

The background is a chalkboard with a faint, hand-drawn sketch of a building with multiple windows and a door. There are also some light-colored scribbles and lines scattered across the board, particularly on the right side.

**SmokeyCats Café – Digital
Skills E-Portfolio Presentation
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Module: BMSW4008**



- **Task 1: Research, analysis, website & marketing**
- **Task 2: Excel cash-flow projection & importance of Excel**
- **Task 3: 2-minute video advertisement**
- **Skills learned & reflection**
 - **Conclusion**
 - **References**

- Questionnaire Design

SmokeyCatsCafe

Cafe Place

How often do you visit coffee shops in a typical week?

☐ Never

☐ 1-2 times

☐ 3-4 times

☐ 5 or more times

Would you like to have a shisha in your coffee place during the night time

☐ Yes

☐ No

☐ Maybe

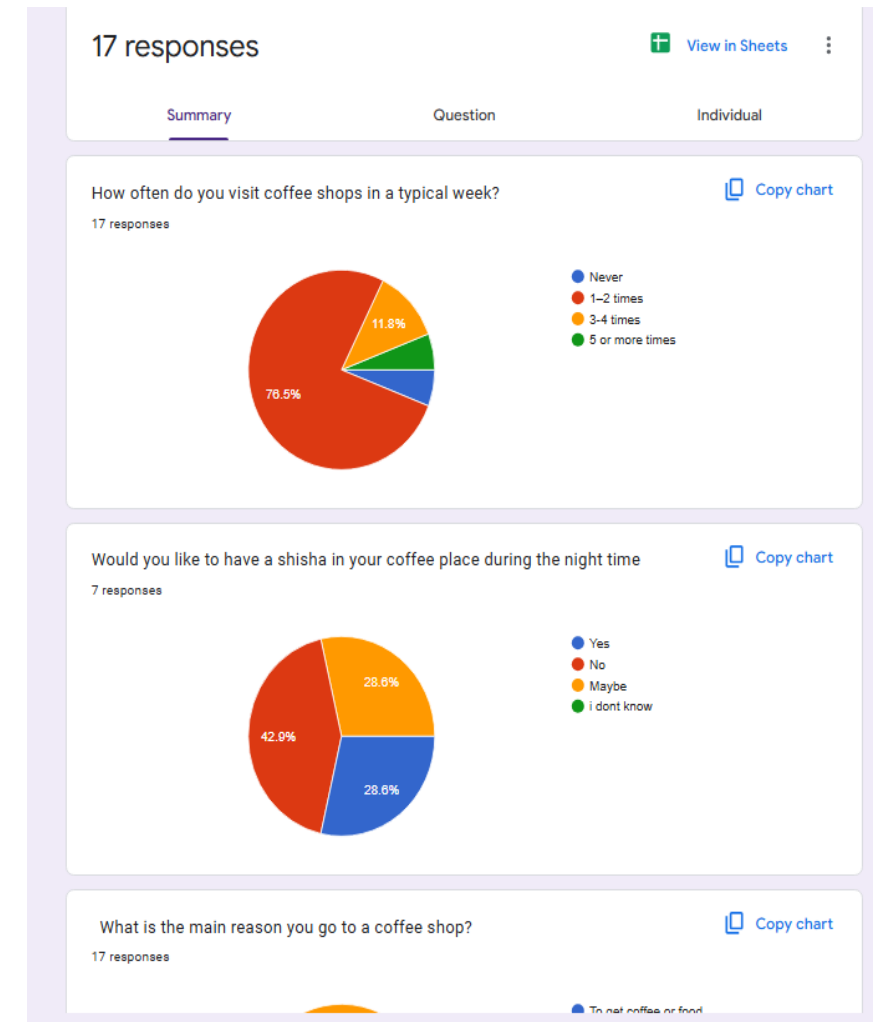
☐ i dont know

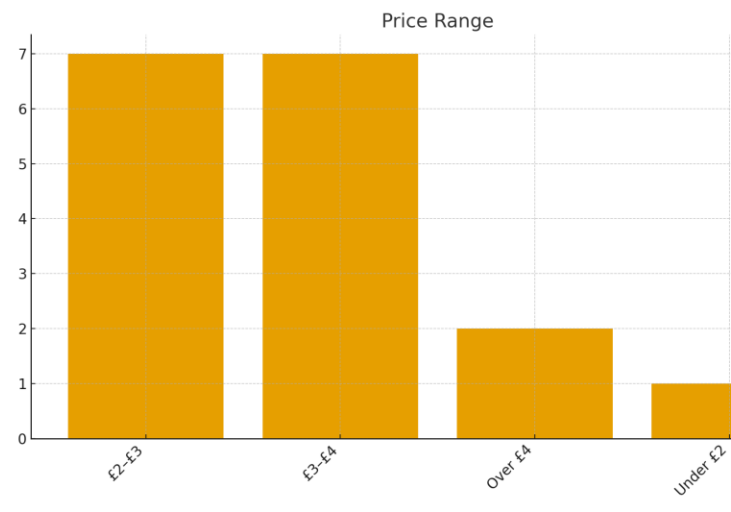
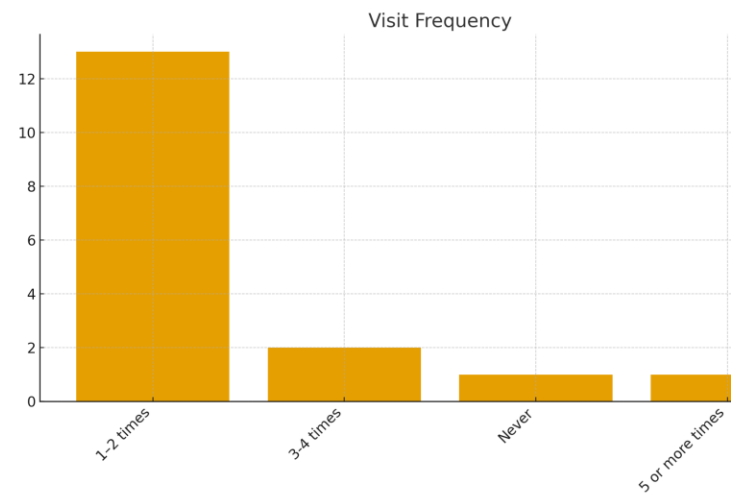
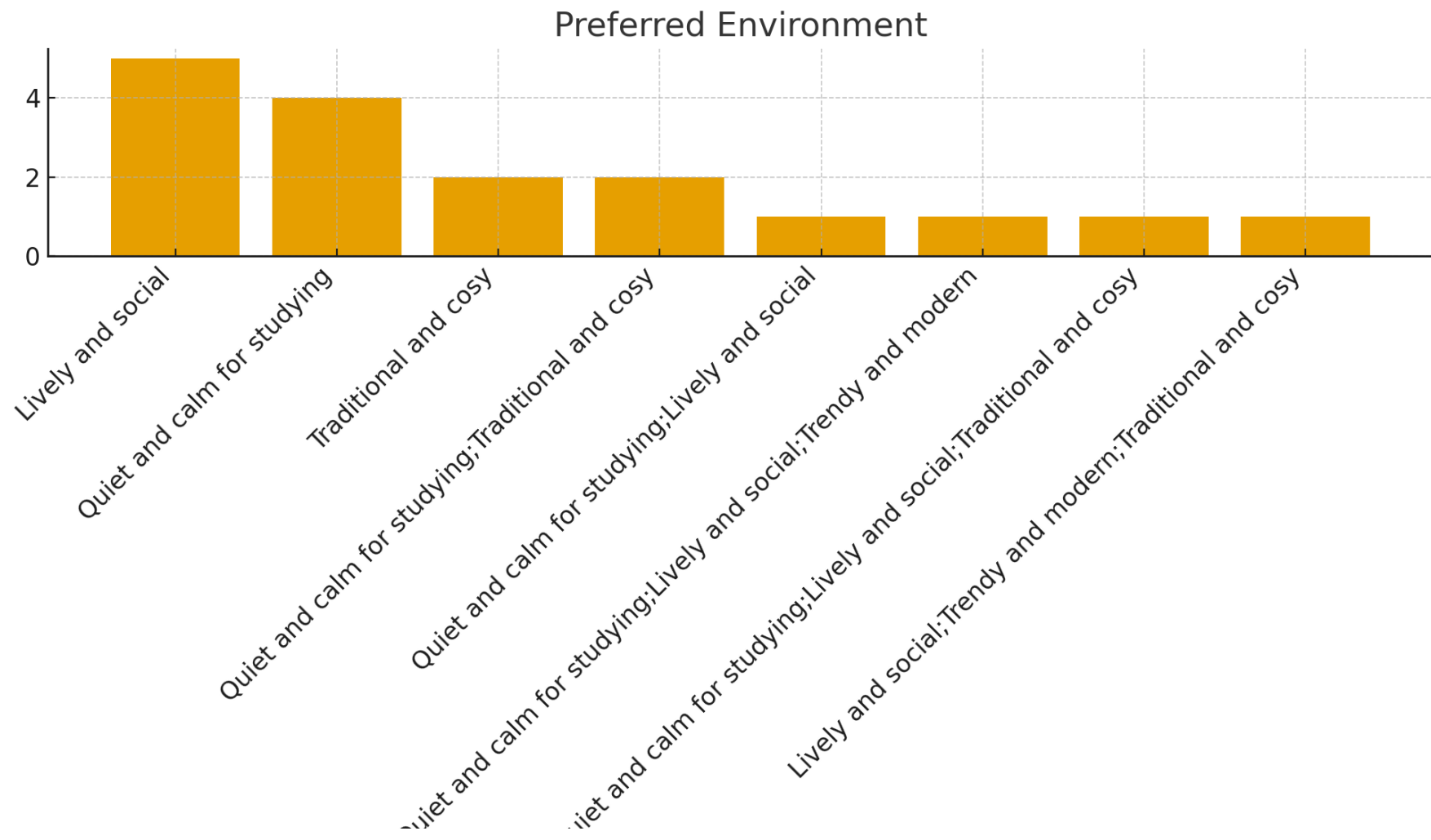
What is the main reason you go to a coffee shop?

☐ To get coffee or food

☐ To study or work

☐ To socialise with friends





Key Insights from the Data

- Most students visit cafés 1–2 times weekly.
- A cosy, quiet environment was the most preferred.
- £3–£4 is the most common spending range.

Key Insights from the Questionnaire



Most students visit cafés 1–2 times per week, mainly for studying or relaxing. This confirmed the need for a comfortable, student-focused environment.



The majority preferred a cosy and quiet atmosphere, which influenced the design of SmokeyCats' study area and overall visual aesthetic.



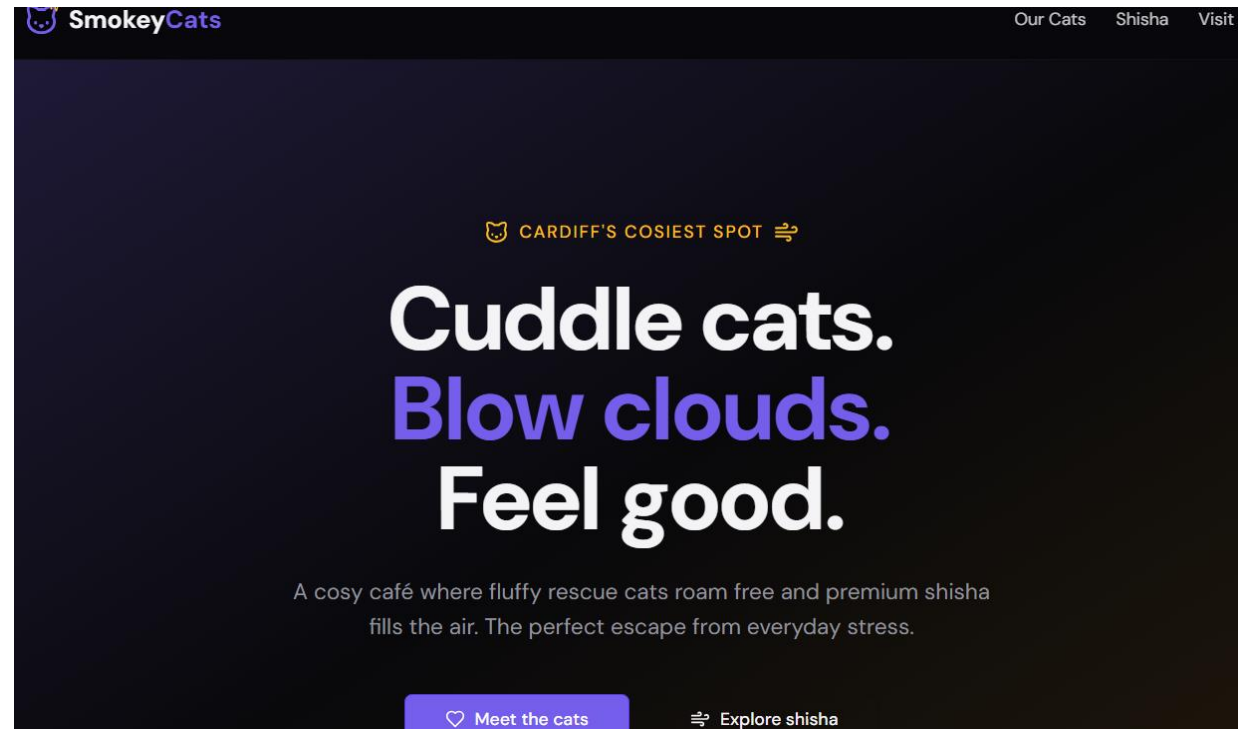
£3–£4 was the most common price range, guiding the decision to set SmokeyCats Café as a mid-range, affordable brand for students.



Instagram was the most-used platform for café advertising, so marketing materials were designed in an Instagram-friendly style with modern, minimal layouts.

Website Design

- This homepage introduces SmokeyCats Café with a bold, modern design that highlights the unique mix of cat companionship and premium shisha in a relaxing Cardiff setting.



The Cat Lounge

Imagine sinking into a plush sofa while a fluffy ginger cat curls up beside you. Another playful tabby bats at a toy nearby. The soft purring fills the room as you sip your favourite drink.

All our cats are rescues looking for love. They're friendly, cuddly, and absolutely adore meeting new humans. Whether you're a hardcore cat person or just need some stress relief, our furry friends are here to make your day better.

Rescue cats

Cuddle-approved

Stress relief

Cat toys provided

Why Cat Cafés Rock

- ♥ Petting cats reduces stress and anxiety
- ♥ Perfect for students who can't have pets
- ♥ Therapeutic vibes without the commitment
- ♥ Every visit helps support rescue cat welfare

The Shisha Lounge

Premium Flavours

Blueberry Mint Double Apple Grape Ice Watermelon Mango Tango Lemon Chill
Mixed Berry Fresh Mint

Plus seasonal specials and custom mixes. Just ask.

When the sun sets, the mood shifts. So do the good vibes. Our evening shisha lounge is the perfect place to unwind properly.

Premium tobacco, clean pipes, and flavours that catch up with mates or just vibing solo, we've got you covered.

Premium tobacco

Private booths

Student prices

- This part of the website explains SmokeyCats' two core spaces: a calming cat lounge focused on wellbeing and rescue cats, and an evening shisha lounge offering premium flavours and a relaxed social atmosphere for students.



Café by Day

Coffee, snacks, and study vibes



Cats All Day

Fluffy therapy on demand



Shisha by Night

Chill evenings, thick clouds

Come Say Hi

The cats are waiting. The shisha's ready. See you soon.



Cathays, Cardiff

Right in the heart of student land. Walking distance from Cardiff Uni, UWTSU, and Cardiff Met.



Opening Hours

Mon - Thu: 10am - 11pm
Fri - Sat: 10am - 1am
Sunday: 11am - 10pm

Send us a message

Send message

✉ smokeycatscafe@gmail.com 📷 @smokeycatscafe

🎵 @smokeycatscafe

- This part of the homepage provides the café's location, opening hours, and a contact form, inviting visitors to drop by or send a message. It reinforces SmokeyCats as a friendly, student-focused spot that's easy to reach and open late.

Marketing Materials

- This poster focuses on the emotional side of the brand. The soft colours and the warm image of a customer holding a rescue cat communicate comfort, calmness, and wellbeing.

It represents the daytime identity of SmokeyCats Café — a cosy study space, a relaxing environment, and a place where students can unwind with friendly cats.

SMOKEYCATSCAFE



SmokeyCats Café — Coffee, Cats & Shisha Lounge.

FIND US ON SOCIAL MEDIA

Stay connected with SmokeyCats Café —
updates, new cats, events, flavours, and
daily vibes.



- This design has a bright, energetic style that matches how young people use TikTok, Instagram, Snapchat, and Facebook.
It presents the café in a modern, vibrant way and encourages customers to follow the brand online.

Video Communication Strategy



The video uses a calm, warm aesthetic to reflect the cosy study environment preferred by students in the survey.



Short, Instagram-style footage matches the platforms students use the most.



The opening clip introduces me and establishes authenticity, as required.



The storyline highlights the café's dual atmosphere – quiet study space in the day and relaxed shisha lounge in the evening.



The branding, colours, and tone are consistent with the website and marketing materials.

Cash Flow sheet

Month	Opening Balance (£)	Income (£)	Expenses (£5,915)	Net Cash Flow (£)	Closing Balance (£)
1	0	4,200	5,915	-1,715	-1,715
2	-1,715	4,800	5,915	-1,115	-2,830
3	-2,830	5,200	5,915	-715	-3,545
4	-3,545	5,600	5,915	-315	-3,860
5	-3,860	6,000	5,915	+85	-3,775
6	-3,775	6,400	5,915	+485	-3,290
7	-3,290	6,800	5,915	+885	-2,405
8	-2,405	7,200	5,915	+1,285	-1,120
9	-1,120	7,600	5,915	+1,685	+565
10	565	8,000	5,915	+2,085	2,650
11	2,650	8,500	5,915	+2,585	5,235
12	5,235	9,000	5,915	+3,085	8,320

This chart shows the financial performance over 12 months. The café starts with early losses but recovers gradually as income increases. Excel allowed me to calculate net cash flow automatically and track when the business becomes sustainable.



Why excel

- “Excel is essential in the digital era because it supports financial planning, data analysis, and informed decision-making. When I created the 12-month cash-flow forecast for SmokeyCats Café, Excel helped me clearly see how the business would perform each month. By using formulas to calculate the net cash flow and link each closing balance to the next opening balance, I could track how the café slowly recovered from early losses and eventually moved into profit by Month 9. The spreadsheet showed exactly how much income I would need each month to cover the fixed £5,915 expenses and reach a positive closing balance. This made it much easier to judge whether the business idea was realistic and financially sustainable.”

What I cover in my video

- Brief introduction of myself and the SmokeyCats Café concept
- Overview of the café's purpose – a calm study space by day, social space by night
- Presentation of the cat-themed lounge and relaxed atmosphere
- Explanation of how shisha is offered in the evening
- Visuals showing the café's branding, colours, and design style
- How the concept is based on real questionnaire responses
- Highlights of key features students asked for: affordable drinks, cosy space, Instagram-style branding
- Final brand message showing SmokeyCats Café as a place to study, relax, and unwind



My Two Minute Video

<https://youtube.com/shorts/yoCQU-bmnP0?si=X1lwDSOORrbSPaGM>





Skills Developed

- Digital skills
- Data analysis
- Website creation
- Marketing & branding
- Excel & financial forecasting
- Presentation skills
- Video editing & digital storytelling
- Questionnaire design (Google Forms)
- Social media content creation
- Basic SEO awareness
- Creative design (Canva)
- Project planning & organisation



Conclusion

- Developed the full SmokeyCats Café concept using a range of digital tools and platforms
- Used market research, financial forecasting, and website creation to make informed decisions
- Strengthened key digital skills that improve employability, including data analysis, marketing, Excel, and presentation design
- Overall, the project showed how digital skills can turn an idea into a realistic and well-planned business proposal

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