

Kitty Kafé

Purrrfectly Brewed Coffee



BMSW4006 – Managing Enterprise in the 21st Century

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WHAT IS KITTY KAFÉ?



WHAT IS THE EXPERIENCES LIKE?



PURPOSE OF THE KITTY KAFÉ

- What are the privileges in Kitty Kafe
- Why people love to visit us



Functions

We provide safety and adventurous area for cats and cosmetics' care. Healthy and variety menu developed in Kitty Kafe.





We have a library section in the café where everyone can enjoy reading different types of books.



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[Photo link](#)

Pricing Strategy

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graph LR; A((Pricing Strategy)) --- B((Cost plus)); A --- C((Competitive)); A --- D((Penetration)); B --- B1[• Cat entrance]; B --- B2[• Specialty of menu]; C --- C1[• Usual part of menu]; C --- C2[• Cat care service]; D --- D1[• Library]; D --- D2[• Massage chairs];
```

Cost plus

- Cat entrance
- Specialty of menu

Competitive

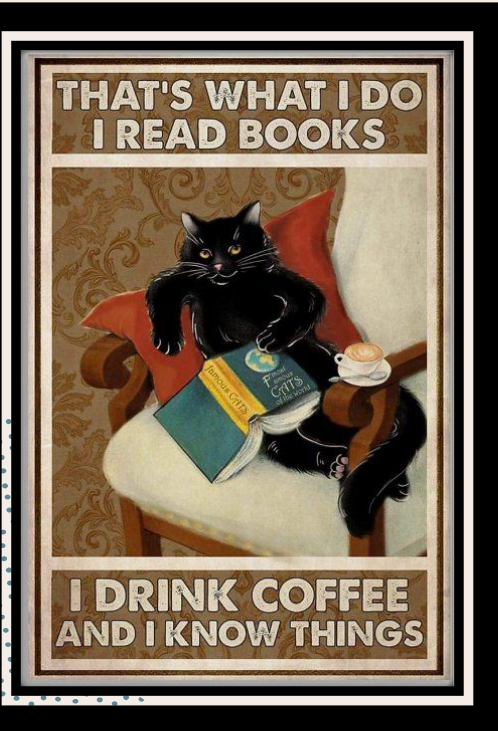
- Usual part of menu
- Cat care service

Penetration

- Library
- Massage chairs

Special
Offer

- ❖ Loyalty card
- ❖ Happy hour on Tuesday and Wednesday between **14:00-17:00** with **30%** off of the Specialty menu.
- ❖ Every month we introduce new recipe.
- ❖ **10%** discounts for Cat's Hotel or Pet Veterinary Clinic.
- ❖ Fun street board and social advertising



Physical evidence



- We provide delivery with Deliveroo
- Plastic free packaging

Happy Employee
+
Happy Customer
=

**KEY TO
SUCCESS**

A large, stylized golden key graphic that serves as a visual metaphor for the 'KEY TO SUCCESS' text.

Management and Organization- “Kitty Kafé”

by Ayten Tair

Management of “Kitty Kafe”

- < *Leadership*
- < *Communication and Customer service*
- < *Organization*

A successful manager is made, not born.



High Quality of Coffee Beans at “Kitty Kafe”





“Kitty Kafe”
Purrrfectly brewed coffees

P

E

S

T

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L

Political

Governmental policy

Tax policies

Labour laws

Trading laws

Economical

Inflation rates

Demand/
Supply

Economic growth

Social

Location

Age distribution

Green and ecological products

Customer preference

Customer service

Product quality

Technological

Official website

Low energy consumption

Solar panels

Free Internet

Develop a store app

Environmental

Use recyclable packaging

Waste management

Climate change

Workplace Efficiency

Legal

Health and Safety law

Discrimination law

Import/export law

Employment law

Consumer law

Perform DPSC

S

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Strength

Location

Available to all
ages

High quality
products

Customer
centric
strategies

Attractive store
layout and
design

Weakness

Weak financial
reserves

Limited sales
area coverage

Opportunity

Loyalty program

Broaden our
geographic
reach

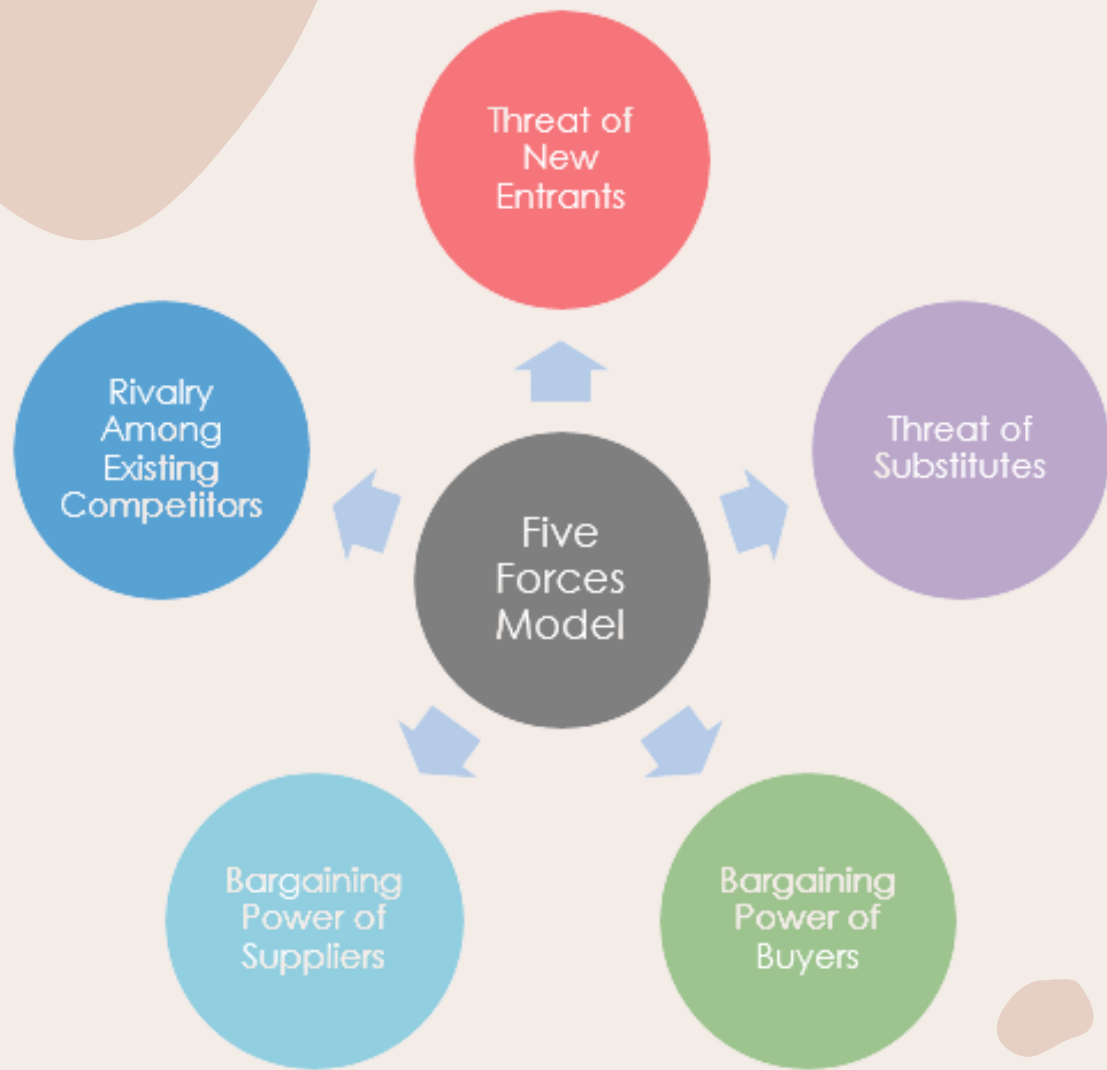
More shops and
outlets

Store app

Threat

Limited profit

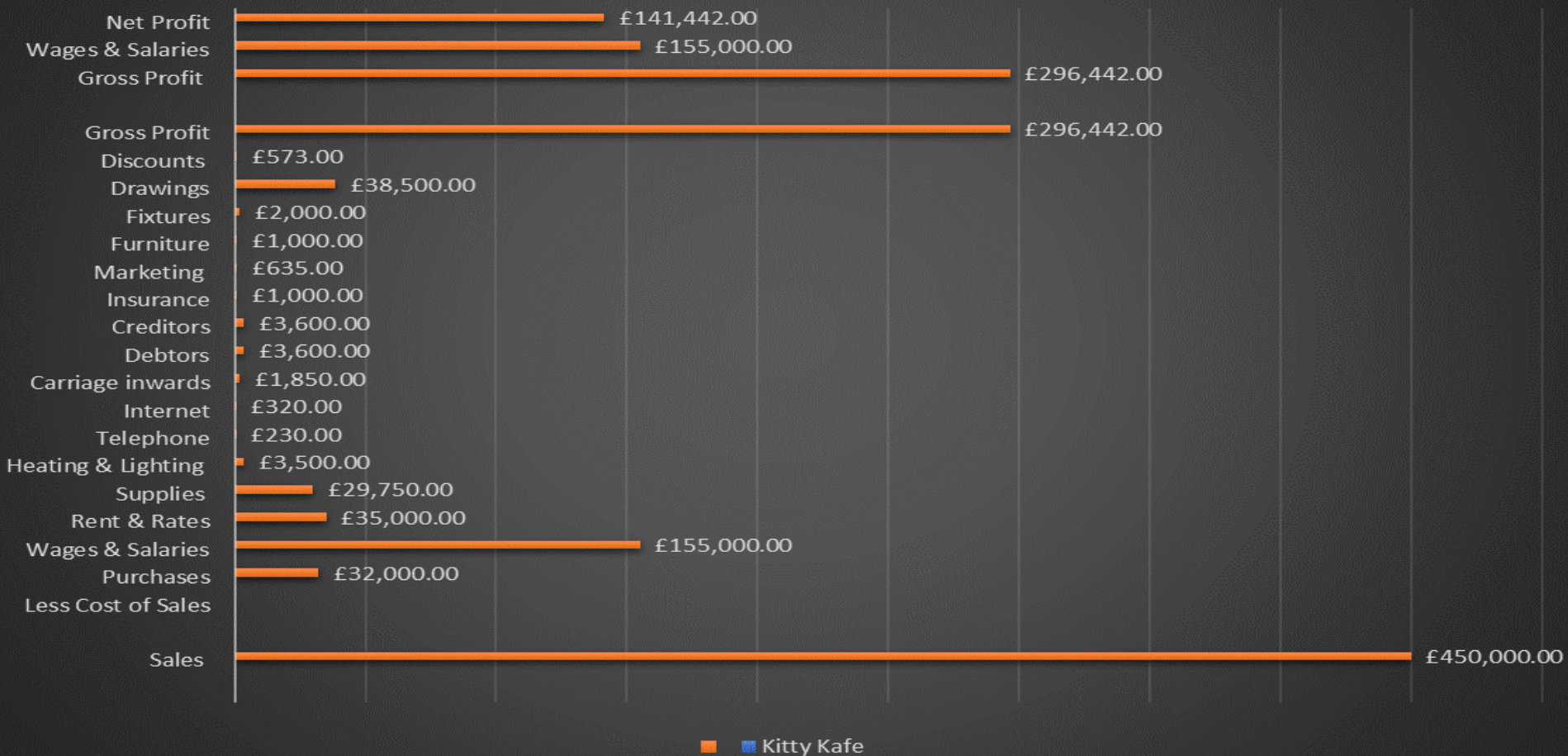
Increase in
supplier cost



Why is financial data important?



KITTY KAFE PROFIT & LOSS FOR THE YEAR 2021



KITTY KAFE BALANCE SHEET FIXED ASSETS FOR THE YEAR 2021



	Furniture	Fixtures	Rent & Rates	Telephone	Internet	Insurance	
■	£1,000.00	£2,000.00	£35,000.0	£230.00	£320.00	£1,000.00	£39,550.0

KITTY KAFE BALANCE SHEET CURRENT ASSETS FOR THE YEAR 2021



KITTY KAFE BALANCE SHEET FINANCED BY FOR THE YEAR 2021



References

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