

ENTREPRENURSHIP

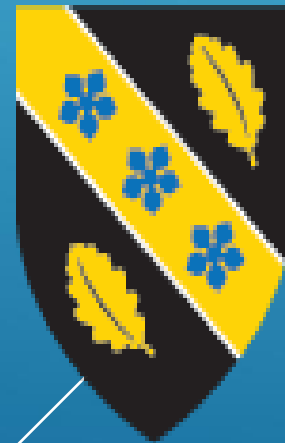
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Introduction



From a passion for coffee and the desire to create a community space where people can connect, relax, and enjoy high-quality beverages.

As a new entrepreneur I seek investment from the Dragon's.

Self-introduction

“You can’t connect the dots looking forward; you can only connect them looking backwards. So you have to trust that the dots will somehow connect in your future. You have to trust in something.” (Steve Jobs)

- S : strong work ethic, creativity
- W : limited experience
- O : community demand
- T : competitors, economic fluctuation



Overview of the businesses



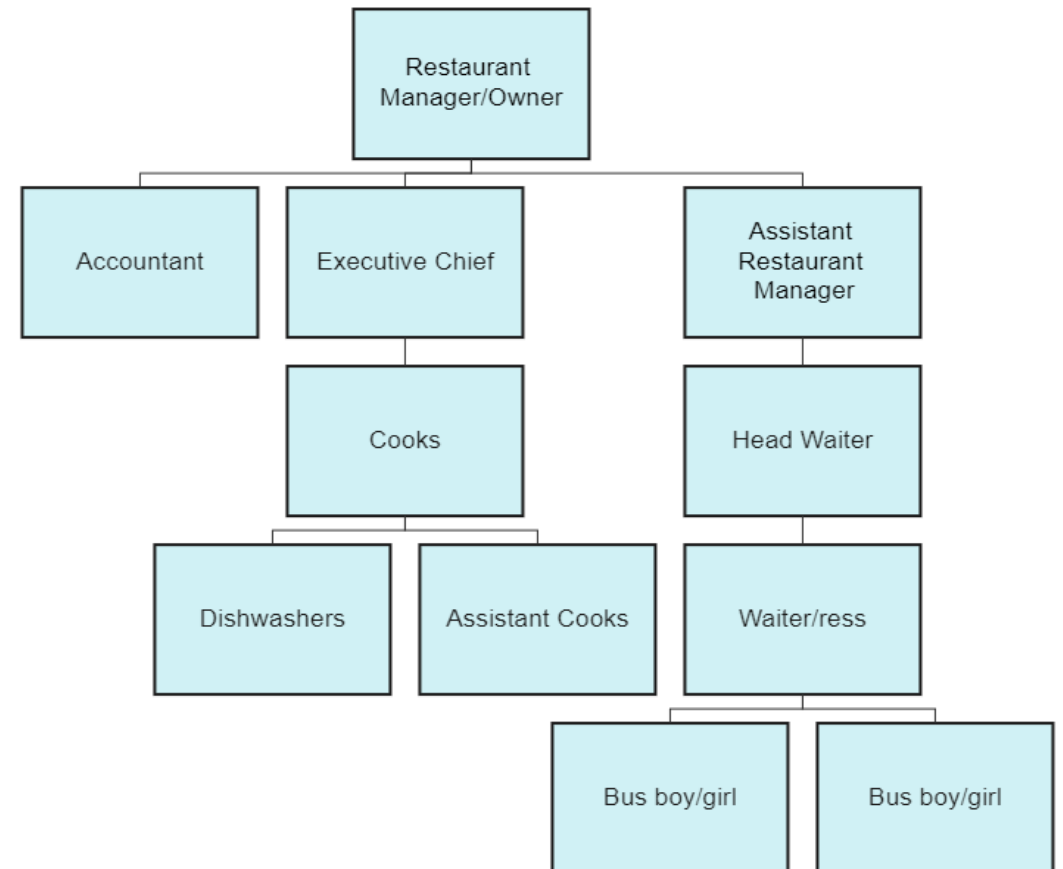
New in this section of the service
Desire for delight in all the tastes of the
costumes
Offering a variety of coffee and specialties

"Coffee, the favorite drink of the civilized
world." (Thomas Jefferson)

Management team plan

The hierarchy of the cafe is: owner, manager, general manager, kitchen manager, accountant, and team members. Team members include kitchen staff, servers, and other front-of-house or back-of-house employees. Team participants have extraordinary roles however comparable tiers of responsibility.

Small Business Coffee Shop Organizational Chart



Unique selling point



- Ethical sourcing: trade directly with farmers, ensuring fair price
- Community hub: designed to be a community hub, hosting events, local art display, etc.
- Customization : customers can personalize their coffee experience with a variety of milk alternatives, flavor
- Innovative brewing techniques: from classic espresso to modern techniques like siphon brewing, catering to the diverse preferences of the coffee enthusiasts.

Competitors

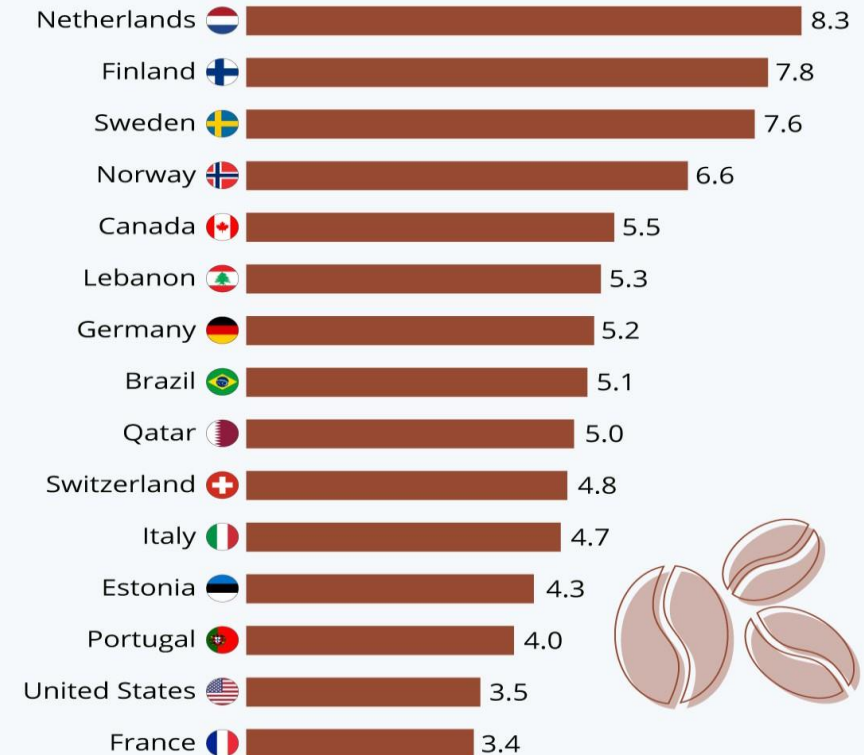
For my coffee shop the biggest competitors on my area will be Starbucks and Costa because of the longest time they been in this industry

Competitors:

- Marketing growth
- Consumer behaviour
- Market share
- Franchising

The Countries Most Addicted to Coffee

Estimated average per capita coffee consumption in selected countries in 2020* (in kg)



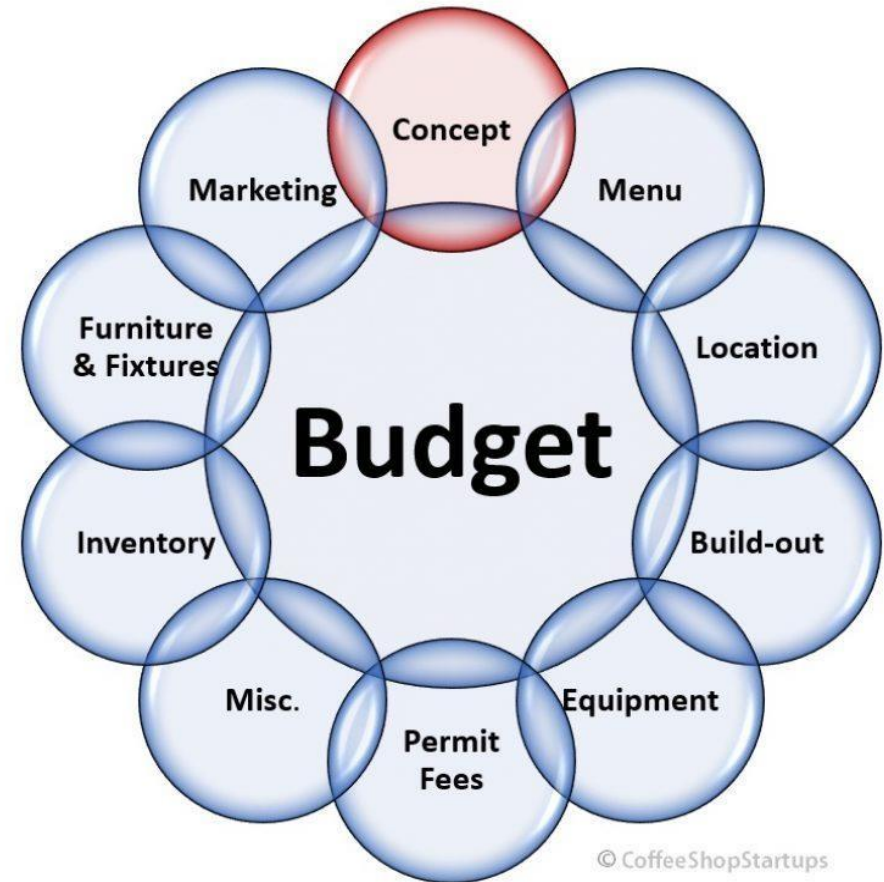
* Selected countries where per capita consumption exceeds 3kg per year.
Source: Statista Consumer Market Outlook



Founding requirement

Founding require: £250.000 for start-up and operation

- Equipament: espresso machines, grinder, blenders, etc.
- Inventory: coffee beans, cups, utensils,
- Marketing: website development, advertising efforts, etc.



Conclusions

Our coffee shop is poised to become a leader in the industry by offering an unmatched coffee experience. With a strong management team, innovative products, and a solid financial plan, we are confident in our success and ability to attract investment.



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ENTREPRENEURSHIP

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Evaluate your business idea and the motivational factors leading to your choice.

This cafe will not only serve as a place for people to grab their morning or afternoon coffee fixes but also as a hub for the community to come together and connect. With carefully curated music, comfortable seating options, and delicious pastries and snacks available, customers will be able to unwind and recharge in a welcoming environment.

In addition to providing top-notch coffee and service, the cafe will also prioritize sustainability by sourcing ethical and environmentally friendly coffee beans, using biodegradable packaging, and implementing recycling and composting programs. By operating in an eco-conscious manner, the cafe will not only attract socially responsible customers but also contribute positively to the environment.

Overall, my goal is to create a cafe that stands out from typical coffee chains and provides customers with a memorable and enjoyable experience. Through attention to detail, dedication to quality, and a commitment to fostering a sense of community, this cafe will become a beloved neighbourhood spot for coffee lovers everywhere. Additionally, I plan to offer unique and creative drink options, as well as delicious pastries and snacks to accompany the coffee. I want my cafe to be a place where people can relax, catch up with friends, or get some work done in a cozy and inviting environment.

To attract and retain customers, I will also prioritize customer service and ensure that every guest feels welcomed and valued. By building a strong community of regulars and fostering relationships with local suppliers, I hope to make my cafe a beloved destination in the neighborhoods. I provide a top-notch coffee experience and create a space that adds value to the community. The decision to

enter the coffee industry was also influenced by the increasing trend in coffee consumption and the increasing demand for specialty coffee. With the UK coffee market showing resilience and growth, there is a clear opportunity to tap into this expanding sector. My entrepreneurial journey is based on the belief that a well-run cafe can become a profitable and sustainable business.

Identify and explain five entrepreneurship skills, traits, and behaviors and why these are important for businesses.

Curiosity is a fundamental trait that sets successful entrepreneurs apart from the rest. Their natural inquisitiveness drives them to constantly seek out new opportunities and ways to improve. By staying curious, entrepreneurs can stay ahead of market trends, identify untapped niche markets, and adapt to changing industry conditions. This curiosity fuels innovation and opens the door to potential growth opportunities that others may overlook.

Risk appetite is another key characteristic that successful entrepreneurs possess. To achieve significant growth and success, entrepreneurs must be willing to take calculated risks. Making informed decisions that may lead to substantial benefits, such as expanding into new markets or introducing innovative products, is essential. Having a healthy risk appetite allows entrepreneurs to seize opportunities that can propel their businesses forward and meet the evolving needs of consumers.

Resilience is a crucial quality that all entrepreneurs must cultivate. Inevitably, entrepreneurs will encounter numerous challenges and setbacks on their journey. Resilience enables them to bounce back quickly from failures, learn from mistakes, and persevere in the face of adversity. It is the ability to overcome obstacles and emerge stronger, ultimately fostering personal and professional growth. Building a strong professional network is also vital for entrepreneurs. A robust network provides access to valuable resources, advice, and potential partnerships that can drive business growth. Networks play a pivotal role in attracting new customers, forming strategic alliances, and securing investments that can fuel expansion and development.

Networking: Building a strong professional network can provide entrepreneurs with valuable resources, advice, and potential partnerships. Networking is key to attracting new customers, suppliers, and even investors. It allows individuals to connect with like-minded professionals, share ideas, and gain insights into different industries. By expanding their network, entrepreneurs increase their chances of finding new opportunities and expanding their business reach.

Financial Management: Understanding finances is important for making strategic decisions, managing budgets, and ensuring the long-term financial health of your company. These skills, characteristics, and behaviours are critical to navigating the complexities of starting and running a successful business. Entrepreneurs who are adept at financial management can effectively allocate resources, track expenses, and identify areas for growth. By maintaining a solid grasp on their financials, business owners can make informed decisions that drive profitability and sustainable growth.

Moreover, financial management skills are essential for securing funding, whether through loans, grants, or investments. By demonstrating a clear understanding of their financial situation and potential return on investment, entrepreneurs can attract the capital needed to scale their business and take it to the next level. Additionally, effective financial management can help business owners weather economic downturns, manage cash flow, and build a strong foundation for long-term success. By staying on top of their

finances, entrepreneurs can proactively address challenges, seize opportunities, and position their businesses for growth and sustainability.

An evidence-based self-assessment to become an entrepreneur such as completing a skill audit and SWOT analysis put in a table.

One of my greatest strengths is a true passion for coffee, which fuels my creativity and drives me to succeed. Coupled with my strong work ethic, I can constantly innovate and deliver superior products and services.

However, I admit that one of my weaknesses is my lack of experience in running a company. Although I have a deep understanding of the coffee industry, I recognize that I need to improve my knowledge in areas such as finance to effectively manage and grow my business.

On the positive side, we see great opportunity in the current market, where demand for specialty coffee is increasing and coffee culture is becoming increasingly strong. This provides a suitable environment for me to expand my business and establish a strong presence in the community.

However, I am aware of potential threats that could hinder my success. Intense competition from existing coffee chains represents a challenge for me to stand out from other market participants. Additionally, economic fluctuations can affect consumer spending

patterns and affect overall sales performance. However, I am committed to overcoming these obstacles by leveraging my strengths and actively pursuing growth opportunities while mitigating potential risks.

This SWOT analysis showcases my key strengths, including a strong passion for my field and exceptional networking abilities. These qualities have played a crucial role in my success thus far and will continue to be valuable assets moving forward. However, I am also aware of the importance of continuously honing my skills and expanding my knowledge base. In particular, gaining more experience and deepening my understanding of financial matters are areas that I am actively working towards improving.

The current coffee market presents numerous opportunities for growth and development. With an increasing demand for high-quality coffee products, there is immense potential for me to expand my business and establish a strong foothold in this thriving industry. However, it is essential to also acknowledge the potential threats that exist within this competitive market. Strong competition from established companies and economic factors such as fluctuations in prices and consumer spending could pose challenges to the success of my business.

Overall, through this SWOT analysis, I have identified both my strengths and areas for improvement while recognizing the opportunities and potential threats that lie ahead. By leveraging my strengths and proactively addressing any weaknesses or threats, I am confident in navigating the dynamic coffee market successfully.

SKILLS I HAVE	EXAMPLE, form work,university,life
Communication	on university on classes
IT skills	I work on computer at university and all so at home
Team management	I practice team magement in university an in my job
Time management	
SKILL'S I LIKE TO IMPROVE	HOW?EXAMPLE?
communication	More practice, reading more to extend my vocabulary
IT skills	Take classes of IT and mor practice
Team management	I need to improve this skills to be more confident on me
Time management	I need to improve this skills at university and all so in tehe real life

Extensive market research including PEST analysis of the UK

The UK's stable political environment provides a favourable environment for business operations and ensures a reliable and predictable market for businesses. This stability has been a key factor in attracting foreign investment and promoting economic growth in the country. However, Brexit will create trade and regulatory uncertainty that could impact supply chains and increase operating costs. Businesses should closely monitor Brexit developments to mitigate potential risks and adapt their strategies accordingly. As the world's sixth largest economy, with London as its main financial centre, the UK offers many opportunities for business expansion and growth. However, the current economic recovery from the pandemic is expected to face challenges such as inflation and recession, which may impact consumer spending and business profitability. Companies must carefully consider these factors when making strategic business decisions to ensure long-term success and sustainability in the market.

The UK has a strong coffee culture, with a growing trend towards specialty coffee and ethical consumption. This shift in consumer preferences presents promising prospects for high-quality coffee shops and supports the demand for such establishments in the market. Advances in technology are also opening up a wide range of opportunities for companies in the coffee industry to enhance customer experience and stay competitive. Innovative payment systems, online ordering platforms, and customer relationship management technologies can significantly improve the overall customer experience and help businesses attract and retain customers. Sustainability is becoming an increasingly important factor in consumer decision-making, with eco-friendly practices being

a key consideration for many customers. Introducing sustainable practices in your coffee shop not only appeals to eco-conscious consumers but also helps in conserving the earth's resources and reducing environmental impact. To operate successfully in the UK business environment, companies must also ensure compliance with health and safety regulations and employment laws. Non-compliance can lead to legal liability that can harm a company's reputation and financial stability. Businesses must stay updated on relevant laws and regulations and uphold compliance at all times to avoid legal issues maintain a positive business reputation.