



UNIVERSITY OF WALES
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ENTERPRISE AND ENTREPRENEURSHIP

LATIN JUICE BAR

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EXECUTIVE SUMMARY

- **Mission**, to provide fresh, authentic Latin American juices, smoothies and acai bowls to the diverse community of Elephant & Castle, celebrating Latin, culture while promoting health.
- **The concept**, A vibrant, fast-casual juice bar offering traditional fruits maracujas, Lulo, guanabana, acai in a welcoming, culturally resonant environment.

BUSINESS CONCEPT

A Latin juice bar in Elephant & Castle, London, will succeed by blending authentic Peruvian superfoods (Lucuma, Chirimoya, Maca) with London's health -conscious market. The concept focuses on high -quality, exotic smoothies and health shots using imported Peruvian pulp, served in a vibrant, eco-friendly, accessible space targeting professional and students.

- **The concept**, A vibrant, fast-casual juice bar offering traditional fruits maracujas, Lulo, guanabana, acai in a welcoming, culturally resonant environment.
- **Target Market**, residents, university students, commuters, and loyal customers of the Latin quarter seeking healthy quick, and authentic Flavors.

BUSINESS DESCRIPTION

A business description is a concise summary defining what a company does, its mission, target market, and unique value proposition. It acts as an "elevator pitch "for investor and customers, outlining the products or services, company structure, and key goals. It is essential for business plans,

Latin Juice Bar is specialty beverage startup located in Elephant and Castle, London. We specialize in cold- pressed juices, smoothies, and traditional Latin American infusions made from authentic Peruvian superfood.

PRODUCT DESCRIPTION

Is a marketing document explaining an item's features, benefits, uses, and pricing to persuade consumers and drive sales. It includes technical specifications, materials, and benefits, tailored to the target audience's.

Opening a juice bar requires a combination of specialized commercial equipment, fresh ingredients and strong brand identity focused on health and convenience. A successful juice bar generally offers fresh-pressed juices, smoothies, wellness shots and complementary light food options like bowls or toast.

ESSENTIAL EQUIPMENT LIST

- **Commercial Juicer:** Masticating, cold-press (for premium, slow-pressed juice)
- **Commercial Blenders:** High-powered blenders (e.g. Vitamix or Blended)
- **Refrigeration & storage:** Commercial refrigerators, freezers and glass case merchandisers to display bottles juices.
- **Ice Machine:** Critical for smoothies and chilled items,
- **Prep Equipment:** Heavy duty chefs, knives, cutting board, and stainless-steel tablets.
- **Dishwashing Setup:** A 3-compartment sink for washing produce and sanitizing equipment.

BUSINESS OBJECTIVES

- **Establish Brand Presence:** Open a flagship brick-and-mortar store in a high-footfall London location (e.g., Soho, Canary Wharf) to establish the brand.
- **Maximize Sales Volume:** Achieve an average of 100+ daily customers within the first six months by targeting health-conscious professionals.
- **Develop Product Range:** Launch a menu of 10 signature, cold-pressed juices and three functional smoothie bowls catering to the vegan market.
- **Build Local Loyalty:** Implement a loyalty app program to drive a 30% repeat customer rate within the first year.
- **Wholesale Expansion:** Secure supply contracts with three local London gyms or yoga studios.
- **Establish Brand Awareness:** Position the juice bar as the premier healthy, quick-service option for commuters and residents near Elephant & Castle station.
- **Customer Retention:** Achieve 40% repeat customer visits within the first six months by launching a loyalty app or card.
- **Operational Efficiency:** Implement an efficient inventory management system to reduce ingredient waste to under 5% by the end of Q3.
- **Profitability:** Reach break-even point on daily operating costs within 4–6 months of opening.

BUSINESS OBJECTIVES

Requires a focus on high-footfall, fast service, and health-conscious offerings to succeed. Core objectives include high brand visibility in a high-density area. Key smart goals involve building local awareness and achieving profitability

through targeted marketing, social media engagement, and high-frequency, affordable, fresh. Or cold-pressed products.

- **Establish Brand Awareness:** Position the juice bar as the premier healthy, quick-service option for commuters and residents near Elephant & Castle station.
- **Customer Retention:** Achieve 40% repeat customer visits within the first six months by launching a loyalty app or card.
- **Operational Efficiency:** Implement an efficient inventory management system to reduce ingredient waste to under 5% by the end of Q3.
- **Profitability:** Reach break-even point on daily operating costs within 4–6 months of opening.

SMART OBJETIVOS

- **Specific:** Launch a mobile app for pre-ordering and loyalty, achieving 500 users within 9 months.
- **Measurable:** Increase average daily revenue from £400 to £700 by increasing foot traffic and catering orders by 20% in 12 months.
- **Achievable:** Introduce two new, high-margin functional ginger/turmeric shots to boost the Average Order Value (AOV) by £2 within 6 months.
- **Relevant:** Hire 2 residents as part-time staff to strengthen community ties and support local employment.
- **Time-bound:** Secure contracts with 3 local gyms in Elephant & Castle for weekly smoothie deliveries by the end of Q2.

SHORT-TERM OBJECTIVES (Less than 1 year)

1. **Site & Compliance (Months 1-3):** Secure premises near the Elephant & Castle station/shopping area, pass local council health inspection, and obtain necessary food service licenses.
2. **Product Launch (Month 3-4):** Develop a menu of 10 signature smoothies and juices focusing on local, seasonal produce.
3. **Local Marketing (Month 4):** Achieve 1,000 followers on Instagram through targeted ads directed at Southwark/SE1 area residents and commuters.
4. **Sales Target (Months 6-12):** Reach an average of 80 transactions per day at a minimum £6 per ticket within 9 months.
5. **Partnership (Month 6):** Establish a partnership with a nearby gym (e.g., in the Heygate Street area) to offer exclusive discounts, aiming for 10% of total revenue from this channel.

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Focus on expansion, profitability, and brand dominance.

- **Expansion:** Open a second, smaller kiosk-style location in a nearby high-traffic area (e.g., London Bridge or Waterloo) by the end of year two.
- **Brand Loyalty & Subscription:** Launch a subscription-based "Juice Club" for local gyms and residents, aiming for 100 active members.
- **Financial Health:** Achieve a sustainable 20% gross profit margin by scaling supply chain partnerships for cheaper, local produce.
- **Sustainability:** Become a zero-plastic, zero-waste outlet by replacing all packaging with fully compostable materials within 18 months.

Marketing Analysis

Feature	Analysis Component	Examples for Elephant & Castle
Competitors	Direct & Indirect	Direct: Neighbouring smoothie bars. Indirect: Tesco/Sainsbury's bottled juices, local cafes (e.g., Mercato Metropolitano), Pret A Manger.
Customers	Needs & Behaviour	Health-conscious, eco-friendly, time-poor, willing to pay for premium quality. Looking for quick breakfast/post-gym, or Instagram Mable products.
Target Groups	Demographic/Psychographic	1. Office commuters (9-5) 2. University students (UAL) 3. Residents (young professionals/families) 4. Gym-goers.

Marketing

Promotions

Instagram influencer collaborations, loyalty cards, QR code orders for commuters, seasonal organic focus.

PESTEL ANALYSIS

- **POLITICAL:** Ongoing pressure from Southwark Council and the Greater London Authority to balance luxury redevelopment with the preservation of BAME (Black, Asian, and Minority Ethnic) business hubs.
- **ECONOMIC:** High local inflation and gentrification are raising rent. However, the area is an Opportunity Area with high investment, providing a growing customer base with disposable income.
- **SOCIAL:** Strong Latin American cultural identity remains despite the demolition of the old shopping centre. Increasing health-consciousness among younger “Gen Z” and Millennial residents drives demand for fresh, natural products.
- **TECHNOLOGICAL:** Essential use of mobile ordering and high-speed blenders / cold-press technology to meet the quick-service, expectations of London commuters.
- **ENVIRONMENTAL:** Shift towards sustainable sourcing and biodegradable packaging to align with London’s zero-waste initiatives and consumer preferences.
- **LEGAL:** compliance with Southwark Council’s strict food hygiene standards (FSA ratings) and specific planning permission for outdoor seating, which can be difficult to obtain.

SWOT Analysis

- **Strengths:** Prime location with high footfall; unique, high-quality, and fresh menu; sustainable branding.
- **Weaknesses:** Higher initial capital expenditure; dependency on seasonal produce pricing; low initial brand awareness.
- **Opportunities:** Corporate partnerships for daily delivery; expansion into wholesale bottled products.
- **Threats:** High competition from established, cheaper, fast-food, and chain coffee shops; economic downturn affecting premium spending.

Marketing Mix (4Ps) - Juice Bar

- **Product:** Premium, fresh-pressed, organic ingredients. Signature blends (e.g., "The Elephant Energiser").
- **Price:** Mid-range. Ensure competitive pricing against London's daily meal options, aiming for a consistent Average Order Value (AOV).
- **Place:** High-footfall location near transport hubs (Elephant & Castle Station).

- **Promotion:** Instagram-first strategy focusing on vibrant visuals, local influencer partnerships, and a loyalty app

Management Team

- **Owner/Operator:** Focused on strategic growth, finance, and supplier management.
- **Store Manager (High Priority):** Needs experience with inventory, staffing, and high-volume operations.
- **Juice Baristas:** Skilled in rapid, consistent drink preparation and customer service.

Management Team & Background

- **Founder/Owner:** Background in hospitality management or nutrition. Responsible for strategy and community partnerships.
- **Shop Manager:** Experience running high-volume cafes in London. Responsible for daily operations and inventory.
- **Staff:** 2-3 Energetic barista/juice makers, trained in customer service and food hygiene.

Organizational Chart for a London Juice Bar

A typical structure for a medium-sized, high-traffic London juice bar:

- **Owner / General Manager**



KEY MILESTONES

- 1. Month 1-2: Finalize business plan, secure funding, and register the business in the UK.
- 2. Month 3-4: Secure lease on a high-footfall London venue and obtain all local council health/hygiene permits.
- 3. Month 5: Complete renovations and install kitchen equipment.
- 4. Month 6: Hire and train staff; finalise partnerships with local suppliers.
- 5. Month 7: Soft launch (invite-only) followed by Official Grand Opening.
- 6. Month 9: Review first quarter financial results and launch marketing campaign for customer retention.

FINANCIAL PLAN (One Year)

Note: Figures are estimates for a typical small-to-medium London juice bar.

Category	Estimated Annual	Details & Benchmarks
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	Cost / Value	
Startup CAPEX	£50,000 – £100,000	Includes refurbishment, commercial juicers/blenders, and initial inventory.
Fixed Costs (Rent/Rates)	<10% of Revenue	Crucial to keep rent under this threshold to ensure profitability.
Cost of Goods Sold (COGS)	25% – 35% of Revenue	Fresh produce is expensive; strict portion control and FIFO (First In, First Out) are required.
Labor Costs	25% – 30% of Revenue	Manage through dynamic scheduling—fewer staff on slow Mondays, full team on Saturdays.
Projected Revenue	£150,000 – £250,000	Based on 80 daily covers at an average of £8–£10 spend.
Net Profit Margin	12% – 15%	Typical for a well-managed juice bar after all expenses.

Sources of Finance for a London Juice Bar:

- **Personal Savings & "Bootstrapping":** Utilizing your own finances allows for maximum control and is often necessary before lenders will consider you.

- **Government-Backed Startup Loans:** The UK government offers low-interest startup loans, which are ideal for new businesses.
- **Unsecured Business Loans:** Suitable for quick funding, these loans (ranging from £50k) do not require listing personal assets as security, though they need good credit history.
- **Asset Finance/Leasing:** Instead of buying expensive juicers and coffee machines upfront, you can lease them, preserving cash flow for operating costs.
- **Merchant Cash Advance:** If you already take payments via card, you can get an advance based on your projected card sales, allowing repayment to fluctuate with turnover.
- **Crowdfunding:** Platforms (e.g., Kickstarter) can help raise funds while building a loyal customer base before you open.
- **Angel Investors/Partners:** Finding an investor who shares your passion for Latin cuisine can provide capital in exchange for equity.
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Key Considerations for London:

- **Costs:** Include high street rent, deposits, shop refurbishment, and equipment.
- **Business Plan:** You will need a detailed plan forecasting sales, ideally achieving a target based on high footfall areas.

Cash Flow forecast

Variable Cost	Jan	Feb	Mar	Apr	May	Jun
Electricity	£300	£350	£400	£400	£480	£580
Raw Materials	£450	£500	£580	£650	£750	£850
Hourly Paid Emp	£0	£550	£550	£650	£750	£850
Total Var Cost	£750	£1,400	£1,530	£1,700	£1,980	£2,280

SALES FORECAST

Fixed Cost	Per Month
Rent	£1,800
Bus. Rate	£ 400
Gas bill	£ 350
Staff Wages	£3,800
Accountant	£ 100
Total Cost	£6,450

COST OF PRODUCTION

Startup Cost	
Furniture	£9,000
Equipment	£7,000
Toiletries	£1,000
Renovation	£4,500
Total	£21,500

	JAN	FEB	MAR	APR	MAY	JUN
Fixed	£6,450	£6,450	£6,450	£6,450	£6,450	£6,450
Variable Cost	£ 750	£1,400	£1,530	£1,700	£1,980	£2,280
Total Cost	£7,200	£7,850	£7,980	£8,150	£8,930	£8,730
Revenue	£3,000	£4,500	£6,000	£8,000	£8,600	£9,500
Profit/Lost	£-4,200	£-3350	£-1,980	£150	£330	£770

PRODUCTION OF GOOD AND SERVICE

Good and Service mean the customer leaves satisfied and happy with both the service they receive and the customer service they are treated.

These are the items that bring in your £6-£8 per transaction

Fresh Juices, Green Detox, Carrot & Ginger, Pure Orange.

Superfood Smoothies, Protein shakes, Berry blasts.

Immune Shots, 60ml concentrated shots (£3.50)

Healthy Snacks, Energy balls, Fruit pots

Retail Goods, Bottle cold-press and juices

TECHNOLOGY PLAN

Is strategic plan, is a roadmap that aligns a company's hardware, and digital infrastructure with its business goals. It ensures that every tech investment.

- Infrastructure: Plans for upgrading hardware, servers, or moving to the cloud

HUMAN RESOURCE PLAN

HR, Plan must balance friendly, energetic, Latin hospitality with the efficiency required for the fast-paced.

In 2026 the London Living wage is a key factor. Paying this helps you keep good staff which saves you money on retraining in the long run.

Shop Manager

Juice Barista

References list

Google

Harvard

