fruit flavours and with nuts milk.
- Oatmeal Bars with raspberry, strawberry, and chocolate chips.



Kitty Kafé Cats Menu

- Cooked beef
- Cooked Chicken
- Cooked Turkey
- Small amounts of lean delicacies

Since cats need to eat more meat because it helps them have a healthy heart, good eyesight, and a healthy reproductive system, that's why Kitty Kafé's menu is dominated by

cat meat. We also offer small granules for pampering small pets after training with the trainer. Kitty Kafé also provides water and milk for the cats to drink.



Kitty Kafé's menu is made according to all government standards that are required in the United Kingdom. It was discussed with the cafe directors and developed together with a food and beverage specialist. This menu is subject to change as customer requirements and preferences change. New trendy foods can be added and those that are not preferred by customers can be removed from the menu.

The manager of Kitty Kafé made changes to the menu by bringing more clarity and shortening some of the products. The manager plays an important role in the approval and development of the menu because most of the ideas in the menu come from Lika, the manager of Kitty Kafé.

A qualified manager can manage any business and make it successful and popular. He /she brings a well-functioning team and a calm working environment to his /her work. That's why at Kitty Cafe, the employees remain satisfied with both their work and their salary.

Managerial position is quite a responsible job, for a manager to be successful, he must comply with the vision, leadership, systems, and structures of the organizations he works for. Every job requires that we treat people fairly. This also applies to the manager themselves. They also need to value their own services and values to be dedicated in their work. A manager must do his/her best to be a good example to

his\her team and clients. An effective manager achieves high results for the organization in which he\she works and builds trust and positive relations with his\her employees only if he\she is responsible for his\her position.

According to Jones and George, "A managerial job is a set of different tasks that a manager has to perform because of the position he\she is in."

[PESTLE Analysis]

By Md Ashiqur Rahman

Pestle analysis is a tool used to examine the external factors that can impact an organization. It is a mnemonic for Political, Environmental, Social, Technological, Legal and Environmental. Usually, Pestle analysis is used to study the environment by the people who are about to launch a new business, product, or service. It is used in many kinds of scenarios and can usher the people in charge to follow proper procedures and make good decisions for the company. As for Kitty Kafé, the pestle analysis are as follows:

P	E	S	T	E	L
Political	Economical	Social	Technological	Environmental	Legal
Governmental policy	Inflation rates	Location	Official website	Use recyclable packaging	Health and Safety law
Tax policies	Demand/ Supply	Age distribution	Low energy consumption	Waste management	Discrimination law
Labour laws	Economic growth	Green and ecological products	Solar panels	Climate change	Import/export law
Trading laws		Customer preference	Free Internet	Workplace Efficiency	Employment law
		Customer service	Develop a store app		Consumer law
		Product quality			Perform DPSC

P – Political: As a small company opening in a post pandemic world, we intend to follow the official governmental and tax policies of the UK. Furthermore, labour laws and trading laws well also be adhered by us. Ever since the United Kingdom left the European Union; the pound currency became significantly weaker after 20 years of being stronger than the USD. A company such as Kitty Kafé is bound to suffer since most of its coffee is imported from foreign nations such as Brazil, Columbia, and Indonesia. Thus, our profits and sales may suffer as well.

E – Economical: Since it is a relatively new company, Kitty Kafé's short term goal is to grow economically. The company intends to comply with the nation's inflation rates. After the Brexit, the labour cost and operational costs became extremely high. Therefore, negotiations with suppliers became difficult. Since UK's inflation rates became higher in the past few years, consumers started to choose alternative and cheaper options. This is where the company's varied range of services comes into play. After some market analysis and survey's, the organization decided to create a coffee shop where customers could feel as much relaxed as possible after the terrible pandemic.

S – Social: One of the key aspects of Kitty Kafé becoming successful is its location. It is situated in Centre London in the middle of the London Eye and Jubilee Gardens, where tourists are expected to visit all around the year. According to the National Office of Statistics, around 30 million tourists visit London each year. Since the number of cat themed coffee shops are very limited in the UK, Kitty Kafé is bound to attract more customers. The company's main consumers would be millennials and Gen X. Compared to its competitors like Starbucks and Costa Coffee where the products are cheap and low quality, Kitty Kafé's products are made from high quality ingredients with safe and ecological materials. The menu offers a varied range of food and beverages for the customers and for the cats to choose from. Furthermore, employees are taught to have good customer service skills by the management so that the customers are always satisfied and encouraged to return, thus building a good reputation for the company.

T – Technological: As for the technological aspects, the company has developed an official website and a mobile app which is easily downloadable from the play store and apple store for the customers to get frequent updates about the new seasonal foods and drinks. Consumers can also gather loyalty points over time and get discounts and special offers through the app and redeem them either in the store or online. Customers are able to make mobile payments. The facility also offers free internet access in the premises of the shop so that people can surf through the web while petting the cats. The store also intends to utilize renewable energy such as solar panels as much as possible and to consume less energy and help the fight against global warming.

L – Legal: The organization is keen on not violating any form of laws and regulations both in the home market and the countries the raw materials are imported from. Health and safety instructions are placed throughout the shop to ensure that both the customers and employees stay safe and follow the proper procedures without any form of major workplace accidents. Moreover, CCTV cameras are placed throughout the shop for safety reason, which could be accessed by the managers in the office room. The company strictly follows the employment and discrimination laws. Every morning before the shop opens to the public, the morning shift managers are required to perform a Daily Product Safety Check (DPSC) to ensure that the stocks are in excellent quality and throw out the ingredients that are not in good condition.

E – Environmental: One of the long-term plans of Kitty Kafé is to use 100% recycled cups and cupholders for the consumers to utilize, thus reducing landfills. The shop ensures that diverse types of waste is recycled in their correct respective bins. This applies to the paper cups, aluminium cans, plastic packages, coffee waste, beverages, and foods. All bins are required to be changed once there are $\frac{3}{4}$ full. The store also has 3 restrooms for males, females and the disabled.

[SWOT Analysis]

By Ashiqur Rahman

While Pestle analysis helps studying the external factors of an organization, Swot analysis can help to study the internal factors of a business. SWOT is a mnemonic for Strength, Weakness, Opportunity, and Threat. If used properly, this tool can help find blind spots in the organization and deliver new insights to develop effective strategies. The Swot analysis matrix is made up of 4 quadrants in a 2x2 grid for each of the SWOT aspects.

S	W	O	T
Strength	Weakness	Opportunity	Threat
Location Available to all ages High quality products Customer centric strategies Attractive store layout and design	Weak financial reserves Limited sales area coverage	Loyalty program Broaden our geographic reach More shops and outlets Store app	Limited profit Increase in supplier cost

S – Strength: One of the crucial strengths of Kitty Kafé as mentioned before is its location. Many tourists and locals come to centre London to enjoy the beautiful scenery, structures, historical and magnificent museums, and unique shops. A cat coffee shop is definitely unique on its own, especially if it comes with a library and massage chairs. Even though the shop's customers are mostly millennials and Gen X, many people from the older generations can come to visit the library and enjoy a cup of tea or coffee while reading books and sitting on a massage chair. Since London is a city with a diverse set of cultures and people from different ethnicities, each season the shop introduces new foods and drinks related to different cultures to attract more customers. Lastly, the internal design of the floor and walls are painted with vibrant colours and with paintings and cat photos on the walls to make the shop look more friendly and welcoming.

W – Weakness: Since Kitty Kafé has been launched a year ago, it is still a relatively new and growing company. Therefore, the financial reserves are low, and it can't risk a huge loss. At the moment there is no more than one shop in London with limited employees.

Henceforth, being a small business, it could easily close for good if UK faces another pandemic soon.

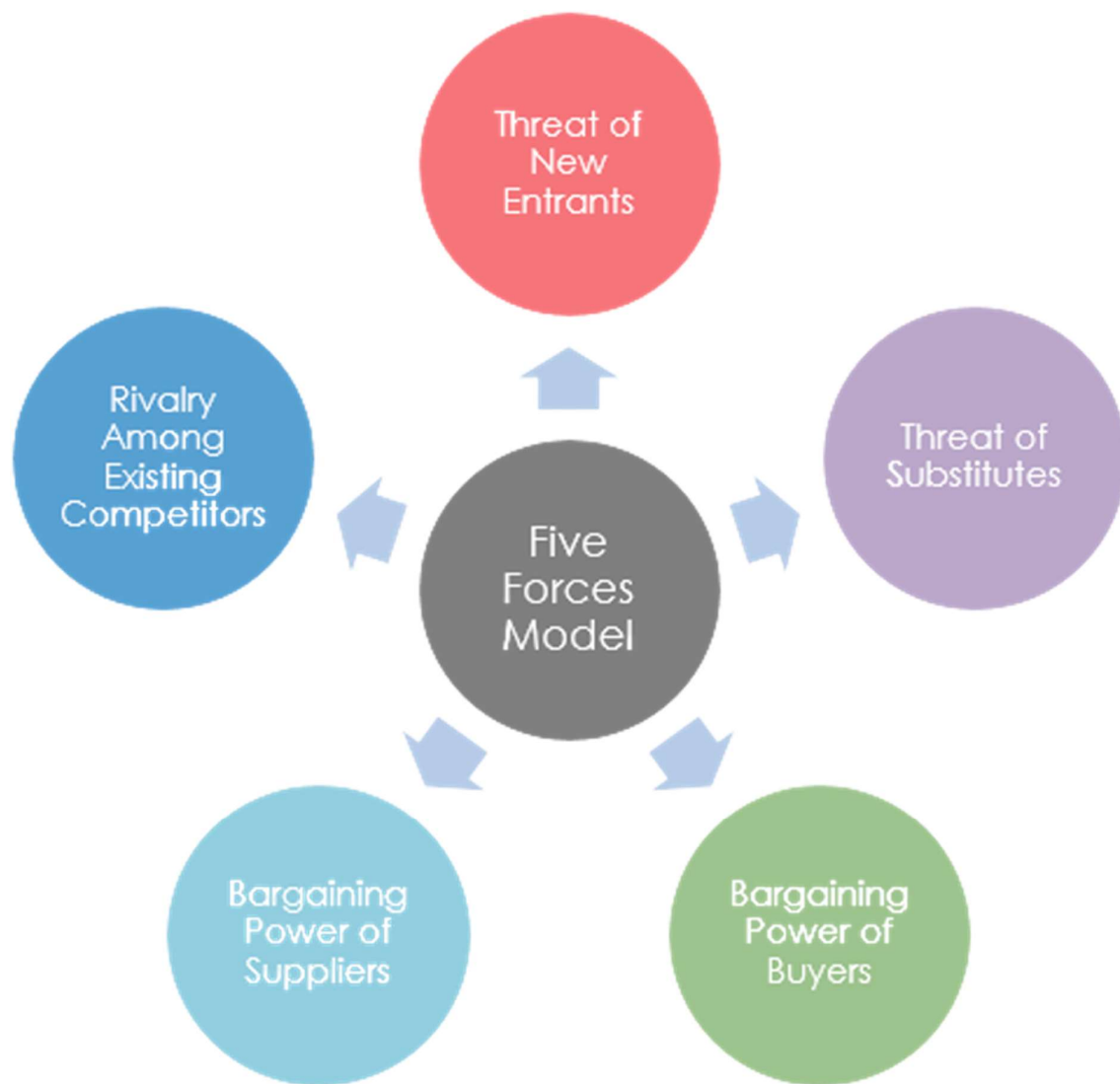
O – Opportunity: As many other businesses, Kitty Kafé also has an official website and an app through which customers can gain loyalty points. This ensures that many of our regular customers will keep coming back. Once the business becomes successful enough, Kitty Kafé can become a franchise. Furthermore, the company can introduce more stores around the UK thus, broadening the geographic reach and possibly even overseas in the upcoming years.

T – Threat: Due to the pound currency becoming weaker after the Brexit and a pandemic, now it costs more to import raw materials such as coffee beans from foreign nations into the UK. However, this is not a big threat to the company since coffee suppliers are abundant. Then there is the issue of the budget. After opening the shop to the public by a few partners, it can be noted that the financial aspect of the company took a huge dent especially with all the facilities and varied range for services that the shop provides to the customers.

[Porter's 5 forces]

By Ashiqur Rahman

Porter's 5 forces is a business analysis tool to determine the profitability, attractiveness, and the competitive intensity of an industry in the market. It can also be used to study the strengths and weakness of the business and develop effective measures to surpass rival companies. This model was published in a book called 'Competitive Strategy: Techniques for Analysing Industries and Competitors' by a business school professor named Michael E. Porter in the year 1979. Porter noted that we view the competition narrowly, thus he came up with 5 forces as a solution. The forces are competition or rivalry in the industry, the potential of new entrants into the industry, bargaining power of suppliers, bargaining the power of consumers (customers) and the threat of substitute products or services.



Rivalry in the Industry: Every day around the globe over 1 billion people consumes coffee. Some of the biggest coffee industries and rivals of Kitty Kafé in terms of coffee are Costa Coffee, Starbucks, Dunkin' and McCafé. The rivalry in the industry would have been extremely high if not for the wide assortment of services the shop provides and relies on for profits. Therefore, it is a safe bet to sustain that the overall rivalry in the industry is moderate at best, especially since the aforementioned industries relies more on the quantity of the product sold than the quality unlike Kitty Kafé.

Threat of new entrants: In this stage, the threat of a new entrant is moderately high, and Kitty Kafé isn't influential or famous enough to compete against its existing rivals in terms of only coffee because most people would prefer cheaper products instead of a quality product.

The overall cost of doing business would also be moderate since Kitty Kafé is not a coffee chain.

Threat of substitutes: It is noted that the threat of substitutes products and services are high. Since coffee is one of the most common beverages to drink in the morning to gain energy or to stay awake, it can be easily replaced by homemade coffee, energy drinks or coffee from small industries (corner shops). As for the library, the public has access to eBooks with a wide range of topics and types of books. Furthermore, many animal lovers already has pets in their home.

Bargaining power of suppliers: Since Kitty Kafé is not a coffee chain restaurant and doesn't need many supplies like its counterparts, the bargaining power of individual suppliers are low. The prices can be negotiated, if not, it is possible to change suppliers since there are plenty. However, in the vase of supply shortages, the risk is high and can cause the industry to shut down as witnessed before during the pandemic.

Bargaining power of buyers: The products sold in Kitty Kafé is easily switchable with other cheaper options which are readily available almost everywhere, thus making the bargaining power of buyers a high risk for the shop.

[Financial Data]

By Artiola Stana

Every action a business takes must consider its financial situation. A corporation should be able to determine what options it can afford when making decisions using financial information. Using this financial information, decisions may be predicted in terms of how they might impact the company's cash flow and future profitability. The following financial information can be used to guide business decisions:

- **Costs and revenues:** A company should be aware of how its overall costs and revenues are changing, as well as how well it is managing them. This makes predicting potential future events simpler.

- **Gross and net profit:** By identifying how costs and revenues are changing, a corporation can use previous profit data to predict how these changes may affect both gross profit and net profit.
- **Profit margins:** Profit margins can be computed and contrasted with historical data for the company or with data from other businesses. They can assist a company in determining the reasons behind any changes in its profit levels.
- **Cash flow:** To thrive, businesses must have access to cash. When assessing what business can and cannot afford to undertake, accurately predicting the cash flow coming in and going out is essential.
- **Break-even:** When choosing which products to produce, it is crucial to understand the firm's output break-even threshold. Avoiding producing things that are not profitable can benefit a company.
- **Average rate of return:** A corporation would wish to assess the anticipated returns from the different options whenever investment decisions are needed. A business can accomplish this by figuring out the average rate of return for each project. This aids the company in choosing the most lucrative course of action.

Benefits of using financial data:

Calculating percentage changes over time and using percentages are frequently required when working with financial data. This makes it possible for a company to spot trends and compare things, which can be useful when making decisions. Additionally, this information might be helpful when discussing a company's performance with shareholders and potential financiers.

Limitations of using financial data:

Financial data has advantages, but there are also important constraints that businesses owners need to be aware of.

Since financial data can only be used after it has been gathered, it is never up to date. Even though it can provide light on past performance, it is unable to foretell the future. When making important decisions with corporate funds, business owners must keep this in mind.

A business leader should make sure they are using a significant amount of information and a variety of sources while making judgments. For instance, reviewing financial data over three years rather than just one year helps business owners make better judgments. Additionally,

it is important to comprehend additional information in addition to financial data, such as market trends (by market research) and rival activity.

Statistics and data can be analyzed differently using various approaches, which might result in the drawing of various conclusions, which is another restriction of financial data. For instance, the statement “ninety% of customers were satisfied with the service” could be taken to mean “1 in 10 consumers is not satisfied with the service.”

Using financial data has the drawback of simply revealing a company’s financial performance. Though it is the most crucial factor for many firms, financial success is not the primary predictor of business success. Some companies determine their performance based on their ethical goals or their environmental impact. (BBC, n.d.)



When you own a small business, you frequently must wear multiple hats. When it comes to keeping your money in order and juggling your tax obligations, there are several considerations to make, beginning with important financial dates. Maintaining organization and meeting deadlines keeps your accounts on track and minimizes headache. Additionally, it aids in maximizing cash flow and avoiding fines or other expenses. Planning the dates your company will be held responsible for in the upcoming year is a smart idea right now. It is crucial to understand that the tax year in UK differs from the conventional calendar year.

The dates apply to employed and self-employed tax problems and are also referred to as “the financial year.” Numerous dates in this manual are established by the beginning and conclusion of the tax year rather than the current year. Since the new tax year will have an impact on your accounting timeframes, even if we are well into 2022, it is still not far away. In the UK, the tax year normally lasts from April 6 through April 5 of the following year. The 2020-2021 tax year would so begin on April 6, 2020, and end on April 5, 2021. And between those two are any dates referred to as “within the tax year.” To guarantee that you receive any money that is owed to you and prevent penalties for missing deadlines, it is critical to comprehend how the tax year operates. It can seem complicated, but if you know when your year begins and ends, you can compute important dates without any issues. (Wire, 2021)

Also, for our business we are using financial data as it is necessary. Below there are our business’s statements showing how we operate for the year 2021:

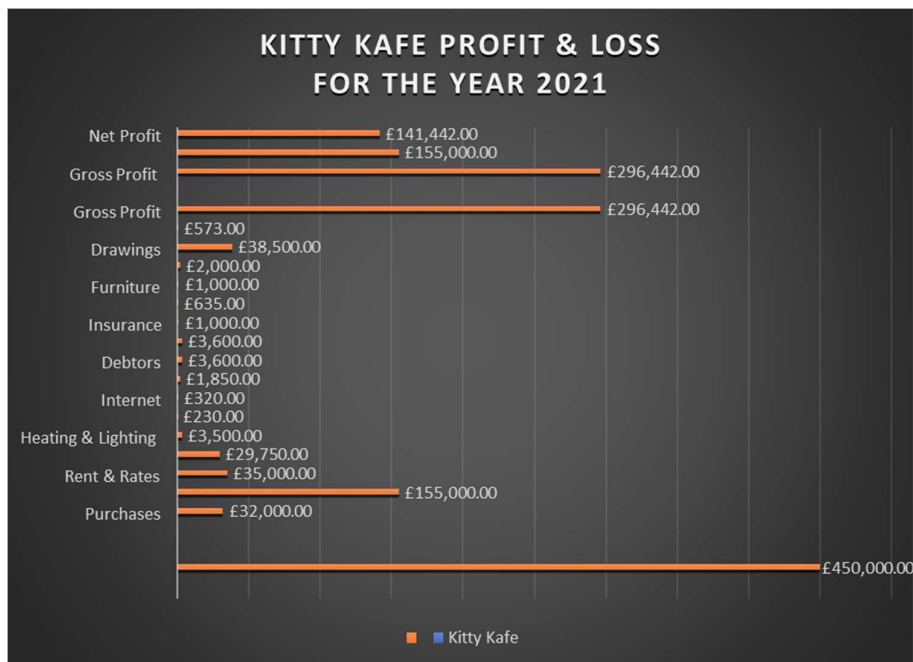
PROFIT AND LOSS:

Kitty Kafé

Profit & Loss Statement Year 2021

Sales	£450,000.00
Less Cost of Sales	
Purchases	£32,000.00

Wages & Salaries	£155,000.00
Rent & Rates	£35,000.00
Supplies	£29,750.00
Heating & Lighting	£3,500.00
Telephone	£230.00
Internet	£320.00
Carriage inwards	£1,850.00
Debtors	£3,600.00
Creditors	£3,600.00
Insurance	£1,000.00
Marketing	£635.00
Furniture	£1,000.00
Fixtures	£2,000.00
Drawings	£38,500.00
Discounts	£573.00
Gross Profit	£296,442.00
Gross Profit	£296,442.00
Wages & Salaries	£155,000.00
Net Profit	£141,442.00



Profit and loss explained: Our sales reach the amount of £450,000.00 which is an incredibly good start for our business as it is operating for only one year, and this is showing that our coffee shop has become one of our customer's favorite places to enjoy their coffee and relax. Having all that sales we must also have expenses. Our expenses reach an amount of £67,000.00 (purchases and supplies). We paid our employees and the amount for that year reach £155,000.00. Our net profit is £141,442.00.

BALANCE SHEET:

Kitty Kafé

Balance Sheet for the Year 2021

Fixed Assets

Furniture	£1,000.00
Fixtures	£2,000.00
Rent & Rates	£35,000.00
Telephone	£230.00
Internet	£320.00
Insurance	£1,000.00
	£39,550.00

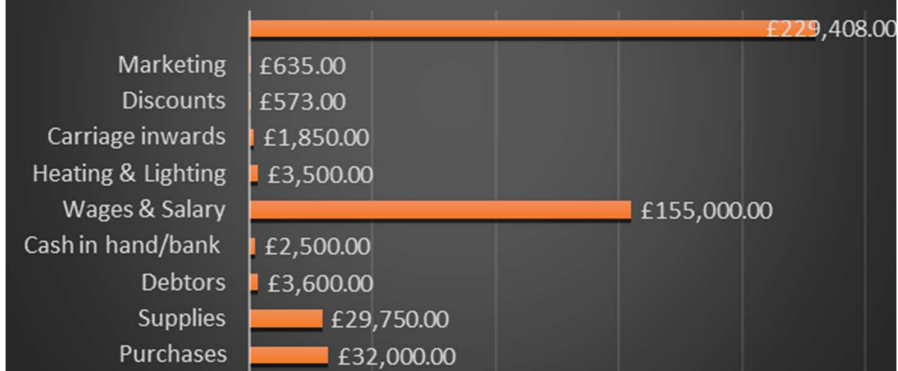


Our fixed assets consist of furniture, fixtures, rent and rates, telephone, internet and insurance. These assets are fixed for a year, so we do not have to pay for this twelve-month period.

Current Assets

Purchases	£32,000.00
Supplies	£29,750.00
Debtors	£3,600.00
Cash in hand/bank	£2,500.00
Wages & Salary	£155,000.00
Heating & Lighting	£3,500.00
Carriage inwards	£1,850.00
Discounts	£573.00
Marketing	£635.00
	£229,408.00

KITTY KAFE BALANCE SHEET CURRENT ASSETS FOR THE YEAR 2021

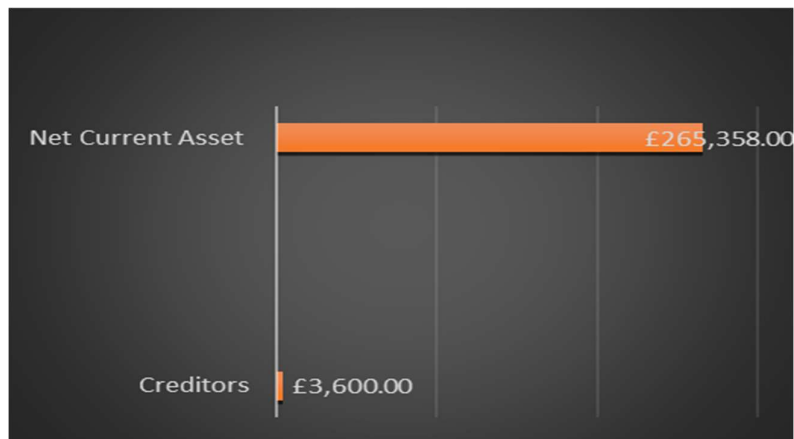


These are our current assets and consists of purchases, supplies, debtors, cash in hand/bank, wages and salaries, heating and lighting, carriage inwards, discounts, and marketing. These assets are depending on how many orders and the amount of supplies we need. Also depends on the rates that everyone is charging for their service.

Current liability

Creditors £3,600.00

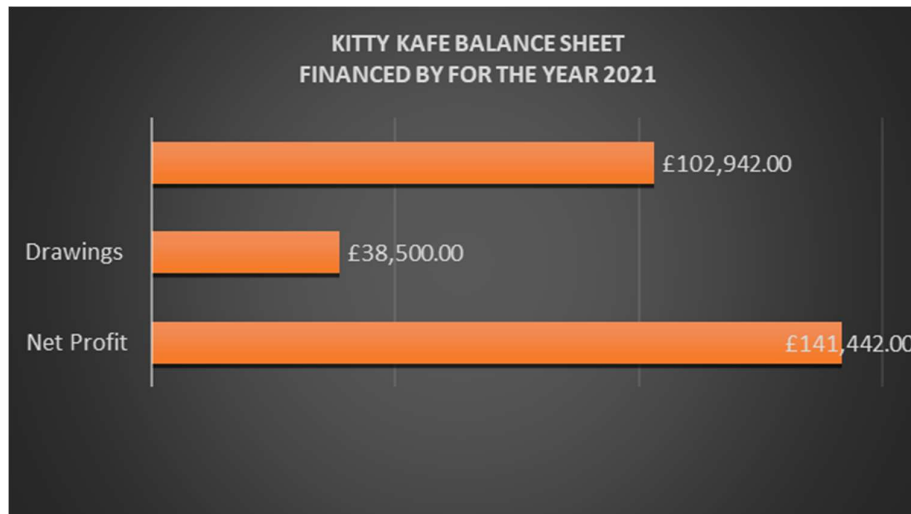
Net Current Asset £265,358.00



Our current liability is the creditors, and we end up on an amount of £265,358.00 which is our net current assets.

**Financed
by:**

Net Profit	£141,442.00
Drawings	£38,500.00
	£102,942.00



Here we calculate the net profit the amount of £141,442.00 subtracting our drawings the amount of £38,500.00 and we end up with an amount of £102,942.00.

These were our statements form the year 2021. As our business is new to the market, we are trying our best to keep it up under control. We are hoping of making more progress for the following years and keep out employees and customer satisfied with our service.

[Closing statements]

By Md Ashiqur Rahman and Shenay Ulanova

For any business or industry to succeed, good management and excellent marketing strategy is a crucial and a necessary step. To start a successful and competitive business, every company needs to think properly and come up with a detailed plan to achieve their objective, for example a good place to open the industry to attract more customers. It is also necessary to have a mission and a vision to guide the business. A proper and clear goal can help improve the company in a positive way. One of the helpful marketing strategies is utilizing the marketing mix. It is necessary to have good management who are capable of making fair judgements even in tough situations. Kitty Kafé is intent on following the consumers' needs and demands since they place great importance on the customers' comfort even though they are constantly changing from time to time. Considering all the

internal and external factors of the business along with the profits made in the first year, it is estimated that Kitty Kafé as a company will grow significantly in the following years to come.

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[Appendix]



Kitty Kafé

Purrfectly Brewed Coffee

BMSW4006 – Managing Enterprise in the 21st Century
Lecturer – Mohammad Rahman

Students:

- Lika Keinasvili - 2123648
- Shenay Ulanova - 2121082
- Ayten Tair - 2121081
- Md Ashiqur Rahman - 2110938
- Artiola Stana - 2121201

WHAT IS KITTY KAFÉ?



WHAT IS THE EXPERIENCES LIKE?



PURPOSE OF THE KITTY KAFÉ

- What are the privileges in Kitty Kafe
- Why people love to visit us



Functions

We provide safety and adventurous area for cats and cosmetics' care. Healthy and variety menu developed in Kitty Kafe.



[Photo link](#) [photo link](#)

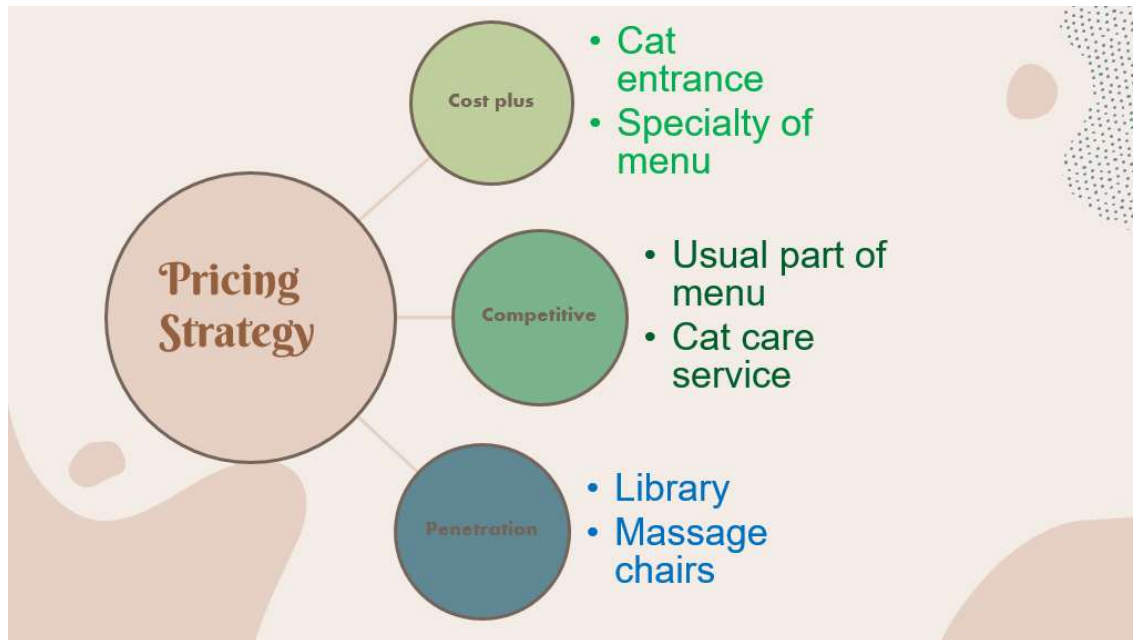


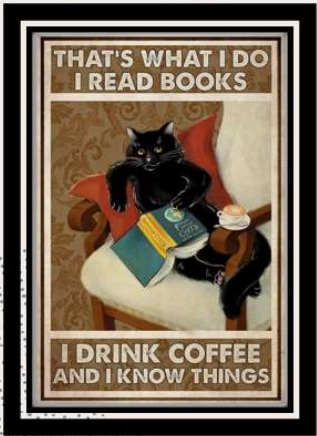
We have a library section in the café where everyone can enjoy reading different types of books.



This photo by Unknown author is licensed under CC-BY-SA.

[Photo link](#)





- ❖ Loyalty card
- ❖ Happy hour on Tuesday and Wednesday between 14:00-17:00 with 30% off of the Specialty menu.
- ❖ Every month we introduce new recipe.
- ❖ 10% discounts for Cat's Hotel or Pet Veterinary Clinic.
- ❖ Fun street board and social advertising

By Shenay Ulanova

Physical evidence



- We provide delivery with Deliveroo
- Plastic free packaging

Happy Employee
+
Happy Customer
=

**KEY TO
SUCCESS**

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Management and Organization- “Kitty Kafé”

by Ayten Tair

Management of “Kitty Kafe”

- < Leadership
- < Communication and Customer service
- < Organization

A successful manager is made, not born.



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High Quality of Coffee Beans at "Kitty Kafe"

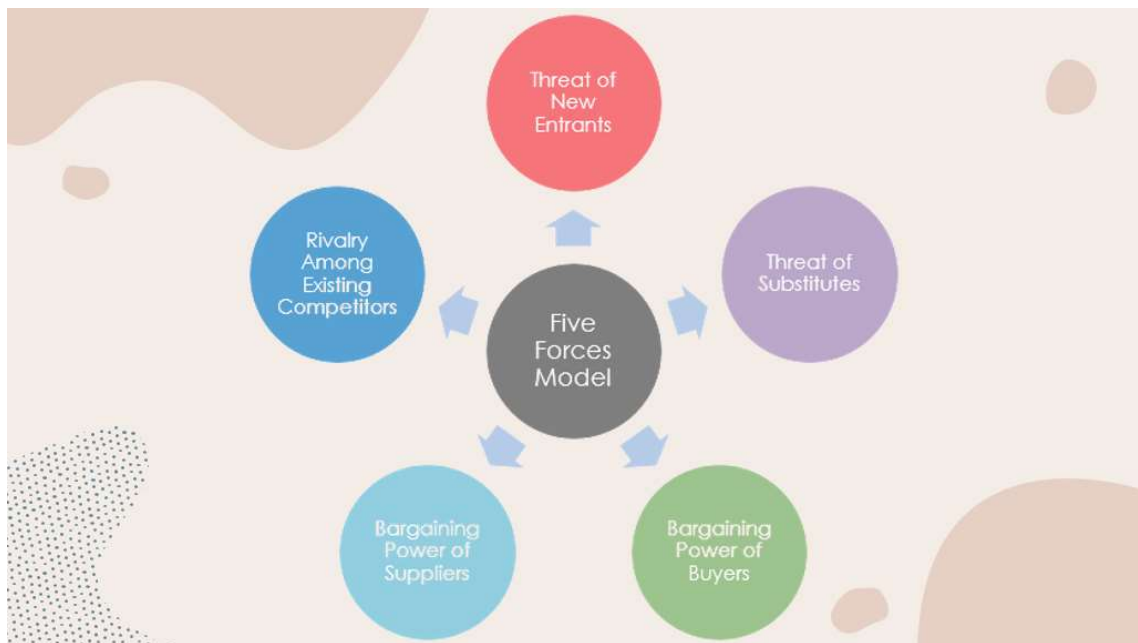


"Kitty Kafe"
Purrrfectly brewed coffees

By Ashiqur

P	E	S	T	E	L
Political	Economical	Social	Technological	Environmental	Legal
Governmental policy	Inflation rates	Location	Official website	Use recyclable packaging	Health and Safety law
Tax policies	Demand/Supply	Age distribution	Low energy consumption	Waste management	Discrimination law
Labour laws	Economic growth	Green and ecological products	Solar panels	Climate change	Import/export law
Trading laws		Customer preference	Free Internet	Workplace Efficiency	Employment law
		Customer service	Develop a store app		Consumer law
		Product quality			Perform DPSC

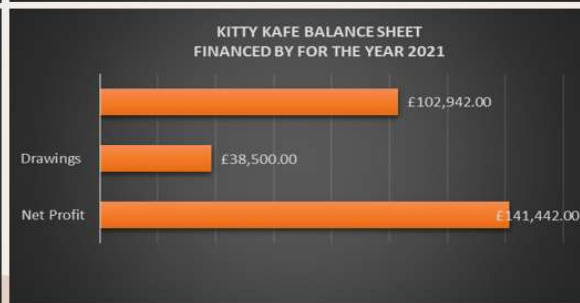
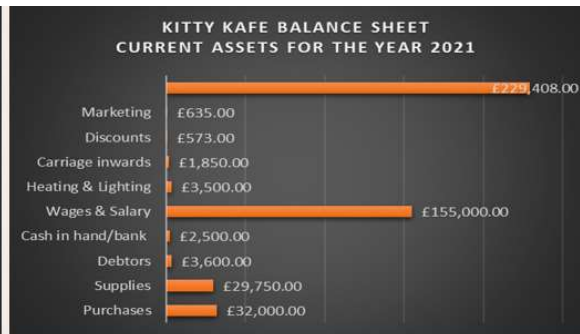
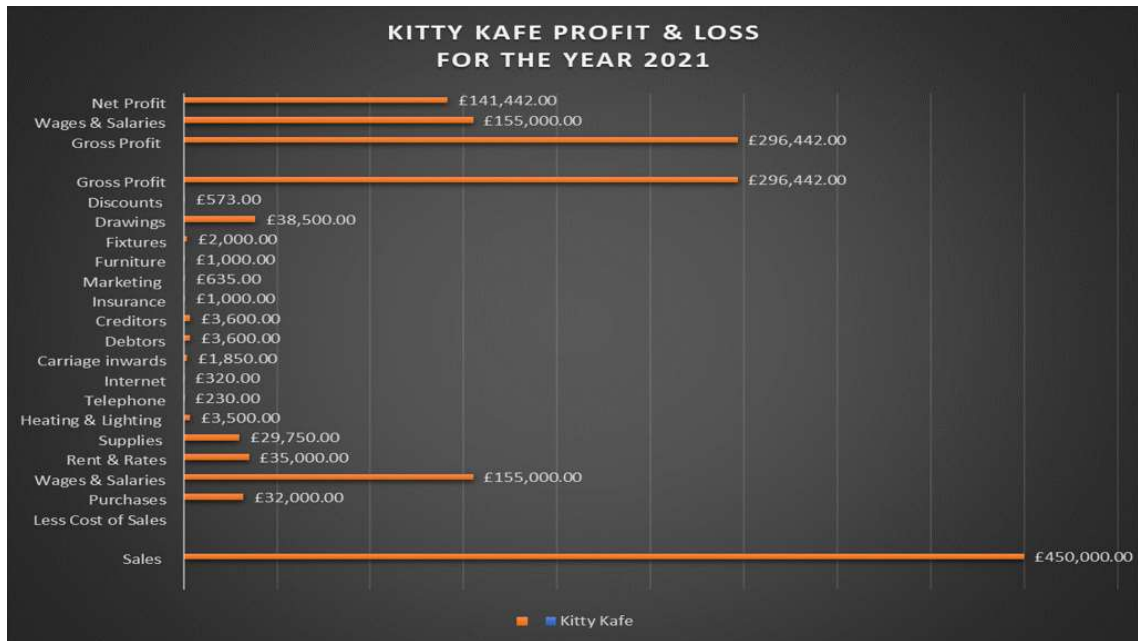
S	W	O	T
Strength	Weakness	Opportunity	Threat
Location	Weak financial reserves	Loyalty program	Limited profit
Available to all ages	Limited sales area coverage	Broaden our geographic reach	Increase in supplier cost
High quality products		More shops and outlets	
Customer centric strategies		Store app	
Attractive store layout and design			



Why is financial data important?

By Artiola Stana





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