



Module Name: Managing Enterprise

Module Code: BMSW4011

Assessment 1: Business Plan and
Reflection

Student Name: Tanisha Thomas

Student Number: 2515604

Lecturer: Chris Wilkin

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AI Acknowledgement

ChatGPT was used to generate visual concepts and support the creation of promotional mock-ups. Canva was used to edit and format these materials. All final designs were reviewed and adapted by the author.

I confirm that I have copies of my drafts, notes, and other resources I used, which I may be asked to provide in evidence.

Table of Contents

Introduction	2
The Story and Business Structure	2
Mission Statement.....	2
Aim	2
SMART Objectives	2
Unique Selling Point (USP)	2
Physical Location	2
Human Resources	2
Market Research	2
Marketing Activities	2
Financial Resources	2
Competitor Analysis	2
Critical Evaluation	2
500 Word Reflection	2
Appendix	2
Reference List.....	2

Introduction

The Nomad Cup is a mobile matcha cafe operating from a converted vintage caravan across South Wales. The business specialises in ceremonial grade matcha and handcrafted beverages, serving customers at markets, festivals, private events, and pop-up collaborations. The idea was inspired by a recent trip to Spain, where I visited a cafe that combined visually appealing aesthetics with high-quality speciality drinks, creating an experience customers wanted to return to and share online. The Nomad Cup aims to bring a similar concept to South Wales, blending the growing demand for wellness focused drinks with a soft, floral, naturalistic brand centred on fresh flowers, vintage styling, and a memorable customer experience.

The Story and Business Structure

The idea for The Nomad Cup came from an interest in speciality beverages, creative branding, and emerging consumer trends. A mobile caravan was chosen due to its flexibility, lower start-up costs, and ability to attend markets, festivals, and private events across South Wales. Unlike a permanent cafe location, the travelling nature of the business creates a sense of scarcity, as customers have limited opportunities to purchase products before the caravan moves to a new location. According to Cialdini, scarcity can increase perceived value and encourage consumers to act quickly when opportunities are limited (Cialdini, 2021).

The Nomad Cup will operate as a sole trader business. This structure was selected because it is inexpensive to establish, requires minimal administration and allows the owner to be in complete control. As the business will initially be owned and managed by a single individual, this structure is considered the most appropriate option during the early stages of development (Burns, 2022). Sole traders are also the simplest form of business ownership in the UK (GOV.UK, 2025).

Mission Statement

The Nomad Cup exists to bring a little cup of beautiful wherever it lands, offering premium matcha beverages in a unique and welcoming environment. Through quality products, thoughtful design and meaningful customer experiences, the business aims to create memorable moments that customers want to return to and share with others. This reflects the growing importance of the experience economy, where consumers value memorable experiences alongside products and services (Pine and Gilmore, 2019).

Aim

To establish The Nomad Cup as a recognised mobile matcha cafe across South Wales within the first year of operation.

SMART Objectives

Objective	Target	How it will be achieved
Attend events	12 markets / festivals in Year 1	Applications to local events and festivals.
Private bookings	5 bookings in Year 1	Social media promotion and local networking.
Social Media growth	1,000 Instagram & 500 TikTok followers	Regular content creation
Revenue	£7,000 in Year 1	Market trading, private bookings and pop-up collaborations

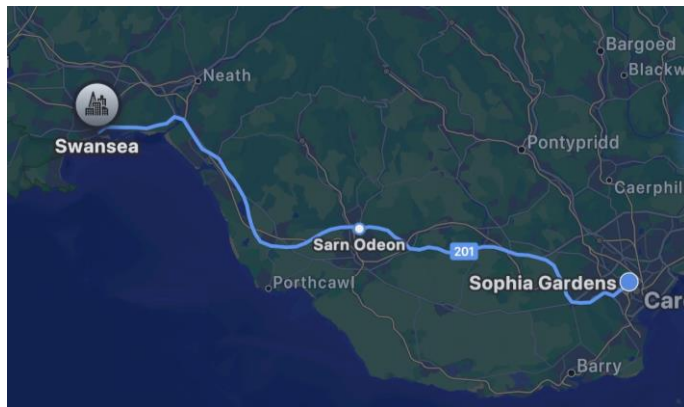
Unique Selling Point (USP)

The Nomad Cup differentiates itself by combining premium ceremonial-grade matcha and speciality beverages with a visually distinctive vintage caravan experience. In addition to serving handcrafted beverages, the business offers customised floral styling for private events through partnerships with local florists, creating a personalised and memorable experience for customers. Kotler, Keller and Chernev (2021) argue that a clear unique selling proposition helps businesses differentiate themselves from competitors.

Physical Location

The Nomad Cup will operate across South Wales, with a primary focus on Cardiff and Swansea due to their large population, strong food and drink culture, and regular programme of markets, festivals, and community events (Visit Wales, 2026).

Figure 1: Primary operation area of The Nomad Cup (Cardiff to Swansea)



Source: (Google Maps, 2025)

The M4 corridor shown in Figure 1 enables efficient travel between Cardiff and Swansea, providing access to populated cities, markets, festivals and private event opportunities across South Wales.

Human Resources

The business will be operated by the owner during the first year. Responsibilities include drink preparation, customer service, social media management, and event attendance. During the busy periods, one part-time assistant will be recruited through local job boards and social media. The assistant will deal with customer service, event setup, and stock management.

Figure 2: Operational Structure of The Nomad Cup



Market Research

Primary research was conducted using an online survey which received 13 responses. The findings showed a positive interest in a mobile matcha café, with 9 out of 13 respondents stating they were interested or very interested in purchasing matcha from a mobile café. Additionally, 10 out of 13 respondents stated a floral, vintage themed mobile café would appeal to them. Survey results also showed that aesthetics, convenience, and price were key factors influencing purchasing decisions. (see Appendix A)

Research into the UK matcha market showed increasing demand for matcha-based drinks, supporting the potential for a dedicated matcha business (Grand View Research, 2024). This trend is linked to growing consumer interest in health and wellness products (Mintel, 2025) (see Appendix B).

Marketing Activities

Marketing will focus on Instagram and TikTok to show the caravan conversion, drink preparation, event attendance, and behind-the-scenes content. As social media has become an increasingly important tool for food and beverage businesses to build brand awareness, engage customers and encourage user-generated content (Jam&Jam, 2024), branding materials including a logo, social media content and business cards have been created. This approach allows the business to build a following before launch while creating engaging content that reflects the brand's aesthetic. (See Appendix C).

Financial Resources

Estimated Start-Up Costs

Item	Cost
Caravan	£1500
Conversion materials	£3,000
Matcha equipment	£500
Generator	£500
Water tanks & plumbing	£800
Initial Stock	£300
Branding & Signage	£700
Insurance & Licensing	£300
Marketing Materials	£200
Total	£7,800

The Nomad Cup has an estimated start-up cost of £7,800 which will be funded through personal savings. This source of income is realistic due to the low-cost nature of a mobile business. Costs are based on current market prices for caravans, water systems, and equipment (see Appendix D). A contingency allowance has been included within the conversion budget to cover additional equipment and unforeseen expenses. The projected start-up costs are considered realistic as they are based on current market prices and a low overhead mobile business model.

Competitor Analysis

Competitor	Business Model	Pricing	Key Learning
Noor.	Mobile coffee service at markets and events.	£3 - £5 per drink	Mobility allows access to multiple customer groups and events.
Coffi Co	Fixed location cafes with strong branding and social media presence.	£3 - £5 per drink.	Strong visual branding and customer experience are important for attracting customers.
Blank Street	Premium matcha beverages and wellness-focused branding.	£4 - £7 per matcha drink	Growing consumer demand exists for high-quality matcha products and aesthetics presentation.

The competitor analysis identified a gap in the South Wales market for a dedicated mobile matcha café. While there are established coffee businesses, there are limited mobile businesses specialising in matcha products. Competitors such as Coffi Co demonstrate the importance of strong branding, product quality and customer experience in attracting and retaining customers (Coffi Co, 2026). These findings reinforced the idea that The Nomad Cup needs to develop a distinctive brand identity and a memorable customer experience to differentiate itself from competitors.

Critical Evaluation

Strengths	Weaknesses
Unique mobile matcha café concept with limited direct competition in South Wales.	Limited start-up capital and reliance on personal savings.
Strong brand identity combining vintage aesthetics, flowers and premium matcha.	Business initially <u>operated</u> by one person.
Positive primary research showing customer interest.	Survey sample size was small (13 respondents)
Flexible mobile business model allows attendance at multiple events and locations.	Revenue is dependent on event attendance and weather conditions.

Opportunities	Threats
Growing demand for matcha and wellness focused beverages	Competition from established cafés and mobile coffee businesses.
Increasing popularity of food festivals, <u>markets</u> and private events.	Rising ingredient, <u>fuel</u> and operating costs.
Potential partnership with florists and local businesses.	Poor weather could reduce customer footfall at outdoor events.
Growth through social media marketing and private event bookings.	Changes in consumer spending during periods of economic uncertainty.

The SWOT analysis suggests that The Nomad Cup has a strong market opportunity due to its unique concept, distinctive branding and growing consumer interest in matcha-based products. Primary and secondary research both indicated a demand for visually appealing customer experiences. However, the business faces challenges associated with limited financial resources, reliance on a single owner and weather-dependent trading. Despite these weaknesses, the opportunities shown, particularly the growth of the matcha market, increasing popularity of food festivals and potential private event bookings, outweigh the risks. Overall, the analysis indicates that The Nomad Cup is a feasible business proposition with potential for future growth if effective marketing and financial management strategies are maintained.

500 Word Reflection

What new and existing entrepreneurial skills have you used and developed throughout this project?

Throughout the development of The Nomad Cup business plan, I used and developed a range of entrepreneurial skills. One of the most important skills was creativity, which enabled me to transform an initial idea inspired by a trip to Spain into a realistic business concept. I applied creative thinking when developing the brand identity, designing marketing materials and creating a unique customer experience centred around premium matcha, floral aesthetics and a vintage caravan.

I also developed my research and analytical skills. Conducting primary research through an online survey allowed me to gather customer feedback and assess the viability of the business idea. Analysing the results helped me understand consumer preferences and use this information to shape key aspects of the business, including pricing, branding and target markets. In addition, secondary research improved my ability to evaluate market trends and identify opportunities within the growing matcha and wellness beverage sector.

Organisation and planning skills were also essential throughout the project. Creating financial forecasts, calculating start-up costs and setting SMART objectives required careful planning and attention to detail. These tasks helped me understand the importance of budgeting and realistic goal setting when developing a new business.

The project also strengthened my problem-solving skills. I had to consider challenges such as limited start-up capital, competition and operational requirements, and identify practical solutions to overcome these issues. Overall, the assignment improved my confidence in applying entrepreneurial thinking and demonstrated how creativity, research, planning and decision-making are all important skills for launching and managing a successful business.

Explain and discuss if you would personally consider investing in your business idea. Explain your reasons why or why not.

Based on the research undertaken, I would consider investing in The Nomad Cup. One of the main reasons for this is the growing demand for matcha and wellness drinks as identified through secondary research. Market reports suggest that consumer interest in health-conscious drinks is increasing, which provides a strong foundation for the business concept. In addition, my primary research indicated a positive customer interest in both the mobile matcha café idea and the proposed floral, vintage aesthetic.

Another reason I would invest is the low-cost business model. Compared with opening a traditional café, the mobile caravan approach requires lower start-up costs and offers great flexibility. The business can attend markets, festivals and private events across South Wales without the financial burden of renting a permanent premise. This reduces financial risk while creating opportunities to reach different customer groups.

I also believe the business has a strong competitive advantage through its unique branding and customer experience. The combination of premium matcha products, floral styling and a vintage caravan creates a distinctive identity that differentiates The Nomad Cup from traditional coffee vans and cafés. The opportunity to collaborate with local florists and attend private events further strengthens its appeal.

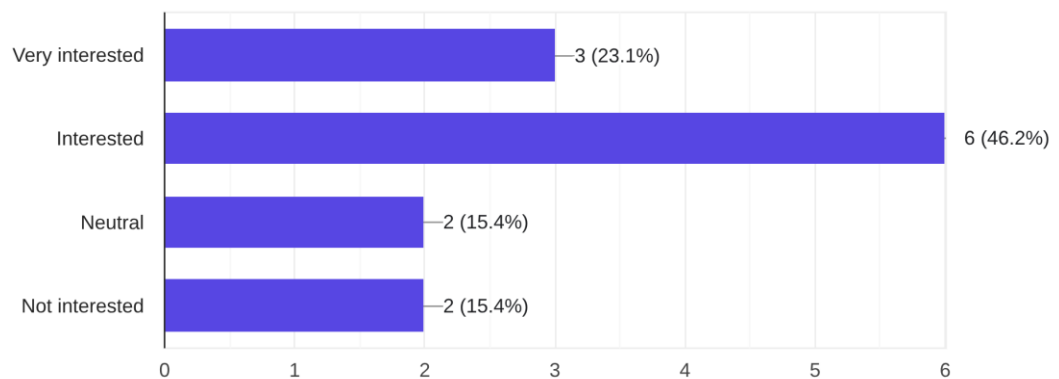
However, I recognise there are risks. The business would be dependent on event attendance, weather conditions and the ability to build a customer base through social media marketing. Despite these challenges, I believe the strengths and opportunities outweigh the risks. For this reason, I would personally invest in The Nomad Cup, as I believe it has the potential to become a successful and recognisable brand within South Wales.

Appendix

Appendix A: Interest shown in purchasing a matcha from a mobile café

How interested would you be in purchasing a matcha drink from a mobile café?

13 responses

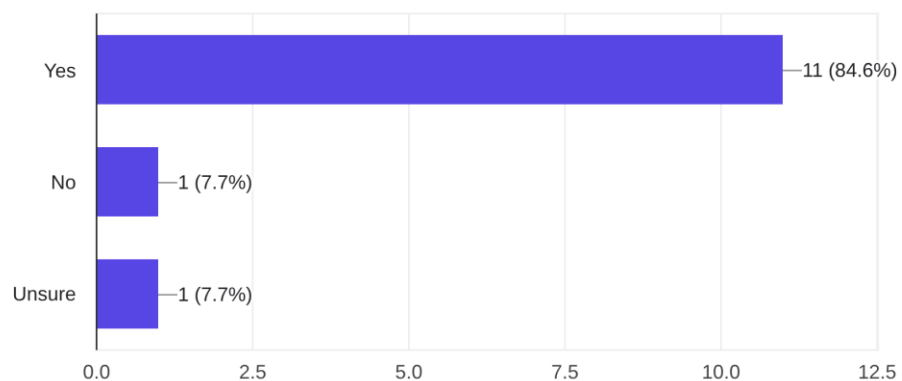


Primary research was conducted through an online questionnaire (Thomas, 2025)

Appendix A1: Would a floral, vintage themed mobile café appeal to you?

Would a floral, vintage themed mobile café appeal to you?

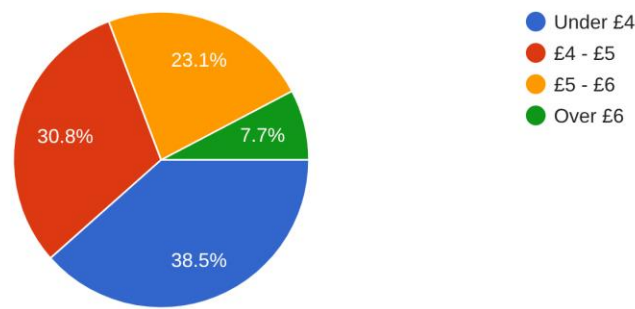
13 responses



Primary research was conducted through an online questionnaire (Thomas, 2025)

Appendix A2: How much would you pay for ceremonial grade matcha?

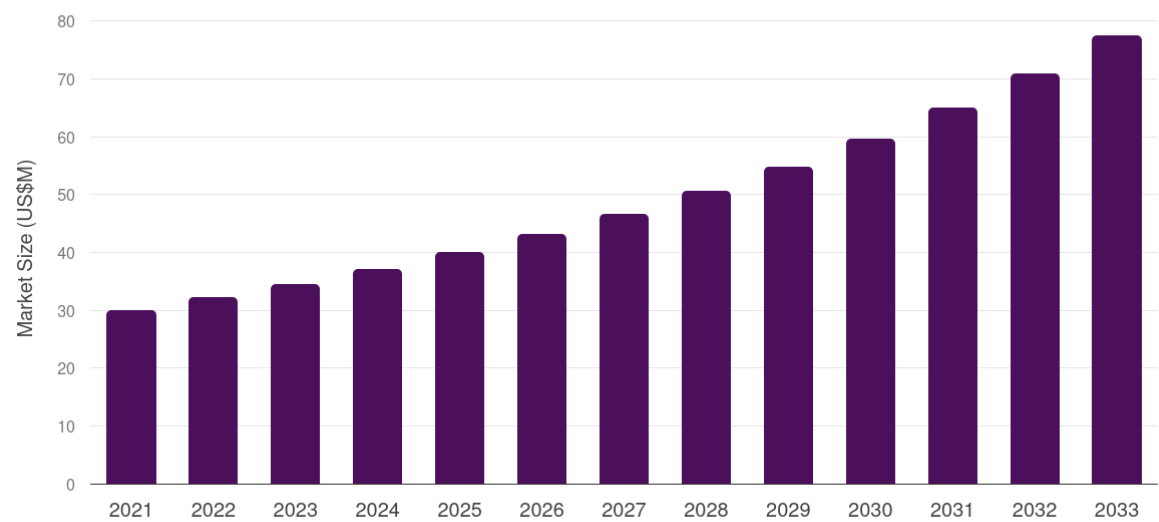
How much would you be willing to pay for a ceremonial-grade matcha?
13 responses



Primary research was conducted through an online questionnaire (Thomas, 2025)

Appendix B: UK matcha tea market growth graph.

UK matcha tea market, 2021-2033



(Grand View Research, 2024)

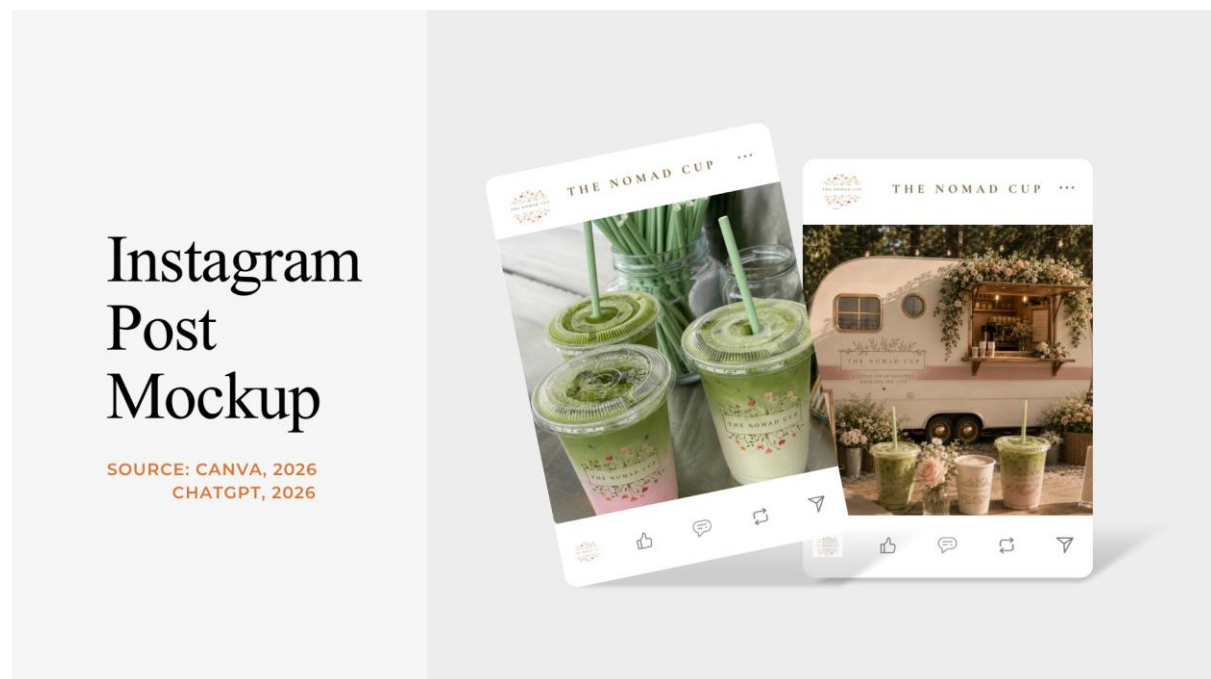
Appendix C: The Nomad Cup Brand Logo

(Canva, 2026)



Appendix C1: Instagram post mock-up.

Source: Created using ChatGPT (OpenAI, 2026) and Canva (2026).



Appendix C2: Business card mock-up.

(Canva, 2026)



Appendix D: Costing Evidence

Appendix D1: Proposed caravan purchase (£1,500)



1992 Van Royce classic 420/2

£1,500

Listed 6 days ago · Newport, Gwent

(Facebook Marketplace, 2026)

Appendix D2: Electric water heater (£189.99)

IN 7 BASKETS



10 Litres12v/230v



12v/230v Dual Power 10L
Hot Water Heater Storage
Boiler Campervan Caravan
Boat

SEAFLO (421033) - Business

99.5% positive
Seller's other items
Message

£189.99

3 payments of £63.33 with Klarna
18+, TC apply, Offer subject to status.

Condition: New

Quantity: 1 7 available - 23 sold

Energy rating B

(Ebay, 2026)

Appendix D3: Fresh water tank (£234.50)



FREE DELIVERY



200 Litre Slimline Baffled
Water Tank

Fluids C W PW
(View Key)

MDPE Construction
1 1/2" BSP Outlet
Suitable for Water or Chemicals
Different colours available on request
5" Plain Cap
Capacity: 200 Litres
Dimensions: 1,650L x 260W x 560H
(excluding lid)
Weight: 23Kg
Manufacturer Code T200UNAS

£234.50
(£281.40 inc VAT)
PayPal Pay in 3 interest-free payments of £93.80. [Learn more](#)

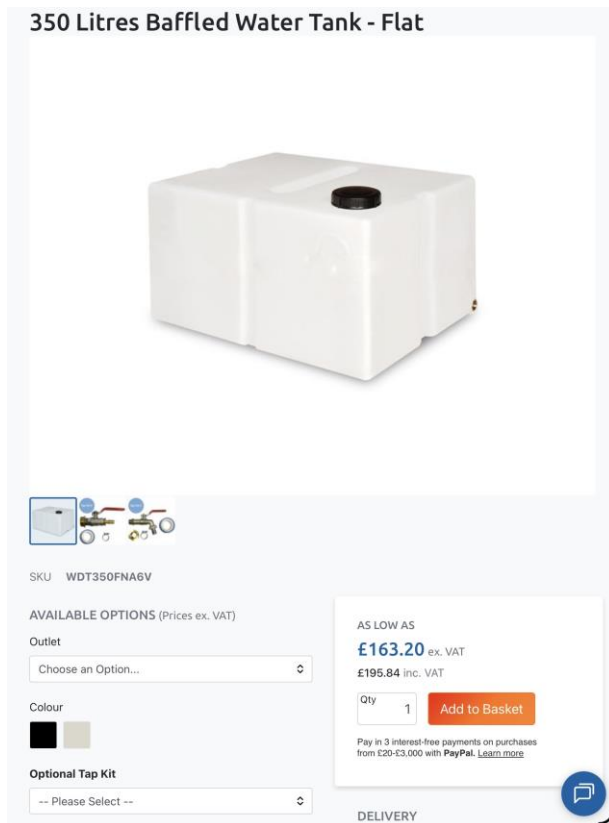
QTY 1 Add to Basket

Description

200 Litre Water tanks are suitable for storage and transportation of potable water and a wide range of other liquids. Standard tank is natural translucent medium density

(Northern Tank Store, 2026)

Appendix D4: Wastewater tank (£163.20)



(Direct Water Tanks, 2026)

Appendix E – 12 Month Cash Flow Forecast

Month	Income (£)	Expenses (£)	Net Cash Flow (£)
January	250	150	100
February	300	150	150
March	400	175	225
April	500	200	300
May	650	225	425
June	800	250	550
July	900	275	625
August	900	275	625
September	800	250	550

October	650	225	425
November	450	200	250
December	400	200	200

The forecast is based on attendance at local markets, festivals and private events throughout South Wales. Revenue is expected to increase during spring and summer due to higher demand for outdoor events and seasonal trading opportunities. Expenses include stock purchase, fuel, event fees and general running costs. The forecast supports my objective of generating £7,000 revenue during the first year and shows positive cash flow throughout the trading period.

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