

Module Name: Entrepreneurship BMIH5001

Business Plan for: Brews and Beans Café

Word Count: 2146

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Date:	24.02.2024
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Business plan contents

Executive Summary	3
1 Executive summary	3
2 Business details	4
3 Key personnel	5
Vision	6
4 The business idea	6
5 Business goals	6
6 What the business does	7
7 What makes the business different	7
8 Legal requirements	7
Marketing	8
9 Market research	8
10 Profiling customers	8
11 Profiling competitors	9
12 Managing market risks	9
13 Pricing	9
14 Promotion and advertising	10
Running the business	11
15 Staff	15
16 Premises	15
17 Suppliers	15
18 Equipment	16
19 Managing operational risks	16
Finance	17
20 Start-up costs	17
21 Profit and loss forecast	15
22 Sourcing finance	19
23 Managing financial risks	19
24 Cash flow forecast	20

1 Executive summary

In the centre of the town, "Brews and Beans Café," an environmentally conscious coffee business, is passionate about giving its patrons an environmentally friendly coffee encounter. Responsibility for the environment is going to be accorded top billing in every area of operations, including obtaining fair trading, natural coffee seeds to putting sustainable packaging and energy-saving techniques into place. In addition to serving coffee experts, Brews and Beans Café intends to serve customers who are concerned about sustainability and are looking for items that are environmentally friendly.

2 Business details

Company name: Brews and Beans Coffee House

Address: Etruria Mills, Etruria Rd, Hanley, Stoke-on-Trent ST1 5N, UK.

Primary contact method:

Via Email: info@brewsandbeanscoffee.co.uk

Description

The business will be committed to giving guests in the centre of the town an environmentally friendly coffee service. Responsibility for the environment is given priority in all areas of operations, from obtaining fair-trade initiatives, naturally grown coffee seeds to putting sustainable packaging and energy-saving techniques into place. The café provides a pleasant, welcoming environment for customers relax, connect, and consume fine meals and coffee. The objective is to serve buyers who are looking for environmentally friendly choices and who are also ecologically sensitive, in addition to those who enjoy coffee.

3 Key personnel

Details of owner(s):

Name: Gergo Balla and Maria Mihaly

Position/main responsibilities: Owner

Experience and knowledge of the industry: Extensive experience in coffee industry of more than 15 years.

Previous employment: Worked in various roles in the coffee industry including manager and a consultant

Key skills brought to the business: Bringing planning, leadership, and management skills to the café.

Business experience and any training undertaken: Completed courses in business management and have a degree in hospitality management.

Academic/professional qualifications: Degree in hospitality management/courses in business management

Salary expectations £ 45,000

Name: Samadi Husseine Tawfiq

Position/main responsibilities: Operations Manager

Experience and knowledge of our industry: Worked in coffee industry for over a decade now.

Experience and knowledge of our industry: Extensive knowledge in brewing, roasting, and coffee sourcing.

Previous employment: Held managerial position in previous coffee shop.

Key skills brought to the business: Brings strong expertise, leadership, and service skills to the team.

Business experience and any training undertaken: Completed training in brewing and coffee roasting.

Academic/professional qualifications: Coffee roasting certifications achieved by her.

Salary expectations £ 30,000

Name: David Johnson

Position/main responsibilities: Head Barista

Experience and knowledge of our industry: Worked with barista over 5 years.

Previous employment: Worked in Brewery coffee shop as manager.

Key skills brought to the business: Strong passion for customer satisfaction.

Business experience and any training undertaken: Completed barista training courses.

Academic/professional qualifications: Barista training certification.

Salary expectations £ 20,000

Name: Rachel Platten

Position/main responsibilities: Marketing Manager

Experience and knowledge of our industry: 10 years of experience promoting sustainable brands.

Previous employment: Worked as marketing specialist for eco-green.

Key skills brought to the business: Brand development and community engagement.

Business experience and any training undertaken: Digital marketing strategy certifications.

Academic/professional qualifications: Masters in brand management.

Salary expectations £ 18,000

4 The business idea

The idea for an enterprise is to open "Brews and Beans Café," an environmentally conscious coffee house that places a high priority on conservation across the board. The café will serve premium traded, natural coffee that is obtained from environmentally friendly plantations all around the globe. Create a pleasant and welcoming environment where guests could unwind, socialise, and appreciate excellent meals and coffee (Adeleke, 2020). Furthermore, Brews and Beans Café is committed to reducing its ecological impact through the utilisation of recyclable containers, energy-saving techniques, and the promotion of reused goods.

5 Business goals

1. What do you want to achieve in your first year of business?

The main objectives for the very first calendar year of trading are to succeed even during the initial sixty days of functioning, determine Brews and Beans Café as an internationally recognisable advertise in the neighbourhood, build an enthusiastic clientele through superior service and premium goods, and accomplish an annual revenue of 150 thousand pounds. One also hopes to demonstrate the dedication towards ecological safeguarding by supporting a minimum the two personal conservation efforts along with situations. These objectives are in harmony with vision to give guests an ecologically friendly coffee service and create a solid basis for ongoing achievement and sustained development (Turner, 2017).

2. Where do you see your business in 3-5 years' time?

The ultimate goal for Café is to be a vibrant centre for an environmentally friendly espresso culture that is well-established in the surrounding and known for its green hosting. The strategy direction, which makes use of Klostern's corporate system, requires expanding the brand by adding more café sites in significant cities, which will increase market penetration and availability to a wider range of customers (Huynh, 2019). The objective is to form alliances with regional producers, distributors, and institutions to fortify the dedication to ecological and enhance the local financial system. Regular creativity and technological investing, such as rewards programmes and smartphone placing orders, will improve client satisfaction and improve business. To validate and certify the commitment to ethical and social behaviour, the goal is also to attain the status of a verified B Enterprise.

6 What the business does

Product/service	Features	Benefits
• Organic Coffee	• Sourced from sustainable farms	• High-quality coffee
• Fair-Trade Tea	• Ethically sourced and traded	• Reduces carbon footprint
• Locally Sourced Beans	• Made from Locally Sourced Ingredients	• Supports local farmers
• Sustainable Packaging	• Made with biodegradable materials	• Single-use plastic waste
• Organic Pastries	• Made with organic materials	• Environmentally friendly
• Online Ordering	• Order through website and application	• Ordering process streamlined
• Loyalty Program	• Rewards for regular customers	• Encourages customer loyalty

7 What makes the business different (Value Proposition)

Your product/service is unique or different compared with the competition because:

- Brews and Beans Café stands beside the rivalry because of its uncompromising dedication to ecological awareness and conservation. The distinctive selling point is the commitment to obtaining fair trading, organic coffee seeds from responsibly operated plantations across the globe. In contrast to its opponents, the café places a high priority on environmentally conscious practices in every area of its business, ranging from using environmentally conscious containers and energy-saving techniques to providing freshly made foods and green products (Puspita, 2024). Buyers also feel more a part of their surroundings and have an impression of duty when environmental courses and regional artistic exhibits are held. Customers who choose Brews and Beans Café not simply get to enjoy fantastic coffee and nutrition, but they also help to create an environmentally friendly and brighter economy for the earth.

8 Legal requirements

The legal and insurance requirements that apply in your business are:

1. For a coffee shop to be operating legally, it must abide by several legal constraints and restrictions, such as registration of the company, ecological rules, planning and development restrictions, liquor licencing (if relevant), preparing food allows, and worker laws. Getting protection for things like belongings, business closure, injury to workers, internet responsibility, personal responsibility, and merchandise liability is also essential to reducing hazards and shielding the company from possible lawsuits. Protecting the rights of staff, clients, and the company themselves, fulfilment with both regulatory standards and assurance guarantees Brews and Beans Café's seamless and acceptable performance (Ramazanov, 2022).

You will meet your legal and insurance requirements by:

1. The regulatory and security needs will be fulfilled by carefully studying and comprehending the laws and duties that apply to the business of Brews and Beans Café. To guarantee fully complying with every law that applies, this involves consulting with attorneys and insurance brokers that specialise in the hotel sector. To stay abreast of any modifications to the law or medical specifications, periodic evaluations and improvements will also be carried out (Jang, 2019). Implementation will then be made as needed to preserve accordance and successfully manage threats.

9 Market research

Trends in your chosen market are:

- There are a number of significant patterns in the marketplace for coffee. In the beginning, speciality espresso is becoming more common. An increase in the desire for premium cocoa beans, distinctive flavour identities, and handmade techniques for brewing define this development (Chernev, 2020). In order to suit their changing preferences, clients have become more demanding and looking for a variety of coffee beans, backgrounds, processes, and brew approaches (Tran, 2018).

How you know this: (Provide examples with references)

- Comprehensive economic analysis is necessary to comprehend these patterns. Using thorough consumer studies from credible sources is one efficient strategy. These papers offer insightful information about market conditions, consumer tastes, and business developments. In-depth information on client tastes and behaviours can additionally be obtained through discussion groups, electronic recording, and surveying users (Ongener, 2019).

10 Profiling customers

The customer groups you will be selling to are: (4 x Customer profiles minimum)

1. **Busy Professionals:** This group of buyers consists of people with occupied lives who value both affordability and accessibility.
2. **Coffee Enthusiasts:** These clients have a strong interest in speciality espresso and search out unusual blends with distinct flavour characteristics.
3. **Health-conscious Customers:** People that make health and well-being a priority in the ways they live are included in this sector of society.
4. **Community Engagers:** Most patrons stick to places that encourage interpersonal relationships and a feeling of togetherness.

Your customer research has shown what your customers want is:

1. (What research did you undertake and what were the results?)

A variety of techniques were used to perform thorough study in order to gain a greater awareness of the tastes and needs of the customers (Pozos, 2015). Electronic and personal polls were sent out to collect information about the routines, tastes, and reasons behind coffee use. To go further into particular subjects like favourite coffee flavours, budgetary concerns, and expectations for facilities at a place of coffee, focus sessions were also arranged (Strengell, 2017). Online discussions and patterns pertaining to the beverage tastes and habits have also been tracked through web-based research and evaluation.

How you know this:

A variety of proof types can be used to determine the recognised consumer segments and comprehend their tastes. In order to obtain information into the statistics, tastes, and patterns of consumers, this comprises information from polls, advertising studies, and sales monitoring. Real consumer input obtained via review websites, input forms, and quizzes offer valuable data about frequent patterns (Derepa, 2023). To gain a greater grasp, empirical methodologies like going to a coffee house to watch consumer behaviour, relations, and buying habits experience can prove useful.

Number of customers you expect to win in each group and what they might pay:

Group	Number of customers	Price they might pay per unit
Busy professionals	200	£3.50
Coffee Enthusiasts	150	£4.50
Health-conscious Consumers	100	£4.00
Community Engagers	120	£3.75

11 Profiling competitors

Competitor name	Strengths	Weaknesses
• Coffee Haven	• Prime Location	• High prices
• Brew Lab	• Skilled baristas	• Limited space
• Java Junction	• Quick Service	• Limited variety

How you can improve on their offer and/or price(s) unique offerings:

- Café can concentrate on bringing distinctive goods like special varieties of coffee and upon signatures drinks, while simultaneously offering added amenities such as espresso consuming instances as well as sustainability-focused projects that boost the general client experience. This will allow the company to give customers distinctive goods at costs that are competitive with those of its closest rivals (Rashid, 2015). It's critical to put pricing plans into practice, embrace consumer personalisation, and improve the client impression with powerful advertising and marketing initiatives.

12 Managing market risks

Write down the risks you have identified:

1. A greater number of smaller eateries and renowned coffee shops could threaten Café's audience and revenue.

How will you manage these risks so that they become less of a threat:

1. To draw in and keep patrons, highlight the coffee shop's dedication to environmental responsibility, excellence, and charitable work. Attract consumers and raise brand exposure by leveraging the internet, promotional emails, and regional advertising.
2. Make exceedingly positive experiences for customers as top priority (Maulana, 2023). Work together on advertisements, incidents, and collaborating goods to draw interest and increase passenger journeys to a coffee shop.

13 Pricing

How you can calculate your prices:

- Determine rates by factoring in the expenses related to the creation and distribution of the item in question. Using this approach, the overall price for each unit is determined, taking into account both upfront costs (including variables such as labour, supplies, and administration) and additional costs (like promotion and organisational charges).
- To cover targeted profit and determine the asking costs, add an extra charge and margin of profitability (Leschke, 2013).

How your prices compare with the competition:

Product/service	Your price(s)	Range of competitor prices (per unit)
Regular Coffee	£2.50	£3.00
Cappuccino	£3.50	£4.50
Latte	£3.50	£4.75
Espresso	£2.00	£2.50
Mocha	£4.00	£5.00
Pastry	£3.00	£4.00

Reasons for the difference between your price(s) and your competitors' price(s):

- When contrasted to rivals that utilise ordinary and inferior goods, Café charges a little more for both its espresso and other beverages since it utilises better components. Regardless of the café's dedication to long-term viability it sources products locally and organically, even though these practices can be more expensive (Ashbeck, 2020). This helps the business attract to customers who care about the natural world.

14 Promotion and advertising

How and where will you promote your product/service?

- Taking use of well-known communication sites to share eye-catching material, communicate with fans, and advertise sales, occurrences, and novel food offerings. Keeping up an accessible website with each detail one need about Café, such as food choices, address details, times of operation, and contacting data (Muslich, 2024).

15 Staff

Role	Total cost	Necessary experience	Specialist skills and/or qualifications
• Head Barista	£30,000	• Coffee preparation	• Professional barista
• Assistant Manager	£25,000	• Hospitality management	• Inventory management
• Shift Supervisor	£20,000	• Supervisory roles	• Cash handling procedures
• Barista	£18,000	• Customer service	• Espresso machine operation
• Kitchen Staff	£17,000	• Food preparation	• Ability to work under pressure

16 Premises

	Cost £
Premises required at start-up:	£200,000
Premises required in the future (if different):	£250,000

17 Suppliers

Your key suppliers and their credit terms

Supplier	What you'll buy from them	Number of days' credit
• Coffee Roastery	• Coffee beans	• 30
• Bakery	• Baked goods	• 15
• Dairy Supplier	• Dairy products	• 30
• Fresh produce	• Fruits and vegetables	• 15
• Cleaning supplies	• Cleaning products	• 30

18 Equipment

Resource	When	How funded	Cost £ per unit
Espresso	Start-up	Loan	£5,000
Coffee grinder	Start-up	Cash	£800
Oven	Start-up	Lease	£3,500
Refrigerator	Start-up	Cash	£1,200
Dish washer	Start-up	Loan	£2,500
Blender	Start-up	Cash	£300

19 Managing operational risks

Risk	Solution
Staff • Staff turnover • Inadequate training	• Implement employee retention strategies • Comprehensive training programs
Suppliers • Disruptions in supply chain • Quality issues of products supplied	• Maintaining relations with multiple suppliers • Conducting supplier vetting process

Finance

Please double click in the table below to access the embedded Microsoft Excel sheets to input your figures, Microsoft Excel will automatically update the total for you. If you do not have access to Microsoft Excel you can use the link below this table and save the file onto your PC. You can then use Open Source Software such as [Google Docs](#) or [OpenOffice](#) to access the information by uploading the file into this software. Please note that all tables can be customised and additional rows and categories can be added.

20 Start-up costs

Calculate how much money you need before you start trading.

Tools	500
Vehicles	0
Professional fees	2,000
Insurance	1,500
Rent/rent deposit	10,000
Stationery	200
Marketing	3,000
Consumables	500
Licences	1,000
Training	1,500
Association fees	300
Wages/recruitment	8,000
Security/health and safety equipment	1,200
Market research costs	1,000
Other (please specify)	0
	0
	0
	0
	0
	0
TOTAL £	38,000

* Total from here should be used in 22 Sourcing finance below

21 Profit and loss forecast

Premises (including rent, rates, utilities)	15,000	16,000	17,000
Telephone and broadband	1,200	1,200	1,200
Printing, post and stationery	500	600	700
Advertising and promotion	3,000	3,500	4,000
Bank charges	300	350	400
Professional fees	2,000	2,500	3,000
Insurances	1,500	1,800	2,000
Bank/HP/Interest (payable to your bank)	1,000	1,200	1,500
Stock	5,000	6,000	7,000
Consumables	1,500	1,800	2,000
Equipment and vehicle leasing	2,500	3,000	3,500
Depreciation	2,000	2,500	3,000
Other (please specify)	0	0	0
Other	0	0	0
Other	0	0	0

Total fixed costs	60,500	70,450	80,300
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Net profit (gross profit less fixed cost)	-500	29,550	59,700
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Calculate your net profit margin (net profit divided by total sales x 100)	0	20	30
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Calculate your break even	Year 1 (£)	Year 2 (£)	Year 3 (£)
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Total variable costs + total fixed costs (B)	100,500	120,450	140,300
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Break even (B) divided by (A)	1,675	1,825	2,004
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22 Sourcing finance

Total borrowing requirement for the business

		£
Start-up costs		50,000
Personal start-up contributions	-	20,000
Other start-up contributions	-	10,000
Total required	=	20,000
The assets you have available as security		
	=	30,000

23 Managing financial risks (such as, sales are less than forecasted or start-up finance takes three months longer to obtain)

The risks that you have identified for your financial forecast are:

1. The initial risk that has been recognised is the possibility that real revenue would not match the projected amounts. A scenario like this might put efficiency and goals for revenue in risk, thereby endangering the company's entire liquidity (Winata, 2021).
2. Obstacles in obtaining venture capital, however, pose a serious risk as well. If it continues to take a few weeks more than expected to secure launch funding, this could cause major operational disruption and restrict essential company goals (Shin, 2015).

How you will minimise their impact:

1. With continuously evaluating revenue growth and quickly modifying plans if variations become apparent, Café can reduce the effect of missing sales objectives (Ferreira, 2018).
2. Café could inquire into alternate possibilities for financing, such as getting short-term loans by lenders, arranging higher rates with vendors, and acquiring temporary funding from relatives and close friends, in order to reduce the effects of business funding obstacles (Lopes, 2019).

24 Cash flow forecast (Click on the tabs within the Microsoft Excel sheet to view the second 6 months and summary)

	Start-up 0		1		2		3		4		5		6		TOTAL	
	Forecast	Actual	Forecast	Actual	Forecast	Actual	Forecast	Actual	Forecast	Actual	Forecast	Actual	Forecast	Actual	Forecast	Actual
INCOME																
Cash from sales (incl. VAT)	10,000	9,500	12,000	11,200	14,000	13,500	15,000	14,800	16,500	16,000	18,000	17,500	20,000	19,200	105,500	101,700
Cash received from debtors	5,000	4,800	6,000	5,700	7,500	7,200	8,000	7,800	9,000	8,500	10,000	9,500	11,000	10,500	56,500	54,000
Capital/loans received	3,000	2,500	3,500	3,000	4,000	3,500	4,500	4,000	5,000	4,500	5,500	5,000	6,000	5,500	31,500	28,000
Other (please specify)	2,000	1,800	2,500	2,200	3,000	2,800	3,800	3,500	4,000	3,500	4,500	4,000	5,000	4,800	24,800	22,600
TOTAL £	20,000	18,600	0	22,100	28,500	27,000	31,300	30,100	34,500	32,500	38,000	36,000	42,000	40,000	218,300	206,300
EXPENDITURE																
Wages to staff (incl. PAYE & NI)	10,000	9,000	15,000	14,000	20,000	19,000	25,000	24,500	30,000	28,000	35,000	33,000	40,000	38,000	175,000	165,500
Premises (rent, rates & utilities)	10,000	9,000	15,000	12,000	20,000	16,000	25,000	20,000	30,000	25,000	35,000	30,000	50,000	40,000	185,000	152,000
Telephone & Broadband	500	400	1,000	990	1,500	1,400	2,000	1,900	2,500	2,400	2,500	2,450	2,500	2,450	12,500	11,990
Printing, post & stationery	300	300	400	300	500	300	600	300	700	300	800	300	900	300	4,200	2,100
Advertising & promotion	5,000	4,000	5,000	4,000	5,000	4,000	6,000	4,000	6,000	4,000	6,000	4,000	7,000	4,000	40,000	28,000
Bank charges	200	100	200	100	200	100	300	100	300	200	300	200	400	350	1,900	1,150
Professional fees	2,000	1,000	2,000	1,000	2,000	1,000	2,000	1,000	2,000	1,000	2,000	1,000	2,000	1,000	14,000	7,000
Insurances	3,000	1,000	3,000	1,000	3,000	1,000	3,000	1,000	3,000	1,000	3,000	1,000	3,000	1,000	21,000	7,000
Bank/HP	2,000	1,000	2,000	1,000	2,000	1,000	2,000	1,000	2,000	1,000	2,000	1,000	2,000	1,000	14,000	7,000
Equipment & vehicle leasing	2,000	1,000	2,000	1,000	2,000	1,000	2,000	1,000	2,000	1,000	2,000	1,000	2,000	1,000	14,000	7,000
Payments relating to variable costs	2,000	1,000	2,000	1,000	2,000	1,000	2,000	1,000	2,000	1,000	2,000	1,000	2,000	1,000	14,000	7,000
Capital Expenditure	4,000	500	4,000	500	4,000	500	5,000	1,000	5,000	1,000	5,000	1,000	6,000	1,000	33,000	5,500
Other Payments	1,000	900	1,000	900	1,000	900	2,000	900	2,000	900	2,000	1,800	2,000	1,800	11,000	8,100
VAT	500	400	500	400	500	400	500	400	1,000	900	1,500	900	2,000	1,800	6,500	5,200
Owner's wages/salary	500	400	500	400	500	400	500	400	1,000	900	1,500	1,400	2,000	1,900	6,500	5,800
Owner's National Insurance	500	500	500	500	500	500	500	500	1,000	500	1,500	500	2,000	500	6,500	3,500
Loan repayments (incl. interest)	4,000	3,500	4,000	3,500	4,000	3,500	5,000	3,500	6,000	3,500	5,000	3,500	5,000	3,500	33,000	24,500
Stock	4,000	3,900	4,000	3,900	4,000	3,900	5,000	3,900	6,000	5,000	10,000	9,000	11,000	10,000	44,000	39,600
Consumables	3,000	2,900	3,000	2,900	3,000	2,900	6,000	5,000	6,000	5,000	6,000	5,000	6,000	5,000	33,000	28,700
Other (please specify)	1,000	500	1,000	500	1,000	500	1,000	500	1,000	500	1,000	900	1,000	900	7,000	4,300
Other	1,000	500	1,000	500	1,000	500	1,000	500	1,000	500	1,000	900	1,000	900	7,000	4,300
Other	500	500	500	500	500	500	500	500	500	500	500	900	500	900	3,500	4,300
TOTAL £	57,000	42,300	67,600	50,890	78,200	60,300	96,900	72,900	111,000	84,100	125,600	100,750	150,300	118,300	686,600	529,540
Income less expenditure	-37,000	-23,700	-67,600	-28,790	-49,700	-33,300	-65,600	-42,800	-76,500	-51,600	-87,600	-64,750	-108,300	-78,300	-468,300	-323,240
Opening bank balance	0	0	-37,000	-23,700	-104,600	-52,490	-154,300	-85,790	-219,900	-128,590	-296,400	-180,190	-384,000	-244,940	-384,000	-244,940
Closing bank balance	-37,000	-23,700	-104,600	-52,490	-154,300	-85,790	-219,900	-128,590	-296,400	-180,190	-384,000	-244,940	-492,300	-323,240	-492,300	-323,240

25 Conclusion.

Hence, the Café can become a prosperous and permanent environmentally conscious coffee business that prioritises protecting the environment while providing excellent goods and services. With careful planning, intelligent accounting, and aggressive reduction of risks, Brews and Beans Café hopes to accomplish its objectives, make a good impact on the wider community, and prosper in a competitive marketplace. Coffee lovers are going to love Brews and Beans Café as it focuses on creativity, pleasing clients, and sustainable operating methods. It also has the potential to have a significant environmental effect whereas being a popular spot.

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27 Appendix

(An appendix comes at the end (after the reference list) of a report, research project, or dissertation and contains any additional information such as raw data, tables, and supporting information such as screenshots, and additional evidence. The information in the appendices is relevant but is too long or too detailed to include in the main body of your work.)