

Business Plan: Athens Coffee in UK

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Introduction

Hello everyone, my name is Vasilis Vesai.

Today, I will present you my Business idea, Athens Coffee, a modern coffee shop.

The purpose of this presentation is to explain my business idea.

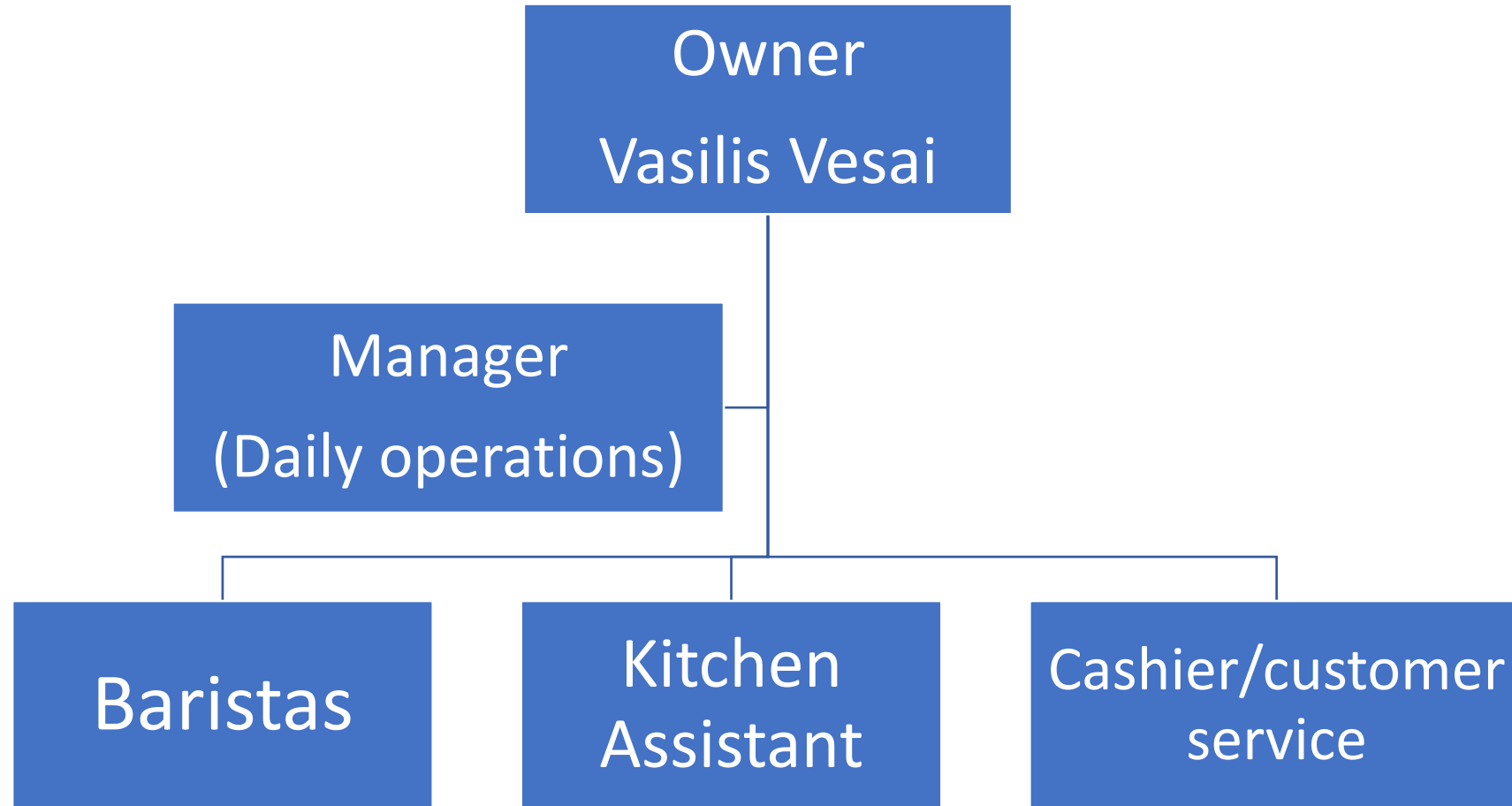
And show how Athens Coffee can provide high-quality coffee, fresh food, and excellent customer service.

Section 1 - Overview of the Business Idea

- Athens coffee is modern coffee shop.
- We sell high-quality coffee, tea, cold drinks, sandwiches, cakes and pastries.
- Our shop offers a friendly atmosphere where people can relax, study, or meet friends.



Example: Athens Coffee Organisational Chart



Section 3 – PESTEL Analysis

Political

The Business must follow UK food safety and health regulations.

We must pay taxes and treat employees fairly.

Economic

Inflation can rise the cost of coffee, milk, and food.

We will offer superb prices and special deals.

Social

Many people enjoy drinking coffee and meeting friends in coffee shops.

Customers also like free WI-FI and a comfortable place to study or work

Section 4 - Marketing Strategies

- Target markets
- Students, Office Workers, Families, Local residents, Tourists.
- People aged 18-50.
- Customers who enjoy coffee and fresh food.
- High-quality coffee inspired by Athens, Greece.
- Fresh sandwiches, cakes, and pastries.
- Promote my coffee shop on Instagram, Facebook, and Tik Tok.
- Offer discounts for students and loyalty cards.

Startup Cost	
Coffee Machine	£10,000
Furniture (Tables & Chair	£8,000
Kitchen equipment	£5,000
Decoration & Renovation	£6,000
Total	£31,000

Fixed Costs	per month
Rent	£2,000
Utilities	£400
Staff salaries (2 employees)	£3,600
Internet & Phone	£100
Accountant	£150
Insurance	£150
Total cost	£5,550

Variable Costs	Jan	Feb	Mar	Apr	May	June
Coffee beans	£500	£600	£700	£800	£900	£1,000
Milk & Drinks	£300	£350	£400	£4500	£500	£550
Cakes & Pastries	£400	£500	£600	£700	£800	£900
Packaging (cups, lids, napkins)	£200	£250	£300	£350	£400	£450
Total Variable Costs	£1,400	£1,700	£2,000	£2,300	£2,600	£2,900

	Jan	Feb	Mar	Apr	May	Jun
Fixed	£6400	£6,400	£6,400	£6,400	£6,400	6,400
Variable cost	£1,400	£1,700	£2,000	£2,300	£2,600	£2,900
Total cost	£7,800	£8,100	£8,400	£8,700	£9,000	£9,300
Revenue	£5,000	£6,500	£8,000	£9,500	£10,500	£11,500
Profit/loss	-£2,800	-£1,600	-£400	£800	£1,500	£2,200

Investment capital needed = £31,000

(‘£31,000 + £2,800 + £1,600 + £400= £35,800)

Conclusion

- Athens Coffee will offer high-quality coffee and fresh food.
- We believe Athens Coffee can become a successful and profitable coffee shop.
- The Business will provide excellent customer service and a friendly atmosphere

References

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Do you
have any
Questions?
Thank you

