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Green brew caffe

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1. Executive Summary

Green Brew Café is a proposed independent, eco-friendly café that aims to provide high-quality food and beverages within a welcoming and sustainable environment. The business has been developed to meet the increasing demand for ethically sourced products, environmentally responsible practices, and high-quality customer experiences. Green Brew Café will offer customers a modern café experience by combining premium coffee, freshly prepared food, and exceptional customer service while promoting sustainability through locally sourced ingredients and environmentally friendly packaging. The business intends to create a comfortable space where customers can meet, study, work, or relax, making it more than simply a place to purchase food and drinks.

The business will be owned and managed by Daniella McCann-Williams, who will be responsible for overseeing the day-to-day operations, financial management, marketing activities, and customer service. Operating as a sole trader, this business structure has been selected due to its simplicity, lower start-up costs, and the flexibility it provides during the early stages of business development. As the business grows, additional staff will be recruited to support daily operations while maintaining the high standards of service expected by customers.

Green Brew Café will offer a diverse range of products and services designed to appeal to a wide customer base. The menu will include speciality coffees, teas, hot chocolates, cold beverages, freshly prepared breakfasts, lunches, sandwiches, salads, cakes, pastries, and takeaway options. Additional revenue streams will be generated through catering services for local businesses and events, branded reusable coffee cups, and seasonal promotional products. This variety of products will enable the business to attract repeat customers while increasing overall profitability.

The primary target market consists of students, young professionals, office workers, families, and local residents seeking high-quality food and beverages at competitive prices. The café will be strategically located within a busy area that benefits from high pedestrian traffic, increasing accessibility and customer convenience. Marketing activities will primarily focus on digital platforms, including Instagram, Facebook, TikTok, and Google Business, supported by local advertising, customer loyalty programmes, promotional events, and partnerships with nearby businesses.

Green Brew Café's Unique Selling Point (USP) is its commitment to sustainability while delivering premium-quality products and exceptional customer service. Unlike many larger chain cafés, the business will prioritise environmentally friendly practices by using recyclable and compostable packaging, sourcing ingredients locally where possible, and creating a community-focused atmosphere that encourages customers to return. This combination of quality, sustainability, and personalised customer service will enable Green Brew Café to establish a strong competitive position within the local café market.

Financially, the business aims to achieve sustainable growth throughout its first year of operation by carefully managing costs, maintaining competitive pricing, and generating consistent monthly revenue through multiple income streams. Financial forecasts indicate that the business will reach its break-even point within the first year while producing sufficient profit to support future expansion. The long-term vision for Green Brew Café is to become one of the leading independent cafés in the local area, recognised for its commitment to quality, sustainability, and customer satisfaction. Future plans include expanding the catering service, introducing online ordering and delivery, increasing community engagement through local events, and, ultimately, opening additional locations as the business continues to grow.

2. business introduction

Green Brew Café is a proposed independent café that aims to provide high-quality food and beverages within a welcoming, environmentally responsible, and community-focused environment. The business has been developed in response to the increasing demand for sustainable businesses, ethically sourced products, and premium café experiences. While many national coffee chains dominate the market, Green Brew Café seeks to differentiate itself by combining exceptional customer service with environmentally friendly business practices and a strong commitment to sustainability. The café will provide customers with a comfortable space to socialise, study, work remotely, or simply relax while enjoying freshly prepared food and beverages. As consumer demand for sustainable and ethical businesses continues to grow, Green Brew Café aims to establish itself as a trusted independent café within the local community (British Business Bank, 2023).

Green Brew Café will operate as a sole trader business owned and managed by Daniella McCann-Williams. This legal structure has been selected because it is straightforward to establish, requires relatively low start-up costs, and enables the owner to retain full control over all aspects of the business during the early stages of development. As the business owner, Daniella will be responsible for financial management, marketing, customer service, supplier relationships, stock control, and the overall day-to-day operation of the café. Although operating as a sole trader means accepting unlimited liability, this structure offers flexibility and simplicity while the business becomes established. As the café grows, there is potential for the business to become a limited company to support future expansion.

The management team will initially consist of the owner, Daniella McCann-Williams, who will oversee all daily operations. Through her experience working within the hospitality and restaurant industry alongside studying Leadership and Management, Daniella has developed valuable skills in customer service, communication, teamwork, leadership, problem-solving, and business operations. These skills provide a strong foundation for successfully managing an independent café. As customer demand increases, additional employees, including trained baristas and kitchen assistants, will be recruited to maintain high standards of customer service. All employees will receive ongoing training in food hygiene, customer care, health and safety, allergy awareness, and sustainable working practices to ensure consistent service quality.

Green Brew Café will offer a carefully selected range of premium food and beverage products designed to appeal to health-conscious and environmentally aware consumers. The menu will include speciality coffees, organic teas, hot chocolates, smoothies, freshly squeezed juices, nutritious breakfasts, toasties, sandwiches, salads, homemade soups, cakes, pastries, and seasonal menu items. Wherever possible, ingredients will be sourced from local UK suppliers to reduce food miles, support local businesses, and ensure freshness. Organic ingredients and responsibly sourced coffee beans will be prioritised, while plant-based and gluten-free options will also be available to meet a variety of dietary requirements. The business has drawn inspiration from premium coffee brands such as **Exhale**

Coffee, which promotes high-quality, sustainably sourced coffee with a focus on health, quality, and ethical sourcing. Green Brew Café will adopt similar principles by offering premium coffee while creating a relaxed and environmentally responsible café experience.

Sustainability forms the foundation of Green Brew Café's business model. The café will minimise its environmental impact by using recyclable and compostable takeaway packaging, encouraging customers to use reusable cups through loyalty discounts, reducing food waste wherever possible, and sourcing ingredients from ethical suppliers. Environmentally friendly cleaning products and energy-efficient equipment will also be used throughout the business to support its commitment to reducing its carbon footprint. These sustainable practices will help strengthen the café's brand identity while appealing to the growing number of environmentally conscious consumers.

To ensure full legal compliance before commencing trading, Green Brew Café will register as a food business with the local authority at least 28 days before opening and work towards achieving a 5-Star Food Hygiene Rating. The business will comply with the Food Safety Act 1990, Health and Safety at Work etc. Act 1974, and the Food Hygiene (England) Regulations 2013. The owner and all food-handling employees will complete accredited Level 2 Food Hygiene training, while appropriate risk assessments, food safety management procedures, and allergy controls will be implemented. The café will also obtain Employers' Liability Insurance, Public Liability Insurance, register with HM Revenue & Customs (HMRC) as a sole trader, comply with UK GDPR when handling customer and employee information, and obtain a PRS/PPL music licence if copyrighted music is played within the premises. These legal requirements will ensure that Green Brew Café operates safely, professionally, and in accordance with UK legislation (Food Standards Agency, 2024).

Through a combination of premium-quality products, excellent customer service, environmentally responsible business practices, and strong community engagement, Green Brew Café aims to become a recognised independent café within the local area. By offering customers more than simply food and drink, the business intends to create a welcoming environment that encourages repeat visits, builds customer loyalty, and supports long-term sustainable growth.

3. Operations Plan

Green Brew Café will operate as an efficient, customer-focused and environmentally responsible café. The business will focus on providing premium coffee, healthy meals and excellent customer service while operating sustainably and complying with UK legal requirements. Efficient systems, reliable suppliers and trained staff will ensure the café delivers a consistent customer experience while remaining profitable.

3.1 Revenue and Income Streams

Green Brew Café will generate income from several sources to reduce financial risk. Approximately 40% of monthly revenue is expected to come from speciality coffees and hot drinks, with a further 35% generated through breakfast, lunch, cakes and pastries. The remaining income will come from smoothies, cold drinks, catering services, branded reusable coffee cups and seasonal merchandise.

The average coffee will be priced between £3.50 and £4.50, while food items will range from £4.95 to £9.95, providing healthy profit margins. The business expects to achieve monthly sales of approximately £18,000–£22,000, with a target net profit margin of 10–15% once established.

3.2 Location, Premises and Equipment

Green Brew Café will lease a retail unit in a busy town centre with high pedestrian footfall, close to shops, offices and educational facilities. Commercial rent is estimated at approximately £1,800 per month, excluding utilities and business rates. Initial equipment costs are estimated at around £18,000, including a commercial espresso machine (£6,000), coffee grinder (£800), refrigeration (£2,500), ovens (£2,000), display cabinets (£1,500), furniture (£3,000), and a Point of Sale (POS) system (£2,200). Although these costs are significant, they provide the equipment necessary to deliver a professional café experience.

3.3 Products, Suppliers and Service Delivery

Food and beverages will be freshly prepared each day using high-quality ingredients sourced from reliable UK suppliers. Coffee beans will be purchased from sustainable suppliers such as Exhale Coffee or similar ethical coffee roasters, while fresh produce will be obtained from local wholesalers wherever possible to reduce food miles. Environmentally friendly takeaway cups, recyclable packaging and reusable branded cups will reinforce the café's sustainable values. Customers will be able to dine in, order takeaway or use online ordering and delivery services through platforms such as Uber Eats and Deliveroo as the business grows.

3.4 People and Staffing

Initially, the business will be managed by owner Daniella McCann-Williams, reducing management costs during the first year. Support from family members may be used during the opening period where appropriate. As sales increase, Green Brew Café will employ two full-time baristas and one part-time kitchen assistant, with estimated annual staffing costs of approximately £65,000, including wages, National Insurance and pension contributions. Recruitment will focus on individuals with strong customer service skills, while all employees will receive ongoing training to maintain high standards.

3.5 Systems and Customer Loyalty

The café will use a cloud-based Point of Sale (POS) system such as Square to manage payments, stock control and sales reporting. Accounting software, including Xero, will be used for bookkeeping, payroll and financial reporting. A digital customer loyalty scheme will reward customers with one free coffee after purchasing six drinks. To offset the cost of this promotion, each coffee will include an additional 20p, ensuring the loyalty scheme remains financially sustainable while encouraging repeat business. Online ordering, contactless payments and free Wi-Fi will further enhance the customer experience.

3.6 Health, Safety, Legal Compliance and Licences

Green Brew Café will comply with all relevant UK legislation, including the Health and Safety at Work etc. Act 1974, the Food Safety Act 1990 and the Food Hygiene (England) Regulations 2013. Before opening, the café will register as a food business with the local authority and work towards achieving a 5-Star Food Hygiene Rating (Food Standards Agency, 2024). The business will also obtain Public Liability Insurance, Employers' Liability Insurance, register with HM Revenue & Customs (HMRC) as a sole trader, comply with UK GDPR, and obtain a PRS/PPL music licence if copyrighted music is played within the café.

All employees will complete Level 2 Food Hygiene training before working with food and will receive annual refresher training in food safety, allergy awareness, manual handling, fire safety, first aid and customer service. Regular risk assessments, fire drills and health and safety audits will be completed throughout the year to ensure continued compliance with legal requirements and maintain a safe environment for both employees and customers (Health and Safety Executive, 2024).

4. Marketing Strategy

Marketing will play a vital role in establishing Green Brew Café as a recognised independent café within the local community and supporting long-term business growth. The marketing strategy will focus on building strong brand awareness, attracting new customers, encouraging repeat business, and promoting the café's commitment to sustainability. A combination of digital marketing, community engagement, and traditional promotional methods will be used to communicate the business's values and differentiate Green Brew Café from its competitors.

4.1 Marketing the Business

Green Brew Café will primarily promote its products and services through digital marketing channels, including Instagram, Facebook and TikTok. These platforms will be used to share photographs and videos of menu items, seasonal promotions, customer reviews, sustainability initiatives and behind-the-scenes content to encourage customer engagement. A professional business website and Google Business Profile will improve online visibility, allowing customers to access menus, opening hours, contact details and online ordering facilities. Traditional marketing activities, including leaflet distribution, promotional events, collaborations with local businesses and attendance at community events, will complement the digital strategy. A digital loyalty programme will encourage repeat visits by rewarding customers with a free coffee after purchasing six drinks, with the additional 20p added to each coffee covering the cost of the promotion. This strategy is designed to increase customer retention while maintaining profitability (Chartered Institute of Marketing, 2023).

4.2 Unique Selling Point (USP)

Green Brew Café's Unique Selling Point (USP) is its combination of sustainability, premium-quality products and personalised customer service. Unlike larger chain cafés, the business will prioritise locally sourced ingredients wherever possible, ethically sourced coffee beans, healthier menu options and environmentally friendly packaging. The café will also create a welcoming and inclusive

environment where customers can socialise, study or work remotely. These features provide customers with an experience that extends beyond purchasing food and beverages, helping to build long-term customer loyalty and establish a strong reputation within the local community. By combining environmental responsibility with exceptional customer service, Green Brew Café will differentiate itself from competitors and appeal to the growing number of consumers seeking ethical and sustainable businesses.

4.3 PESTLE Analysis

Green Brew Café will be influenced by a range of external factors that may affect its performance and future growth.

Factor	Impact on Green Brew Café
Political	Government policies supporting small businesses and sustainability may create funding opportunities, while changes in taxation or business rates could increase operating costs.
Economic	Inflation, rising energy prices and increasing food costs may affect profitability and consumer spending. However, careful budgeting and competitive pricing will help minimise these risks.
Social	Consumer demand for speciality coffee, healthier food choices and environmentally responsible businesses continues to increase, creating opportunities for Green Brew Café to attract a loyal customer base.
Technological	Online ordering systems, contactless payments, digital loyalty schemes and social media marketing will improve customer convenience and support business growth.
Legal	The business must comply with food safety legislation, employment law, health and safety regulations, UK GDPR, and licensing requirements to operate legally and protect customers and employees.
Environmental	Green Brew Café's commitment to reducing waste, using recyclable and compostable packaging, sourcing local ingredients and minimising its carbon footprint supports changing consumer expectations and strengthens the business's sustainable brand image (Department for Environment, Food & Rural Affairs, 2023).

4.4 SWOT Analysis

SWOT Category	Factors	Explanation / Business Impact
Strengths	Great location	A convenient and accessible location can attract regular customers, increase foot traffic, and improve visibility among

		students, professionals, and local residents.
	Eco-friendly focus	Green Brew Cafe's commitment to sustainability through environmentally friendly products, ethical sourcing, reusable packaging, and reduced waste can attract environmentally conscious customers.
	Passionate team	A motivated and knowledgeable team can provide high-quality customer service, create a welcoming atmosphere, and build strong customer relationships.
	Premium coffee offerings	High-quality coffee products can differentiate the cafe from competitors and encourage customer loyalty.
	Healthy meal options	Offering nutritious meals and drinks appeals to customers seeking healthier lifestyle choices and expands the target market.
	Strong sustainability values	The cafe's environmental mission can create a unique brand identity and strengthen its reputation within the community.
	Eco-friendly product range	Selling sustainable products such as reusable cups and environmentally responsible goods can provide additional revenue streams.
	Positive customer experience	A relaxing atmosphere, ethical values, and quality products can encourage repeat visits and word-of-mouth marketing.
Weaknesses	New business	As a start-up, Green Brew Cafe may lack experience, established processes, and a proven customer base.
	Limited brand awareness	Being a new cafe means customers may not recognise the brand compared with established coffee chains.
	Limited financial resources	A smaller budget may restrict marketing activities, expansion plans, and investment in new equipment.
	Higher operating costs	Sustainable ingredients, ethical suppliers, and eco-friendly packaging may increase costs compared with conventional alternatives.
	Dependence on local customers	Early success may rely heavily on attracting and retaining customers within the local area.
	Limited menu recognition	Customers may need time to become familiar with the cafe's unique offerings and sustainable approach.

Opportunities	Business growth and expansion	Success could allow Green Brew Cafe to expand into new locations or increase its product range.
	Growing eco-conscious community	Increasing consumer awareness of sustainability creates opportunities to attract environmentally responsible customers.
	Events and partnerships	Collaborations with local businesses, universities, charities, and sustainability groups could increase brand exposure.
	Catering and delivery services	Offering catering for events and online delivery could generate additional income and reach new customers.
	Social media marketing	Platforms such as Instagram and TikTok can help promote sustainable values, menu items, and community involvement at a low cost.
	Demand for healthier lifestyles	Growing interest in nutritious food and wellness creates opportunities for healthy meals, plant-based options, and speciality drinks.
	Sustainable product partnerships	Working with ethical suppliers and local producers could strengthen the cafe's sustainability reputation.
	Loyalty programmes	Customer rewards and membership schemes could increase repeat visits and customer retention.
Threats	Strong competitors	Established coffee chains and independent cafes may already have loyal customers and stronger brand recognition.
	Rising costs	Increasing prices of coffee beans, ingredients, rent, utilities, and sustainable materials could reduce profit margins.
	Economic downturn	Reduced consumer spending during difficult economic periods may affect demand for premium coffee and meals.
	Changing customer preferences	Trends in food, drinks, and sustainability expectations may require constant adaptation.
	Supply chain issues	Disruptions affecting coffee suppliers or sustainable product providers could impact availability and costs.
	Increased sustainability competition	More businesses adopting eco-friendly practices could make it harder for Green Brew Cafe to stand out.
	Regulatory changes	New food safety, environmental, or business regulations may increase operational requirements and costs.

4.3 Competitor Analysis

Green Brew Café will operate within a competitive market alongside well-established national coffee chains, including Costa Coffee and Starbucks, as well as several independent cafés within the local area. Costa Coffee benefits from an extensive UK presence, competitive pricing, a wide range of food and beverages, and an established customer loyalty programme. Similarly, Starbucks has developed a strong global reputation through premium coffee products, customisable beverages, digital ordering, and a highly recognised brand image. Independent cafés also present competition by offering locally produced food, unique menus, and personalised customer service.

Despite the strength of these competitors, Green Brew Café will differentiate itself by combining premium-quality coffee with healthier food options, environmentally friendly business practices, and a strong community focus. Coffee beans will be ethically sourced, ingredients will be purchased from local suppliers wherever possible, and recyclable or compostable packaging will be used throughout the business. In addition, the café will provide a welcoming environment where customers can socialise, study or work remotely. This combination of sustainability, premium products and personalised customer service will create a clear Unique Selling Point (USP) that distinguishes Green Brew Café from larger chain cafés (British Business Bank, 2023).

4.4 Target Market

Green Brew Café's primary target market consists of individuals aged 18–45 years, including university students, office workers, young professionals, families and local residents. These customer groups are increasingly seeking high-quality coffee, healthier food choices and businesses that demonstrate environmentally responsible values. The café will also appeal to customers looking for a comfortable space to meet friends, work remotely or study, supported by free Wi-Fi and a relaxed atmosphere. By understanding the needs and preferences of these customer groups, Green Brew Café will be able to tailor its products, services and marketing activities to encourage repeat business and long-term customer loyalty.

4.5 Market Size and Industry Trends

The UK café market continues to experience steady growth, supported by increasing consumer demand for speciality coffee, healthier menu options and independent cafés offering unique customer experiences. In addition, sustainability has become an increasingly important purchasing factor, with many consumers actively choosing businesses that demonstrate ethical sourcing, waste reduction and environmentally friendly practices. Green Brew Café is well positioned to benefit from these trends by combining premium-quality coffee with locally sourced ingredients and sustainable business practices. Initially, the business will focus on building a loyal customer base within the local community before exploring opportunities to expand its product range and catering services (British Coffee Association, 2024).

4.6 Marketing Objectives

Green Brew Café has established several SMART marketing objectives to support business growth during its first year of operation:

- Increase brand awareness by achieving 2,500 followers across Instagram, Facebook and TikTok within the first 12 months.
- Attract an average of 50–60 customers per day by the end of the first year through local marketing, promotional offers and community engagement.
- Achieve a 40% customer return rate through the digital loyalty programme, offering every seventh coffee free while maintaining profitability by adding 20p to the price of each coffee.
- Develop partnerships with at least five local businesses, schools or community organisations to increase catering opportunities and strengthen Green Brew Café's presence within the local community.

These objectives are Specific, Measurable, Achievable, Relevant and Time-bound (SMART) and will be reviewed quarterly to monitor business performance and identify opportunities for continuous improvement.

Table 1: Start-up Costs

Start-up Item	Estimated Cost (£)
Commercial espresso machine	£6,000
Coffee grinder	£800
Refrigerators & freezer	£2,500
Ovens & kitchen equipment	£2,000
Display cabinets	£1,500
Tables & chairs	£3,000
POS (Point of Sale) system	£2,200
Initial stock (coffee, food & packaging)	£2,500
Business insurance	£800
Marketing & branding	£1,000
Website & domain	£500
Licences & registrations	£300
Premises deposit	£4,000
Cleaning equipment & uniforms	£1,200
Total Start-up Costs	£28,300

Table 2: Monthly Running Costs

Monthly Expense	Monthly Cost (£)
Rent	£1,800
Utilities (Gas, Electric & Water)	£700
Business Rates	£500
Internet & Telephone	£100
Stock (Coffee & Food)	£4,000
Staff Wages	£5,500
Insurance	£150
Marketing	£300
Cleaning & Maintenance	£250
Accounting Software	£50
Miscellaneous	£350
Total Monthly Costs	£13,700

Table 3: 12-Month Cash Flow Forecast

Cash Flow Forecast	Pre-start	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Cash in bank (start)	£0	£31,700	£35,400	£39,800	£44,800	£50,600	£57,100	£64,400	£72,500	£81,400	£91,200	£101,900	£113,500
Cash Sales	£0	£14,000	£15,500	£17,000	£18,500	£19,500	£20,500	£21,500	£22,500	£23,500	£24,500	£25,500	£26,500
Collections from Credit Accounts	£0	£0	£300	£400	£500	£600	£700	£800	£900	£1,000	£1,100	£1,200	£1,300
Loans & Other Cash Injections	£60,000	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Total Income	£60,000	£14,000	£15,800	£17,400	£19,000	£20,100	£21,200	£22,300	£23,400	£24,500	£25,600	£26,700	£27,800
Total Available	£60,000	£45,700	£51,200	£57,200	£63,800	£70,700	£78,300	£86,700	£95,900	£105,900	£116,800	£128,600	£141,300

ble Cash													
Comp any Outgoings													
Oper ating Costs	£0	£10,500	£10,700	£10,900	£11,200	£11,500	£11,900	£12,200	£12,500	£12,800	£13,100	£13,400	£13,700
Subto tal	£0	£10,500	£10,700	£10,900	£11,200	£11,500	£11,900	£12,200	£12,500	£12,800	£13,100	£13,400	£13,700
Loan Princi pal Paym ents	£0	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500
Capit al Purch ases	£18,000	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Other Start-up Costs	£10,300	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Reser ve Savin gs	£0	£300	£300	£300	£300	£300	£300	£300	£300	£300	£300	£300	£300
Owne r's Salary	£0	£700	£800	£900	£1,200	£1,500	£1,800	£2,000	£2,200	£2,400	£2,600	£2,800	£3,000
Total Payo ut	£28,300	£12,000	£12,300	£12,600	£13,200	£13,800	£14,500	£15,000	£15,500	£16,000	£16,500	£17,000	£17,500
Final Balan ce	£31,700	£33,700	£38,900	£44,600	£50,600	£56,900	£63,800	£71,700	£80,400	£89,900	£100,300	£111,600	£123,800

Table 4: Break-even Analysis

Item	Value
Average selling price per customer	£9.50
Average variable cost per customer	£3.80
Contribution per customer	£5.70
Monthly fixed costs	£8,500
Customers required to break even	Approximately 1,491 per month
Customers per day (30 days)	Approximately 50 customers

Financial Summary

Financial Summary	Amount (£)
Total Start-up Costs	£28,300
Start-up Loan/Investment	£60,000
Estimated Monthly Revenue (Year 1 Average)	£20,000
Estimated Monthly Running Costs	£13,700
Estimated Monthly Profit	£6,300
Estimated Annual Revenue	£240,000
Estimated Annual Net Profit	Approximately £75,000
Expected Break-even	Within the first 12 months
Factor	Impact on Green Brew Café



BUSINESS PLAN

GREEN BREW CAFÉ

Good Coffee. Good Vibes. Good Planet.

A modern, eco-friendly café that serves high-quality coffee, healthy food and creates a welcoming space for our community.



GOOD COFFEE
GOOD VIBES
GOOD PLANET

1. BUSINESS OVERVIEW

Business Idea: A sustainable café offering premium coffee, healthy meals and eco-friendly products.

Legal Status: Private Limited Company

Owner: [Your Name]

Location: High Street, [Your Town], UK

Mission: To serve delicious, affordable food and drinks in an eco-friendly way while supporting our local community.

Vision: To become the most loved sustainable café in our town.

2. OUR PRODUCTS & SERVICES

- Premium Coffee & Teas
- Healthy Breakfast & Lunch
- Cakes & Pastries
- Vegan & Gluten-Free Options
- Reusable Cups & Eco Products
- Free Wi-Fi & Cozy Environment

3. UNIQUE SELLING POINT (USP)

- ✓ 100% eco-friendly – from cups to cleaning products
- ✓ High quality, locally sourced ingredients
- ✓ Healthy and delicious menu for everyone
- ✓ Warm, modern and relaxing atmosphere
- ✓ Strong focus on community and sustainability

4. MARKET ANALYSIS

PEST ANALYSIS

- Political:** Support for small businesses and sustainability initiatives.
- Economic:** People spending more on experiences and quality coffee.
- Social:** Growing demand for healthy, ethical and sustainable choices.
- Technological:** Online ordering, social media marketing and digital payments.

SWOT ANALYSIS

Strengths

- Great location
- Eco-friendly focus
- Passionate team

Weaknesses

- New business
- Limited brand awareness

Opportunities

- Growing eco-conscious community
- Events & partnerships
- Catering & delivery

Threats

- Competitors
- Rising costs
- Economic downturn

TARGET MARKET

- Students
- Young Professionals
- Families
- Health Conscious Individuals

MARKET SIZE

Estimated 20,000+ potential customers in the local area, with high footfall on the High Street.

COMPETITOR ANALYSIS

Main Competitors: Costa, Starbucks, local independent cafés.

Our Advantage: Better prices, healthier menu, stronger sustainability, and a more personal customer experience.

5. MARKETING STRATEGY

- Social Media:** Engaging content on Instagram, TikTok, Facebook.
- Local Marketing:** Flyers, posters, local events, partnerships.
- Loyalty Program:** Points for every purchase, birthday rewards.
- Word of Mouth:** Excellent service and community involvement.
- Influencer Collaborations:** Work with local food bloggers.

MARKETING OBJECTIVES (FIRST YEAR)

- Reach 5,000 Instagram followers
- Get 1,000 repeat customers
- Achieve 5-star reviews on Google & social media
- Host 12+ community events

6. FINANCIAL PLAN (12-MONTH PROJECTIONS)

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Projected Turnover (£)	18,000	19,000	21,000	22,000	23,000	24,000	25,000	24,000	23,000	22,000	21,000	20,000	252,000
Cost of Sales (£)	6,000	6,300	6,900	7,200	7,600	7,900	8,300	7,900	7,600	7,200	6,900	6,400	83,100
Gross Profit (£)	12,000	12,700	14,100	14,800	15,400	16,100	16,700	16,100	15,400	14,800	14,100	13,600	168,900
Operating Expenses (£)	10,000	10,200	10,300	10,500	10,700	10,900	11,000	10,900	10,700	10,500	10,300	10,200	125,300
Net Profit (£)	2,000	2,500	3,800	4,300	4,700	5,200	5,700	5,200	4,700	4,500	3,800	3,400	43,600
Cash Flow (£)	1,000	2,000	3,500	4,000	4,500	5,000	5,500	5,000	4,500	4,000	3,500	3,000	45,000

BREAK-EVEN POINT

We need to sell £9,500 per month to break even.

IDEAL MONTHLY SALES

£16,000+ per month to make a comfortable living.

MAX CAPACITY

Seating for 40 customers at a time. Approx. 200-250 customers per day.

SUSTAINABLE PROFIT

We need a monthly profit of £3,500+ to keep the business sustainable.

7. REVENUE & PRICING STRATEGY

Income Streams	Price Range (£)	Est. Monthly Revenue (£)
Coffee & Drinks	2.00 – 4.50	6,000
Food (Breakfast & Lunch)	4.00 – 8.50	6,000
Cakes & Pastries	2.50 – 4.00	2,500
Merch & Eco Products	5.00 – 15.00	1,000
Catering & Events	Varies	500
Total Estimated Monthly Revenue		16,000

8. OPERATIONS

- Location:** High Street – high foot traffic and visibility.
- Premises:** 1,200 sq ft café with indoor seating and takeaway.
- Equipment:** Coffee machine, fridge, oven, grinders, POS system, furniture.
- Suppliers:** Local coffee roasters, fresh food suppliers, eco product suppliers.
- Staff:** 6 employees (Manager, Baristas, Chef, Assistants).
- Systems & Processes:** Online ordering, inventory management, customer feedback, regular training.
- Health & Safety:** All staff trained in food safety. Regular cleaning, fire safety checks, first aid kit available.
- Legal Compliance:** Registered business, insured, follows food hygiene regulations, health & safety laws, data protection.