Cozy Cup Café – Business Plan

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Business Idea

- Small coffee shop offering high-quality drinks and snacks
- Comfortable and cozy environment
- Place to relax, study, and socialize
- Focus on customer experience and repeat visits

Unique Selling Proposition (USP)

- Cozy and relaxing atmosphere
- High-quality coffee at affordable prices
- Friendly and personalized service
- Ideal space for students and young professionals







Target Market

- Students (study & work space)
- Young professionals (daily coffee buyers)
- Local residents (relaxation & meetings)

PESTEL Analysis

01 **Economic:** inflation affects costs and pricing

02 **Social:** strong coffee culture increases demand

03 **Legal:** food safety and business regulations must be followed



Marketing Strategies

- Social media promotion (Instagram, TikTok)
- Loyalty cards & discounts
- Competitive pricing
- Attractive location (busy area)





Financial Overview

Startup Cost	Amount
Rent (deposit + first month)	2,800 £
Coffee machine	4,500 £
Furniture and interior	4,000 £
Equipment and supplies	2,200 £
Initial stock (coffee, milk, food)	1,800 £
Marketing and promotion	1,200 £
Total	16,500 £

Fixed Costs	Per month
Rent	3,000 £
Business Rate	400 £
Gas bill	200 £
Two Employee Salaries	1,800 £
Accountant	100 £
Total cost	5,500 £

Variable Costs	Jan	Feb	Mar	Apr	May	Jun
Utility bills (Water)	200 £	220 £	240 £	260 £	280 £	300 £
Delivery (Transportation cost)	900 £	950 £	1,100 £	1,200 £	1,300 £	1,400 £
Temp staff	400 £	450 £	500 £	550 £	600 £	650 £
Stock (items)	700 £	850 £	950 £	1,050 £	1,150 £	1,250 £
Total	2,200 £	2,470 £	2,790 £	3,060 £	3,330 £	3,600 £

Cash Flow & Break-even

	Jan	Feb	Mar	Apr	May	Jun
Fixed Cost	5,500 £	5,500 £	5,500 £	5,500 £	5,500 £	5,500 £
Variable Cost	2,200 £	2,470 £	2,790 £	3,060 £	3,330 £	3,600 £
Total Cost	7,700 £	7,970 £	8,290 £	8,560 £	8,830 £	9,100 £
Revenue	4,800 £	5,500 £	6,500 £	8,000 £	9,200 £	10,500 £
Profit/Loss	-2,900 £	-2,470 £	-1,790 £	-560 £	370 £	1,400 £

Break-evenpoint: May

16,500£+2,900£+2,470£+1,790£+560£

Total investment needed: £24,420



Conclusion

To finish, I think my café is a good business idea because many people enjoy coffee.
I have a clear group of customers and a simple plan.
The business may have some losses at the start, but it should make profit after a few months.

Reference List

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Thank You



