



Sip & Soul

Sip & Soul by Iren

Organic Coffee. Fresh Energy.

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Module: LCLM4006 Enterprise and Entrepreneurship
Component: Part 2 Individual Presentation Pitch
Lecturer: Dr. Charles Obinwa

The Concept

An independent organic coffee shop in London. Designed for modern lifestyles.



Premium Fuel

- Speciality coffee from high-quality beans.
- Freshly squeezed juices.
- Organic snacks and pastries.



The Space

- Cosy and aesthetic atmosphere.
- Comfortable spaces for work.
- Ideal for socialising and relaxing.



The Edge (USPs)

- Unique coffee and fresh juice combinations.
- 100% organic and fresh menu.
- Personalised customer service.

Legal & Operational Structure

Legal Format: Sole Trader. Ensures full operational control and cost-effective setup.

Legal Framework

Sole Trader

Simple and cost-effective. Ensures full operational and quality control. Ideal for independent cafés.

Owner-Manager

Iryna T

Strategy, Finance, Marketing

Baristas

Ivanna & Ivan

Coffee prep,
Customer service

Kitchen Assistant

Danny & Maggie

Food prep

Part-time Support

Isla & Kelly
Weekend &
Peak hours

PESTEL analysis

Social

- Trend: High demand for organic, healthy products.
- Strategy: Focus entirely on a premium organic menu and high-end customer experience.

Economic

- Trend: Rising inflation impacts operational costs.
- Strategy: Implement strict expense controls and maintain strategic, competitive pricing.

Environmental

- Trend: Consumer expectations for eco-friendly business.
- Strategy: Adopt sustainable, low-waste practices and recyclable materials.

SWOT Analysis

Strengths

- Unique value proposition (organic coffee + fresh juice).
- Cozy, aesthetic atmosphere matching current consumer preferences.

Weaknesses

- Higher variable costs due to organic sourcing.
- New business with limited initial brand recognition.

Opportunities

- Growing cultural demand for healthy/sustainable products.
- Digital expansion via delivery platforms and localized social media.

Threats

- Economic instability reducing discretionary customer spending.
- Strong local competition and strict regulatory compliance.

Marketing Strategy 1: Digital Acquisition

Building brand awareness through visual storytelling.



- Platform Focus: Instagram and TikTok.
- Visual Strategy: Showcase the Sip & Soul organic aesthetic and cosy atmosphere.
- Acquisition Tactic: Targeted introductory discounts to drive initial footfall.
- Goal: Convert digital awareness into physical store visits.

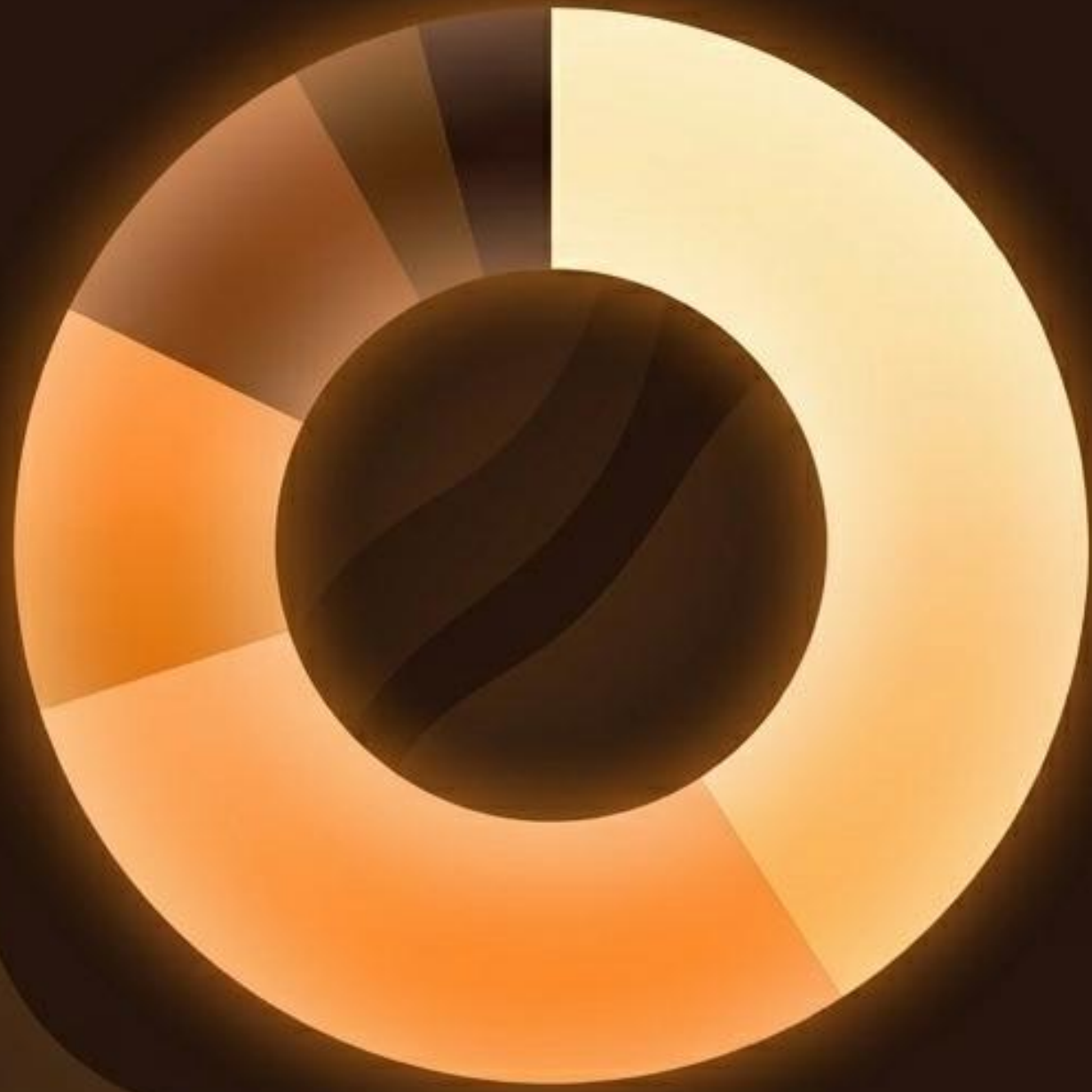
Marketing Strategy 2: Local Retention

The Sip & Soul Subscription Programme.



Funding Requirements & Allocation

Total Initial Investment Required: £44,000.



Furniture: £20,000

Refrigeration & Equipment: £12,000

Renovation: £5,000

Coffee Machine: £4,000

Accessories: £1,500

Insurance & Permits: £1,500

Funded via owner's personal savings and a potential small business loan.

Operational Baselines

Maintaining lean, predictable monthly overhead.

£3,750

Total Fixed Monthly Costs

Rent: £2,000

Bills: £900

Marketing: £500

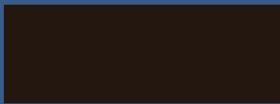
Business Rates: £250

Accountant: £100

12-Month Financial Forecast: Variable Costs

Scaling expenses in line with projected customer growth.

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Electricity	300	350	400	500	500	600	600	700	800	900	900	800
Raw materials	3000	3400	4000	5000	5000	6000	6000	7000	8000	9000	9000	8000
Hourly paid emp	0	500	500	1000	1000	1500	2000	2000	2000	2000	2000	1500
Pack&Ship	100	150	200	200	300	400	400	500	500	600	600	500
Transaction fees	150	150	200	200	300	400	400	500	500	600	500	400
Delivery	100	150	200	200	200	300	350	350	400	400	400	500
Total Variable	3650	4700	5400	7100	7300	9200	8750	11050	12200	13500	13400	11700



12-Month Financial Forecast: Revenue Growth

Month	Fixed Cost	Variable Cost	Total Cost	Revenue	Profit/Loss
Jan	£3,750	£3,650	£7,400	£23,000	£15,600
Feb	£3,750	£4,700	£8,450	£23,100	£14,650
Mar	£3,750	£5,400	£9,150	£29,700	£20,550
Apr	£3,750	£7,100	£10,850	£33,600	£22,750
May	£3,750	£7,300	£11,050	£39,500	£28,450
June	£3,750	£9,200	£12,950	£40,800	£27,850
July	£3,750	£8,750	£12,500	£47,400	£34,900
Aug	£3,750	£11,050	£14,800	£50,200	£35,400
Sept	£3,750	£12,200	£15,950	£51,300	£35,350
Oct	£3,750	£13,500	£17,250	£58,900	£41,650
Nov	£3,750	£13,400	£17,150	£51,300	£34,150
Dec	£3,750	£11,700	£15,450	£50,200	£34,750

Break-Even Analysis

Month	Fixed	Variable cost	Total cost	Revenue	Profit/loss
Jan	£3,750	£3,650	£7,400	£23,000	£15,600
Feb	£3,750	£4,700	£8,450	£23,100	£14,650
Mar	£3,750	£5,400	£9,150	£29,700	£20,550
Apr	£3,750	£7,100	£10,850	£33,600	£22,750
May	£3,750	£7,300	£11,050	£39,500	£28,450
Jun	£3,750	£9,200	£12,950	£40,800	£27,850
Jul	£3,750	£8,750	£12,500	£47,400	£34,900
Aug	£3,750	£11,050	£14,800	£50,200	£35,400
Sep	£3,750	£12,200	£15,950	£51,300	£35,350
Oct	£3,750	£13,500	£17,250	£58,900	£41,650
Nov	£3,750	£13,400	£17,150	£51,300	£34,150
Dec	£3,750	£11,700	£15,450	£50,200	£34,750

The background of the slide is a close-up, high-resolution image of dark brown, roasted coffee beans. The beans are scattered across the entire frame, with some in sharp focus in the foreground and others blurred in the background, creating a sense of depth. The lighting is soft, highlighting the texture and creases of the beans.

Thank You.

Investor Q&A

Iryna Tyminska
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