

BA(Hons) Business Management Entrepreneurship



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Business Plan

Fresh Bite Café Business

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Business Idea

FreshBite Café is a modern and welcoming café.

It offers healthy food and high-quality coffee.

Customers can eat in, take away, or order for delivery.

The café focuses on fresh ingredients and excellent customer service.



Products and Services

Fresh coffee
and hot drinks

Smoothies and
fresh juices

Breakfast meals

Sandwiches, wraps
and salads

Homemade cakes
and desserts

Vegetarian, vegan
and gluten-free options



Business Objectives

Short-term objectives

- Open the café successfully.
- Build a loyal customer base.
- Increase monthly sales.

Long-term objectives

- Open a second location.
- Expand the menu.
- Become a well-known local café.



Business Environment & SWOT

Business Environment

- Growing demand for healthy food.
- Customers prefer fresh and convenient meals.
- Social media influences customer choices.

Strengths

- Healthy menu
- Quality service
- Friendly staff
- Good location

Weaknesses

- New business
- Limited brand awareness
- Limited budget

Opportunities

- Healthy food trend
- Online delivery
- Partnerships
- Business growth

Threats

- Competition
- Rising costs
- Economic changes

Competitor Analysis

Direct competitors



Indirect competitors



FreshBite Café offers healthier meals
and a more personal customer experience.

Marketing Strategy

Target customers: students, office workers, families and local residents.

Social media marketing.

Loyalty cards.

Student discounts.

Seasonal promotions.

Excellent customer service.



Financial Planning

Start-up costs for equipment and rent.

Monthly operating expenses.

Funding from personal savings and a business loan.

Expected break-even within 12-18 months.



Conclusion

FreshBite Café aims to provide healthy food, quality coffee, and excellent customer service. With careful planning, effective marketing, and strong financial management, the business has good potential to succeed and grow in the future.



References

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