



Prifysgol Cymru
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Managing Enterprise in the 21st Century

Business Plan



DreamWorld Café

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Executive Summary

DreamWorld Café is a premium themed dessert café that aims to provide customers with unique and memorable experience. The business will be located in Central London, attracting both local customers and tourists looking for something different from traditional café.

The café will specialise in premium desserts, including signature pancakes with variety of flavours and toppings, waffles, crepes, cheesecakes, cakes and speciality drinks. A small selection of light snacks, such as croissants and club sandwiches, will also be available. The main focus of the business is to create a magical atmosphere where customers can relax, celebrate special occasions and enjoy high quality desserts.

DreamWorld Café will target families, couples, and tourists who enjoy themed venues and sharing their experiences on social media. The business will promote itself through Instagram, TikTok, a professional website and collaborations with local influencers.

The café will operate as a Private Limited Company (Ltd) and will be managed by the owner with the support of a café manager and a trained team. Start up funding will be used for renovation, themed decoration, equipment and the first month of operating expenses.

The long term goal is to built a strong brand, become one of London's most popular themed cafés and expand to new locations in the future.

Business Concept

Business Description

DreamWorld Café is a premium themed dessert café located in Central London. The business offers customers a unique experience by combining high quality desserts with creative themed interiors. Every visit is designed to be memorable through seasonal decorations, interactive spaces and a magical atmosphere. The café is suitable for families, couples, tourists and anyone looking for a different café experience.

Products and Service

DreamWorld Specialises in premium desserts and speciality drinks. The menu includes signature pancakes with different flavours and toppings, waffles, crepes, cheesecakes, cakes, cookies, pastries, speciality coffee, hot chocolate, tea, milkshakes and fresh juices. The café also offers a small selection of light snacks, such as croissants and club sandwiches. Seasonal desserts and limited edition menus will be introduced throughout the year to encourage repeat visits.

Management Structure and Legal Format

DreamWorld Café will operate as a Private Limited Company (Ltd) in the United Kingdom. The business will be managed by the owner with the support of a café manager. The team will include baristas, a head chef specialising in desserts and pancakes, kitchen assistants and service staff. This management structure will ensure efficient daily operations and excellent customer service.

Business Objectives (SMART Objectives)

Short-term Objectives (within 12 months)

- Successfully open DreamWorld Café in Central London.
- Build a strong social media presence on Instagram and TikTok.
- Achieve high customer satisfaction through excellent service.
- Reach an average of 80-100 customers per day by the end of the first year.#

Long-term Objectives (within 12 months)

- Become one of the most popular themed dessert café in London.
- Expand by opening a second branch in another area of London.
- Develop a strong and recognisable brand.
- Increase annual sales and maintain long-term profitability.

Market Analysis and Marketing Plan

Market Analysis (Competitors, Customers, Target Groups)

DreamWorld Café targets families, couples, tourists and young professionals who are looking for a unique dessert experience. Its competitors include desserts cafés, coffee shops and themed restaurants in Central London. The business will stand out by offering a magical themed environment, premium desserts, signature pancakes and excellent customer service. The popularity of social media and experience based dining can help the café attract both local customers and international visitors.

Pestel Analysis

P Political	E Economic	S Social	T Technological	E Environmental	L Legal
• Food safety regulations • Business licences • Employment regulations	• Inflation • High operating costs • Tourism supports demand	• Popular dessert cafés • Social media culture • Family friendly experience	• Contactless payments • Online bookings • Social media marketing	• Recyclable packaging • Reduce food waste • Sustainable suppliers	• Food Hygiene Regulations • Health & Safety • Employment law

Political: The café must comply with UK food safety regulations, business licensing requirements and employment laws. These regulations help ensure safe operations and customer trust.

Economic: Inflation and increasing operating costs may affect profitability. However, growing tourism and consumer spending on unique experiences create opportunities for higher sales.

Social: Customers are increasingly looking for themed cafés and memorable experiences. Social media trends and family-friendly venues support demand for the business.

Technological: Online booking systems, contactless payments and social media marketing improve customer convenience and help attract new customers.

Environmental: Using recyclable packaging, reducing food waste and working with sustainable suppliers can improve the café's environmental impact and appeal to eco-conscious customers.

Legal: The business must comply with food hygiene regulations, health and safety requirements, employment law and GDPR to operate legally and protect customer information.

Competitor Analysis

The main competitors of DreamWorld Café are themed cafés, dessert cafés and speciality coffee shops located in Central London, such as EL&N London, Saint Aymes and other independent dessert cafés. These businesses attract customers through creative interiors, quality desserts and strong social media marketing. DreamWorld Café will differentiate itself by offering a fully immersive fairytale experience, signature pancakes, premium desserts and seasonal themed events, creating a memorable experience for both local customers and tourists.

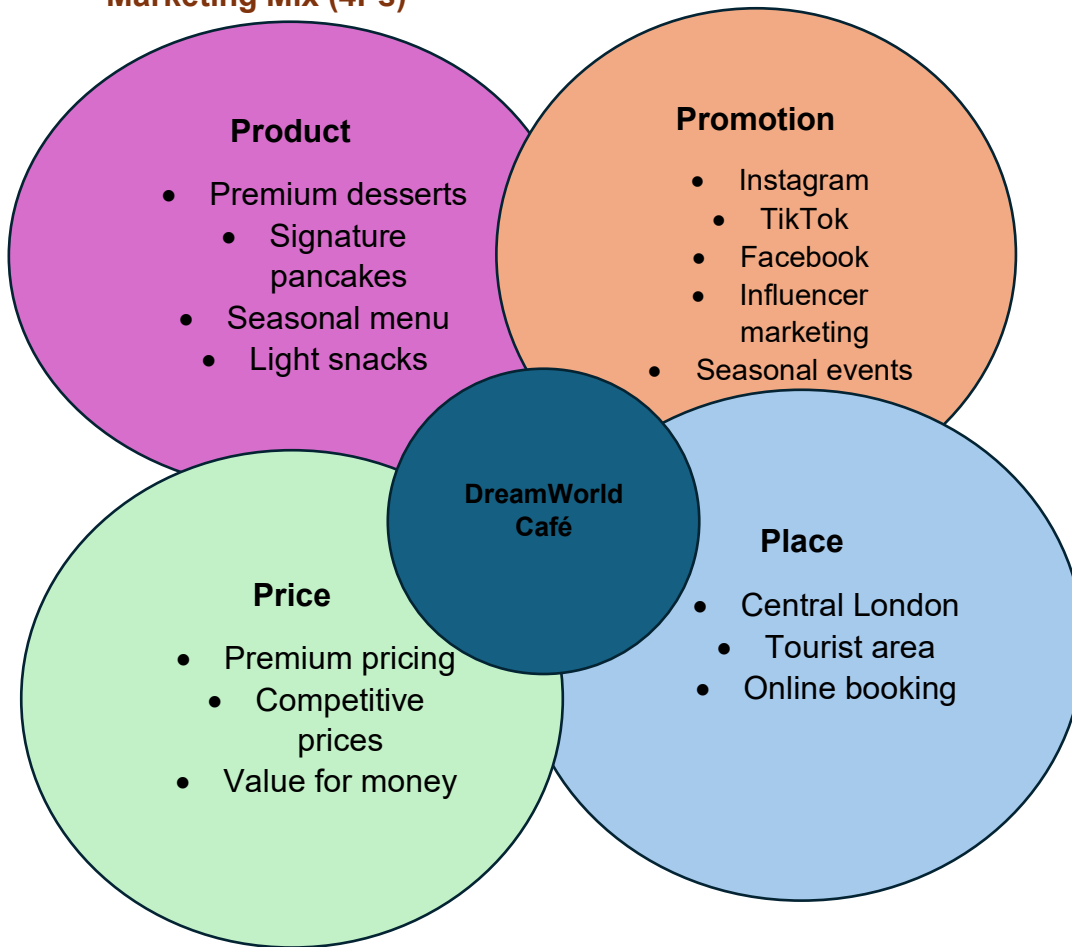
Swot Analysis

Strengths	Weaknesses
Unique fairytale theme	High start-up costs
Premium desserts and signature pancakes	High operating expenses
Prime Central London location	New business with no brand recognition
Strong social media appeal	Seasonal demand
Opportunities	Threats
Growth in tourism	Strong Competition
Expansion to other UK cities	Rising ingredient and energy costs
Collaborations with influencers	Changes in customer spending
Seasonal events and themed experience	Economic uncertainty

SWOT Analysis

DreamWorld Café has a unique themed concept, premium desserts and a strong social media appeal, giving it a competitive advantage. However, the business requires a significant initial investment and will face high operating costs in Central London. Opportunities include increasing tourism, social media marketing and future expansion, while threats include strong competition, inflation and changing consumer spending habits.

Marketing Mix (4Ps)



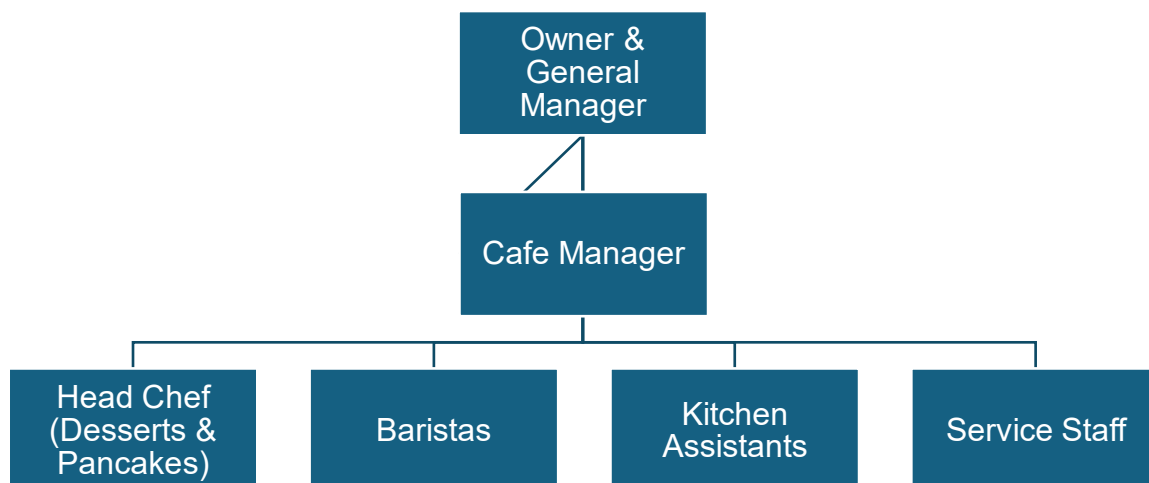
Marketing Mix

DreamWorld Café will use marketing mix strategy to attract customers and build a strong brand. The café will offer premium desserts and speciality drinks at competitive prices. Its location in Central London will attract both tourists and local customers. Promotion will focus on social media, influencer collaborations and seasonal events to increase brand awareness and customer engagement.

Marketing Communications

- Active Instagram and TikTok marketing.
- Collaboration with local influencers and food bloggers.
- Seasonal themed events and limited edition desserts.
- Professional website with online booking.
- Customer loyalty programme and referral rewards.
- Customer generated content encouraged through photo spots and hashtags.

Organisational Chart



Management Team

DreamWorld Café will have a simple and effective management structure. The business will be owned and managed by the Owner/General Manager, who will oversee all business operations and strategic decisions. The café manager will be responsible for the daily operation of the café, staff supervision and customer service.

Key Milestones

Timeline	Activity
Month 1	Register DreamWorld Café as a Ltd company, secure funding and obtain licences
Month 2	Secure the café location in Central London and begin renovation.
Month 3	Purchase furniture, kitchen equipment and themed decorations.
Month 4	Recruit and train staff, complete interior design
Month 5	Launch marketing campaign on Instagram, TikTok and the company website.
Month 6	Official opening of DreamWorld Café
Month 9	Introduce seasonal menu and themed events to increase repeat customers.
End of 1 Year	Review financial performance, achieve 80-100 customers per day and prepare expansion strategy.

Financial Plan (One Year)

The financial plan outlines the estimated investment required to launch DreamWorld Café and operate successfully during the first year. The business will be funded through a combination of personal savings, a bank loan and private investment. The budget covers start-up costs, equipment, renovation, technology and the first months of operation until the café reaches profitability.

Startup Costs

The table below shows the estimated start-up costs required before opening DreamWorld Café. The largest investments are innovation, kitchen equipment and furniture, which are essential to create a premium themed café experience.

Sources of Finance	Amount (£)
Personal Savings	£45,000
Bank Loan	£80,000
Private Investor	£40,000
Total	£165,000

Startup Costs	Amount (£)
Furniture	£25,000
Kitchen Equipment	£35,000
Coffee Machines	£18,000
Decorations & Themed Design	£20,000
Renovation	£45,000
Licences & Permits	£5,000
Initial Stock	£12,000
POS System & Technology	£5,000
Total	£165,000

	Jan	Feb	Mar	Apr	May	Jun
Fixed	£6,500	£6,500	£6,500	£6,500	£6,500	£6,500
Variable cost	£2,000	£2,500	£3,000	£3,200	£3,400	£3,600
Total cost	£8,500	£9,000	£9,500	£9,700	£9,900	£10,100
Revenue	£6,000	£8,500	£11,000	£13,000	£15,000	£17,000
Profit/loss	-£2,500	-£500	-£1,500	£3,300	£5,100	£6,900

Investment capital needed = £165,000

(£2,500 + £500 + 1,500)

Investment needed = Total Startup Cost +(Operational Cost – Revenue) up to break-even point

The Total start-up cost for DreamWorld Café is estimated at £165,000. The largest investment is allocated to renovation and themed interior design to create a unique customer experience. The budget also includes kitchen equipment, coffee machines, furniture, licences, initial stock and technology systems. These costs are essential to ensure the café is fully operational before opening and able to deliver a high-quality products and service from the first day of trading.

Operational Costs

The operational costs represent the monthly expenses required to run DreamWorld Café. These include fixed costs such as rent , staff salaries and utilities, as well as variable costs that increase with sales, including ingredients, packaging and other suppliers.

Fixed Costs	Per Month (£)
Rent	£3,500
Staff Salaries	£2,000
Utilities (Electricity, Water, Gas)	£500
Business Insurance	£200
Internet & Telephone	£100
Marketing	£200
Total Fixed Costs	£6,500

Variable Costs	Per Month (£)
Ingredients & Food Supplies	£1,500
Coffee Beans & Drinks	£500
Packaging	£300
Cleaning Supplies	£200
Seasonal Decorations	£100
Miscellaneous	£400
Total Variable Costs	£3,000

Break Even Analysis

Operations and Management Plan

DreamWorld Café will operate seven days a week to provide customers with a unique and memorable experience. Daily operations will focus on preparing high-quality desserts, speciality coffee and excellent customer service. The café will follow strict food hygiene and health and safety regulations to ensure a clean, safe and welcoming environment. Efficient stock management, staff scheduling and quality control will help maintain high standards and customer satisfaction.

Production of Good and Service

DreamWorld Café will prepare all desserts, pancakes, waffles and drinks fresh every day using high- quality ingredients. Ingredients will be purchased from reliable suppliers to ensure consistency, freshness and excellent product quality. Seasonal menus and limited-edition desserts will also be introduced throughout the year to keep the menu exciting and encourage repeat visits.

Technology Plan

The café will use modern technology to improve efficiency and customer experience. A Point of Sale (POS) system will be used for payments and stock control. Customers will also be able to follow the business through its website and social media platforms. Contactless payment methods and online reservations will provide additional convenience.

Human Resource Plan

DreamWorld Café will employ experienced and friendly staff to deliver excellent customer service. Employees will receive training in food hygiene, health and safety, customer service and product knowledge. Regular performance reviews and continuous training will help maintain high service standards and support staff development.

Expansion Plan

The long-term goal of DreamWorld Café is to establish a strong brand in London before expanding to additional locations across the United Kingdom. Future growth may include opening new branches, introducing franchise opportunities and developing new seasonal concepts while maintaining the same high-quality customer experience.

Reference List

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Appendices:

Appendix A – Organisational Chart

Appendix B – Financial Tables