







Slide 1 – Title Page

Midnight Bloom Café

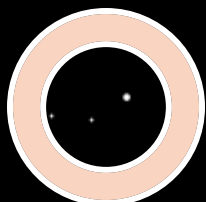
Business Plan Presentation

**Enterprise and Entrepreneurship
– LLM4006_LON**

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Programme: Business

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Business Idea

Midnight Bloom Café

~ The Vision ~

Why will customers choose us?

- ✓ Beautiful waterfront location
- ✓ Open late every evening
- ✓ Affordable luxury
- ✓ Safe and relaxing atmosphere
- ✓ Community events
- ✓ Instagram-worthy food and décor

Midnight Bloom Café is a unique late-night café located at Ocean Village Marina in Southampton.

Unlike traditional cafés that close early, Midnight Bloom stays open from **5:00 pm until 2:00 am**, providing customers with a peaceful place to relax, study, socialise and enjoy quality food without going to bars or clubs.

We combine **affordable prices, beautiful presentation** and a relaxing atmosphere to create an experience rather than just serving food.

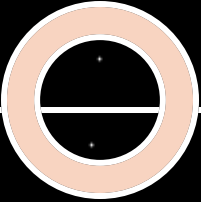
Our Products

- All-day brunch
 - Pancakes & waffles
 - Homemade desserts
 - Speciality coffee
 - Floral teas
 - Mocktails
 - Afternoon tea
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~ Menu ~



Moonlit Pancake Stack <i>(Pancakes with fruit and chocolate drizzle)</i>	8.50 £
Starlight Waffles <i>(Waffles with berries and maple syrup)</i>	8.25 £
Bloom Breakfast Bagel <i>(Bagel with egg, cheese and bacon or avocado)</i>	6.50 £
Cloud Cheesecake <i>(Creamy vanilla cheesecake)</i>	4.25 £
Galaxy Brownie <i>(Warm brownie with ice cream)</i>	3.95 £
Rose Latte <i>(Latte with a light rose flavour)</i>	3.80 £
Lavender Hot Chocolate <i>(Hot chocolate with lavender)</i>	3.95 £
Midnight Bloom Mocktail <i>(Mixed berries, lemonade and mint)</i>	4.50 £



Other Cafés

- ~ Close early
- ~ Coffee only
- ~ Basic décor
- ~ Few events
- ~ Fast service

Midnight Bloom

- ~ Open until 2am
- ~ Full evening experience
- ~ Luxury floral interior
- ~ Live music & poetry
- ~ Comfortable atmosphere

Main competitors include chain coffee shops like Starbucks and Costa independent cafés, dessert cafés and bars in Southampton. Midnight Bloom's competitive advantages are:

- | | |
|-----------------------------|-------------------------------|
| • Affordable luxury concept | Live acoustic music |
| • Beautiful presentation | Poetry and book evenings |
| • Waterfront location | Locally grown Products |
| • Community events | Safe and welcoming atmosphere |



Caring for the Community

- **Midnight Bloom Café aims to make a positive impact**
- **on the local community and environment.**
- **Environment**
- Buy ingredients from local suppliers
- Use recyclable and eco-friendly packaging
- Reduce food waste through careful stock control
- Recycle waste where possible
- Donate safe surplus food to charities
- **Supporting the Community**
- Offer student and key worker discounts
- Employ local young people and students
- Give local artists and musicians a place to showcase their work
- Host community events such as poetry and acoustic nights
- Support other small local businesses
- **Our Aim:**
To create a café that supports people, the community and the environment.

Political: Government grants support startups, but the café must follow food hygiene and employment laws.

Economic: Customers want affordable luxury, so Midnight Bloom offers high-quality dining at fair prices.

Social: Demand is growing for Instagram-worthy, alcohol-free spaces and local businesses.

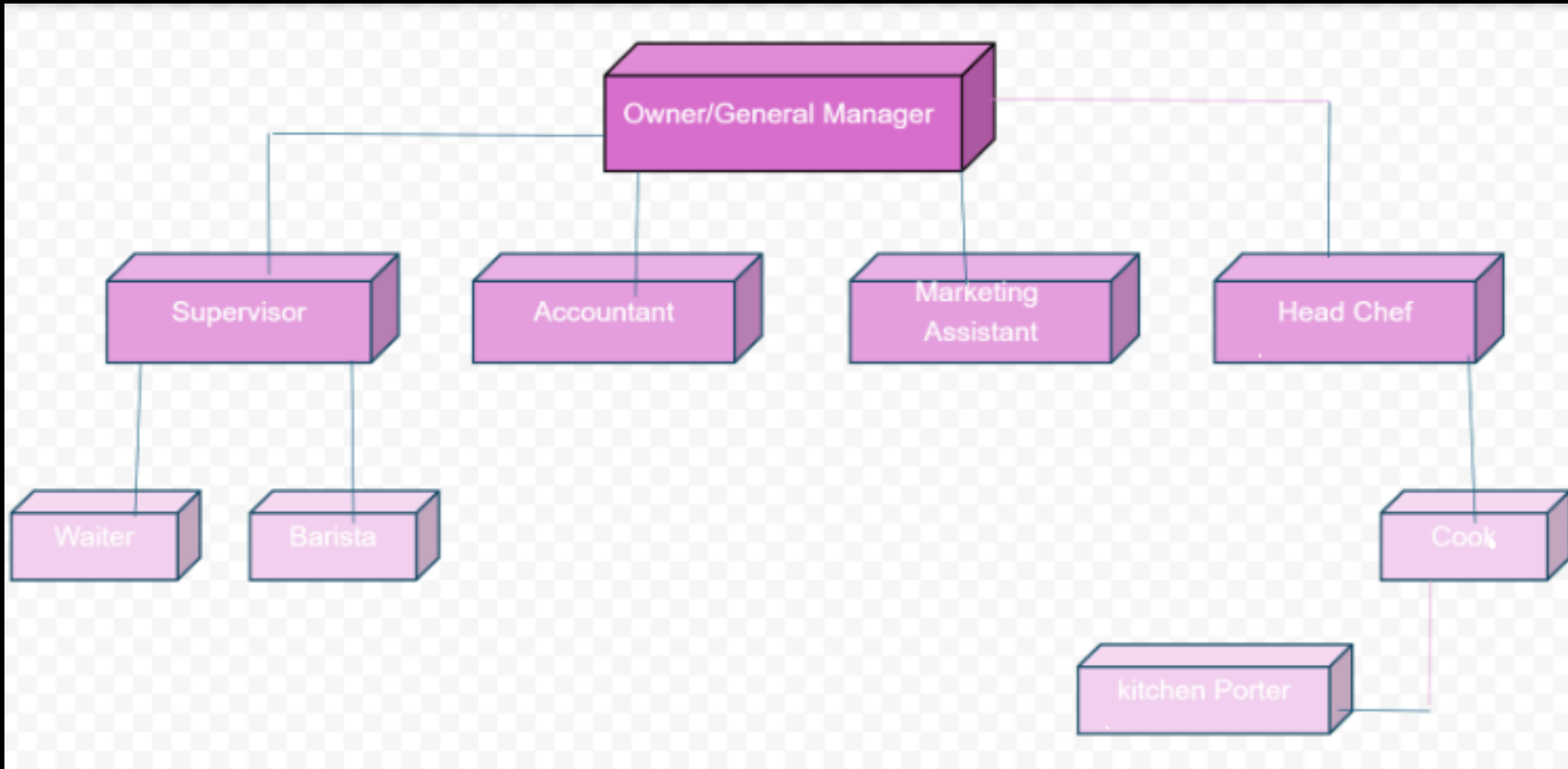
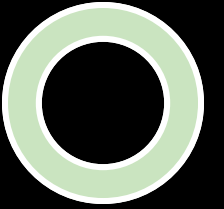
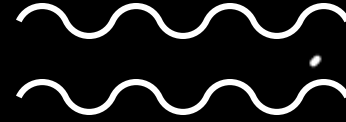
Technological: Online booking, contactless payment and social media improve customer experience.

Environmental: The café will reduce waste, recycle and buy from local suppliers.

Legal: The business must comply with food safety, health and safety, employment and GDPR regulations.

PESTEL Analyse

Management Structure



Private Limited Company (Ltd)

Limited liability – protects the owner's personal assets if the business has financial problems.

Professional image – helps build trust with customers, suppliers and investors.

Founder-led – the founder will manage the café and oversee daily operations

Future growth – investors or additional directors can be added as the business expands.

Financial responsibility – the company will keep business finances separate from the owner's personal finances.

Suitable for growth – an Ltd structure provides a strong foundation for future expansion.

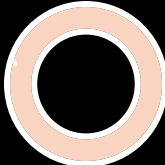
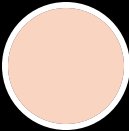
Why this structure?

It gives Midnight Bloom protection, credibility and flexibility to grow in the future.

Startup

Start-up Expense	Cost
Premises deposit and first month's rent	6,500 £
Kitchen equipment	6,000 £
Coffee machine	2,500 £
Furniture and décor	4,500 £
Food & Beverage Supplies	2,000 £
Website and online booking system	800 £
Marketing and big opening	1,500 £
Licences and insurance	1,200 £
Staff uniforms	500 £
Emergency fund	4,500
Total Start-up Cos	30,000 £

Financial Plan



Funding Source	Amount
Owner's Savings	10,000 £
Bank Loan	15,000 £
Private Investor	5,000 £
Total Funding Required	30,000 £

Monthly Fixed Expenses

Monthly Fixed Expense	Cost
Rent	2,000 £
Staff wage	4,900 £
Gas, electricity and wate	500 £
Phone and internet	80 £
Insurance	90 £
Website	50 £
Marketing	200 £
Cleaning	180 £
Accountant	150 £
Equipment repairs	100 £
Other Expenses	250 £
Total Monthly cost	8,500 £

References

Food Standards Agency – Starting a Food Business

Starting a food business – GOV.UK

Food Standards Agency – Food Business Registration

Food business registration – GOV.UK

GOV.UK – National Minimum Wage

National Minimum Wage rates – GOV.UK

GOV.UK – Set up a Private Limited Company

Set up a private limited company – GOV.UK

GOV.UK – Waste and Recycling

Waste and recycling – GOV.UK

ICO – Data Protection for Small Businesses

Data protection and your business – ICO

GOV.UK – Business Support

Find government support for your business – GOV.UK