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VP HEALTHY COFFEE SHOP BUSINESS IDEA

- ▶ Coffee healthy shop that focuses on healthy and tasty food and drinks
- ▶ Offers organic coffee, low-sugar drinks, smoothies, juices, salads, wraps, pizza and dessert
- ▶ Comfortable place to eat, study, work or meet friends



PRODUCT & SERVICES

- **Drinks:** Organic coffee, milk alternatives, smoothie, juices, protein shakes



- **Food:** Salads, wraps, avocado toast, healthy pizza, vegan/gluten-free dessert



- **Services:** Eat-in, online orders, delivery



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GOALS

Short- term

- ▶ Build local customers and brand awareness
- ▶ Maintain quality and manage costs.
- ▶ Partner with gyms and health communities.

Long- term

- ▶ Open more branches
- ▶ Sell packaged drinks and snacks
- ▶ Organise health events and use eco- friendly packaging



Unique Selling Point (USP)

- ▶ Focus on Health and Taste.
- ▶ Options for vegan, gluten-free,
- ▶ Low-sugar, and high- protein diets.
- ▶ Healthy lifestyle coffee, not just a coffee shop.



Marketing Strategy (4Ps)

- ▶ **Product:** Healthy drinks and food
- ▶ **Price:** Little higher price but fair;
Discount and loyalty cards
- ▶ **Place:** Near Universities, gyms, offices, eat-in and online orders.
- ▶ **Promotion:** Social media (Instagram and TikTok) influencers,
Online reviews, email marketing



Business Environment



SWOT Analysis

- **Strengths:** Healthy menu, unique concept
- **Weaknesses:** Higher costs, new brand
- **Opportunities:** Growing health trends, social media promotion
- **Threats:** Big competitors like Starbucks and Costa Coffee, rising costs.

► PESTEL Analysis

- **Political:** Healthy eating policies
- **Economic:** Inflation, consumer spending
- **Social:** Health trends, vegan demand
- **Technological:** Online ordering, social media
- **Environment:** Eco packaging, sustainability
- **Legal:** Hygiene, safety, employment laws



Legal & Management

- ▶ **Legal Form:** Limited company (protects personal assets).
- ▶ **Staff:** Owner- Manager- Baristas/Kitchen- Marketing.
- ▶ **Start-up Costs:** 50,000 – 60,000 pounds.
- ▶ **Funding:** Savings, bank loans, government schemes.



Conclusion

- ▶ In conclusion, this business offers healthy, delicious and fresh food and drinks, while making sure that customers feel comfortable and happy. It has a good chance to grow, reach more people and gain loyal customers. Success depends on good marketing, friendly service and care for the environment, so that customers enjoy their food and trust the business. This idea follows the growing trend of healthier life.