Alex's Music Cafe

Sharon Manganaro

Student Number – 1917685

Module Title – Creative Business Project

Module Code – BMTY7006

Assignment Title – Report

Discipline Tutor – Steve Cole

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Introduction and Executive Summary

- This presentation is a business outline for a music café based in Cardiff, Wales. Not only this but it will be a home hub for musicians and artists.
- It will help the music community feel included and give musicians a space where they feel they can express themselves comfortably.
- Alex's Music Cafe
- Cardiff is known for its up-and-coming music scene amongst the budding university students, however, because of the growing numbers in students a lot of small music venues have had to close due to new student accommodations. 'There [has been] 23 separate developments opened, approved and under construction in Cardiff' (Hayward, 2018).

Alex's Music Cafe

Alex's Music Cafe

Introduction and Executive Summary

- A report by the Environmental Audit Committee in 2018 stated, 'the UK throws away 2.5 million disposable coffee cups every year, and less than one per cent of those are recycled' (Petter, 2019).
- The café will introduce a 25p discount on customers who bring their own takeaway containers.

The 5 W’s

- 5W’s - ‘in business is a simple and effective method that helps you analyse a context in a given situation… this notion of project management helps you ask the right questions’ and be able to answer and solve problems ‘more efficiently’ (Singh, 2020).
- What?
- When?
- Where?
- Who?
- How?

BUSINESS OWNER DETAILS

Business Name:	Alex's Music Café
	Sharon Manganaro
Business Address and Postcode:	46-48 Barrack Lane, Cardiff CF10
	alexmusiccafe@gmail.com
Business Telephone Number:	07539997626
	27 Glenroy Street, Cardiff, CF24 3JX
Home Telephone Number:	07539997626
	sharon.manganaro@gmail.com

Products and Services of the Business

Alex's Music Cafe

Croissant £1.50
Chocolate Filled Croissant.....£1.70
Cupcakes (Vegan options available for 30p more) £2
Chocolate Brownie.....£2.20
Biscoff Vegan Brownie.....£3
Cake Slice of the Day.....£3.50
Vegan Cake Slice of the Day.....£3.70

Motown Mondays – Muffins & Mai Tais

Tex-Mex Tuesdays – Churros & Margaritas

Western Blues Wednesdays – Welsh Cakes & Old Fashions

Tango Thursdays – Toffees & Tequilas

Funky Fridays – Fudge Brownies & Grasshoppers

Social Saturdays – Long Island Iced Tea & Cuba Libre

Alex's Music Cafe

Espresso.....£2
Double Espresso.....£4.20
Cappuccino.....£4
Latte.....£4
Americano.....£3.20
Mocha.....£4.20
Flat White.....£2.20

English Breakfast.....£2.20
Earl Grey.....£2.20
Green.....£2.20
Peppermint.....£2.20
Chamomile.....£2.20
Matcha.....£2.20

Mimosa.....£5
Bellini.....£5
Daiquiri.....£6.50
Pornstar Martini.....£7
Pina Colada.....£7
Mojito.....£7

Classic Burger with lettuce, tomato and buns.....£3.20
Cheese Burger with lettuce, tomato and buns.....£3.70
Veggie Burger with lettuce, tomato and buns.....£3.50
Vegan Cheeseburger with lettuce, tomato and buns.....£4

Cheese salad.....£3.20
Tuna and mayo salad.....£3.20
Ham and Cheese.....£3.20
Quorn Ham and Cheese.....£3.50
Quorn Chicken salad.....£3.50

Chips.....£2
Loaded Chips (bacon, cheese and BBQ sauce – Vegan option available) £3
Crisps.....£2
Salad.....£1.50
Hash browns.....£2

Products and Services of the Business

Photo from Google

- Open mic 12pm-2pm
- Complimentary hot beverage
- The Live Lounge Cardiff is a live music venue that has live music playing from midday to midnight

The Market

- Target Market

Target Market	Demographics
Age	18-60
Income	Low to high
Location	Local
Education Level	University and above
Marital or family status	Any
Occupation	Students, employed or OAP
Ethnic Background	any

Target Market	Psychographics
Personality	Adaptable/ compatible
Attitudes	Positive and active
Values	Socially Conscious Customers
Interest/hobbies	Music
Lifestyles	Healthy/ professionals
Behaviour	Calm and/or happy
Ethnic Background	any

Why?

- The unique selling point (USP) will help customers choose ‘Alex’s Music Café’ over other businesses alike. For this café it would be the live music such as open mic days and nights, as well as the different themed days of the week. There are many more factors that weigh in the decision of the customers, such as:
- Price
- Convenience
- Customer Service
- The Culture
- A Cause
- Trust
- Reputation
- Consistency
- The Way
- The Why

Acoustic nights, bands, DJs

7/6/2021 11:07 PM View respondent's answers Add tags

Friendly staff, diversity in the music (unless it has a theme), great sound system and capable sound engineer, also generally a nice place to hang during the day

7/6/2021 10:58 PM View respondent's answers Add tags

Jazz maybe ? Pop ?

7/6/2021 9:29 PM View respondent's answers Add tags

People to enjoy some live music

7/6/2021 9:27 PM View respondent's answers Add tags

A bar, cocktails, bright lights

7/7/2021 5:29 PM View respondent's answers Add tags

Great music quality. Not very loud so you can have a conversation.

7/7/2021 5:28 PM View respondent's answers Add tags

Good coffee and acoustic like bands

7/7/2021 4:47 PM View respondent's answers Add tags

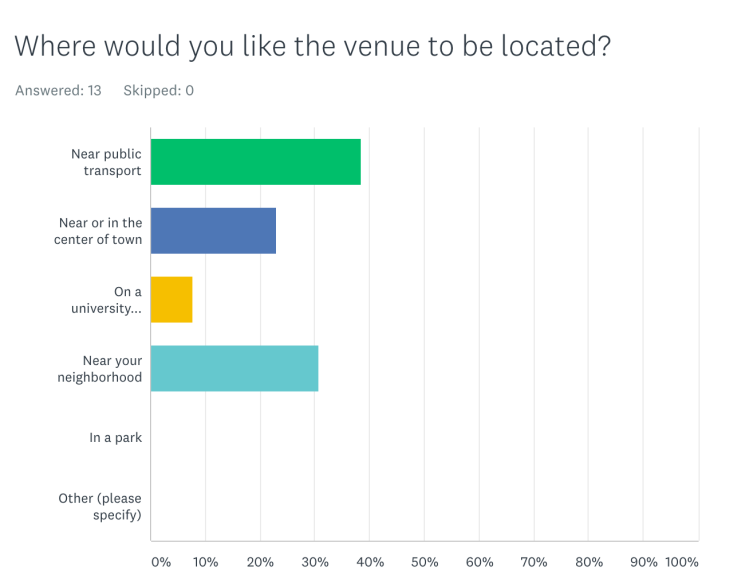
Interesting live acts, up and coming new artists, maybe a meet and greet earlier in the day

7/7/2021 3:40 PM View respondent's answers Add tags

Market Research

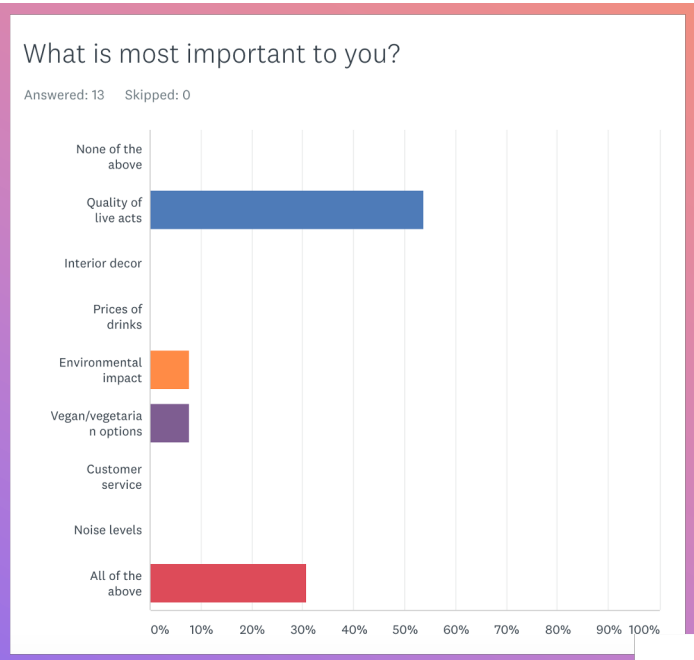
- A questionnaire was conducted for potential customers for the music café in order to find out what would interest them and to help the café identify what is most important when it comes to the operations of the business.

MARKET RESEARCH



ANSWER CHOICES		RESPONSES	
Near public transport		38.46%	5
Near or in the center of town		23.08%	3
On a university campus		7.69%	1
Near your neighborhood		30.77%	4
In a park		0.00%	0
Other (please specify)	Responses	0.00%	0
TOTAL			13

MARKET RESEARCH



ANSWER CHOICES	RESPONSES	
None of the above	0.00%	0
Quality of live acts	53.85%	7
Interior decor	0.00%	0
Prices of drinks	0.00%	0
Environmental impact	7.69%	1
Vegan/vegetarian options	7.69%	1
Customer service	0.00%	0
Noise levels	0.00%	0
All of the above	30.77%	4
TOTAL		13

Yes
7/7/2021 5:29 PM View respondent's answers Add tags

Not sure
7/7/2021 5:28 PM View respondent's answers Add tags

Yes
7/7/2021 4:47 PM View respondent's answers Add tags

Couldn't comment as I don't know the music scene too well in Cardiff. But I love small venues so yes why not!
7/6/2021 11:07 PM View respondent's answers Add tags

Based in London
7/6/2021 10:58 PM View respondent's answers Add tags

Yes
7/6/2021 9:29 PM View respondent's answers Add tags

Yes
7/6/2021 9:27 PM View respondent's answers Add tags

Yes
7/6/2021 8:46 PM View respondent's answers Add tags

MARKET RESEARCH

What Are You Going To Do?	How Are You Going To Do This?	How Much Will It Cost?	Links
Word of mouth	Being very customer friendly and welcoming	£0	
Free Wi-Fi	Purchase an internet broadband deal for businesses that includes a guest network	£28.95	https://business.bt.com/products/product-details/?productCode=T1000006&promoCode=T1000148
Electrical outlets for laptops	Install the electrical outlets in certain areas of the venue for those who want to sit and use them for their work. (4x USB plug sockets)	£260	https://www.checkatrade.com/blog/cost-guides/adding-plug-socket-room-cost/
Loyalty Cards	Offering a loyalty card for every 8th drink purchased, the 9th one is free (500 cards). Also fully recyclable.	£41	https://www.alocalprinter.co.uk/loyalty-card-printing
Movable street Signage	The street sign with bright colours, persuasive language and deals can attract customers into the shop.	£36	https://www.ebay.co.uk/itm/250957519792?hash=item3a6e3bdbb0:g:j4UAAOSwxg5Xw~1e

Market Strategy and Promotion

- The market strategy used to reach the ideal customers will include various different elements.
- Menus – Environmentally friendly
- Social media marketing
- Local newspaper – deals and coupons

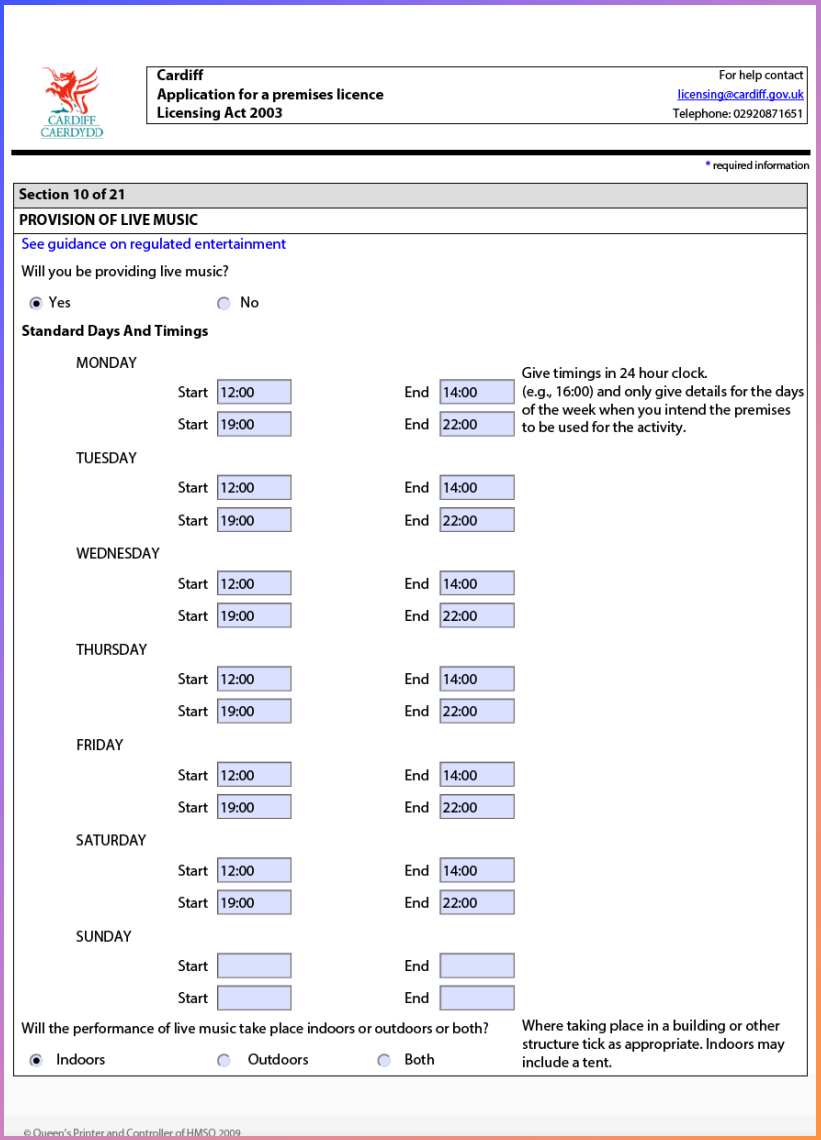
Competitor Analysis

- Using 'The Prince's trust Plan Pack's' table template, it was clear to see the strengths and weaknesses of the competition and work out how to make 'Alex's Music Café' function better and more sufficiently.

Name, Location and Business size	Product/services	Strengths	Weaknesses	Links
Starbucks (Cardiff)	Hot Beverages and snacks	Well-known brand.	A little too expensive. Sometimes get the wrong orders. Sometimes not very clean	https://www.starbucks.co.uk/menu https://www.tripadvisor.co.uk/Restaurant_Review-g186460-d15596379-Reviews-Starbucks_Newport_Road-Cardiff_South_Wales_Wales.html
Costa (Cardiff)	Hot Beverages and snacks	Well-known brand with variety of substitute milks	Customer service is sometimes not up to standard. Hygiene in certain shops isn't also up to standard	https://www.costa.co.uk/ https://uk.trustpilot.com/review/www.costa.co.uk
The Little Man Coffee Co. (Cardiff)	Hot Beverages and snacks	Cheap prices. Good atmosphere and urban setting. Good quality coffee.	Certain drinks aren't served in the right cups. Certain snacks can be too expensive.	https://www.facebook.com/littlemancoffee https://www.tripadvisor.co.uk/Restaurant_Review-g186460-d7253096-Reviews-The_Little_Man_Coffee_Company-Cardiff_South_Wales_Wales.html
200 degrees coffee (Cardiff)	Hot Beverages and snacks	Lots of seating indoors and outdoors. Aesthetically pleasing. Lots of	A little too expensive. Customer service can be poor. Drinks are sometimes served	https://200degs.com/cardiff-queen-street https://www.tripadvisor.co.uk/Restaurant_Review-g186460-d12383447-Reviews-200_Degrees_Coffee_Shop-Cardiff_South_Wales_Wales.html
Uncommon Ground Coffee Roastery (Cardiff)	Hot Beverages and snacks	Great atmosphere. Good food. Coffee tastes good.	Poor customer service. Coffee sometimes tastes burnt. Slow internet. Can be too cold in the venue. Toilets aren't clean.	https://uncommon-ground.co.uk/ https://www.tripadvisor.co.uk/Restaurant_Review-g186460-d7890965-Reviews-Uncommon_Ground_Coffee_Roastery-Cardiff_South_Wales_Wales.html
Metronome and Crownlane Studios (Morden)	Hot Beverages, snacks and recording studio	Good customer service. Great hot beverages and snacks. Very clean studio. Very accommodating and friendly.	A little expensive.	https://www.crownlanestudio.co.uk/metronome-coffee-house/ https://yably.co.uk/reviews/morden/crown-lane-studio-8b-crown-ln https://restaurantguru.com/Metronome-Morden
Chip Shop (Brixton)	Hot Beverages, food and live music	The live music is brilliant. Inside the venue follows the hip-hop theme. Reasonably priced for food and beverages.	Food isn't up to standard. Late with orders. Not great customer service. Door staff aren't friendly.	https://www.chipshopbxtn.com/whats-on https://www.tripadvisor.co.uk/Restaurant_Review-g186338-d11444118-Reviews-Chip_Shop-London_England.html

SWOT Analysis

Strengths	Weaknesses	Opportunities	Threats	Unique Selling Point
Good customer service	Low brand awareness/ new on the market	Growth in the marketplace	Organisation can seem similar to other small music venues	Themed small music venue
Effective Sales and Service Culture	Limited social media success	Ability to expand	Lots of competitors	Café that caters to a variety of dietary needs
Strong team connection	Weak bargaining power with suppliers	Great small venue to perform in	Lack of community interest	Introduces customers to different genres of music
Aesthetically pleasing shop layout and theme	Broad competitive market/ lots of competitors	Collaborations with different artistic individuals	Not enough volunteers from university students for open mics	Allowing customers, a chance to enjoy their favourite genres of music
Varied dietary options	Many substitute competitive products	Supportive community	No performers for open mics	Letting university students have work experience in the venue
Free Wi-Fi	Lack of good acoustical space for performers	Good university student relations	Won't attract enough attention	Free Wi-Fi
Strong customer relationships	Limited storage	Growth from social media	Unstable economy	Atmospheric vibe
Positive brand attitudes	Not enough funding to buy music equipment outright	Build strong customer relationships	Limited funding and grants	
New music venue	Need barista and cookery training	Attract new customers through special offers	Brexit can cause delays for possible oversea suppliers	
University Student work experience opportunities	Not enough knowledge sound system placement	Improve overall customer experience	Negative reviews from customers	
Can be hired for events and exhibitions	May rely on grants and funding to start up	Broaden product and services to target new sectors in the business	Competitors becoming more successful	
Clear purpose	Prices may vary	Build brand awareness	Ability to meet cash flow requirements	
Great location	Limited sales coverage	Availability to pursue co-branding opportunities	Increase in supplier costs	
Good intentions (in terms of helping the music community and those with dietary needs)	Cost disadvantage		Competitors behaviour becoming more aggressive and targeting the business' key customers	
Plug sockets available for customers to use			Noise complaints	
Constantly cleaned and sanitary			Size of venue for performers	
			No licenses given	



CARDIFF CAERDYDD

Cardiff
Application for a premises licence
Licensing Act 2003

For help contact
licensing@cardiff.gov.uk
Telephone: 02920871651

* required information

Section 10 of 21

PROVISION OF LIVE MUSIC

See guidance on regulated entertainment

Will you be providing live music?

(•) Yes ( ) No

Standard Days And Timings

Give timings in 24 hour clock. (e.g., 16:00) and only give details for the days of the week when you intend the premises to be used for the activity.

MONDAY	Start	12:00	End	14:00
	Start	19:00	End	22:00
TUESDAY	Start	12:00	End	14:00
	Start	19:00	End	22:00
WEDNESDAY	Start	12:00	End	14:00
	Start	19:00	End	22:00
THURSDAY	Start	12:00	End	14:00
	Start	19:00	End	22:00
FRIDAY	Start	12:00	End	14:00
	Start	19:00	End	22:00
SATURDAY	Start	12:00	End	14:00
	Start	19:00	End	22:00
SUNDAY	Start		End	
	Start		End	

Will the performance of live music take place indoors or outdoors or both?

(•) Indoors ( ) Outdoors ( ) Both

Where taking place in a building or other structure tick as appropriate. Indoors may include a tent.

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Operations and Logistics

- Licenses and Legal Requirements
- Companies House
- Premises License
- Supervisor License
- Food and hygiene Certificates
- Barista training
- Personal license
- Insurance - cover public and product liability, employers' liability, stock and contents, which all depends on the size and inner workings of the business itself.

Date of Assessment	22/06/2021
Version	01
Review date	
Assessment carried out by	Sharon M (Managing Director)

What are the hazards?	Who might be harmed and how?	What are you doing already?	What further action is necessary	Action by who?	Action by when?	Done
Suppliers Transport	Workers and others around can risk injuries if hit by a vehicle.	Making sure the workers hired have training and wear high visibility vests when transporting the supplies in.	Arrange for the delivery time of the goods to arrive either 8pm on a Sunday or after closing hours mid-week.	Managers	Weeks in advance of the delivery dates.	
Slips, trips and falls	Employees and customers in the premises risk injuries if they slip or fall over from wet floors.	Wet floor signs will be placed with clear visibility to those around so they can be made aware of the wet floor.	Any steps will be highlighted, and any wet floors will be mopped and dried as soon as possible.	All Staff	Immediately	
Hearing Damage	Staff and customers may suffer permanent or temporary hearing damage from long term exposure	Signage will be placed near the sound systems to make everyone aware of the noise levels. Noise levels will be constantly	Ear plugs will be made available.	All Staff	Immediately	

Operations and Logistics

- Management and Staff - The management and staff team will start with small numbers, whilst the business progresses then more staff can be hired.
- Risk Assessment
- Traffic and Noise Management
- Suppliers

		12 Lattes an hour - 12 hour day	£ 10,368.00	£ 10,368.00	£ 10,368.00	£ 10,368.00	£ 10,368.00	£ 10,368.00	£ 10,368.00	£ 10,368.00	£ 10,368.00	£ 10,368.00	£ 10,368.00	£124,416.00
		12 cheese burger + side 12 hour day	£ 14,774.40	£ 14,774.40	£ 14,774.40	£ 14,774.40	£ 14,774.40	£ 14,774.40	£ 14,774.40	£ 14,774.40	£ 14,774.40	£ 14,774.40	£ 14,774.40	£177,292.80
		Cakes & Pastries (1 pp - 12 people ph)	£ 9,072.00	£ 9,072.00	£ 9,072.00	£ 9,072.00	£ 9,072.00	£ 9,072.00	£ 9,072.00	£ 9,072.00	£ 9,072.00	£ 9,072.00	£ 9,072.00	£108,864.00
		Total Revenue	**£ 82,488.36**	**£ 53,632.08**	**£ 53,635.12**	**£ 53,817.99**	**£ 54,140.51**	**£ 53,843.43**	**£ 53,457.87**	**£ 59,369.12**	**£ 62,903.93**	**£ 66,998.04**	**£ 62,953.05**	**£ 67,038.56**	**£724,278.06**
Expenditure														**£ -**
														£ -
	Property													**£ -**
		Lease	£ 40,000.00	£ 40,000.00	£ 40,000.00	£ 40,000.00	£ 40,000.00	£ 40,000.00	£ 40,000.00	£ 40,000.00	£ 40,000.00	£ 40,000.00	£ 40,000.00	£ 40,000.00	**£480,000.00**
		Business Rates (15k pa)	£ 160.50	£ 160.50	£ 160.50	£ 160.50	£ 160.50	£ 160.50	£ 160.50	£ 160.50	£ 160.50	£ 160.50	£ 160.50	£ 162.50	**£ 1,928.00**
		Accountant & Legal Fees	£ 250.00												**£ 250.00**
		Electric	£ 270.00	£ 270.00	£ 270.00	£ 270.00	£ 270.00	£ 270.00	£ 270.00	£ 270.00	£ 270.00	£ 270.00	£ 270.00	£ 270.00	**£ 3,240.00**
		Water Rates	£ 117.30	£ 122.26				£ 164.30							**£ 403.86**
		Phone Bill	£ 38.88	£ 34.06	£ 33.94	£ 34.25	£ 34.25	£ 34.25	£ 34.25	£ 34.25	£ 34.25	£ 34.25	£ 34.25	£ 34.25	**£ 415.13**
		Internet	£ 28.95	£ 28.95	£ 28.95	£ 28.95	£ 28.95	£ 28.95	£ 28.95	£ 28.95	£ 28.95	£ 28.95	£ 28.95	£ 28.95	**£ 347.40**
		Loyalty Cards	£ 41.00		£ 41.00		£ 41.00		£ 41.00		£ 41.00		£ 41.00		**£ 246.00**
		Movable Street Signage	£ 36.00												**£ 36.00**
		Window Signage	£ 27.96												
		Menus	£ 187.50			£ 187.50			£ 187.50			£ 187.50			**£ 750.00**
		Newspaper Advertisement	£ 9.00	£ 9.00	£ 9.00	£ 9.00	£ 9.00	£ 9.00	£ 9.00	£ 9.00	£ 9.00	£ 9.00	£ 9.00	£ 9.00	**£ 108.00**
		Social Media Marketing	£ 3.65	£ 3.65	£ 3.65	£ 3.65	£ 3.65	£ 3.65	£ 3.65	£ 3.65	£ 3.65	£ 3.65	£ 3.65	£ 3.65	**£ 43.80**
		Furniture	£ 1,000.00												
		Loan Repayment	£ 25,000.00												
	Insurances, Licenses and Training													
		Public Liability	£ 24.55	£ 24.55	£ 24.55	£ 24.55	£ 24.55	£ 24.55	£ 24.55	£ 24.55	£ 24.55	£ 24.55	£ 24.55	£ 24.55	**£ 294.54**
		Personal License	£ 185.00	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	**£ 185.00**
		Food & Hygiene for 2	£ 18.00												
		Contents & Buildings	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	**£ -**
		Barrista Training	£ 75.00												**£ 75.00**
		Premises License	£ 315.00												**£ 315.00**
	Wages													
		Shop Manager	£ 1,500.00	£ 1,500.00	£ 1,500.00	£ 1,500.00	£ 1,500.00	£ 1,500.00	£ 1,500.00	£ 1,500.00	£ 1,500.00	£ 1,500.00	£ 1,500.00	**£ 18,000.00**
		Second shop manager								£ 1,500.00	£ 1,500.00	£ 1,500.00	£ 1,500.00	£ 1,500.00	**£ 7,500.00**
		Serving Assistant 1	£ 187.00	£ 187.00	£ 187.00	£ 187.00	£ 187.00	£ 187.00	£ 187.00	£ 187.00	£ 187.00	£ 187.00	£ 187.00	£ 187.00	**£ 2,244.00**
		Serving Assistant 2	£ 187.00	£ 187.00	£ 187.00	£ 187.00	£ 187.00	£ 187.00	£ 187.00	£ 187.00	£ 187.00	£ 187.00	£ 187.00	£ 187.00	**£ 2,244.00**
		Kitchen staff 1	£ 187.00	£ 187.00	£ 187.00	£ 187.00	£ 187.00	£ 187.00	£ 187.00	£ 187.00	£ 187.00	£ 187.00	£ 187.00	£ 187.00	£ 2,244.00
		Kitchen Staff 2	£ 187.00	£ 187.00	£ 187.00	£ 187.00	£ 187.00	£ 187.00	£ 187.00	£ 187.00	£ 187.00	£ 187.00	£ 187.00	£ 187.00	**£ 2,244.00**
		Serving Assistant 3					£ 187.00	£ 187.00	£ 187.00	£ 187.00	£ 187.00	£ 187.00	£ 187.00	£ 187.00	£ 1,496.00
		Toal Wages	£ 2,248.00	£ 2,248.00	£ 2,248.00	£ 2,248.00	£ 2,435.00	£ 2,435.00	£ 2,435.00	£ 3,935.00	£ 3,935.00	£ 3,935.00	£ 3,935.00	£ 3,935.00	£ 35,972.00
Fixed Costs		**Total**	**£ 70,036.29**	**£ 42,900.97**	**£ 42,819.59**	**£ 42,966.40**	**£ 43,006.90**	**£ 43,130.20**	**£ 43,194.40**	**£ 44,465.90**	**£ 44,506.90**	**£ 44,653.40**	**£ 44,506.90**	**£ 44,467.90**	**£550,655.69**
														£ -
														£ -
														£ -
	Food													

COST AND PRICING STRATEGY, FINANCIAL FORECAST AND BACK-UP PLAN

Conclusion

- ‘Alex’s Music Café’ will be a new beginning for many musicians and a new addition for the small music venues within Cardiff.
- It Is a perfect opportunity for students to get their hands on to help start their career in the ever-evolving industry that is the music industry.
- It is will be the new hotspot for those who have dietary requirements as well as musical requirements.
- Alex’s Music café is there for you and your musical needs.

Alex's Music Cafe

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