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Startup Business Plan

A smile in every cuppa

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Executive Summary

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Mission

To provide great products and services to our community

Vision

To become an affordable cafe and a hub for the community whilst being sustainable

The Product	The Chandelier Cafe aims to provide a sustainable environment for a high demographic group with products purchased from sustainable companies
The Leadership	Flavius Fangli founded the company after years in the Hospitality sector in the UK and will act as CEO
The Overall Industry	Three major companies dominate the Hospitality sector in the UK , however Chandelier wants to offer services that are affordable for everyone and 100% sustainable
The Competitors	Major competitors include Whitbread PLC, Marriott International and Fika Catering , however The Chandelier Cafe will differentiate its products from theirs by using recycled and renewable materials.
The Financial Status	The Chandelier Cafe wants to raise £500.000 to increase their locations , start their Young Generation teaching programme and offer a higher variety of services
Future Plans	By 2026, the company plans to expand their location in three cities. By 2027 The Chandelier Cafe aims to start their Younger Generation teaching programme and offer an affordable wedding offer , it expects to use ethical and sustainable materials throughout .

The Organization

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Flavius Fangli

Chief Executive Officer

Flavius will oversee the whole business and ensure that it complies with all legal and ethical aspects of a sustainable business . He has worked in Hospitality Management over the last 8 years , working for the biggest Hospitality leading companies . He has delivered some great financial results and amazing KPI's and is very keen on teaching and progressing his team . Flavius loves to travel so he brings an extensive knowledge about hospitality to the table.

Alexandru Floca

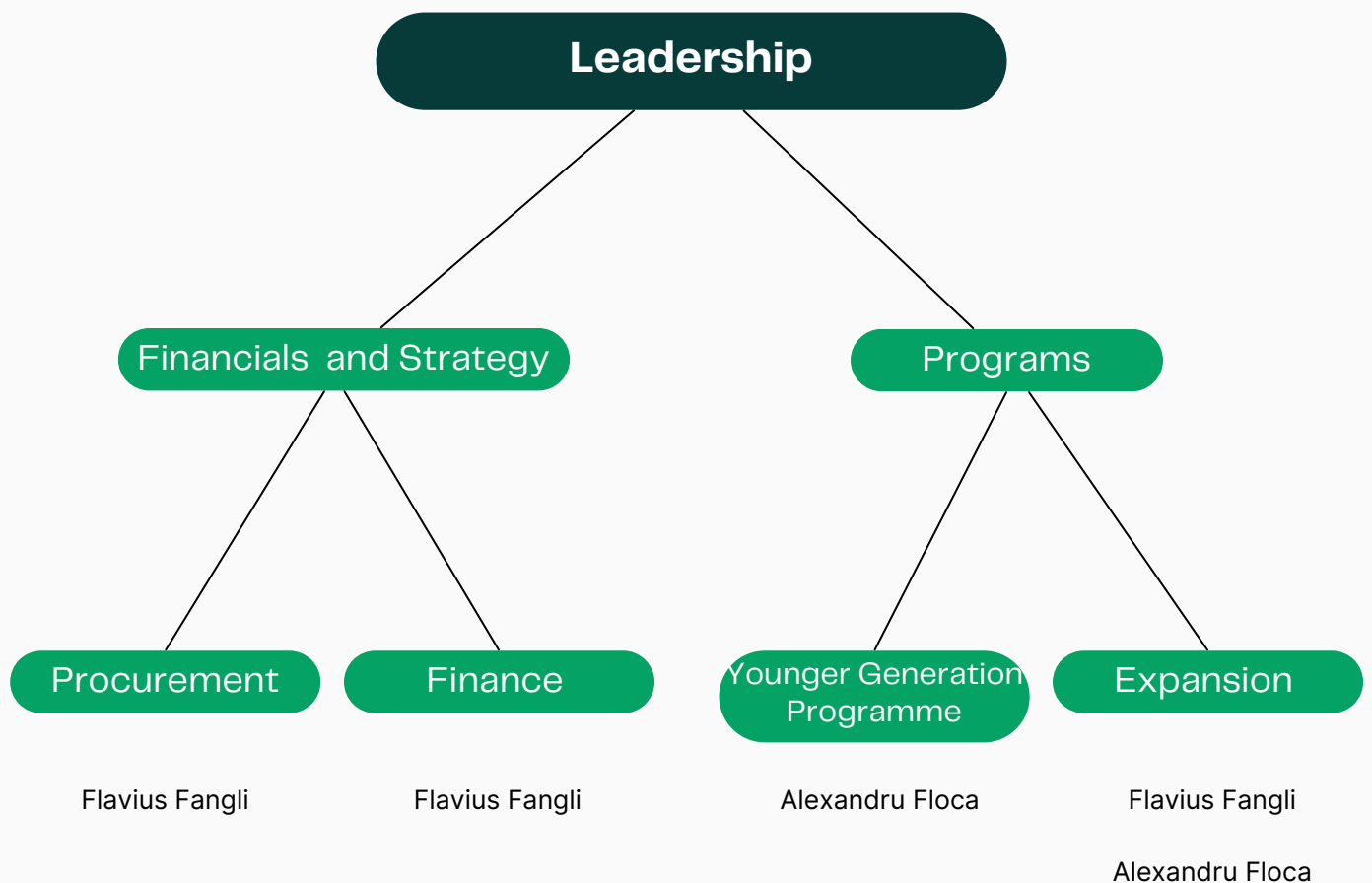
Chief Operations Officer

Alexandru has worked for the two biggest hospitality companies in the UK, in Guest Relations , for over 10 years. He has vast knowledge of operations and is very keen to share that knowledge . Alexandru has developed and implemented some great Youth Programmes and worked alongside his team to deliver great results .

The Organization

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Map of the Organization



Business Description

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The Chandelier Cafe

Our Cafe aims to become a sustainable hub in the community , offering an affordable space with affordable products and a high variety of events such as Wine and Paint , Around the Globe in 2 hours, etc.

From our coffees and cakes/ pastries , to afternoon teas and wine and cheeseboards/charcuterie boards , all sourced from sustainable and ethical providers to all our events , our Cafe is the next generation of Hospitality community spaces . With great plan of expansions into the wedding sector and also with teaching programmes such as Younger Generation , we aim to become a pillar in the community .

£15.00

Afternoon high tea

Using 100% sustainable products and high quality ingredients , served in high quality reclaimed china for an elegant and grand experience

£30.00

Cheese and wine duo

A great choice for two with some great locally sourced cheese paired with some great wines

£40.00

Wine and paint

A great experience for the wine lovers where we pair the best wines with various painting experiences , such as Glow Van Gogh , Neon Picasso, etc.

£5.00

Social afternoons

A great tea or coffee paired with a nice cake served in a social environment where you can meet new people of all ages , socialise and learn new skills or life experiences

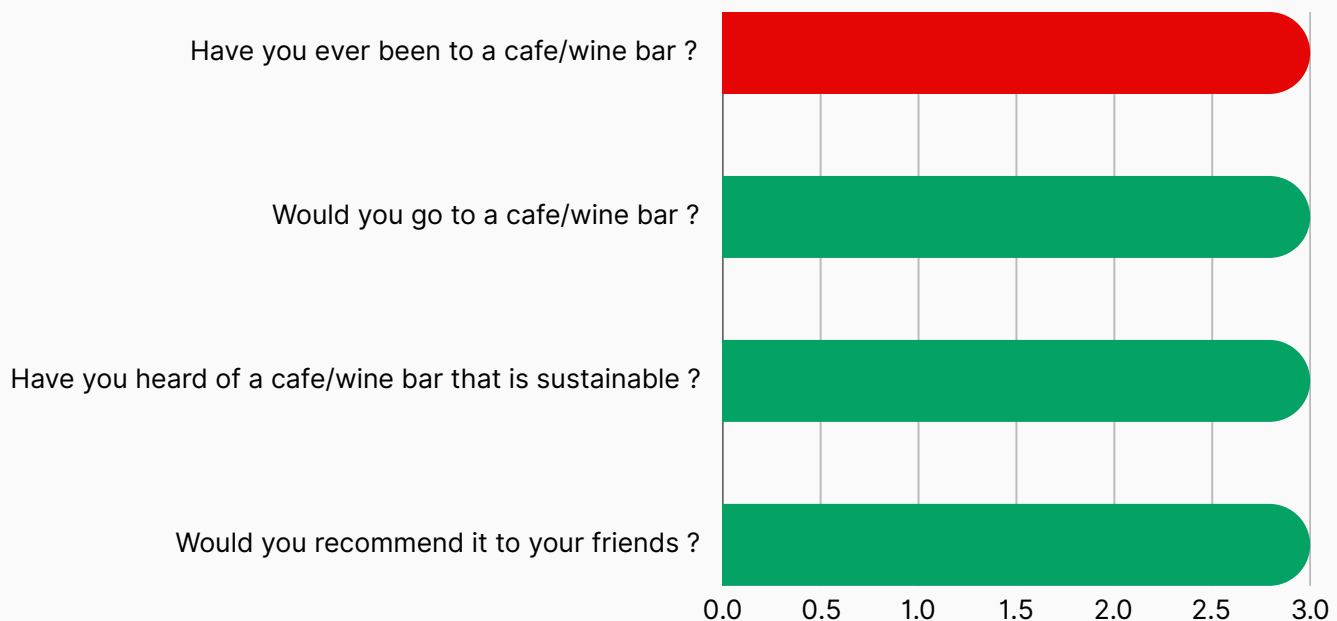
Marketing research

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Marketing research

I have conducted a primary research and it has shown that there is a demand for this type of business and community hub in the area and it has shown that it will be in high demand .

Online questionnaire research



Swot Analysis

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Swot Analysis

Strengths	Weaknesses	Opportunities	Threats
• Affordable products • Attractive and trendy designs • Readily available to consumers • Sustainable products used • involved in the community	• Doesn't have such big market power/place as other competitors • Seasonal business • Slow customer service in winter	• Growing number of customers that look for sustainable and local business hubs • High demand for hubs for students and various demographic groups	• Increasing number of competition • Supply chain disruptions

PESTLE analysis

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Political

- Fully compliant with UK Employment and Labour laws , including apprenticeships
- UK government shows stability for tourism

Economic

- Major Economic Growth for UK tourism since Brexit
- High opportunities to attract tourists due to Location

Social

- Social media apps high presence
- The Hub will have a great social presence in the community

Technological

- Last generation check-out systems

Legal

- Following all UK Employment laws , fully compliant
- Fully compliant with all Health and Safety regulations

Environmental

- Using sustainable products
- Highly involved in waste management
- Pledged to be 0% waste by 2028

Financial Plan

Give a brief explanation for the page

Capital Requirements

	Value
Assets	£10.000
Liabilities	£8.000
TOTAL	£2.000

Financial Outlook

	FY'26	FY'25	YOY change
Revenue	£75.000	£50.000	50%
Expenses	£15.000	£20.000	-25%
Profit	£60.000	£30.000	200%

Future Plans & Milestones

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Transforming Consumer Tech

