

Business Plan Presentation



Onder Cetinasker

Student Number: 1505145

E-mail: 1505145@student.uwtsd.ac.uk

Entrepreneurship

SBMA7111_LON

Introduction

- A perfect investment opportunity
- Coffee Time – Making coffee is our passion
- Key Trends - Everybody loves coffee!
- Our business model
- Decide. Commit. Succeed.



Initial Benefit Statement

- £3,750,000 in revenue in the first year!!!
- £15,750,000 in annual revenue in the third year!!!

Would you be interested in?



Coffee Time

- 50 square-meter shop, 50 meters away from the Bermondsey tube station
- Fast, affordable and quality service
- Local and international coffee varieties
- Coffee time offers gourmet coffee experience in a calm, peaceful atmosphere



Key Trends

- 55 million cups of coffee sold in UK per day
- With 80 percent customers visits at least once a week
- One in six frequenting them on a daily basis
- Number of Coffee Shops in UK: 10,000 in 2007 to 24,000 today
- Coffee shops will overtake pubs by 2030

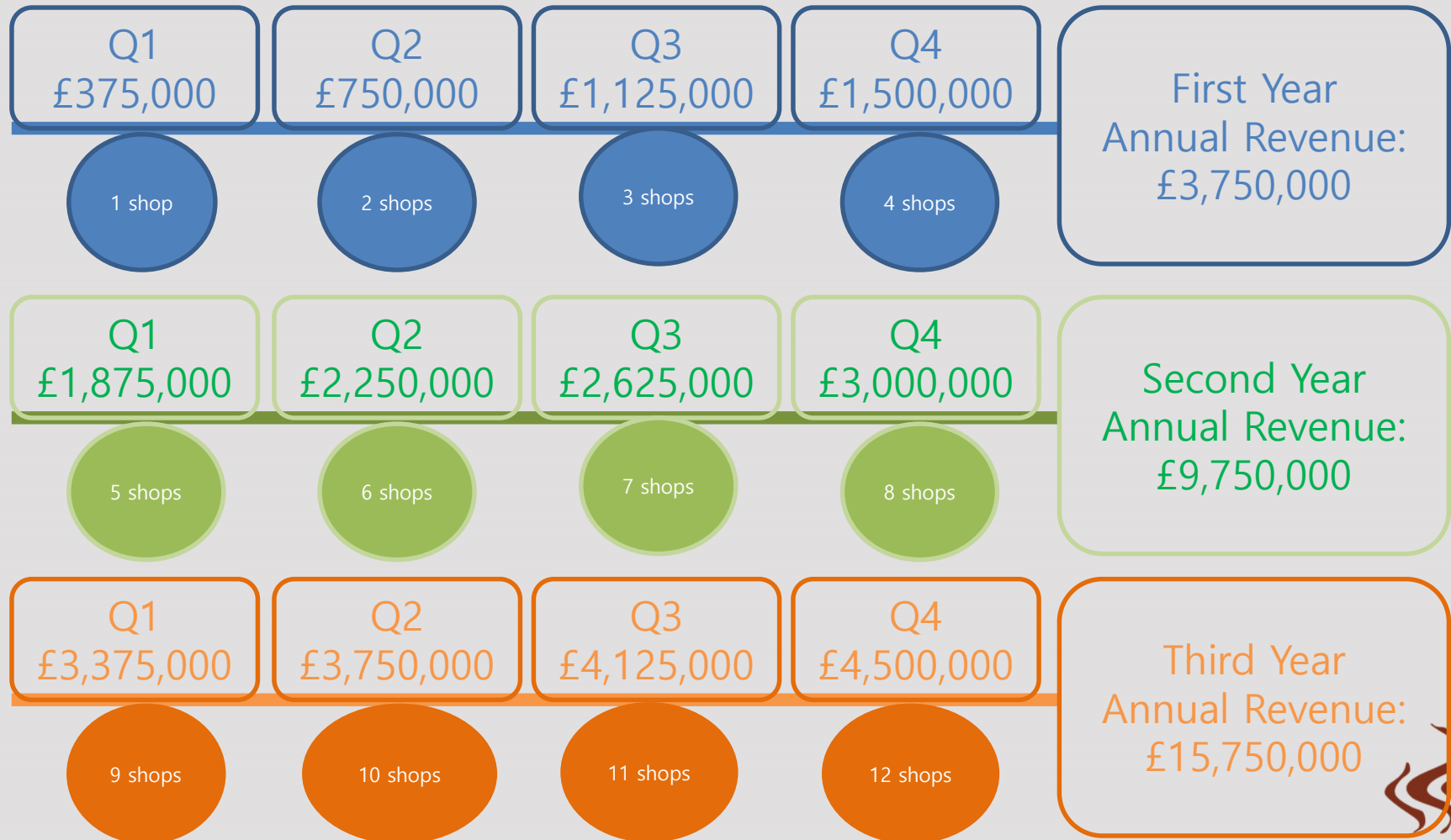


Business Model

- Mass Appeal Business Model :
 - Speed
 - 90 Second Rule
 - Order & Pay System via Mobile App
 - Consistency
 - No matter when or which branch you visit
 - Comfortable Place



Growth Strategy



Decide. Commit. Succeed.

- Gourmet Coffee Beans
- Fast and Efficient Service
- Talented Employees with a Customer Centric Approach
- Vibrant Locations



Conclusion

- Making coffee is our passion
- We know how to transform our passion into a robust business





coffee time

Thank you!