

The Evergreen Collective

Specialty Coffee Shop Starter

Module:LCLM4006

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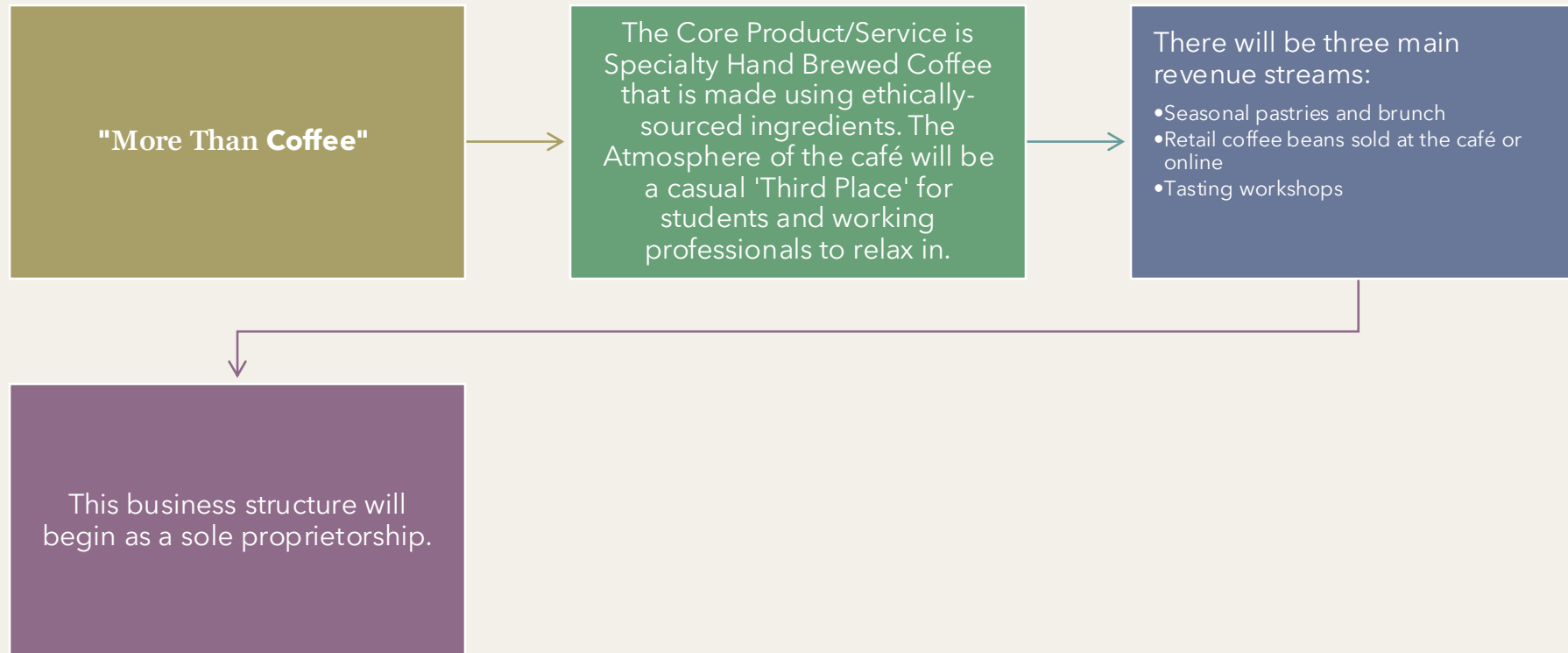


Introduction to my Business Plan

After gaining knowledge of the importance of care in preparing coffee, and a sense of the type of welcoming environment that makes people happy to visit coffee shops after my time working at Kiss the Hippo, I have decided to build my own coffee shop based upon these elements. My dream coffee shop will provide customers with the ability to purchase ethically sourced specialty coffee in a relaxed and welcoming environment.

The cafe will specialize in providing espresso-based beverages and hand-brewed filter coffees along with seasonal offerings. The cafe will also sell pastries, light-brunch options and retail bags of freshly roasted coffee beans. In addition to beverages and baked goods, the cafe will host small workshops, tasting sessions and beginner coffee classes, which will generate an additional revenue stream and foster customer loyalty.

The Concept





Market Forces

(PESTEL)

POLITICAL	SOCIAL	ENVIRONMENTAL	LEGAL	TECHNOLOGY
Trade agreements have influenced import costs which has resulted in higher	The shift to remote work and consumers' desire for sustainable sourcing.	Consumers demand biodegradable packaging options.	There are strict regulations for food hygiene and employment laws.	To effectively compete with other coffee shops, digital loyalty apps and social media marketing are important.



Marketing Mix (the 4 Ps):



Product and Price

Premium specialty coffee (priced between £3.20 - £3.80), unique workshops create an experience for customers that is different from what a chain would provide.



Place

In a high foot traffic area, the café will include a modern, functional interior design that encourages remote workers to utilize the space.

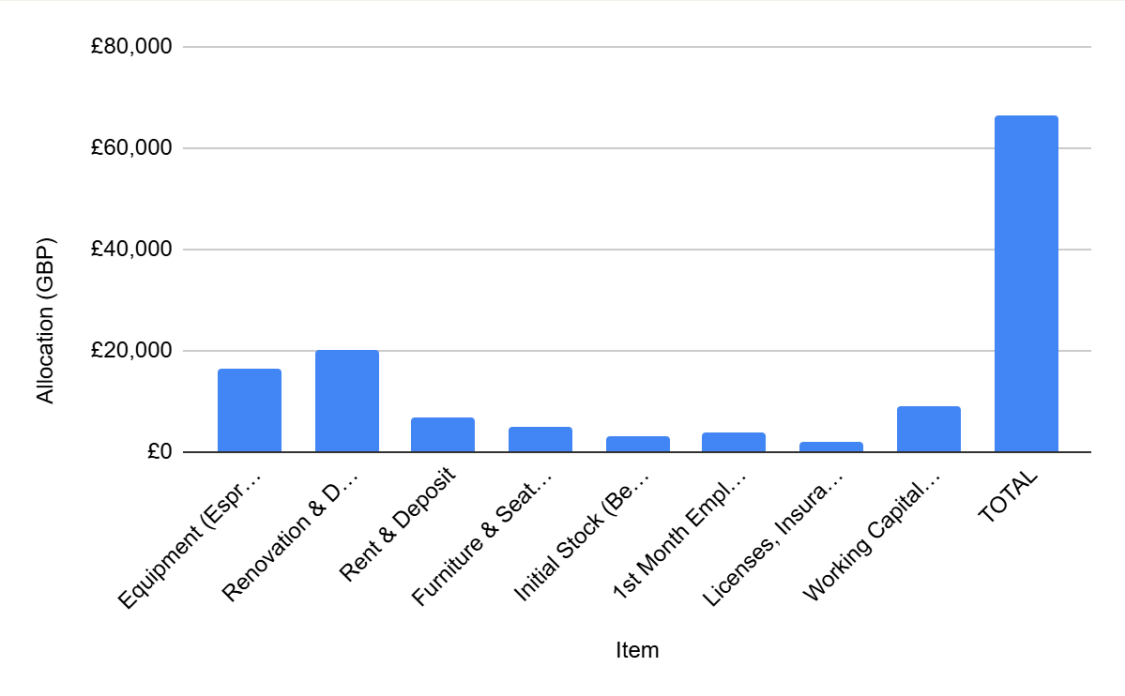


Promotion

Visual Storytelling through Instagram/TikTok. Partnering with local influencers to promote the brand. Utilizing customer reviews on Google to promote the brand.



Estimated Total Start-Up Cost



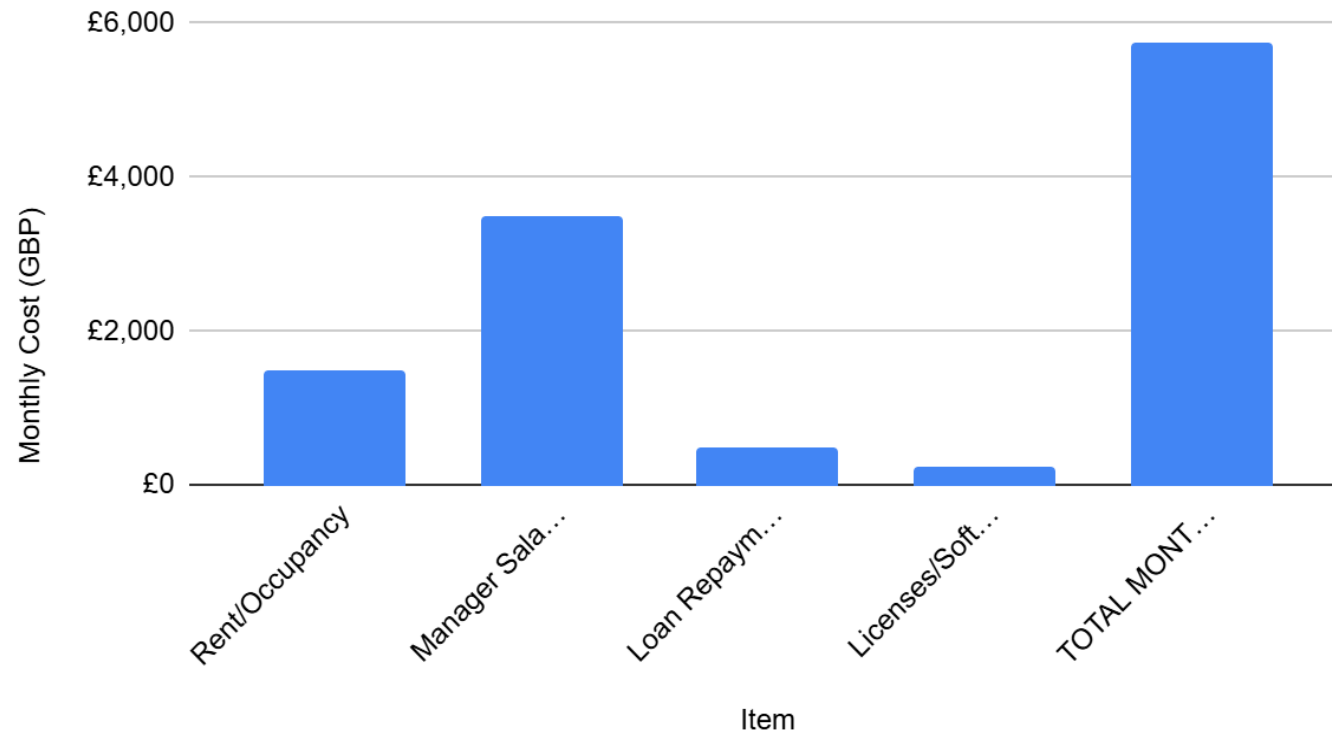
Item	Allocation (GBP)
Equipment (Espresso, Grinders, POS)	£16,550
Renovation & Design	£20,000
Rent & Deposit	£7,000
Furniture & Seating	£5,000
Initial Stock (Beans, Milk, Pastries)	£3,000
1st Month Employee Wages	£4,000
Licenses, Insurance, Marketing	£2,000
Working Capital / Contingency	£9,000
TOTAL	£66,550

Estimated Total Start-up Costs: £60,000 - £70,000

Funding for the start-up costs was provided by personal savings and funding received through a UK Government startup loan.

Monthly Fixed Costs Table

Monthly Cost (GBP)



Item	Monthly Cost (GBP)
Rent/Occupancy	£1,500
Manager Salary (Founder/Ops)	£3,500
Loan Repayment	£500
Licenses/Software/Insurance	£250
TOTAL MONTHLY FIXED COST	£5,750

6 Month Financial Forecast & Breakeven

Item	M1 (Jan)	M2 (Feb)	M3 (Mar)	M4 (Apr)	M5 (May)	M6 (Jun)
Revenue (Projected)	£8,000	£10,000	£12,000	£14,000	£15,500	£17,000
Fixed Costs	£5,750	£5,750	£5,750	£5,750	£5,750	£5,750
Variable Costs (50% of Rev)	£4,000	£5,000	£6,000	£7,000	£7,750	£8,500
Net Profit/(Loss)	-£1,750	-£750	£250	£1,250	£2,000	£2,750



Any Questions
