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Contents

1. Business Plan

1.1 Business Idea

1.2 Main Products and Services

1.3 Business Objectives

1.4 Unique Selling Point (USP)

2. Business Environment

2.1 SWOT Analysis

2.2 Competitor Analysis

3. Market Segmentation

3.1 Marketing Mix (4Ps)10

3.2 Marketing Strategies

4. Financial Planning

5. Conclusion

6. References

1.Business Plan

1.1 Business Idea

My proposed business is **FreshBite Café**, a modern local café that offers healthy breakfasts, fresh sandwiches, salads, smoothies, homemade desserts, and speciality coffee. The café will provide a warm, friendly, and comfortable environment where customers can enjoy high-quality food and drinks at affordable prices. **(Kotler and Armstrong, 2021)**.

FreshBite Café will be located in a busy area with a high number of students, office workers, families, and local residents. The business aims to meet the growing demand for fresh, healthy, and convenient food. Many people have busy lifestyles and want quick meals that are both nutritious and reasonably priced.

The café will also provide takeaway and delivery services, allowing customers to enjoy their meals wherever they are. FreshBite Café will focus on excellent customer service, fresh ingredients, and creating a welcoming atmosphere that encourages customers to return regularly

. FreshBite Café will also focus on creating a relaxing and welcoming atmosphere where customers can enjoy their meals without feeling rushed. The café will use modern furniture, soft lighting, and comfortable seating to create a pleasant environment for students, professionals, and families. Free Wi-Fi and charging points will also be available, making the café a suitable place for studying, working remotely, or meeting friends.

1.2 Main Products and Services

FreshBite Café will offer a carefully selected menu of fresh food and drinks. The main products and services include:

- Healthy breakfast options such as avocado toast, porridge, yoghurt bowls, and eggs.
- Fresh sandwiches, wraps, paninis, and salads made daily.
- Smoothies, freshly squeezed juices, milkshakes, and soft drinks.
- Premium coffee, tea, hot chocolate, and speciality seasonal drinks.
- Homemade cakes, muffins, cookies, and other desserts.
- Vegetarian, vegan, and gluten-free menu options.
- Takeaway and delivery services.
- Free Wi-Fi and comfortable seating for customers who want to study, work, or meet friends.

All food will be prepared using fresh, locally sourced ingredients whenever possible to ensure high quality and great taste. **(Food Standards Agency, 2024)** FreshBite Café will regularly update its menu by introducing seasonal food and drinks to keep customers interested. Customer feedback will be collected through online reviews and surveys to help improve products and services. This will allow the café to respond to changing customer preferences and maintain a high level of customer satisfaction.

1.3 Business Objectives

Short-term objectives

- Open FreshBite Café in a busy local area.
- Build a strong customer base during the first year.
- Achieve positive customer reviews on Google and social media.
- Reach steady monthly sales and maintain high customer satisfaction.
- Create a strong online presence through Instagram, Facebook, and TikTok.

Long-term objectives

- Open a second café location within five years.
- Introduce a mobile app for online ordering and customer rewards.
- Expand the menu with seasonal products and new healthy recipes.
- Become one of the most popular healthy cafés in the local community.
- Another important objective is to build strong relationships with customers by providing excellent service and consistent product quality. The café will also

invest in staff training to ensure employees have the skills and knowledge needed to deliver a positive customer experience. Happy customers are more likely to return and recommend the café to others.

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Develop partnerships with local businesses and schools. **(Burns, 2022)**

1.4 Unique Selling Point (USP)

FreshBite Café stands out from competitors by offering fresh, healthy, and affordable meals prepared with locally sourced ingredients whenever possible. Customers can customise many menu items to suit their dietary preferences, including vegetarian, vegan, and gluten-free options.

Unlike many traditional cafés, FreshBite Café combines healthy food with speciality coffee in a relaxed and welcoming environment. Customers can enjoy fast service, friendly staff, free Wi-Fi, and comfortable seating for studying, working, or socialising.

The café will also provide takeaway and delivery services, making healthy food more convenient for busy customers. By focusing on quality ingredients, excellent customer service, and a pleasant customer experience, FreshBite Café aims to build strong customer loyalty and become a trusted part of the local community. **(Kotler and Armstrong, 2021)**

2. Business Environment

Consumer preferences continue to change as more people become interested in healthier lifestyles and environmentally friendly businesses. Many customers now expect cafés to provide sustainable packaging, reduce food waste, and offer plant-based menu options. By responding to these trends, FreshBite Café can improve customer satisfaction and strengthen its reputation within the local community. (Kotler and Armstrong, 2021)

2.1 SWOT Analysis – FreshBite Café

Strengths	Weaknesses
Fresh and healthy menu with high-quality ingredients.	New business with no established reputation.
Friendly customer service and comfortable atmosphere.	Limited financial resources at the beginning.
Vegetarian, vegan, and gluten-free options.	Strong competition from well-known cafés.
Takeaway and delivery services for customer convenience.	Small marketing budget in the first year.

Opportunities	Threats
Increasing demand for healthy food and speciality coffee.	Rising food and energy costs.
Growth of online ordering and delivery services.	Economic uncertainty affecting customer spending.
Building partnerships with local businesses and schools.	New competitors entering the local market.
Using social media to attract more customers.	Changes in customer preferences and market trends.

SWOT Analysis

FreshBite Café has several strengths that can help the business succeed. It offers fresh, healthy food, quality coffee, and a welcoming atmosphere for customers. Providing vegetarian, vegan, and gluten-free options allows the café to attract a wider range of customers. Takeaway and delivery services also make the business more convenient for busy people.

However, as a new business, FreshBite Café may face some challenges. It will need time to build a good reputation and attract loyal customers. The business may also have a limited marketing budget and strong competition from established cafés.

There are many opportunities for growth because more people are choosing healthier food and using food delivery services. Social media can also help promote the café and reach new customers at a low cost. At the same time, the business must be prepared for threats such as rising costs, economic changes, and increasing competition (Kotler and Armstrong, 2021).

2.2 Competitor Analysis

FreshBite Café operates in a competitive market. To understand the business environment, it is important to compare the café with both direct and indirect competitors.

Direct Competitors

Costa Coffee is one of the largest coffee chains in the UK. It offers a wide range of coffee, sandwiches, cakes, and hot drinks. Costa has a strong brand reputation and many loyal customers. However, FreshBite Café will focus more on healthy, freshly prepared meals and a more personal customer experience.

Starbucks is another direct competitor. It is well known for speciality coffee, seasonal drinks, and comfortable seating. Starbucks attracts students and professionals, but FreshBite Café will differentiate itself by offering more affordable prices, healthier menu options, and locally sourced ingredients whenever possible.

Indirect Competitors

Greggs is an indirect competitor because it sells coffee, sandwiches, pastries, and takeaway food at affordable prices. Although it is mainly a bakery, many customers choose Greggs for breakfast or lunch instead of visiting a café.

McDonald's is also an indirect competitor. It offers coffee, breakfast meals, desserts, and quick service at competitive prices. Some customers may choose McDonald's because of its convenience and value. However, FreshBite Café aims to attract customers who prefer healthier food, a quieter atmosphere, and better customer service.

Monitoring competitors will help FreshBite Café understand changes in customer preferences and identify new business opportunities. Regularly reviewing competitors' prices, products, and promotions will allow the café to improve its own services and remain competitive in the local market.

Conclusion

Although FreshBite Café faces competition from well-known businesses, it has the opportunity to succeed by providing fresh food, healthy menu choices, excellent customer service, and a welcoming environment. These features will help the café build customer loyalty and create a strong position in the local market (Kotler and Armstrong, 2021).

3. Market Segmentation

FreshBite Café will target a wide range of customers who are looking for fresh food, quality coffee, and a comfortable place to relax or work.

The main target customers are students who need an affordable place to study or meet friends. Office workers are another important group because they often look for quick breakfasts, lunch, or coffee during the working day. Families with children can also enjoy the café's welcoming atmosphere and healthy menu options. In addition, local residents who appreciate fresh food and friendly service are expected to become regular customers.

FreshBite Café will also attract customers who follow healthy lifestyles or have special dietary requirements, such as vegetarian, vegan, or gluten-free diets. By offering a varied menu at reasonable prices, the café aims to meet the needs of different customer groups and encourage repeat visits (Kotler and Armstrong, 2021).

FreshBite Café will also attract customers of different age groups and income levels. Young adults may visit the café to study or socialise, while working professionals may prefer takeaway coffee and lunch during busy working days. Families can enjoy the relaxed atmosphere during weekends, and older customers may appreciate the fresh food and friendly service. Understanding these different customer groups will help the business provide suitable products, promotions, and services for each market segment.

3.1 The 4Ps of Marketing

Product

FreshBite Café will offer a variety of fresh food and drinks, including speciality coffee, tea, smoothies, fresh juices, sandwiches, salads, breakfast meals, homemade cakes, and healthy snacks. The menu will also include vegetarian, vegan, and gluten-free options to meet different customer needs. The café will focus on quality ingredients, fresh preparation, and excellent customer service to provide a positive customer experience.

Price

FreshBite Café will use a competitive pricing strategy. Prices will be affordable while reflecting the quality of the products. The café will also offer meal deals, student discounts, loyalty cards, and seasonal promotions to encourage repeat visits and attract new customers. This pricing strategy will help the business compete with larger coffee chains while remaining profitable.

Place

The café will be located in a busy area with easy access for students, office workers, families, and local residents. Customers will be able to enjoy food and drinks inside the café or choose takeaway and delivery services. Online ordering will also make it easier for customers to buy products quickly and conveniently.

Promotion

FreshBite Café will promote its business through social media platforms such as Instagram, Facebook, and TikTok. The café will share photos of food and drinks, special offers, and seasonal menus to attract customers. Promotions such as loyalty cards, discounts for first-time customers, and local events will help increase brand awareness and encourage repeat business. Positive customer reviews and word-of-mouth recommendations will also play an important role in building the café's reputation (Kotler and Armstrong, 2021).

In addition to social media marketing, FreshBite Café will use local advertising such as posters, flyers, and partnerships with nearby schools and businesses. The café may also organise special events, such as coffee tasting sessions or seasonal promotions, to attract new customers. These activities will help increase brand awareness and encourage more people to visit the café..

3.2 Marketing Strategies

FreshBite Café will use a combination of online and offline marketing strategies to attract and retain customers. Social media platforms such as Instagram, Facebook, and TikTok will be used to share photos of food and drinks, promote special offers, and communicate with customers. Regular posts and customer reviews will help increase the café's visibility and build trust.

The café will introduce a loyalty card where customers receive a free drink after purchasing a certain number of coffees. Special discounts for students and seasonal promotions will encourage repeat visits. FreshBite Café will also work with local businesses and community groups to increase brand awareness and attract new customers.

Providing excellent customer service will be one of the most important marketing strategies. Friendly staff, a clean environment, and high-quality products will encourage customers to return and recommend the café to family and friends. By combining good service, affordable prices, and effective marketing, FreshBite Café aims to build a loyal customer base and achieve long-term success (**Kotler and Armstrong, 2021**).

4. Financial Planning

FreshBite Café will require initial funding to cover the costs of opening the business. The start-up costs will include renting and decorating the café, purchasing coffee machines, kitchen equipment, furniture, and the first stock of food and drinks. Additional costs will include business registration, insurance, marketing, and staff training.

The café will also have monthly operating expenses such as rent, employee salaries, utility bills, food and drink supplies, equipment maintenance, and advertising. Careful financial planning will help ensure that the business operates efficiently and manages its expenses effectively.

During the first six months, FreshBite Café expects sales to increase gradually as more customers become aware of the business. Marketing activities, good customer service, and high-quality products are expected to help attract repeat customers and increase monthly revenue. The business aims to reach its break-even point within the first 12 to 18 months, depending on sales performance and operating costs.

The business will be financed through the owner's personal savings and a small business loan. This combination of funding will provide enough capital to cover the initial investment and support the business during its first months of operation. Although there are risks such as increasing costs, strong competition, and changes in customer spending, careful financial management and effective marketing will help reduce these risks and support the long-term success of FreshBite Café **(Burns, 2022)**.

Conclusion

FreshBite Café has the potential to become a successful business by offering fresh, healthy food, high-quality coffee, and excellent customer service. The business plan shows that there is a good market for this type of café, especially among students, office workers, families, and local residents. By using effective marketing strategies, managing finances carefully, and focusing on customer satisfaction, FreshBite Café can build a strong reputation and achieve long-term growth. Overall, this business plan demonstrates that the café has a realistic opportunity to succeed in a competitive market.

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