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According to Statista, Americans consumed 26.5 million 60-kilogram coffee bags from 2018 to 2019. More than half of the US citizens relish the joy of good caffeine on a daily basis, which makes coffee shops a prominent deal in the country. This also makes a viable business venture. However, the question lies in whether or not youll make it as a coffee shop owner. Strategize your success with a reliable coffee shop business plan. This allows you to establish a formidable startup cafe through rigorous research and a thorough understanding of your objectives. Learn more about this in the article below. 6+ Coffee Shop Business Plan Examples1.Coffee Shop Business PlanMS WordGoogle DocsApple PagesSize: A4 & USDownload2.Coffee Shop Business Planpremierline.org Size: 250 KBDownload3. Sample Coffee Shop Business Planbraesidebutchery.org Size: 2 MBDownload4.Coffee Shop Business Plan Examplefitsmallbusiness.org Size: 96 KBDownload5.Coffee House Business Planmuni.org Size: 578 KBDownload6.Coffee Shop Business Project Plansemanticscholar.org Size: 702 KBDownload7. Printable Coffee Shop Business Plansaigontech.edu Size: 492 KBDownloadWhat Is a Coffee Shop Business Plan?A coffee shop business plan presents a comprehensive description of an entrepreneurs cafe idea and plans to establish its operation. It provides a detailed account of the business sales and marketing ideas, competition evaluation reports, financial projections, and the nature of its services. On some occasions, a consulting business plan is presented by the owner to a prospective partner or investor in hopes of a sponsorship.Why Have a Business Plan?If youre a startup in the cafe business, would you like to direct your focus first towards completing a load of paper works and research a.k.a your business plan? For most small-time business owners, its about getting things done head-on and directly setting up a small establishment, getting all the products in place, and waiting for the customers to start trickling in. Sometimes, it turns out well, but without a concrete sales and marketing business plan in place, it could result in the worst.So, why have a business plan?A business plan keeps everything organized. It helps you determine every detail of your business matters and helps you set up a process that will cater to them. This way, you wont miss out on any requirements. This also helps you thrive in a competitive market because this demands you to look into your target market and the rest of your competition. Because a business plan requires you to oversee a financial analysis, this reduces the risk of you losing your funds because this helps you allocate your finances properly.How to Make a Coffee Shop Business PlanThe coffee shop industry in the United States amounted to $47.5 billion in 2019. This is a 3.3% increase from its rate in the previous year, which costs $45.4 billion. The coffee shop industry is steadily growing, with over 35,000 shops nationwide. Jumping into this massive and lucrative market will prove to be a struggle, especially when there are giant brands already in place. The only thing you can rely on to set you up to succeed has a well-prepared business plan. If youre still learning how to do so, you might find the following guidelines helpful:1. Commence with a GoalThere is never a plan without an objective. Your goals will serve as your plans pathway towards its success. Knowing where you want your business to end up will provide you with cues on how youll be able to make it happen. Start your plan by establishing a business goal-setting. Ask yourself how you want to see your coffee shop grow in a few years. To ensure that youre treading on the right goals, make them SMART: specific, measurable, actionable, realistic, and timely. These criteria will help you craft an action plan that you can execute on a timeline.2. Study Your Target Market and CompetitionIn any business venture across all industries, two points of view can greatly affect the way you do your business: your target market and your competitions standard. These matters take a huge spot on your business plan, so be sure to work on them during the process. Observe your competitors strategy and identify their strengths and weaknesses. Then, assess your own through a SWOT analysis and compare how youll be able to top their performance in the field. As for your target market, its always best to employ a market analysis to understand what affects their purchasing behaviors and what strategies and trends rank best on their preferences.3. Map a Marketing StrategyYour marketing strategy is the result of your competition and market research plan. This will tell you how youll sell your products best and how you will introduce your establishment to the market. This is where your advertising plans and special promotions belong. If youve been in the business for decades and would want to upgrade into a more modern coffee shop image, this plan would undoubtedly be discussed under your marketing plans strategy.4. Have a Financial Plan in PlaceNow that youve studied deep into your marketing and sales, as well as your business objectives, its time to settle your financial plan. Your business plans financial aspect should help you decide how your funds will be circulated to meet the needs of the business. This will include resources, lease payments, maintenance fees, and daily operational expenses. This will also include your projected profit increase and the details of your cash flow. If you got a bank loan to fund your entrepreneurial venture, your debt should take a significant place in the equation. This helps you plan money matters so you can efficiently manage them while you run the business.5. Prepare Your Executive Summary LastA business plans executive summary is on the first part of the document, as this will showcase a comprehensive review of your entire plans content. By order of succession, an executive summary should be taken care of first, but this could be impractical. Youll fail at adding all relevant information on your summary without first completing the rest of the parts. Be sure to make your summary appealing because it will be the first thing your audience will see. This will be your plans hook if you opt to gather the attention of prospective partners and investors.FAQs The different types of business plans are:Startup Business PlanTraditional Business PlanStrategic Business PlanGrowth Business PlanFeasibility Business PlanOperation Business Plan A business plan has seven essential parts. They are as follows: According to Chron, a good business plan has:Ample significant information on financial mattersClear identification of the business industryInclusion of the operational and management featuresInformation on how the business sales and marketing will functionWith coffee being almost everyones morning energizer, go-to first date order, and late-night companion, it comes with no surprise that coffee shops and their ultra-relaxing ambiance are a huge hit. If you aspire to start your own neighborhood coffee shop, success shouldnt be a daydream you play in your head over and over again; act on your objectives. Have a reliable coffee shop business plan to back you up. You wont need to bother starting from scratch because our business plan template collection is here for you. Download now! Starting a coffee shop can vary greatly depending on location, size, and concept. On average, the initial investment can range from $80,000 to $300,000. This includes lease deposits, equipment purchases, inventory, permits, and marketing expenses. Are you interested in opening your own coffee shop, cafe, or purchasing an existing coffee shop franchise? Well, youve come to the right place! This sample business plan will help provide insight on what a Coffee Shop Business Plan should look like.Whether you are looking for a cafe business plan, coffee stand business plan, or a small coffee shop business plan you should enjoy this page. Our team has included a professional business plan for coffee shop below this introduction.In todays rapidly changing economy entrepreneurs must be cautious of changing market trends and demands. For example, your coffee shop business plan may include new features such as book and novel sales. In 2023 consumers began gravitating towards coffee shops with bookstores attached to the core establishment.The cafe business is a dynamic and expanding sector, with a staggering 650,000 coffee shops in the United States alone. This growth can be attributed to several factors, including the surging popularity of coffee, the increasing presence of millennials as avid coffee consumers, and the growing demand for social gathering spaces.If you are an entrepreneur looking to start or expand your coffee shop business, now is an ideal time to seize the opportunity. Although opening a coffee shop can be in nearly any city, there is one city that truly stands out from the rest of the crowd. Seattle is the birthplace of Starbucks, so its no surprise that its one of the best cities in America for coffee lovers. The city has a thriving coffee culture, with a wide variety of coffee shops and cafes to choose from.When developing a business plan for a coffee stand I often find a cafe to study near me. The input I often provide to entrepreneurs when they ask how to start a coffee shop business is to identify a local area that is in dire need of a new cafe.We truly hope you enjoy this coffee shop business plan example. If you are looking for a coffee shop business plan pdf or a coffee shop business plan template please contact us today. We would be pleased to provide a personalized business plan example. We wish you the very best with this endeavor to open a cafe or create cafe locations in your local city. 1.Executive SummarySample Coffee Shop (The Company) was incorporated in the province of British Columbia on January 1, 2021 by Mr. John Doe and Mrs. Jane Doe. Sample Coffee Shop is seeking a $150,000 business loan to purchase an existing Sample Coffee Brand franchise located at #100 500 Wellington St. Vancouver, BC.As the Covid-19 pandemic subsides, and widespread immunization takes place, more and more people will return to local establishments. Furthermore, in the current economic environment the company has identified multiple ways to add value to the existing franchise. These value adds include: extending hours of operation, a wider selection of food and dessert, catering services to local offices, and offering promotions on food-delivery apps Doordash and UberEats.With over four decades of combined business management experience, Mr. and Mrs. Doe bring an abundance of knowledge and expertise to this opportunity. Mr. Doe, being a senior executive of 105077 Inc. where he has overseen the companys manufacturing process, monitored and evaluated middle management.Mrs. Doe has been involved in healthcare management for the past 7 years, working to foster an environment that provides necessary and quality health care services to patients. In addition, Mrs. Doe was raised in a family that owned and operated a successful food business in The US; therefore, bringing invaluable experience to this opportunity. Together, Sample Coffee Shop looks to provide a new, heightened level of customer experience to guests, and help develop the wider Sample Coffee Brand brand.The Coffee and Snack Shop industry in Canada has seen modest growth over the past five years. However, as industry players overcome the economic challenges of the Covid-19 pandemic there is a wave of optimism throughout the industry. As Canadians return to daily life industry players are reminded of the staple their stores provide. Whether serving professionals on their way to work, students looking for a place to study, or catering to local offices; coffee shops provide the food and beverages that keep the Canadian economy moving.Mr. and Mrs. Doe are prepared and qualified for the opportunity at hand transforming the franchises largest location into a growing coffee shop again, and exceeding customers expectations each and every day. 2.Business OverviewSample Coffee Brand Wellington St. has experienced challenges in the past few years, from declining sales to weathering the Covid-19 pandemic. Sample Coffee Shop has identified this as an excellent opportunity to purchase the Wellington St. Franchise at fair market value, while improving customer service, experience, expanding the food menu, and catering to local office buildings. 2.1 Business SummaryFounded in 2005 at Parker and Smithe Street in downtown Vancouver, Sample Coffee Co has been a leader in brewing superbly fresh coffee, committing to local craftsmanship, and unparalleled service. In 2010 Sample Coffee Brand was recognized as the Hottest Brand in Canada. Today there are 25 Sample Coffee Co locations across British Columbia and Alberta, with many more to come.Sample Coffee Brand is committed to providing an atmosphere of connectivity, which even trickles down to the size of their locations. With all but one Sample Coffee Co location being less than 1,400 square feet, the franchisor is dedicated to providing immense seating space to guests.Lattes, cappuccinos, mochas and fresh brews are all made from Waves exclusive coffee blends. As coffee professionals, Sample Coffee Co understands the ranges of coffees grown from around the world, offering the highest possible quality beans from South America to Africa. Waves roast master oversees that each batch of beans is put through visual, aromatic and taste tests then filtered in drum roasters. With blended drinks, Belgian hot chocolate, African rooibos teas, cold drinks, pastries, paninis and sandwiches brought in from local bakeries, Sample Coffee Co really offers something for any mood. 2.2 Industry OverviewMany Canadians frequent coffee establishments (NAICS 722512 Limited-service eating places) on their way to work in the morning or throughout the day. Coffee franchises are indeed part of a profitable industry. The younger generation is driving coffee consumption trends in Canada. Adults aged 18-49 prefer specialty coffee, where adults aged 65-79 gravitate towards traditional coffee blends. The youngest Canadian consumers, aged 18-34 are more interested in coffee that is ethically sourced, leading to a rise in fair trade and organic coffee sold from coffee shops.Millennials and Gen Zs are increasingly making consumer decisions based on sustainability, which for coffee can mean where coffee is sourced, how it is transported, how it is produced, and the affects these things have on social issues and the environment. For example, Fair Trade certified coffee ensures it is produced in an environmentally friendly way, and that workers in the coffee industry are being treated safely and fairly. 2.3 Mission StatementThe Sample Coffee Co mission is to meet people who share our passion and ideals so that together, we create great neighbourhood coffee houses that enrich the lives of everyone we welcome inside. 2.4 Goals and ObjectivesReceive $150,000 in fundingTransfer business license from the current ownerTake part in franchise trainingOfficially launch on May 1, 2021Create an instagram account for the Wellington St. locationGet to know our customers and staffBreakeven or make a small profit in Year 1Grow revenue, and make a profit in Year 2 2.5 Key Success FactorsWork closely with the franchisor to ensure our location represents the wider Sample Coffee Brand brandInventory Management: Dont have too much, or too little inventory at any given timeCustomer Service: Consistently offer the greatest customer service available 2.6 StaffingSTORE MANAGERA Store Manager will be hired at the beginning of Year 3. They are to provide positive, pleasant experiences that enrich the lives of everyone who comes through our door.Job Duties and ResponsibilitiesProvide friendly, prompt customer serviceContinually learn about our products and consistently provide quality food and beveragesMaster the art of beverage preparationFoster a good working environmentWelcome and encourage new staff members and act as a role modelAssist in training, supervising and supporting staffConduct staff meetingsMaintain cleanliness in the coffee house at all timesConduct daily cash handling duties and receive reports of any errorsFollow company policies and proceduresCreate action plans and follow through in a timely mannerPlace and verify vendor orders and deal with issues dailyResolve customer and staff concernsDisplay sales and financial accountabilitySkillsRetail management experienceExceptional leadership skillsExceptional communication skillsAbility to meet budgeted sales and profit goals BARISTASample Coffee Brand baristas carry out several customer service responsibilities. Baristas greet customers, take food and drink orders, prepare menu items, and answer questions about our menus and services. It is imperative that our baristas display personable and friendly attitudes, while maintaining a level of professionalism.Requirements & Competencies:Receive and process customer paymentsPrepare and serve hot or cold beverages, such as coffee, espresso drinks, blended coffees or teasTake customer orders and convey them to other employees for preparationClean and sanitize work areas, utensils, or equipmentDescribe menu items to customers or suggest products that might appeal to themClean service or seating areas. Serve prepared foods, such as muffins, biscotti, or bagelsPrepare or serve menu items, such as sandwiches or saladsWeigh, grind, or pack coffee beans for customersStock customer service stations with paper products or beverage preparation itemsOrder, receive, or stock supplies or retail products. Slice fruits, vegetables, desserts, or meats for use in food serviceCheck temperatures of freezers, refrigerators, or heating equipment to ensure proper functioningDemonstrate the use of retail equipment, such as espresso machines 2.7 Management TeamMr. John DoeExecutive Director, 105077 Inc.Washington, The US2016 2020Role and Responsibilities:Estimating, negotiating, and managing budgets and timelinesEstablish manufacturing goals, objectives, and standardsInvestigate and implement new methods/technologies to increase cost effectiveness and improve profitability of manufacturing operationsRe-negotiating timelines or schedules as necessary to meet company demandImplementing initiatives to support the overall growth and achievementsDevelop and manage project plans and corresponding reporting and budgetsDrive and implement quality control programsProactively identify problems and swiftly implement appropriate solutionsManaging inventory and raw material levelsWork with internal teams and external vendors to identify supply chain bottlenecks and develop strategies for improvementSupport the development and implementation of project and process documentationContribute to the long-term growth of the company Mrs. Jane DoeManager of Operations, Health PlaceVancouver, BCNovember 2015 PresentRole and Responsibilities:Managing staff, overseeing client care and ensuring adherence to established policies and proceduresPromote the quality of life of people with disabilities by developing day-to-day management and long-term care strategiesWork with other health care professionals to determine patients goals and create both short- and long-term plans to achieve those goalsUsing current policies and regulations to guide care decisions aids in promoting consistency, reducing mistakes and improving safety for patients and staff 3.Products & ServicesSample Coffee Co takes two things seriously: coffee and chocolate. The company sources only the best coffee beans available from small lot farmers. By blending top quality coffee beans together with real Belgian chocolate the result is a flavourful mocha that is second to none. Sample Coffee Co is committed to providing a fresh and wide variety of sandwiches, wraps, soups and seasonal pastries. Sample Coffee Co provides an elevated coffee-shop experience by pairing locally-sourced coffee and chocolate beverages with a delicious fresh food menu.BAKERYDessertsFresh BakedGluten FreeMuffins & LoavesScones & CroissantsSquares & CookiesBREAKFAST DRINKSChocolateCiders & OtherCoffee BlendsIced & BlendedTeaLUNCH 4.OperationsThe success of Sample Coffee Co Wellington St. will depend on how well the operations are managed by Mr. and Mrs. Doe. The following elements are critical to a successful operation:Owners Involvement: Mr. and Mrs. Doe are committed to assuring the success of this franchise location. When not physically in the store, mobile analytics will be used to keep track of the stores performance.Staff Satisfaction: By using open and honest communication Mr. and Mrs. Doe plan to develop strong professional relationships with their team. A team that feels supported and appreciated is much more likely to provide a heightened level of customer-service.Understanding of the Business: From franchise training to the first few weeks and months of operation, Mr. and Mrs. Doe are committed to developing a thorough understanding of Sample Coffee Co business model; and which actions will bring increased productivity and profitability.Inventory Management: It is critical that the franchise doesnt purchase too much, or too little of any given product. Mr. and Mrs. Doe will work closely to ensure inventory is managed properly.Great Products: Sample Coffee Brand is proud to serve exceptional products to their customers. The franchise will be diligent in ensuring all products are handled with care, of the proper date, and have no defects.Alignment With the Franchisor: All of our operations must be aligned with Sample Coffee Brand. Sample Coffee Co has a clear and concise operational plan and the management of Sample Coffee Co Wellington St. plans to follow these operational guidelines closely.Safety: Sample Coffee Co Wellington St. will take the safety of its staff and patrons seriously. During the Covid-19 pandemic Mr. and Mrs. Doe will be diligent about ensuring all stakeholders follow government guidelines. Additionally, management will ensure that all operations are congruent with Worksafe BC regulations. 4.1 Location2800 sq ft.Currently seats 30 40 people; full-capacity is 85 peopleBitcoin ATM machine available to guestsMost spacious location within the franchiseMeeting room services available 4.2 EquipmentEquipment as of March 12, 2021:Small Meeting Rooms: 6 chairs, 2 tablesBig Meeting Room: 10 stools, 8 chairs, 3 tablesFloor Area: 12 stools, 38 chairs, 13 tablesOutside Patio: 2 umbrella, 13 chairs, 5 tablesOffice: 1 two shelf filing cabinet, 1 office desk, 1 printer, 4 white chairs, 2 chairs, 2 s/s storage shelves, 1 Samsung CTV monitorRear Room: 2 Frigidaire Air Freezer, 1 True Upright Cooler, 1 Hobart Dishwasher, 1 safe, 1 floor cleaning bucketServing Area: 1 True Display Cooler, 1 Blending Machine, 1 Ice Making Machine, 1 Coffee Making Machine, 1 Insign Small Fridge, 1 Merrychef Oven, 2 POS Machine, 1 Bunn Bender, 2 Coffee Storage APPROXIMATE MARKET VALUE: $70,000 4.3 InventoryUpon transfer of ownership Sample Coffee Shop will receive less than $1,000 of inventory. Items will include bakery, breakfast, lunch and drinks items. Mr. and Mrs. Doe will focus on inventory management; ensuring to only purchase items that will be sold. 5.Market OverviewThe Coffee Shop industry in Canada has grown over the five years to 2020, driven by the expansion of major coffee retailers, such as Starbucks Corporation (Starbucks). However, the industry experienced increased volatility over the past five years due to challenges established by the global spread and economic effect of COVID-19 (coronavirus). Prior to the economic upheaval caused by the pandemic, the industry was sustained by growth in the domestic economy.Steadily increasing consumer spending in Canada for the majority of the period has supported the industrys growth, as consumers have been more willing to splurge on small luxuries such as coffee and doughnuts. Busier lifestyles, which have left less time for preparing meals or beverages at home, have also helped the industry, especially as coffee and snack shops have placed a greater emphasis on convenience. Nevertheless, the industry was challenged by the outbreak of the coronavirus, which caused an abrupt decline in demand for industry goods and services while some establishments were forced to close due to the effects of social distancing and essential business restrictions.The industry has benefited from greater consumer spending on breakfast over the past five years, which has boosted revenue and kept profits stable. The breakfast segment has been a bright spot in an otherwise slow growing food service sector during the period. However, coffee and snack shop operators have been forced to contend with increased competition from fast food restaurants, such as McDonalds Corporation and Tim Hortons Inc. (Tim Hortons), which recognizes that serving specialty coffee during breakfast is a key means of drawing customers through the door. For this reason, operators have added a greater variety of food items to their menus, such as breakfast sandwiches, fruit and granola cups.Increased consumer spending and growing demand for specialty products have also encouraged many independent coffee shops to open for business. Over the five years to 2025, operators will continue to offer more nontraditional, high-margin menu items such as iced coffee, breakfast items and wraps. Industry revenue is forecast to grow at an annualized rate of 2.0% to $5.1 billion over the five years to 2025. 5.1 Market TrendsDelivery Apps: Skip the Dishes, Doordash, UberEatsUnique Blends of Coffees: Proprietary blends of coffee are becoming more and more popular. Coffee and tea shops and even full-service restaurants increasingly offer blends to support good health and reduce fat with soy and collagen creamers. Blends like mushroom coffee and matcha lattes are common. Most dedicated coffee shops offer blends that increase gut health, boost metabolism, and/or support the immune system.Increased Competition: Coffee shops are forced to contend with increased competition from quick-delivery restaurantsSnapchilled Coffee: Freshness matters. Even if you prefer chilled coffee in hot weather, the snap chilling process is supplanting cold brewing. The process takes freshly brewed coffee and cools it rapidly, which extracts more flavor and more appealing aromas than the cold brewing process. There is also no waste of unused cold-brewed coffee. Snapchilled coffee doesnt take as long to make as cold-brewed, and you dont need to dilute the coffee by adding ice cubes. Look for this trend to become more common in coffee and tea shops in 2021.The Most Important Meal: Greater consumer spending on breakfast is expected to boost industry revenueChoosing Tea for Health Benefits: Many consumers now choose tea for its complex blend of chemicals and additives like turmeric, ginger, and chamomile. Most of these tea additives are classified as adaptogens, which are substances that relieve mental and physical stress.3Labour Intensive: The industry remains relatively labour intensive5.2 CompetitionPallet Coffee Roasters Wellington St. Vancouver, BC V6Z 1N9Sells coffee online through their ecommerce store Blenz Coffeewww.blenz.com232 Howe St, Vancouver, BC V6C 3R964 franchises in British Columbia alone Railtown Cafe Wellington St. Vancouver, BC V6Z 1N9Offers coffee, pastries, and delicious food 5.3 Competitive AdvantageMassive space which helps provide customers with a safe, socially distanced setting and meeting areaUnique set of offerings like a robust selection of rooibos drinks, free meeting rooms and consistently gracious team members. Its these elements and more that make Sample Coffee Co an intimate and locally-conscious answer to the replicated atmosphere of multinational coffee giants 5.4 Risk AnalysisAnother wave of Covid-19: The risk of another wave of Covid-19 can be mitigated through our pre-established delivery platform. The pandemic has made our audience more focused on customized service, and we can deliver on that by bringing our products to them directly through our catering service, or through UberEats and Doordash.Potential new entrants to the marketplace: Competition is already fierce in our industry. We must remind ourselves and our team to over-deliver by being the best version of our professional selves. Additionally, by working closely with the franchisor we can progress a mutually beneficial relationship that develops our specific location and the wider Sample Coffee Brand brand.Boost to the minimum wage: Although this would be damaging in the short-medium term we cant see this happening anytime soon. The BC provincial government understands how hurtful this would be to the hospitality industry and will likely only raise the minimum wage when the time is right for businesses and workers alike.Drop in consumer spending: This is potentially the biggest threat to our business; however, both the federal and provincial government have shown their preparedness to provide economic stimulus to keep the economy moving through consumer spending. Moreover, this can take a few weeks or months to execute, so our location will be prepared for a potential drop in consumer spending by having excess cash available. 6.Marketing PlanMr. and Mrs. Doe will be focused on developing a community that wants to come back to the franchise. By providing kind and professional service, while ensuring guests take advantage of Coffee Rewards we will create a new, exceptional atmosphere. There are a variety of competing coffee shops in the surrounding area, so to win over customers we must ensure we exceed every clients expectations in customer-service and through the quality of our products. 6.1 Target CustomerOffice Workers25 55 years of ageWorks in local downtown officesWants a place to relax and enjoy while out of the officeStudents18 25 years of ageAttends UBC Robson Square, or a local language schoolLooking for great dealsRetail Patrons 25 55 years of ageShops at Nordstrom, Pacific Centre, Holt RenfrewLess focused on price more focused on quality of food, drinks, selection 6.2 Key ChannelsSample Coffee Co Wellington St. Instagram AccountManagement will develop a customized instagram account to grow our community on one of the most popular social media platforms available, Instagram. By posting special offers, promotions, and introducing our team we will stay engaged with our audience, and therefore bolster sales.Special Promotions on Food Delivery AppsFood delivery apps Doordash and UberEats are incredibly popular right now. Management will create special promotions to get the franchises food and drinks in front of the target customer.Catering Services to Local OfficesBy catering to a wide audience of local offices we can develop key relationships with individuals and businesses. This channel will develop our catering service, and eventually transpire into more guests in our store by nurturing the relationships we develop with local office staff.The Official Sample Coffee Co Coffee AppThe official app for Sample Coffee Co Coffee allows you to use your phone to pay and earn points at every location. Scan the app barcode in store to earn points on your purchases and build progress toward rewards. With this app you can add money to your account, set up auto-reload of your account, view transaction history and follow your rewards progress. Its the fastest way to pay at Sample Coffee Co Coffee. Features:Sample Coffee Co Coffee Rewards: View your account points balance and other rewardsPay with your phone at Sample Coffee Co Coffee locations.Reload your account or set up auto-reload with your credit card.Earn progress to rewards.Send Sample Coffee Co Coffee e-gifts to friends and family. 6.3 SWOT Analysis7.Financial PlanThe following financial projections are a product of this very business plan. By investing in marketing, and having a sound operational strategy, Sample Coffee Shop will turn around the Sample Coffee Co Wellington St. location and bolster year over year (YOY) sales. 7.1 Financial Summary 7.2 Income Statement Year 17.3 Income Statement Year 2 7.4 Income Statement Year 3

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