

Managing Enterprise in the 21st Century

BMSW4006

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BUSINESS PLAN NAME: LIBRARY CAFÉ

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- **Introduction**

- The selected business plan is a library cafe in London
- The customers can read books while having a cup of coffee and beverages

The paper is outlining how the chosen business plan will be beneficial to achieve higher profitability and market sustainability scope in the competitive UK cafe market.

- **Business Description and History**

- The business will offer library reading facilities during coffee consumption in the cafe
- The availability of recognized storybooks, novels, and academic books in the cafeteria will attract customers (Deng *et al.*, 2019)
- The estimated date for the business set up is in the first quarter of 2022

The main focus of the business is the creation of an effective infrastructure for library cafes by which the visitors can gather adequate knowledge, be able to interact with people, and generate an enjoyable discussion scenario while having a cup of coffee.

- **Aim and Objectives**

- The key aim of the business is to enlarge the Net-Profit-Score in the competitive UK cafe market by offering library facilities in the cafeteria
- The prime objective is to enlarge customer's satisfaction rate, set an attractive library ambiance, and accelerate the sales density

Through the identified objectives and aim, the business owners should have to focus on the implication of Tuckman Team Building concepts; planning for proper resourcing, financial funding, technological enhancement, and external market analysis for competitor's status disclosing.

- **Mission and Vision**

- The fundamental mission of the business is to attract customers by providing a well- equipped and knowledge-acquirable library cafe (Gad, 2019)

- The mission of the start-up business is to eventually recognize as the largest library cafe service providing firm across the UK within 6-7 years

Through the identified vision and mission, the business has to continually focus on the existing marketing model, recent trends, customer demands, and improvement in human skills.

- **Business Structure**

The business-owners will analyze the external cafe market's competitive styles through SWOT and PESTLE process

- The marketing 4P model will be framed structurally for making decisions in the capital funding process
- Permission from the UK authority has to be granted for business licensing
- The business will maintain an ethical standard by zero discrimination against race, skin tone, socio-economic status, gender, and culture across the people staying in the UK

With the acceptance of the innovative business structure and "Dual Earning Strategy" concepts, the business will sell books and coffee to maximize its profitability.

- **Product or Service Description**
- A peaceful ambiance will be offered in the library zone of the cafeteria
- Different foreign and local academic books, novels, magazines, journals, and newspapers will be available
- Offering scanning and photography services in the library
- Setting a small discussion forum in the library area
- An offering of tasty coffee with reasonable prices

The service and product approaches will stimulate the customers to visit the cafe shop again and again.

- **Marketing Analysis and Trends**
- The key market in London
- All kinds of millennials, working people, non-working individuals, aged and retired ones living or staying in London, as well as the UK, can visit the place

Zero gender and culture biasing concepts will be accepted in the business for the customers.

- **SWOT Analysis**
- Strength is the cafe will be operating in 24x7 format
- The weakness is the firm will require some time to enlarge their customer strength in the competitive market, having a small start-up firm (Hutařová, 2019)
- The opportunity is the scope of knowledge acquisition while enjoying coffee
- Cheaper internet and technological emergence can browse thousands of books in at-home concept

The analysis outlines the internal structure of the business.

- **PESTLE Analysis**
- The stable political environment in London
- High technology developed nation has a higher economic growth (Perera, 2017)
- Acceptance of Equality Act in the business for all permanent and temporary residents of London
- Using paper wrappers for bookselling and either reusable coffee mugs or paper-based cups are used

The analysis outlines the external market trends and structure of the business

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Business objectives

Business objectives are specific actions which business concern is required to take in consideration for achieving goals with certain period span. In context to business idea of library cafe business objectives are as follows:

- To set enterprise successfully in the market and make greater sales.
- To attract 10% of whole population and make larger market share for sustainable development in competitive market.
- To enhance profit margin by 2% each year for upcoming three years to make arrangement of higher funds for successful completion of operational practices in nearer future.

For Eye tracking glasses, estimated sales volume for first year of operation is 2000 units as well as it is forecasted that in further year it will be enhanced by 10% per annum. For first three years of operations, calculations of profit and sales objectives for Eye tracking glasses are as presented:

Particulars	First year (£)	Second year (£)	Third year (£)
Units sold	2000	2200 (2000 + 10 %)	2420 (2200 + 10 %)
Sales (30 Per unit)	60000	66000	72600
Less: cost (10 per unit)	20000	22000	24200
Profit:	40000	44000	48400

Profit margin: Profit / sales * 100	40000 / 60000 * 100	44000 / 66000 * 100	48400 / 72600 * 100
	66.67 %	66.67 %	66.67 %

From the presented table, it is analysed that sales for first three year of operation will be 60000, 66000 additions to 72600 respectively. Moreover, Costs for three years of operations will be 20000£, 22000£ and 24200£. Forecasted profits for the proposed business idea for first year will be 40000£, second year will be 44000£ and third year will be 48400£. Percentage of profit margin for the business idea is around 66.67%.

Financial Planning

This is the most important process as it used to apply with two important methods through which the funding can be gained by the uploading and also by implementing crowdfunding, venture capital in their application Some of the important funding process for online application is being mentioned there under:

- **Venture capital:** It is a private equity funding which is generally been given for the venture capital for maintaining the finance companies and also to gain the hype growth and potential. This is generally a source through which company can expertise and create a proper business for the advancement (Gong, and Janssen, 2020 pp. 341-352).
- **Crowdfunding:** This is usually the small amount of capital which is being used by the consumer of larger numbers for their finance and business. Such type of funding is mainly being secured with the help of initial investment and also by maintaining

- Marketing strategy

Marketing strategy is the uploading and implementing all the original ideas about the applications that are being involved for the product description and also maintain the major role in gaining the loyal customers and for the satisfaction. This used to provide pricing strategies which is the essential elements that helps out to persuade the activities that are being required for the premium services.

Operation and management

This particular library café will deal with all the best quality of products which are being provided to their customers and in that they will provide all the products by managing the different departments who are going to make the future dealing and regular check on the continuous evolvement and the advanced demand of the customers. Their will be different teams for all the sectors like marketing, social media, finance and many more as they will give the best efficiency to manage it.

Organisational structure used in it is Hierarchical as this will make the flow of information from top to bottom and all the training will be driven to them so as to give efficient services.

Market analysis

Porter's five forces analysis

In order to identify all the competitive forces required for the industry it is important to conduct a proper market analysis through which online shopping applications can work. This is used in order to analyse and determine the important forces required in the market and also heads out to provide the potential that is being made for the profitability and enhancement of business ideas. It is been mentioned thereunder:

- ***Bargaining power of customers:*** As the library café is being made for the general help of Consumers and this application is mainly being made in order to enhance the profitability for the company. As all the products given in the application are mainly consumer centric and are made for the approach of customers and also to increase their interest for it. And in comparison, to that there are so many rival applications of shopping which are being available for the consumers in the domestic and international e-commerce market. So, it is important to maintain the price sensitivity and also a consumer tripping can be made if there is any kind of increase or the fluctuation in the price. So, it totally depends on the consumer About the prices and services which are being given and the control is on them regarding to the effective pricing management.
- ***Bargaining power of suppliers:*** This is generally all the profitable approach and the expenses of the resources which are being used by the company for the application. As this is mainly library café so that bargaining power for suppliers is considerably low as all the major resources are from the internet providers and they are mainly being interconnected so all the services are being differentiated which reduced their bragging. All the suppliers enable to provide important information on a reasonable price and on affordable manner through which a profitability can be advanced and maintained.
- ***Threat of substitute:*** Generally for all the online shopping application this rate is low as consumers used to need different kinds of services and products and the applications that is being used by them are through e-commerce sites through which all the affordable manners and dealings can be made and in all the smart devices the application will also allow Searching

with the voice act regarding the similar and the identical products. All the business firms used to provide library café and they used to create loyalty of customer base a new perfect substitute sites are being available (McCarthy, 2018 pp.1-3).

- **Rivalry competition:** This is generally the analysis in which intensity made for competition for all the library café is moderate. As it used to provide international and domestic e-commerce services available with the help of websites which also provide the products at the affordable prices to all the consumers. Other than that, they also used to have limited number of services and products for the consumers as with the options. Which decreases their intensity level for the competition as a moderate level. This used to provide an innovative and unique approach for the Application in the competitive edge.

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Business Structure

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Operations

- Diagram the actual prerequisites of our business
- Retail space, gear, stock and supply needs, work, and so forth For our business, for example, a café that requires custom offices,

- Supply chains, particular hardware, and numerous workers, the working arrangement needs detail.

Technology Plan

- will give a tranquil and loosening up climate to appreciate connoisseur simmered espresso and smoothies and a chance to visit with companions, get up to speed with one's email, or read a section of a book.
- The Bistro will make up for the extraordinary shortfall giving creativity in an ocean of copy, corporate cafés.
- The bistro's baristas will be very educated and deal help with any espresso buy while at the same time furnishing clients with exceptional assistance.

Management and Organization

- The menu will zero in on the most beneficial items sold. The bistro will consistently cause client to notice the most beneficial items.
- As justified, the bistro will raise costs to reinforce brand picture. Costs convey an apparent worth of an item; so whenever set too low, the clients may expect that the drinks are subpar contrasted with the opposition. • Screen enhancing stock – Overabundance seasoning stock ties up capital and significant back room space for capacity. The bistro will use 4-6 assortments, including sugar free contributions.

Social Responsibility and Sustainability

- One of our primary objectives in making is to begin a business. it will make due on its own income without falling back on outside financing when the business is formally dispatched.
- We realize that single direction to acquire acknowledgment and gain clients is to furnish our book bistro with a wide assortment of books, magazines and the most recent equipment, innovation and programming.

Development, Milestone, and Exit plan

- Company name availability check: complete
- Business registration: complete • Cum Call installation office rental: Done

- Construction of our Book Cafe (Bookshelf Building): in progress
- Protection of intellectual property and registered trademark: Completed
- Opening of corporate bank accounts: complete
- Opening of online payment platforms: completed, etc

Financial Data

- Our projects the gross edge to be at around 20-25 percent.
- Deals projections for FY2004 are at \$2,229,652 expanding to \$2,558,584 in FY2005 and \$2,936,137 in FY2006.
- Income examination, asset report, business proportion, earn back the original investment investigation, and other monetary subtleties

Profit and Loss Account

Particulars	First year (£)	Second year (£)	Third year (£)
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Cash Flow Statement

Balance Sheet

- This is a preview synopsis of the resources, liabilities, and value of your business at a specific point on schedule.
- For a startup, this would be on the day the business opens.
- Annual duty, benefits, clinical, and so on are simply pertinent to fused organizations, as are income/held profit.

Conclusion

In this above report it is being analysed that it is important to construct a business plan so that a proper implication of business ideas can be maintained and it also helps out to know the goals and the objectives of the companies. For consumers benefit companies used to provide efficient research and development teams which used to analyse the products and services which is being required and also identify the different variable plan.

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Thank

you! Any



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Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Trawsnewid Addysg; Trawsnewid Bywydau
Transforming Education; Transforming Lives
Question?