

Entrepreneurship

Entrepreneurship is defined as the process of starting a business which is building and scaling to produce a profit. In the revolutionized era the term entrepreneurship has become a wider concept and assesses the operations in the business to a larger extent (Baker and Welter, 2018). An entrepreneur is a person who set up a business with the aim to make a profit. It is considering all the important factors which are vital for the growth of the business and its creator of the services in the larger value. They play an important role in any economy that possesses the skills and creativity required for present and future needs thereby bringing new ideas to the market.

1. Business idea

The coffee business is an attractive option for Entrepreneurs to enter the competitive food service industry. Opening a coffee shop is extremely profitable as the market is expected to grow annually by 6.34%. In the global comparison option, most of the revenue is generated in the US and gains the person revenue as per the income facility of US\$254.40 in 2022 (Baker and Welter, 2018). The risk of failure in the coffee business is very low as it is utilized by younger as well as older generation people be it in the office or outside. The owner of the business earns more profit thereby serving the quality of coffee as well as snacks. The coffee shop provides numerous opportunities to earn high revenue and does not need a higher amount of capital for its investment. The name of the coffee shop is “**Café Refresher**”.

Problem-related to Business

The main issue for “Café Refresher” is environmental impact and sustainability (Berger et al., 2021). It is chosen by me as Coffee is one of the world’s most heavily traded commodities but climate variation is affecting the price fluctuation to a larger extent and brings impact not only on the consumers but to the business owners as well as there is the rise in the cost price of raw material and beans. There is a huge impact on the farmer's livelihood as well as it risks their basic living standard. Sustainability has become the buzz in recent years and it gives the option to access both the long-term economic, environmental, and social health of the coffee industry which is vital for the operations production.

Opportunity- Many businesses are defining the various type of coffee products which are in the form of caffeinated drinks and coffee with a snack served in Café refresher is gaining the larger population to avail the services and product (Berger et al., 2021). The taste of every individual is

different from each other, as some prefer it to be strong while others as light (Costa, 2022). It will reduce the environmental impact and sustainability issues in the business by avoiding the single serve, reusable filter, and brew manually, looking for organic and fair-trade options.

Initial market research

The food and beverage industry are one of the largest growing industries and consider the manufacturing industry in the United Kingdom. It is generating £ 27 billion of gross value in 2019. Coffee is one of the most traded commodities in the world which is produced and exported on a mass global scale (Costa, 2022). The natural sense of large-scale agricultural production is adding up the benefit or reducing the environmental impact and conserving the protection of the farm management. The UK is having a larger opportunity for generating a larger profit and effectively gaining the terms (Doern, Williams and Vorley, 2019). This industry is obtaining numerous opportunities for Café Refresher to grow and obtain success with the help of sustainable process effects in the longer-term sources.

Target Market

The major focus of Café Refreshers will be mainly on two markets namely youth and daily commuters. They are mostly consuming coffee and dairy products at the time of the break and act as a major source of refreshment in office culture and for daily commuters to their office (Doern, Williams and Vorley, 2019). It is located in an area where there is a larger number of universities and corporate areas. It makes them adapt to the environment thereby raising the opportunity for refreshment to a wider extent.

Market segmentation

The Café Refresher will segment into the commuters and youth in college. To reduce the environmental impact and produce a rise in the sustainability in the production of coffee beans which are of good quality (Furqon, Sultan and Wijaya, 2019). The business is understanding the environmental issues associated with coffee production and reducing the issue of growth in the market as a result of large-scale farming. Café Refreshers will use the TDP system to provide products and assess the delivery system of the new business and increase the range of commuters who are serving in the form of café stage and raise the level of consumers.

Solution

To reduce the environmental impact of the coffee business, Café Refresher will avoid the single serving of drinks or K-cup coffee (Furqon, Sultan and Wijaya, 2019). It will adopt the reusable coffee filter and consumption of its mug. The use of a manual coffee brewer will help the business reduce the environmental impact and raise the level of sustainability. There must be the purchase of coffee locally and selectively. Business owners should look for organic materials and focus on fair-trade coffee production. There should be composting of the used cups on the coffee ground of the business and select the coffee pods beans in greater aspects (Miatton and Amado, 2020, April). Coffee production can be made more sustainable by incorporating practices in better crop management and water use practices. Some ways help in composting the coffee bean waste and utilize it as fertilizer who is using the coffee hulls as the form of fuel instead of cutting down trees and reducing the environmental impact, Sustainability is required in the coffee industry which helps in serving the advantage at the greater perspectives and coffee farms require large plots of land which is leading to the huge scale deforestation (Olanrewaju et al., 2020). It must use fair trade as the most important factor in the greater consumption of the products and further compost the coffee grounds.

2. Reflection

From Entrepreneurship skills, there is gain in business management, teamwork and leadership, communication and listening, customer service, and Financial skills. Café Refresher is developing the major area of production of goods and services by using the experience of the owner has been working in the banking sector for the last 5 years (Miatton and Amado, 2020, April). The owner of Café refresher is having greater knowledge with respect for accounting and financial skills as well which helps in the management of the business functions. It is found from the above that conservation and environmental protection are the problems that are faced in the recent era related to the coffee industry.

As a point of view concerning the business, I being the owner of Café refresher have worked for 5 years in the local banking sector which increased my communication skills (Olanrewaju et al., 2020). I gain the pattern of interaction so that there must be efficient utilization of the materials and study about the coffee beans. To increase the business management of Café Refresher, I will

put the quality of the coffee in the first place and serve the population to a wider extent. For this development, I will invite all the coffee business staff and members by enrolling them in loyalty and rewarding programs at every stage of production of all the materials.

Time management is an essential requirement for business growth as during the work span in the Banking sector I gained the value and importance of time which helped me in rapidly managing urgent tasks (Ratten and Usmanij, 2021). Through this pattern, I learned about good consumer services. Problem-solving skill is vital for the company to start the facility and gain the problem-solving stage in the new business and assess the operations due to operations in the services. I will make better decision-making techniques concerning the solving of the new venture and assess the facility in the services. I am good at business perspectives with the help of sailing the operations in the computer objectives and related to the excellence in the numerical variation (Ratten and Usmanij, 2021). To increase the listening ability, there must be an assignment of feedback at every stage and enrich the open mind operations related to the coffee business.

Being an Entrepreneur there should be an increase in **customer service skills**, which help in comprehension of the Café business and assess the feedback in the greater value. I must build the patience to deal with the coffee business as there is a change in the pattern of building the programs and materials for the function in the industry. Through this, I learned about the work ethic and made my objectives clear to the members so that they can altogether help in fulfilling sustainability and reducing the environmental impact (Van Anh and Thao, 2020). To gain the term, I will make sure that the people who visit the café are given the appropriate amount of reward and need according to their demand as every culture has different tastes in coffee and eating habits. I have the patience to hear all the issues which are faced by the people in availing of the services. As every business needs to adapt according to the environment in which the business is located, with the help of this I will gain in maintaining the rules and regulations of coffee shop market research.

To improve the issue of environment and sustainability in the business, I will focus on maintaining water conservation and treatment (Van Anh and Thao, 2020). There is a greater emphasis on integrated pest and disease management in coffee beans. I will approach a new method that helps in gaining the water use practices and consume the boxes with the help of removing pesticides in the growth of the coffee beans. I will use the composting technique in the business and make a new area where the degradable materials in the form of cups will get under

the soil and help in becoming waste. In the long term will become fertilizer and help in the growth of the coffee beans instead of using machines to supply water to the farms and reduce environmental variation (Zhu, Sun and Huang, 2021). I have learned about planting techniques, which is essential for a good entrepreneur in the long-term development of the business. I will motivate all the workers and staff to give their review regarding the product material before it is sent to the manufacturing base and improve further extent if any defect is found in the raw materials.

It is seen that personal development is essential for the long-term availability of the task and helps in managing entrepreneurial options to a wider extent. This has helped me in covering all the business ideas and range all the possible solutions which arise during the formation of the enterprise. Through this, I gained the concept of initial market research and assessed the facility with response to the coffee beans and their environmental impact on the business, as coffee shop customers are increasing rapidly with the gain in the per capita consumption of coffee beans (Zhu, Sun and Huang, 2021). I also learned that hiring the right people in the business plays a key role in showing the advancement in the technology and assessing all the operations relatively. I gained the knowledge that owners should not shortchange the training programs allotted to the business members and staff so that they remain motivated to give 100% input in the task given during the distribution patterns.

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