

UNIVERSITY OF WALES TRINITY ST. DAVID
CERTIFICATE OF HIGHER EDUCATION IN SKILLS FOR
THE WORKPLACE

Academic and Employability Skills

“Individual presentation”



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

200
1822 - 2022

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INTRODUCTION

In these slides, I want to illustrate what process to use to make my dream come true, setting up a Specialty Coffee Roastery, using SWOT analysis and management tools.



(author image)

SWOT

Strengths

- ❖ More than fifteen years of experience in the coffee industry.
- ❖ Knowledge of raw materials and roasting methods.
- ❖ Strong connections in the London coffee community.

Weakness

- ❖ The location is not yet identified.
- ❖ Lack of equipment.

Opportunities

- ❖ Expected growth of 36% in 2023 in the coffee industry. (world, 2022)
- ❖ Promoting sustainability and ethical work. (Yamada, 2022)

Threats

- ❖ Strong competitive. (UKEssays, 2018)
- ❖ Customers prefer big brands like Starbucks or Costa instead of artisanal productions. (Margalit, 2020)

TO-DO LIST

- ❖ Identify a location.
- ❖ Buy all the equipment necessary.
- ❖ Choice of sustainable materials.
- ❖ Development of a unique design for brand creation.
- ❖ Open the business.



(author image)

Development plan

Task	Start date	Duration
Identify a location	05/01/2023	3 months
Buy all the equipment	05/04/2023	1 month
Choice of sustainable materials	05/04/2023	3 months
Design development	05/01/2023	6 months
Opening	05/07/2023	

CONCLUSION

In these slides, I analyzed the strengths, weaknesses, opportunities, and threats for the opening of a coffee roastery, after which I established a six-month action plan in which to realize my project.

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