

Business Plan - Costa Coffee

For my business plan, I am going to talk about running a Costa Coffee Shop in Swansea. I wanted to start a business in Swansea Bay because it is a good location and many people visit that area for holidays or day outs. Swansea Bay is the nicest area in South Wales! People from outside of Swansea or abroad visit Swansea because they have nice beaches, restaurants, hotels and lots more!! Costa Coffee Shop is a recognisable brand and everyone loves to visit there for hot drinks, treats or meeting friends/family. Costa Coffee is a good brand name. Everywhere I go there is Costa.

In swansea I want to start a business plan for a Cafe. Swansea is a good area for restaurants because there are tourists and many people because places like the mumbles pier the beach and the town centre and there are hotels to accommodate these people and with a restaurant nearby it will attract customers. Costa Coffees is a really good cafe place! There are loads of Costa Coffee Shops in the UK. There are Costa Coffees in drive thoughts, motorway services, town centres, shopping centres. Even trains have Costa Coffee Shops for customers who are real Costa fans! Costa will have High quality services, a variety of coffee and flavours such as syrups, cream or toppings, different kinds of milk (almond, soya, coconut), alternative cold drinks for the hot climate, nice seating. Also, I will arrange furniture such as sofas and leather armchairs. For my Costa Coffee Shop I'm going to serve hot/cold drinks, cakes, biscuits, pastries. People go to Costa for breakfast, lunch and dinner!

Geographic: Wealthy areas within the capital city and the international airport

Gender: Both male and female age 18-50 (university students, household age 3-4)

Socio - economic: private university students, education (high school - post graduate)

Brand identity and salience: prominent British brand with an international presence (the red colour at First impact, 3 coffee beans as symbolic logo and Italian name (Costa))

Judgment and feelings: Relaxation, rejuvenating, nice, warm and refreshing.

Consumer brand resonance: Use prominent festivals, happy hour periods, loyalty cards, bonus schemes, breakfast offers and more!

Measurement of success

Assuming the below revenue and expenses based on similar opening the profitability is analysed

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Many established costa coffee provide service in swansea (wales) i have designed a plan for customers. My proposed restaurant costa coffee will be based on the middle class customer ,tourist, business class, celebrities, passing by customers, students, office people, workers. I will cover food items and service according to their needs and capability so we will give many varieties of different coffees and different price ranges for all types of people that enter the shop e.g a middle class person wouldn't order as much as a business class person would. Customers from those classes want a budget friendly service from the costa coffee place for example the waiters need to be friendly and welcome and greet the customers good, taking orders and giving drinks and coffee , giving takeaways etc. There will be loads of coffees from all around the world. I will make sure that my service gives the customers extra advantages and privileges. In costa there will 2 areas, there will be a drive thru takeaway and there's a online service with free customer delivery which will save the customer's time which is now popular nowadays and free delivery attracts people and a drive thru makes the customer get food easier because they don't have to worry about parking and other stuff

SWOT Analysis

S-Strength

W-Weakness

O-Opportunities

T-Threats

Costa coffee's strength are that many many people know it and trust it and it's all over the UK so people will trust in more. People use this business a lot every day because they need to keep up due to work etc. The business creates profit and it is a very great amount therefore the business grows every day and then it works well and keeps on going it sustains. The brand is a very good one due to the peoples eyes. In swansea it is popular for tourists and students because of the beach and other attractions.

The weakness of the costa coffee managing human resources is very hard to do because at the first time you see someone you can't really judge and the swansea lifestyle is different to manage human resources. In swansea it is hard to recruit people because there isn't that much people to find.

Opportunities of this are that the technology nowadays is good, social media and the internet is great because people can do things online and it saves a lot of time e.g paying by paypal. People can just stay in their house and not have to go out which sometimes people don't want to do. There could even be discounts and such to attract customers. If you use online then there will be less staff needed and that's less people to pay. There are lots of apps the customers can use like JustEAT, UberEats, HungryBird, Kangaroo, Deliveroo etc, when customers use this it's way easier because it's direct and you can just call a delivery man to give it to you

The threats are that if you do buy from another business and sell it for too much more it's a threat because they would rather go to the other business so there is competition. The weather can be a threat from people coming to the store or delivery traffic which gives bad service. If there is no CCTV that is a threat in case anything happens to the store. If the staff do not do their job and argue with customers it is not good because the customer will most likely not go there. If the store is not at a good place where people go then it's bad. If it is open 24hr and there is not enough staff etc.

PESTLE Analysis

P-Politics

E-Economics

S-Social

T-Technology

L-Legal

E-Environment

Costa coffee in Swansea is well defined for government policy. When starting the business you need the government's permission. Swansea city is politically stable. The politics right now is quiet due to the pandemic. A big issue affecting business' is Brexit because people will leave like regular customers and getting things from other European countries will be harder for the company but now less tourists will come because you will need a visa and it will affect the sell rate of the business.

Economics right now are falling because of the virus and pandemic because stores and other things are forced to be shut down which affects many things like the supply expiring, no sells etc. People are losing jobs because of COVID-19 the government funds are lowering and people are not making money for a living

The population of people in swansea is increasing because things like new colleges and universities are opening the beaches are good and are good attractions which make people tired and will probably need a coffee. They are making swansea more as a student city so more people move here and the population increases and the people can control the traffic and less road rage compared to places like london there are more things such as places of worship but due to COVID-19 it has slowed all these things down. There are more unemployed people so making prices lower will make people come more

Technology is very good for a business because people love to pay online and make it quicker for them and they can review easier which makes the company look better. The technology makes everything easier for everyone like managing financial issues and for the customers it makes everything more understandable and quicker for them.

In the UK the law is to make sure everyone is safe so you need a fire extinguisher, smoke alarms, fire exits, alcohol license, business insurance, building insurance, health authority certificate, first aid and business documents for authority, gas bills, electric bills, phone bills, wifi, and building value insurance, staff insurance and keep all documents safe to make sure your store is backed up. Since the pandemic has come people need to follow rules such as keeping 2m away from people and probably wear a mask to ensure the people safety.

The environment in swansea is very good because unlike other places the people recycle and put specific things in different bags to make it easier to sort out and it makes less global pollution. The water is clean here and is fresh which is good for people. However there are many cars but there are people starting to use electric cars which don't use gas and will make no noise pollution making the area a good place to live however it may be bad for pedestrians because they may not hear a car coming.

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Conclusion

If you want to start a business you need to know the area, the market situation and how things work in your country and the business industry. You need to keep a segment in your store to make clear where everything is. For a successful business you need to be aware of the SWOT and PESTLE analysis. If you want to recruit people you need to advertise on social media, telling friends to tell friends, using the store window, checking job centres.

Reference:

I have used my own words and understand what i wrote i have helped from the internet and the human resources book