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Managing Enterprise in the 21st Century

Business Plan



The Cozy Corner Café

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1. Overview

My business idea is to open Cosy Corner Café in Dominic Square, Lewsey Farm, Luton. My goal is to establish a warm and inviting environment where people can begin their mornings with fantastic breakfasts, excellent coffee, and a laid-back, neighbourhood-focused vibe. The café will blend the quality and variety of an international breakfast restaurant with the coziness of a local coffee shop.

Classic coffee drinks, freshly baked pastries, and a unique "Breakfasts Around the World" concept featuring traditional dishes from many nations, including English, Middle East, Scottish, French, Italian, and Romanian breakfasts, will all be available on the menu. Customers may enjoy familiar flavours with something new and interesting thanks to this cosmopolitan approach, which also reflects Luton's ethnic variety.

The Cosy Corner Café will operate as a medium-sized limited company (Ltd), owned and managed by me with the support of a small management team (7 members) trained baristas, and kitchen staff. The café will have space for around 30–40 customers, with both indoor and outdoor seating to accommodate families, groups, and solo visitors.

Dominic Square was chosen for its strong sense of community, variety of local shops, and accessibility to nearby residential areas (Luton Borough Council, 2023). My vision is to make The Cosy Corner Café as an essential part of the local diverse community, a place that brings people together through food, comfort, and culture while offering consistent quality and friendly service.

2. PESTEL Analysis for The Cosy Corner Café

Political Factors

Small and medium-sized businesses (SMEs) are encouraged by the UK government through start-up loans and local business grants, which could help The Cosy Corner Café get started (Gov.uk, 2024). Additionally, Luton Council supports small companies that increase the local economy and well-being of the community. The café still needs to abide by rules regarding food safety, health and cleanliness,

and employment, including those regarding to fair compensation and staff training (Food Standards Agency, 2024). The price and accessibility of some foreign ingredients used in the breakfast menu may also be impacted by import adjustments brought on by Brexit.

Economic Factors

With an assortment of residents and increased support for local businesses, Luton has a mixed but expanding economy. However, both operating costs and customer spending habits may be impacted by rising energy, food, and inflation rates (ONS, 2024). Sustaining consistent sales will need local sourcing, reasonable prices, and periodic promotions. Because of the café's moderate size, cost control and menu modifications can be made in response to changing market conditions.

Social Factors

Lewsey Farm and the rest of the Luton area are known for their numerous ethnic groups and strong sense of community. This is a great fit for The Cosy Corner Café's international breakfast theme, which honours ethnic variety. Local, independent coffee shops that provide individualized service and a casual environment are becoming increasingly popular among consumers, and there is a growing need for real, freshly made food. The café will appeal to both locals and tourists looking for a pleasant experience by establishing a warm, inviting environment and showcasing other cultures through cuisine.

Technology Factors

Technology is essential to customer engagement and marketing. The Cosy Corner Café will advertise its daily international breakfast themes on social media sites like Facebook, Instagram, and TikTok to draw in local customers (Statista, 2024). For convenience, a click-and-collect service and online ordering could also be implemented. The efficiency and quality of services will be boosted by digital loyalty programs, modern coffee makers, and efficient payment methods.

Environmental Factors

Customers are becoming more conscious of environmental issues. By employing recyclable or biodegradable cups, reducing food waste, and sourcing foods locally whenever feasible, the café will prioritize sustainability. Eco-friendly packaging and energy-efficient equipment would not only reduce the café's environmental impact but also boost its reputation among customers who care about the environment (WRAP, 2023).

Legal Factors

The company must meet with several legal requirements, such as food hygiene certification, business registration, and property and employee insurance. To guarantee equitable contracts, secure working conditions, and equality standards, adherence to employment legislation is also crucial. To handle food, dispose of waste, and maybe provide outside seating in Dominic Square, the café needs to acquire the necessary licenses (Food Standards Agency, 2024)

According to this PESTEL analysis, The Cosy Corner Café operates in a generally welcoming environment which promotes sustainability, supports local businesses, and promotes cultural diversity. Success, however, will rely on minimizing expenses, maintaining compliance, and adjusting to fluctuating consumer demands and financial circumstances.

3. Marketing Strategies

Target Market

Locals, families, students, and young professionals who live in or around Lewsey Farm, Luton, will be the primary customer base for the Cosy Corner Café. Additionally, the café will draw customers from nearby neighbourhoods who are searching for a separate, comfortable spot to have breakfast and coffee. The café's "Breakfasts Around the World" theme will appeal to a vast clientele that enjoys sampling various cuisines in a cozy, welcoming setting because Luton is such a diverse town.

Unique Selling Point (USP)

The Cosy Corner Café's foreign breakfast rotation, which features classic English, Scottish, French, Italian, Romanian, and Middle Eastern breakfasts all week long, is what sets it apart. In addition to reflecting Luton's variety, this unique blend of cultures gives customers something they can't get at chain coffee shops. The café's unique selling point is its capacity to offer both comfort and exploration, together with a warm, welcoming environment, attentive service, and reasonable costs.

Product and Pricing Strategy

Using premium ingredients from trustworthy sellers, the café will serve freshly made coffee, teas, juices, pastries, and entire breakfast dishes. In order to sustain profitability and bring in repeat customers, prices will be set reasonably (Dunn and Hoegg, 2022).

Price List:

Hot drinks: £2.50–£4.00

Pastries: £2.00–£3.50

International breakfast plates: £6.50–£9.00

Meal deals (coffee + breakfast): around £10.00

Also, limited-time menus and seasonal specials will keep the menu interesting and stimulate returning customers.

Place: Location and Distribution

The café's Dominic Square location (Figure 1) provides great accessibility, foot traffic, and visibility. The area is perfect for attracting regular everyday consumers because of its combination of residential properties, neighbourhood stores, and community services. As the business expands, the café may offer online ordering or delivery partnerships (like Uber Eats or Just Eat) in addition to dine-in and takeout alternatives.



Figure 1 – Dominic Square, Lewsey Farm, Luton

Promotion and Advertising Strategy

For the Cosy Café Corner, I'm planning to use a mix of digital and community-based marketing, to be visible and accessible for all the customers. I will use social media campaigns and daily posts on Instagram, Facebook, and TikTok to showcase breakfast themes and create engagement. Also, I am relying on word-of-mouth marketing through excellent service, consistent quality and friendly staff members.

I will Google My Business listing for visibility in local searches, to show the location, general information, reviews and photos from the customers.

Considering the location of the Café (there are 4 schools nearby, a Community Centre and Library), I am planning a collaboration with these local institutions, for example, offering discounts to teachers or catering small gatherings.

To encourage repeat customers, I will launch Loyalty cards (buy 9 coffees, get the 10th free) and I will design other system of rewards.

For the opening of the Café, I am planning an event where free sampling of international breakfasts will be served to create excitement in the community.

People and Customer Experience

Building strong relationships with clients will depend on having a team that is both kind and well-trained. Workers will be encouraged to communicate with regulars, keep in mind preferences, and build a friendly atmosphere. First-time customers will become loyal guests because to the café's welcoming décor, which includes comfortable seating, warm lighting, and calming background music. The playlists will be aligned in harmony with the daily Breakfast Theme.

The Cosy Corner Café's advertising strategy prioritizes customer loyalty, cultural experience, and connections with the community. The café hopes to establish a solid, long-lasting position in Luton's independent coffee industry by fusing a distinctive product offering with charitable giving and effective digital marketing.

4. Funding and Start-Up Costs

The anticipated initial cost for establishing The Cosy Corner Café as a medium-sized business in Dominic Square is between £45,000 and £50,000 (Table 1). This budget will cover rent, equipment, renovation, licensing, and initial goods.

Table 1

Start-Up Cost Table

Category	Estimated Cost (£)	Details
Rent and deposit	8,000	Two months' rent and deposit for a medium sized café unit
Renovation	10,000	Furniture, Décor, Lighting, other adjustments
Equipment	8,500	Coffee machines, grinders, fridges, ovens, POS system
Licenses & Insurance	1,500	Food hygiene, business registration, liability insurance
Initial Stock	4,000	Coffee beans, ingredients, breakfast products, packaging

Marketing & Launch	2,000	Social Media ads, Google, flyers, grand opening event
Salaries (for the first month)	6,000	Part-time barristas, cook
Utilities	2,000	Electricity, water, internet, cleaning supplies
Start-Up	42,000	Rounded to approximately £45,000 including the safety margin

All things considered, The Cosy Corner Café's startup expenses are reasonable for a medium-sized café in Dominic Square. A reserve money guarantees that the company can handle unforeseen costs during its first month of operation. The café has a strong financial foundation to open successfully and run sustainably during the first trade season thanks to a well-balanced combination of personal investment, local grants, and a start-up loan.

5. Conclusion

I've been able to combine my passion for delicious coffee, ethnic cuisine, and the goal of making the neighbourhood feel welcome through the establishment of The Cosy Corner Café. Through my company, I hope to bring out the vibrancy and diversity of Dominic Square. In addition to providing high-quality drinks and foreign breakfasts, my objective is to create a warm atmosphere where people feel safe, cozy, understood, and connected.

The business plan demonstrates that this concept is feasible, cost-effective, and justified by the need for independent cafés in the area. I think The Cosy Corner Café can develop into a significant component of the Lewsey Farm neighbourhood by combining careful planning, clear approaches, and a sincere love of hospitality. For me, our café is more than just a business; it's a chance to provide warmth, culture, and a location where mornings are a little brighter.

6. References

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