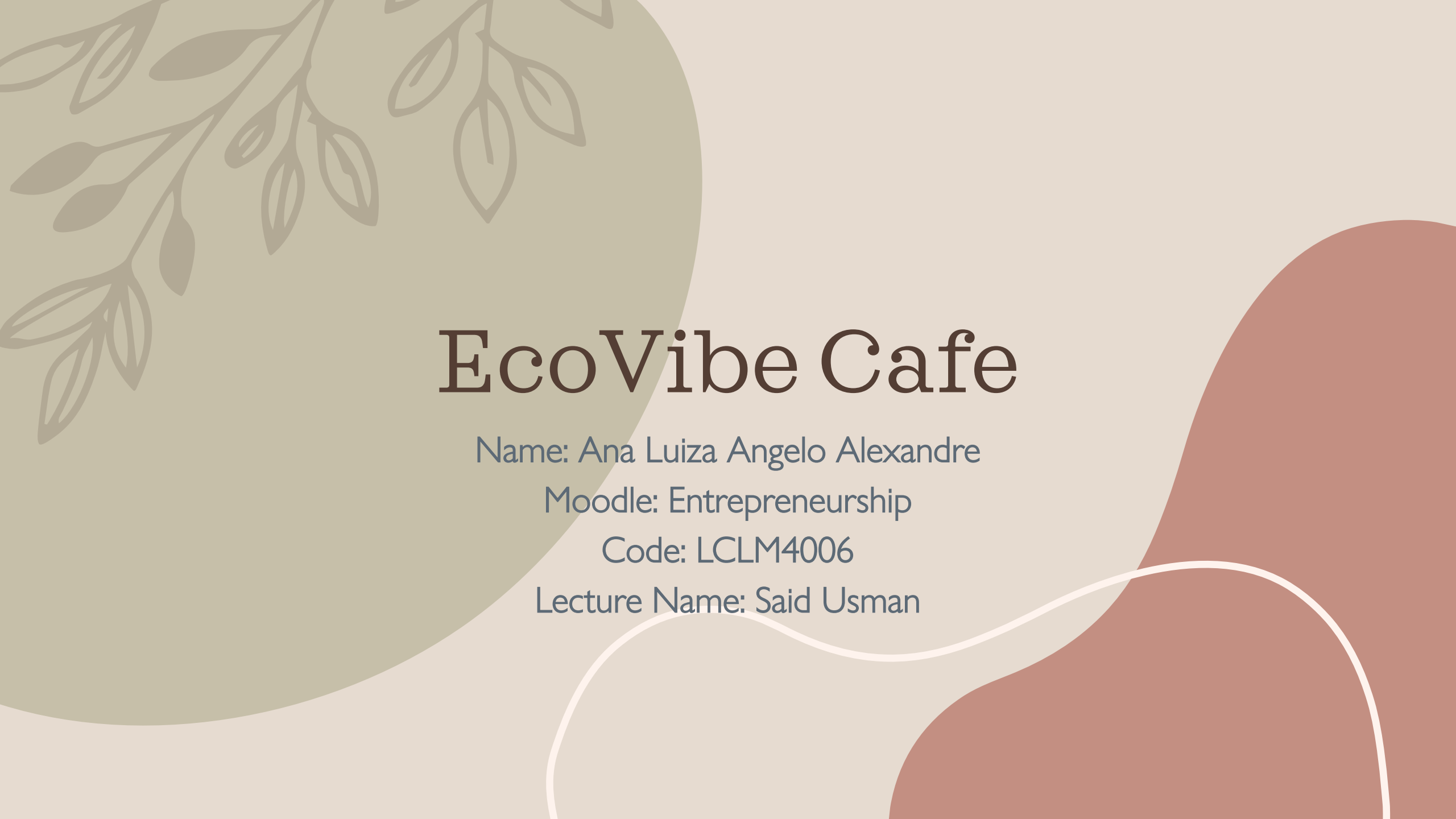




EcoVibe Cafe

Name: Ana Luiza Angelo Alexandre

Moodle: Entrepreneurship

Code: LCLM4006

Lecture Name: Said Usman



Overview

- Sustainable modern cafe

- Target : Student & Young Professionals

- Eco- friendly & products

Products & Service

- Organic coffee & Teas
- Plant Based Snacks
- Locally Sourced Ingredients





MARKETING STRATEGIES

- Social Media Marketing
- University Partnerships
- Loyalty apps

Customer Experience

- WARM DESIGN
- FREE WI-FI
- DISCOUNTS FOR REUSABLES

PESTLE ANALYSIS

- Political:
 - Uk government support for sustainable business
 - Environmental policies encouraging eco-friendly practices
- Economic
 - Rising costs of living affects consumer spending
 - Growth in ethical and premium coffee markets
- Social
 - Increasing demand for sustainable lifestyle
 - Popularity of plant-based diets among young customers

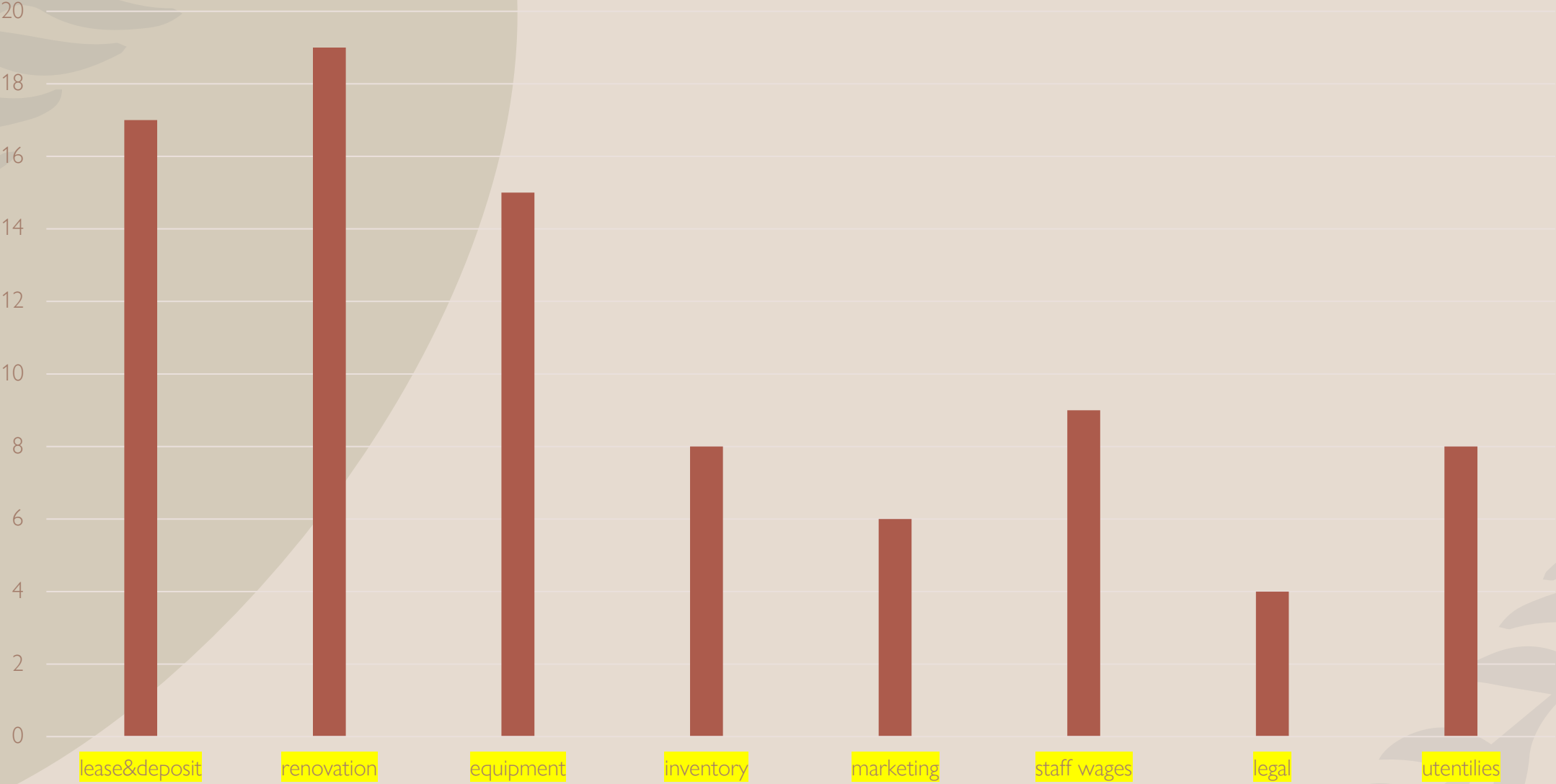
PESTLE ANALYSIS

- Technological
 - Online ordering and mobile payments are expected
 - Social media influences buying decisions.
- Environmental
 - Climate change increases concern about waste
 - Customers prefer low-carbon footprint brands.
- Legal
 - Food safety and hygiene regulations must be followed
 - Employment law protects staff rights.

Startup Costs

- Leases £14k
- Renovations £18k
- Equipment £16k
- Inventory £6k
- Marketing £5k
- Staff wages £9k
- Legal £3k
- Utilities £7k

Chart Title



Conclusion

- o EcoVibe Café aligns with sustainability trends and has strong growth potential



Thank you

Ana Luiza Alexandre

www.EcoVibeCafe.com