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Module Name and Code: Enterprise and Entrepreneurship – LCLM4006_LON

Assignment Title: Business Plan – Midnight Bloom Café

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Executive Summary

Midnight Bloom Café is a unique late-night café located at Ocean Village Marina in Southampton. The business offers an affordable luxury dining experience for customers who want a peaceful alternative to bars and clubs. Open from 5:00 pm until 2:00 am, the café serves beautifully presented brunch dishes, desserts, speciality coffees, mocktails and afternoon tea in a cosy floral setting.

Unlike traditional cafés that close early, Midnight Bloom focuses on creating a safe, welcoming and relaxing evening environment where customers can socialise, study, read, attend poetry evenings or enjoy live acoustic music. The business is designed with women's comfort and safety in mind while remaining welcoming to all respectful customers. The café also supports the local community.

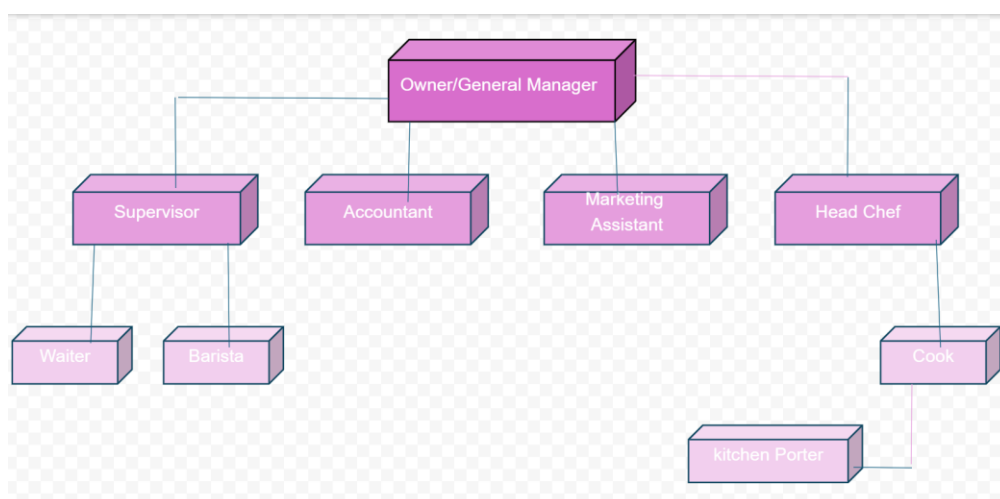
1. Overview of the Business Idea

Business Description

Midnight Bloom Café is an affordable luxury evening café that combines elegant food with a relaxing atmosphere. The café is aimed at students, young professionals, families, tourists and anyone looking for an enjoyable place to spend an evening without visiting noisy pubs or clubs.

Located at Ocean Village Marina in Southampton, customers can enjoy beautiful waterfront views while relaxing in a stylish café filled with flowers, fairy lights, books and comfortable seating.

The café's mission is to prove that luxury dining experiences can be affordable and accessible to everyone.



Products and Services

Midnight Bloom Café offers a wide range of food and drinks at affordable prices, allowing customers to enjoy a luxury café experience without spending too much. The menu has something for everyone, whether they are looking for a full meal, a sweet treat or just a hot drink.

The menu includes all-day brunch, pancakes, waffles, French toast, homemade cakes, cheesecakes, brownies, speciality coffees, floral teas, mocktails, milkshakes, seasonal desserts and afternoon tea.

The menu items have been created to match the café's cosy, floral and evening theme.

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 £

Caring for the Community

Looking after the environment is an important part of Midnight Bloom Café. Where possible, the café will buy ingredients from local suppliers to support other local businesses and reduce travel distances. Recyclable takeaway packaging will be used, and food will be carefully managed to help reduce waste.

The café will...

Buy ingredients from local suppliers where possible.

Use recyclable takeaway packaging.

Reduce food waste through careful stock management.

Donate safe surplus food to local charities.

Offer discounts for students and key workers.

Employ local young people and students.

Host local artists and musicians, giving them a platform to showcase their work

Legal structure

Midnight Bloom Café will operate as a **Private Limited Company (Ltd)** I chose this because it protects the owner's personal assets if the business faces financial difficulties. It also gives the business a more professional image, making it easier to build trust with customers, suppliers and potential investors.

The café will initially be owned and managed by the founder, who will be responsible for the day-to-day running of the business. As Midnight Bloom grows, the company takes on additional directors or investors to support future expansion.

2. Market Research

Target Market

Many cafés in Southampton close during the late afternoon or early evening, leaving people with very few places to go apart from pubs, bars and clubs. Not everyone wants to spend their evening in a loud or busy environment, so there is a gap in the market for a late-night café.

Midnight Bloom Café aims to fill this gap by providing a peaceful and welcoming place where people can relax, enjoy good food and drinks, study, read or spend time with friends and family. The café is designed for everyone, including students, young professionals, families, couples and tourists who are looking for a safe, comfortable and alcohol-free place to spend their evening

PESTEL Analysis

Political

Government support for small businesses and entrepreneurship provides opportunities through grants and advice. However, food businesses must comply with food hygiene regulations and employment legislation.

Economic

The cost-of-living crisis means many consumers are seeking affordable experiences. Midnight Bloom offers premium presentation without premium prices, making luxury dining more accessible.

Social

Consumers increasingly value experiences they can share on social media. There is also growing interest in alcohol-free social spaces, wellbeing and supporting local businesses.

Technological

The café will use online booking, contactless payment, loyalty apps and social media marketing to improve customer convenience and engagement.

Environmental

Consumers increasingly prefer environmentally responsible businesses. Midnight Bloom will reduce waste, recycle wherever possible and source ingredients locally to reduce transport emissions.

Legal

The café must comply with food safety regulations, health and safety laws, employment legislation and data protection requirement

Competitor Analysis

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

3. Marketing Communications

Midnight Bloom Café will use different ways to let people know about the business and encourage them to come back again. The aim is to make the café well known in Southampton and build a regular group of customers.

Social Media

Social media will be the main way of advertising the café. Instagram, TikTok and Facebook will be used because many students and young people use these platforms every day. The café will regularly post photos and short videos of the food, drinks, cosy interior, waterfront views, live music and special events. Customers will also be encouraged to post their own photos and tag the café, helping more people discover the business.

Before the café opens, local food bloggers and social media influencers will be invited to visit and try the menu. They can then share their experience online, helping more people hear about Midnight Bloom Café.

Website

The café will have a simple website where customers can view the menu, book a table, order food online, buy gift vouchers, see upcoming events and find contact details.

Special Offers

To encourage people to visit, the café will offer student discounts, loyalty cards, free birthday desserts, seasonal afternoon tea offers and special deals for couples.

Community Events

Midnight Bloom Café will also hold regular events to bring people together. These could include poetry nights, live acoustic music, book clubs, open mic nights, local art displays, charity bake sales, creative writing evenings and study nights during exam season.

4. Financial Plan

Midnight Bloom Café will require approximately **£30,000** to get the business up and running. This money will be used to cover the start-up costs, including renting the premises, buying equipment, decorating the café, purchasing initial stock and providing enough working capital for the first few months of trading.

The funding will come from a combination of the owner's savings, a bank loan and a private investor that sees potential in the Business

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

Financial Assumption

The financial forecast is based on realistic estimates for a new independent café opening in Southampton. As the café is a new business, customer numbers are expected to be lower during the first few months before gradually increasing as more people hear about it through social media, local advertising and recommendations from friends and family. It is expected that the café will serve between **35 and 60 customers each day**, with each customer spending an average of **£15** on food and drinks. This average spend is based on the menu prices and includes items such as brunch dishes, desserts and speciality drinks. (Alcoholic drinks and Mocktails)

Monthly Fixed Expense	Cost
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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 £

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 £

Conclusion

Overall, Midnight Bloom Café has the potential to become a successful and unique business in Southampton by offering something different from traditional cafés and nightlife venues. Instead of competing directly with pubs, bars or large coffee chains, the café provides a relaxing late-night space where people can enjoy quality food, speciality drinks and spend time with friends, family or even study in a calm environment.

The business focuses on providing an affordable luxury experience, showing that customers do not have to spend a lot of money to enjoy beautifully presented food and excellent customer service. By creating a welcoming atmosphere, supporting local suppliers and hosting community events such as poetry nights, book clubs and live acoustic music, Midnight Bloom aims to build strong relationships with its customers and become a valued part of the local community.

The market research and financial forecast suggest there is a gap in the market for a late-night café in Southampton. Although there are challenges, such as competition and rising business costs, careful financial planning, effective marketing and a strong customer experience can help the business grow over time.

In conclusion, Midnight Bloom Café is more than just a place to eat and drink. It is a space where people can relax, socialise and feel welcome in a safe and comfortable environment. With a clear business strategy, realistic financial planning and a unique concept, the café has the potential to become a sustainable and successful business in the future.