

LEVEL 4 ASSESSMENT SPECIFICATION			
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Academic honesty/referencing:	Academic honesty is required. In the main body of your submission, you must give credit to authors whose research and ideas your work is based on. Append to your submission a reference list indicating the books, articles, etc., you have used, cited or quoted to complete this assessment.		

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1. Executive Summary

The Vegan Vibes Café is a vegan coffee shop concept and design located in St Nectan's Glen, England. It offers a variety of plant-based coffees and snacks in an eco-friendly setting. This business plan details the café's distinctive value proposition, which is sustainable, community-oriented, and features premium-quality goods from local organic producers.

It hopes to tap into the expanding UK vegan market—which totalled around 2.5 million people in 2024—and consumers increasingly interested in ethical eating and healthy living. We deploy an integrated marketing strategy featuring a mix of digital and traditional promotion tactics to help build awareness among consumers and brand loyalty.

Projections indicate that in its first year, the venture will generate an income of £150,000 against total costs of £128,230, giving a profit of around £21,770. Key resources are a localized storefront, necessary production equipment, and quality suppliers that will maintain a consistent product.

By being highly committed to corporate social responsibility, Vegan Vibes Café is poised to be commercially successful in the competitive coffee shop market while contributing socially and environmentally to its locality.

2. The Business Idea

2.1 The Product/Service

Vegan Vibes Café is a small, intimate café where the vegan environmentalist community can enjoy quality plant-based coffees and food. Its coffee is prepared with soy, almond, or oat milk options, and it sells vegan cakes and snacks, making it an appealing alternative for all café-goers. Vegan Vibes Café supports ethical and sustainable practices, such as using coffee beans from fair trade farms and locally sourced organic ingredients. The café retains a welcoming, rustic-meets-modern vibe with coffee tastings, vegan cooking and latte art events. The value proposition is to offer an eco-friendly café experience that serves great plant-based food to create a more sustainable and community-engaged society with local, ethically sourced produce. This way of doing things will appeal to the segment looking for ethically sourced, top-end, yet uniquely bespoke corporate coffee shop experiences (Park, 2018).

2.2 SWOT Analysis

Table 1: Swot analysis

Strengths	• Ingredients are all sustainable, fair trade and locally sourced • A vegan menu not as accessible to vegans is growing in popularity • Creating customer-centric events to add value
Weaknesses	• Free-range organic sourcing will be extra costly • Not widely accessed by non-vegans
Opportunities	• Increased desire for vegan/eco-friendly choices • Could work with local farmers for seasonal menu collaborations
Threats	• Inflation is rising and dragging on consumer spending • Competition against already established coffee chains which have introduced vegan offerings (See Appendix A)

Strategies to reduce risk and maximise profit:

- Launch loyalty programs and promotional discounts to draw new and repeat customers during economic slowdowns (Alshurideh, 2019).
- Collaborate with nearby farmers and artisans to provide limited, seasonal exclusive products that increase differentiation (Gray, 2016).
- Make a second market but call it "Vegan Curious," with a new lower-priced menu and entry options aimed at non-vegetarians.
- Make ads promoting the eco-friendly aspects of the café to appeal to environmentally conscious consumers.

3. The Team

3.1 Key Personnel

Following is a description of the key team members:

Name and Company Position: Emma Green - Manager

Skills and Experience: 5 years in hospitality management, barista training and a wealth of knowledge pertaining to vegan nutrition.

Role and Responsibilities: Manage the daily operations, source ingredients, and choose how to develop a menu.

Name and Company Position: James Brown - Head Barista

Skills and Experience: Certified barista; Coffee Brewing (over four years)

Role and Responsibilities: Coffee preparation, training staff, control of the coffee quality

Name and Company Position: Sarah White - Marketing Manager

Skills & experience - 3 years of experience in digital marketing, social media, and experience planning.

Role & Responsibilities: Head marketing campaigns, social media, and event organization.

Name and Company Position: David Lee - Finance Manager

Skills and Experience: 6 years of experience in financial management and bookkeeping.

Role and Responsibilities: Budgeting, Accountancy, Financial Planning.

Name and Company Position: Amy Taylor - Manager of Customer Service

Skills and Experiences: Four years in the food industry customer service roles

Role and Responsibilities: Deliver best-in-class consumer experience and feedback.

3.2 Skill Gaps and Key Partners

3.2.1 Additional Staff Requirements

Pastry Chef: To develop a selection of vegan pastries and snacks to cover the white space in handcrafted, plant-based baked goods that keep customers returning for more options.

Marketing Assistant: Assist the Marketing Manager with social media campaigns and community outreach to add higher marketing approaches for a wider brand reach.

Events Support: To run workshops and community events to increase customer engagement and raise the café profile within the community, filling a knowledge gap in event management skills.

3.2.2 Training and Development

Barista Training: Delivered by a local coffee academy, covering techniques for preparing specialty coffees and customer service skills. Approximate cost: £300 per head (Winchester Coffee School, 2022).

Vegan Cooking Schools: Providing hands-on culinary training methods at a nearby cooking school for staff to improve the quality of offerings. Price: £500 for a set of workshops (Leiths Online Cookery School, 2024).

Social Media Marketing Course: Getting the Marketing Assistant to learn digital marketing training. Price: £250 (Digital Marketing Institute, 2023).

3.2.3 Outsourced Support / Key Partners:

Local Suppliers: Nothing beats Local for sourcing Organic and sustainable provisions and fair-trade Coffee. Working in harmony with local dairy farmers and providers, this partnership will be hugely beneficial for both supply needs and the café's ethical branding.

Accountancy Firm: Local accountancy firm to support financial planning and compliance whilst providing rigorous financial reporting and strategy. The projected cost is £1,000 per year (Smith & Co., 2023).

Marketing Agency: Engage a marketing agency to create brand and advertising strategies and provide the expert marketing support you need. The Anticipated Cost is £2,000+ introductory campaign (Bamuk, 2023).

4. Market Research

4.1 Market Information, Trends and External Factors

The UK café and coffee shop market has recovered following the COVID-19 pandemic, with cafes surpassing pre-pandemic levels of visits by 2024. The value of the market has continued to grow by £500 million annually since 2021 despite the financial stress on consumers (Statista, 2024). These two opportunities are already evident in the current expansion of coffee shop outlets (which exceeded 10,000 in 2024) and veganism, which had risen to over 2.5 million vegans (4.7% of the population) in just nine months (Edwards, 2024). Independent cafés with a vegan focus hold a strong place, whilst Costa Coffee, Starbucks and Greggs reign supreme (Statista, 2021). Internal potential and openness to hot drinks have increased – consumer spending on all hot drink categories has more than doubled since 2001. An opportunity from the PEST analysis is the increasing vegan market (See Appendix B); although economic issues stand, rising as high as 6.7% could mean spending could decline (Ridder, 2023). Still, the coffee shop sector grew by 5% annually and focused on measures like contactless payments and sustainability, showing the industry's resilience.

Consumer spending on coffee, tea and cocoa in the United Kingdom from 2005 to 2022 (in million GBP)*

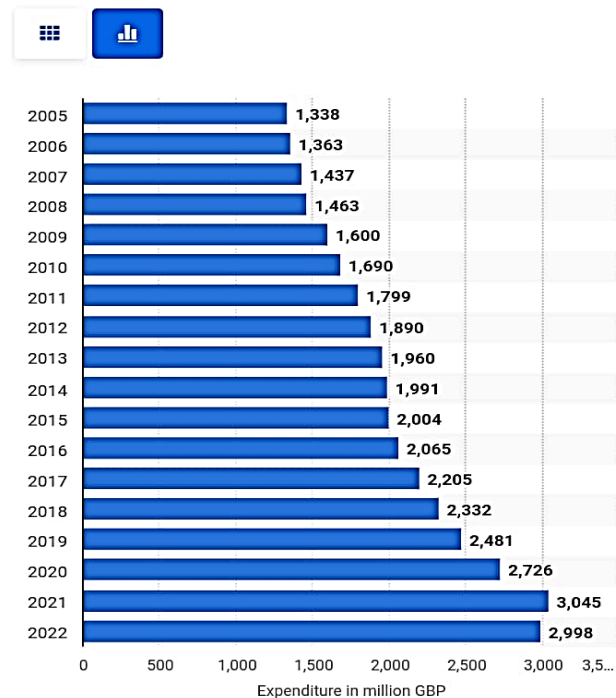


Figure 1: Consumer spending on coffee
Source: (Ridder, 2023)

4.2 Customer Profiles

Vegan Vibes Café appeals to a broad market of customers looking for premium, ethically sourced plant-based alternatives. There are three different types of customer profiles:

Table 2: Customer profiles

Customer Profile	Description	Likes, Habits, and Behaviour	Why They Might Use Vegan Vibes Café
Eco-Conscious Millennials (Aged 25-35)	Professionals who value sustainability and ethical sourcing	Love shopping at local businesses, try to buy fair trade and organic & share their stories on social media (Poletti, 2023)	Drawn by the cafe's fair-trade coffee, sustainable approach and vegan-friendly fare

Health-Conscious Families (Aged 30-45)	Explicit demand for healthy organic food from parents- both for themselves and their happy children	Frequent family healthy dining, organic if preferred and love community events	Enjoy the café's organic, locally sourced menu in a friendly family atmosphere
Vegan Students (Aged 18-24)	Young adults on Vegan Diets	Love social media, love a trendy place but on a budget, and always searching for vegan-friendly places for social catchups or study dates (Raptou et al., 2024)	Attracted by cheap vegan food, trendy digs and a place to chill out, hang or overwork

4.3 Competitor Profiles

Competitor 1: Costa Coffee

Unlike the 100% vegan menu of Vegan Vibes Café, Costa Coffee is a major UK chain that serves both vegan and non-vegan dishes. It has very strong brand recognition, a huge range of products and many UK locations. However, Costa Coffee is a bit weak in terms of sustainability, and it does not have the whole structure of a vegan menu (Costa Coffee, 2023). Meanwhile, Vegan Vibes Café will be going all-vegan and eco-friendly to rival in terms of ethical practices. The café will offer a vegan menu that is entirely plant-based and locally sourced, promising only the freshest, highest quality ingredients.

Competitor 2: Starbucks

Unlike Vegan Vibes Cafe, although it has an eclectic menu, Starbucks' choices are limited. Starbucks is a global brand with even broader offers. Its positive attributes are its loyal brand image, varied coffee offerings and convenient locations. Starbucks, though, is expensive and does not fully support sustainability. On the other hand, businesses such as Vegan Vibes Café will compete through affordable vegan offerings and a lively atmosphere of community. Offering vegan cooking classes and latte art lessons, using locally sourced products such as almond milk, the cafe rightly holds a distinct niche over Starbucks.

Competitor 3: Wildwood Café

Wildwood Café in Cornwall! is a local independent café with a few vegan options, but nothing plant-based. Its main selling points were a homely feel, bespoke service & customer loyalty. The number of recipes available for selection is very small, and the sustainability impact may not be consistent across all meals. Vegan Vibes Café will differentiate itself by serving a broader scope of vegan choices and preserving consistently green protocols. The USP is centred around a varied, 100% vegan menu with fair trade coffee and luxury-meets-rustic meets urban design.

5. Marketing Plan

5.1 Price

Speciality coffees at Vegan Vibes Café will be competitively priced between £3-£4, with plant-based snacks priced from £2.50-£5. And in keeping with high-quality organic products delivered at affordable prices. Sitting slightly below competitors such as Costa Coffee (Costa Coffee, 2023), the café targets a market keen on luxurious veganism at a non-luxury price.

5.2 Product

The designs are very minimalist and have earthy colours, which fits really well with their product range's eco-friendly packaging—because they produce it next door. The branding will complement the renovated railroad station feel and be inspired by wooden materials and greenery to provide an inviting environment. Vegan Vibes logos will dominate the returnable coffee cups.

5.3 Placement

The products will be sold in-store and for home delivery through a dedicated website alongside partnerships with platforms such as Deliveroo. A loyalty app will drive sales, increase frequency, and deepen consumer engagement.

5.4 Promotion

To raise brand recognition, Vegan Vibes Café will run social media campaigns on platforms like Instagram, Facebook and TikTok boasting visually appealing vegan dishes, latte art and environmentally sustainable practices (See Appendix C). More visibility through local influencers

and bloggers' collabs. These efforts will be bolstered by traditional advertising methods like passing out flyers in neighbouring towns and offering loyalty cards. Holding regular vegan cooking workshops and coffee tastings is one way to establish a loyal customer base and engage the community with the brand.

6. Key Resources

6.1 Premises

Vegan Vibes Café – 1,000 sq. ft. designated for seats, production and administration. Situated in St. Nectan's Glen, the property is available to lease with an average rent of £1,200 - £1,500 per month, and business rates around £250 - £300 per month. It brings a great deal of foot traffic, being one of the most tourist-visited locations among locals.

6.2 Equipment

It needs an espresso machine (from Coffee Omega at £2,500 each), commercial blenders (£300 each from Nisbets) and fridges (£1,200 from Caterquip). These include tables, chairs and environmentally-friendly packaging from Biopak. By maintaining the usage of high-quality equipment, timely operations help in staying competitive.

6.3 Key Suppliers

Major suppliers include Percol Coffee for fair trade beans, providing 10 kg bags at £80 (Percol, 2024). Riverford Organic Farmers will provide organic produce—grown locally fresh at affordable prices (e.g., a weekly veg box for £20).

7. Finances and Start-up Support

Following are the financial statements for Year 1 of the café:

Expenditures:

Expenditure Item	Year 1 (£)
Company Registration	50
Rent/Rates	18,000
Staff Wages	60,000

Travel/Accommodation	1,200
Telephone (mobile)	600
Broadband	480
Utilities	3,000
Marketing and materials	5,000
Insurance	1,500
Capital Expenditure/Equipment	10,000
Training & Development	2,000
Accounting/Legal	1,500
Outside Services	3,000
Stock/Materials Purchases	15,000
Bank Charges	300
Office Consumables	600
Loans Repayments	6,000
Total Expenditure	£128,230

Income source:

Income Source	Year 1 (£)
Sales A (Coffee Sales)	60,000
Sales B (Snacks & Food)	40,000
Sales C (Workshops & Events)	15,000
Capital Introduced	10,000
Funding	5,000
Loans/Borrowing	20,000
Total Income	£150,000

Profit/loss statement:

Year One Profit/Loss £	
Total Income	150,000
Total Expenditure	128,230
Profit/Loss	21,770

7.1 Financial Summary

Figures for Vegan Vibes Cafe come from industry data and research. This figure comprises £60,000 from the sale of coffees, £40,000 from snacks and £15,000 from workshops — typical for an ever-expanding market in vegan UK. Local property prices and average hospitality wages meant that rents of £18,000 and a salary bill of around £60,000 fell into the category of "major" expenses. Support at the start-up stage comes in the form of £10,000 cash saved and £5,000 from local business grants to help establish greener businesses. This also ties into the café's ethos — good quality beans and engagement in their communities.

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Appendices

Appendix A: SWOT

Strengths:

Vegan Vibes Café can rise above the rest as a sustainably sourced and ethically minded establishment; the defining characteristic of Vegan Vibes Café is its conscientious approach to food preparation and ingredient procurement. With locally sourced foods and Fair-trade coffee beans, the café hits well with the 41% of UK consumers who moderately focus their purchasing decisions on sustainability (Statista, 2022). With a wide range of plant-based dishes, it capitalises on the UK vegan market, which has grown by 40% over the last five years (The Vegan Society, 2023). The café is where friends can gather around great food and enjoy unique events like vegan cooking classes that enhance the customer experience, creating repeat visits.

Weaknesses:

This focus on organic, locally grown produce can sometimes lead to higher prices and non-vegan competition that offers cheaper meal options. Moreover, the niche nature of this market might limit consumer targeting, particularly from a non-vegan clientele that may be less open to paying premium prices.

Opportunities:

Vegan Vibes Café targets all major trending markets, with an added eco- and health-conscious consumer market in the UK, where annual 5% growth is projected (Kantar, 2023). By working with local farmers and suppliers, pubs can tap into the community food movement and develop a seasonal menu to draw in a wider demographic.

Threats:

In higher inflation, which rose to 6.7% in August 2023 (Office for National Statistics, 2023), discretionary spending can shrink as consumers pay less for the premium café experiences. At the same time, competition is getting stronger, with Costa Coffee and Starbucks major chains adding more to their vegan offering. This is illustrated by the fact that even larger players are entering the vegan coffee market: Costa Coffee, for instance, noted a 12% increase in sales in 2022, and it has stepped up its offering of plant-based alternatives (Intel, 2023). This new competition posed a possible threat to the market share of Vegan Vibes Café.

Appendix B

PEST Analysis

Political: Sustainability is a key focus for businesses such as Vegan Vibes Café, particularly since the UK government has pledged to achieve net-zero carbon emissions by 2050. Fairtrade regulations also align with the café's values for ethical sourcing of coffee beans.

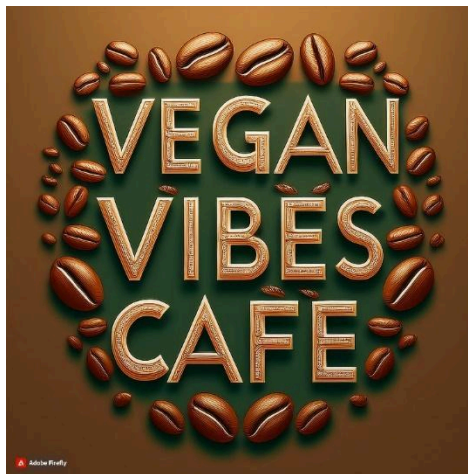
Economic: UK inflation hit 6.7% in 2023 (Office for National Statistics, 2023), weakening consumer purchasing power. Nevertheless, the UK coffee shop market is projected to grow by an average of 5% year-on-year, suggesting an enduring desire for a high-level café encounter.

Social: The number of vegans in the UK quadrupled from 1.4 to 2.5 million between 2023 and 2024 (Edwards, 2024). Demand for plant-based products is rising across Europe. Café with a burgeoning number of health-conscious consumers opting for ethical and sustainable dining options, opportunities abound for Vegan Vibes Café.

Technological: Contactless payment systems and even online ordering have become popular worldwide post-pandemic (Skinner-Jozefson, 2023). Not implementing these technologies could inconvenience customers and hinder changing consumer trends, meaning that the café will not compete with companies fighting to tap into that tech-savvy market.

Appendix C

Brand Logo



Source: Made with AI

Promotional Contents for Social Media:



Source: Made with AI
Vegan Vibes
Cafe