

Vasilis Vesai
Coffee shop
Student ID:2510148

Key partners The Athens Coffee will work with reliable coffee bean suppliers, local bakeries, milk suppliers, and food wholesalers to ensure a consistent supply of high-quality products. The Business may also partner with delivery services such as Uber Eats or Deliveroo, as well as equipment maintenance companies that service coffee machines. My coffee shop will acquire key resources from trusted partners, including high-quality coffee beans, fresh milk, bakery products, takeaway packaging, and coffee-making equipment. The business partners will also carry out crucial activities	Key Activities My coffee shop key activities focus on delivering its value proposition by preparing high-quality coffee, fresh food, and providing excellent customer service. Staff will ensure products are consistently made to a high standard. The Business will navigate both in-store sales and takeaway or delivery services as its main distribution channels. Strong customer relationships will be built through friendly service, loyalty rewards, and active social media engagement.	Value Proposition Athens Coffee provide quality coffee in a exquisite atmosphere, giving customers a unique experience Political: Before launching my Business, I will check the council regulations about the healthy safety of my consumers on which area or zone I will be able to open my business. Also, I will save my income for tax Regulations. Economic: On my business I will be checking my revenue or taxes, maybe my taxes are rising so I must invest more. I will be tracking inflation and minimum wage laws. These rise the cost of milk, cups, Beans and staff. As well as I will be rise the beans up to 20p which can engage plenty of customers.	Customer Relationships My coffee shop will build strong customer relationships by providing friendly, welcoming, and personalised customer service. Staff will ensure every consumer feels valued and has a positive experience. Consumers will expect fast service, high-quality products, and a clean, comfortable environment. They will also expect staff to be helpful, polite, and responsive to their needs. These relationships will be maintained through loyalty cards, special offers, social media updates, and by encouraging customer feedback. These assists build trust and encourage repeat visits.	Customer Segments On my coffee shop, the most essential consumers that are daily regulars and morning commuters. Will be the ones who's does like my coffee value I will be provide. My Business will be welcoming both and individual consumers and Business owners because my revenue will rise day by day. On my business I will add automatic counters (selfservice) my consumers will be able to order by themselves. Communities- I will attempt to provide rewards club labels to make it for engaging towards my consumers.
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such as delivering stock on time, maintaining coffee machines and supplying fresh ingredients. The main motivation for partnering with trusted suppliers is to ensure a reliable supply of high-quality coffee beans, fresh milk, pastries, and other ingredients. This assists the coffee shop maintain consistent product quality and meet customer expectations every day. Another reason for forming partnerships is to deduct Business risks and improve efficiency. Working with dependable suppliers, equipment maintenance companies, and delivery services assists prevent stock shortages.		Social: Stay on top of current healthy trends. Stock plant based milks (like oat or almonds) and offer dairy-free snacks. As well as make sure your shop has great lighting and fast WI-FI for remote workers.		Co-operation- I will provide machine where consumers will customize their drinks
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coffee machines and supplying fresh ingredients. The main motivation for partnering with trusted suppliers is to ensure a reliable supply of high-quality coffee beans, fresh milk, pastries, and other ingredients. This assists the coffee shop maintain			Customer relationships will be carried out through face to-face- interactions in the café, online communication, and quick responses to enquiries.	such as a coffee they can add milk, sugar, Flavors, or syrups. Personal Assistance- My staff will be able to take orders, ask questions and provide customer service towards my consumers. Automated service- I will make an app through app store or play store so my
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consistent product quality and meet customer expectations every day.

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Key Resources

The coffee shops key resources include high-quality coffee beans, fresh ingredients, espresso machines, and skilled baristas. These resources are essential for producing quality drinks and excellent customer service.

The Business also relies on its brand, point-of-sale system, and social media to attract and retain customers. These resources assist support daily operations, increase sales,

Channels

Social media, such Instagram, Facebook-to attract more consumers and gather plenty of followers.

Mobile apps- consumers will be able to order and compete for rewards through online app.

Delivery platforms (Uber eats, Deliveroo, just eat) consumers when they will ordering online couriers will address their food and drinks to their chosen location.

consumers can order online though the app, they can order coffees, water, sandwiches, teas, cupcakes, even snacks.

Demographic:

The coffee shop targets students, office workers, local residents, and commuters aged 18-45 with low to middle incomes who are looking for affordable, high quality coffee and food

	and generate a steady source of revenue.		Loyalty card and posters- I will be providing them, including a QR code so consumers can scan it and give feedback about my business. I will also provide for students whose are 15+ discounts and for university partnerships, that can rise customers into my shop, and it will have a superb impact on my income.	
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Cost Structure

Shop rent: £2,000

Staff Wages (4 employees): £8,000

Coffee beans, milk, food & ingredients: £3,000

Electricity, water, gas & internet: £700

Equipment Maintenance: £300

Packaging (cups, bags, napkins): £500

Marketing & advertising: £400

Delivery app fees: £600

Insurance & licences: £250

Cleaning & maintenance: £250

Total estimated monthly cost: £16,000

Revenue Streams

Sales of hot drinks (coffee, tea, hot chocolate).

Sales of cold drinks (water, soft drinks, juices and smoothies).

Sales of food (sandwiches, pastries, cakes, cupcakes and snacks).

Online orders through the mobile app.

Delivery orders through Uber Eats, Deliveroo and Just Eat.

Loyalty programme that encourages repeat purchases.

Seasonal products and limited time offer (e.g. Christmas drinks and summer iced coffees).

Catering services for local businesses and events.

Gift cards:

Customers can purchase gift cards for friends and family. This provides income in advance and encourages new customers.

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Business Model Canvas

Key partners Some activities and resources in your business may need outsourcing. List the key partners and activities they will perform. Who are your key partners? Who are your key suppliers? Which key resources are you acquiring from partners? Which key activities do partners perform? What are your motivators for this partnership? - Acquisition of resources - Reduction of risk and uncertainty - Optimisation and economies to scale	Key Activities Actual tasks and activities required to create and deliver the business offering. List the key activities required to be successful. What key activities are needed for: - value proposition - distribution channels - customer relationships - revenue streams Key Resources What key resources does your value proposition need. What key resources are needed for: - value proposition - distribution channels - customer relationships - revenue streams Types of resources – Physical, Intellectual (brand, copyright, patents, data) Human, Financial.	Value Proposition Your Value Proposition is the reason why customers turn to your company over another. It solves your customer's problem or satisfies your customer's need. What value do you deliver to the customer? What problem do you help to solve for your customer? What product and / or service will you be offering? Which customer needs are you satisfying? Characteristics of value proposition - Newness - Performance - Customisation - Design - Brand / status - Price - Cost Reduction - Accessibility - Convenience / visibility	Customer Relationships It is essential to establish and maintain relationships with customers. Clarify the type and purpose of the relationship. What type of relationship does each of our customer segments expect us to establish and maintain with them? Which ones have you established? How are they carried out How much will it cost? Channels How will you communicate? Through which channels do our customer segments want to be reached? How are you planning to reach them? Are your channels integrated? Which ones work best? Which ones are most cost effective? How do you plan to integrate them in your customer routines Channel types – Sales force, web sales, own shops / stalls, partnership shops, wholesalers	Customer Segments For whom are you creating value? How can you identify your customers and the segments f customers you will have? Who are your most important customers? Are your customers individuals / business / individuals with a business What will they expect: - Self service - Automated service - Personal Assistance - Communities - Co-creation What does your customer segments look like: - Mass market - Niche market - Segmented - Diversified - Multi sided platform
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Cost Structure What are the most important costs inherent in your business. - Which key resources are the most expensive - Which key activities are the most expensive Is your business more - Cost driven (leanest cost structure, low price value proposition, maximising automation, extensive outsourcing) - Value driven (focused on value creation, premium value proposition) Consider- Fixed costs such as salaries, rentals, utilities Income, expenses, earnings or profit, sales, gross margins, break even.	Revenue Streams Consider how the business will charge and receive income. What are your customers willing to pay? What do they currently pay and how does your offering differ? What is your revenue model? What are your pricing structures? How do your customers pay now? How would they refer to pay? How much does each revenue stream contribute to the overall revenue? Will you use: Fixed pricing, list pricing, product feature, customer segment or value dependent
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Business Model Canvas

Select your starting month:

April

Cash in-flows	Description (as required)	Starting point	1	2	3	4	

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###	Total anticipated sales		£0	#VALUE!	£2,344	£2,479	£2,614	£2
	Value of your Start Up Loan	Government start up loan	£5,000	n/a	n/a	n/a	n/a	
	Enter Full Name: Vasilis Vesai							
	Enter Company Name: Coffee Shop							
	Enter Date: 14/07/2026							

Cash out-flows	Description (as required)	Starting point	1	2	3	4	
Total anticipated cost of sales		£0	#VALUE!	£800	£846	£892	
Existing assets for business purposes	Coffee machine and furniture	£3,000	£0	£0	£0	£0	
Rent or premises costs	Shop rent	£1,000	£0	£0	£0	£0	
Business rates for your business premises	Business rates	£150	£0	£0	£0	£0	
Utilities (gas, electricity, water)	Electricity, gas and water	£250	£0	£0	£0	£0	
Insurance	Business Insurance	£80	£0	£0	£0	£0	
Telephone and internet	Broadband and phone	£60	£0	£0	£0	£0	
Marketing and advertising expenses	Social media, flyers	£100	£0	£0	£0	£0	
Vehicle running costs	Coffee bean deliveries	£50	£0	£0	£0	£0	
Equipment purchase or leasing	Coffee machine leasing	£250	£0	£0	£0	£0	
Postage, printing, stationery	Cups, menus, printing	£40	£0	£0	£0	£0	
Transport and delivery	Loacal delivieres	£80	£0	£0	£0	£0	

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Professional fees (legal, accounting etc.)	Accountant	£100	£0	£0	£0	£0	
Your salary (if PSB is in deficit)*	Owners salary	£1,500	£0	£0	£0	£0	
Your salary (over and above your PSB needs)*		n/a	£0	£0	£0	£0	
Staff costs	One part-time barista	£1,200	£0	£0	£0	£0	
Start Up Loan monthly repayment - First Loan	Loan repayment	£110	£0	£0	£0	£0	
Other sources of cash or equity	Owners' savings	£2,000	£0	£0	£0	£0	
Coffee bean supplier credit	Coffee bean	£1,000	£0	£0	£0	£0	
Equipment grant	Grant	£1,500	£0	£0	£0	£0	
Family investment	Family savings	£2,000	£0	£0	£0	£0	
Gift card & loyalty card sales	Gift card & loyalty card	£500	£0	£0	£0	£0	
Business bank loan	Bank loan	£3,000	£0	£0	£0	£0	
Total cash in-flows (A)		£15,000	#VALUE!	£2,344	£2,479	£2,614	£2

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£	Coffee beans & milk supplies	coffee & milk supplies	£500	£0	£0	£0	£0	
£	Cleaning supplies	Cleaning	£150	£0	£0	£0	£0	
£	Cups, lids and takeaway packaging	Cups, lids and takeaway	£300	£0	£0	£0	£0	
£	Coffee shop licences and permits	Licence & permits	£250	£0	£0	£0	£0	
£	Maintenance & repairs	maintenance & repairs	£200	£0	£0	£0	£0	
£	Staff training	Staff	£100	£0	£0	£0	£0	
Total cash out-flows (B)			£9,470	#VALUE!	£800	£846	£892	

Your closing cash position	£5,530	#VALUE!	#VALUE!	#VALUE!	#VALUE!	#VALUE!
Your net cash flow (A-B)	£5,530	#VALUE!	£1,544	£1,633	£1,722	£1,816

Your monthly opening business bank account balance	£0	£5,530	#VALUE!	#VALUE!	#VALUE!	#VALUE!
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