

Student Name: Nur Sapna Begum

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Lecturer Name: Shenfeng Mei

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Written Business Plan

Business Plan Title: Plan for Open
Coffee with library corner

Table of Contents

1. Business Overview
2. management structure and legal format
3. Organisational Structure Chart
4. Environmental Analysis (PESTEL)
5. Marketing Strategies
6. Funding Requirements
7. Startup Expenses – First Month

8. Financial Projection

9. Conclusion

10. References

1. Business Overview

Coffee with Library Corner is a community focused cafe in London, combining a relaxing reading space with a high-quality coffee experience. All kind of student are most important target. And The business aims also welcoming place where people can read, study, socialise, and enjoy locally sourced drinks and snacks. It will offer a range of premium coffees, teas, and pastries, including vegan and gluten free options, along with a small library where customers can read, borrow, or buy books. The café will also sell literary-themed merchandise to promote reading, community connection, and wellbeing.

In addition of coffee shop will be available for everyone who loves coffee in peaceful place. Where everyone can enjoy coffee and feel homely as well.

Student can do their homework with their friends in quite place. Family can be there with their kids, or friends.

The coffee shop will be their Owen place, their comfort zone.

Make people happy and give them good service will be our priority.

Anyway, coffee with library corner for people, for make the moment with joy happiness and lots of memory.

An initial investment of £35,000 is needed to cover startup costs such as equipment, premises, and initial stock.

it's a fitful attempt to bring together that same old dream (Jones, T. O., & Project Muse, distributor, 2020).

The business plan was an old dream. But there was missing knowledge and fitful attempt to make successful plan.

But this is the time to dream comes true.

2. Management Structure:

The café will be managed by Nur Begum Sapna, who will oversee daily operations, staff management, and financial planning. A team of baristas and kitchen staff will be employed to ensure smooth service delivery.

For books and others have a creative idea. Which is very different from local library. Make a corner only for study or assignment. Offers free wi-fi for our customer. Student can use student card for some extra benefits like have a free snack weekly Under some term and condition.

People can arrange small event and meeting in advance booking only. For party will serve food and service. Decoration will be not included.

Customer can use car parking for a short time.

The coffee shop will be an example of relax and feel homely. Everyone warmup their day here and ready for next.

Make your day most beautiful with awareness and coffee .

Student can use student card for some extra benefits like have a free snack weekly Under some term and condition.

With student card they can have excess of our discount corner. This is a surprise only for students.

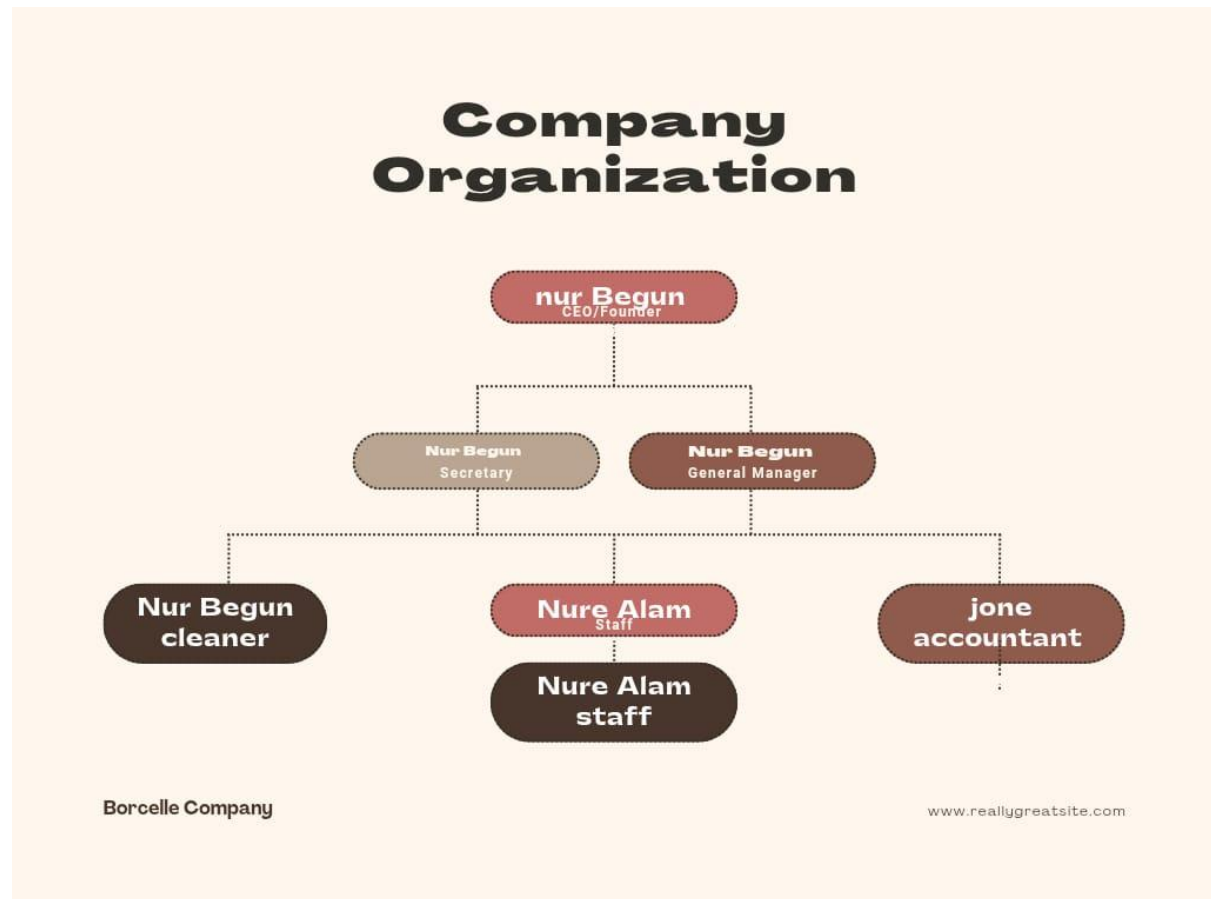
Legal Structure:

The business will operate as a Partnership. A partnership usually does not have a separate legal structure from its partners (except in LLPs).

This means:

- * Partners and business are legally the same.
- * Partners are personally liable for business debts.

3. Organisational Structure Chart



4. Environmental Analysis (PESTEL)

Political

Government initiatives support small businesses and community enterprises in the UK. Funding and grants are available for social enterprises that promote education and wellbeing. (Source: GOV.UK, 2025)

Economic

The UK's café market continues to grow, with more consumers choosing local, independent coffee shops. Inflation affects ingredient prices, but affordable pricing and sourcing from local suppliers can reduce costs.
(Source: British Coffee Association, 2025)

Social

There is an increasing focus on wellbeing, lifelong learning, and social connection. Consumers seek relaxing spaces away from digital distractions. Students and professionals need quiet places for study and remote work.
(Source: Statista, 2025)

Technological

Digital tools such as online booking systems, e-payment apps, and digital catalogues will be used to enhance customer convenience. Free Wi-Fi will be offered to attract students and remote workers.

Environmental

The business will adopt sustainable practices such as using recyclable materials, offering discounts for reusable cups, and sourcing eco-friendly products. This aligns with growing consumer demand for sustainability.

Legal

The business will comply with UK employment laws, food hygiene regulations, and data protection under GDPR. Public liability and employer's insurance will be maintained.

5. Marketing Strategies

Target Market:

University students, young professionals (aged 18–45), and residents who enjoy reading, learning, and coffee in a calm, social atmosphere. A combination of high-quality coffee, pastries, and access to a curated mini library. Monthly memberships will include reading privileges, discounts, and event invitations. Loyalty rewards and student discounts will encourage repeat visits and located in London near universities and homes, the café will use social media, a website, local flyers, and partnerships with schools and authors to promote events and offers. Activities like book launches, poetry nights, and loyalty scheme will help build a strong community and loyal customer base.

Local awareness and community engagement is very important.

Host weekly event like mic night, local art displays or coffee testing classes.

Loyalty cards: Buy 7 coffee, get 1 free.

Collaborate with school. Gyms and local community.

Online advertisement: make small content and publish on internet like Facebook or Instagram. YouTube also good for publicity and as an earning source.

Promotions and offers: Happy hours concept work well.

Student discounts work magical.

Pricing Strategy:

Affordable pricing to attract students and families:

- Coffee: £2–£4
- Tea and Snacks: £1.50–£3
- Membership: £10/month (includes borrowing privileges and 10% off drinks)

Promotion Strategy:

- Social media campaigns on Instagram, TikTok, and Facebook.
- Partnerships with universities and local authors.
- Loyalty cards and student discounts.
- Launch event offering free coffee tastings and book swaps.

Place (Location):

Located in Central London, near universities and residential areas, ensuring high visibility and accessibility.

6. Funding Requirements and Startup Expenses

The estimated startup funding required is £35,000 to cover property lease, renovation, furniture, book inventory, coffee equipment, and marketing.

Funding Breakdown:

- Property lease and renovation: £10,000
- Furniture and fixtures: £7,000
- Cafe equipment: £5,000
- Initial book inventory: £3,000
- Marketing and website: £2,000
- Licences, insurance, and permits: £1,000
- Working capital (first 3 months): £7,000

Total Funding Needed: £35,000

Start Up Loan (UK Government): £25,000 at a low interest rate through Start Up Loans – suitable for new entrepreneurs.

Personal Investment: £5,000 from personal savings to demonstrate commitment.

Crowdfunding: £5,000 via online platforms like Crowdfunder UK to attract community support.

This funding mix provides both financial stability and community involvement.

7. Start-Up COST

Item	Estimated cost
Rent and Utilities	2,000
Inventory (Books and Coffee Stock)	2,500
Staff Wages	3.000
Marketing	500

Licences and Insurance	500
Miscellaneous	500
Total	£9,000

8. Financial Projection (Six Months)

Statement Monthly Revenue

Service	Units Per Month	Price	Monthly Sales
Coffee & Drink	2,000	3	6,000
Snacks & Pastries	1,000	2.5	2,500
Book sales	100	8	800
Membership	80	10	800
Events	4	150	600
Total			£10,700

Operational Expenses

Expense	Monthly Cost
Rent & Utilities	2,000
Staff Wadges	3,000
Inventory (coffee, books, snacks)	2,000
Marketing & Events	500
Insurance & Licenses	200
Miscellaneous	300
Total Costs	£8,000

Variable Cost						
Variable cost	Jan	feb	mar	apr	may	jun
Electricity	£300	£400	£450	£400	£450	£450
Rew Materials	£500	£700	£800	£800	£1000	£1000
Hourly paid Emp	£0	£0	£500	£550	£550	£600
Total	£800	£1100	£1750	£1700	£2000	£ 2050

In variable cost always change. Sometime make extra expenses, sometime less expenses. In every expense need to control for success on business.

Some variables expenses not controllable, but adjustable.

Variable expenses are costs that change in amount from one period to another, depending on usage, activity levels, or consumption. Unlike expenses, which stay the same each month, variable expenses can fluctuate based on needs and habits.

Common examples include groceries, utilities, fuel, entertainment, and dining out.

Financial Projection

Financial forecast for six months

Month	Revenue	Expenses	Profit
Month 1	10,700	9,000	1,700
Month 2	10,800	8,000	2,800
Month 3	11,200	8,000	3,200
Month 4	11,500	8,000	3,500
Month 5	12,000	8,200	3,800
Month 6	12,500	8,300	4,200
Total	68,700	49,500	19,200

Break-even Analysis:

The business is expected to break even by Month 2, as monthly profits rise with customer loyalty and event growth.

9. Conclusion

Open Coffee with library Corner offers a modern and sustainable approach to community engagement by combining literature, leisure, and high-quality coffee. With affordable pricing, strong community ties, and a focus on wellbeing, the business has strong growth potential.

The six-month forecast shows steady revenue increases and profitability, confirming the project's financial viability and long-term sustainability.

10. References

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