Unit 7 Assignment – Final Project

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BU695 Graduate Capstone

Zanzibar Spice, LLC

BUSINESS PLAN

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# **INTRODUCTION**

This paper is my final project for the BU695-8: Graduate Capstone Project. For this requirement, I accepted the option to create a business plan for it will serve as a demonstration of the various courses that I have participated in as a part of the Masters of Business Administration in Technology Management (MBATM) program. The selected business is Zanzibar Spice, LLC, a new startup in the coffee, tea, and spice market. This is an actual live project that is being implemented in the pursuit of entrepreneurship, applying the information that has been acquired within the MBA program. The business plan will contain and address the topics that compose a business plan. Those topics are: the executive summary, organization and management, product mix, marketing and sales management, code of ethics, social responsibility, and funding request. Additionally, the final project will contain a section exhibiting the role of concentration topics as they would apply to the company, i.e. Zanzibar Spice, LLC.

# **EXECUTIVE SUMMARY**

## Business Overview: Zanzibar Spice, LLC is a manufacturing company of spiced-based products such as Zanzibar coffee, tea, and spices.

## Products: The company will offer a wide variety of Zanzibar-inspired coffee and tea and imported spices from Zanzibar, the spice Island.

## Business Goals:

* To attract a minimum of 100 residential customer per month in the first year and double those numbers in the following years over a 5-year period.
* Second year of operation, introduce tea products and expand to commercial customers.
* Year three, begins the phase in which the company offers Zanzibar spices to the culinary industry.

## Target Market: Target consumers are people that enjoy coffee as well as those that consume the beverage for a boost of energy. We also seek to attractive customers that have yet to have a good experience with coffee. Our line of tea products are aimed at consumers that prefer something other than coffee.

## Competitors and Competitive Edge: Our competitors offer drinks that not enjoyable to consume or similar to having candy in a cup. Zanzibar Spice offers unique and authentic products of high quality sourced from Zanzibar. Our coffees and teas are cleaner on the palate and sophisticated.

## Management: Amon-Ra will serve as the director of the company. He holds an MBA degree, has served in leadership positions within technology industry, frequents Zanzibar on a yearly basis to visit family and friends. He is also avid consumer of Zanzibar inspired beverages and experienced in creating them.

## Financial outlook for the business: According to industry trends and our estimates, Zanzibar spice is expected start and maintain a healthy financial position. Funding is being sought from a single investor source. For investing $20,000 into the company the investor will have an equity stake of 100%. The investment will fund company startup costs and provide cash on hand.

# **ORGANIZATION AND MANAGEMENT**

* Mission Statement**:** Zanzibar Spice is a journey into the world of coffee. As we think of coffee, several household brands come to mind, but beyond that is another realm of coffee that is not quite so common. A distinct level that is fragrant, delicious, sociable, and very pleasant to the senses. Zanzibar Spice is the gateway to that realm and seeks to share that experience.
* Vision Statement**:** To establish Zanzibar Spice LLC as the source of the finest spices, specialty coffee and tea that are Zanzibar inspired and authentic.
* Biography**:**
  + **Amon-Ra, Director:** He the founder of Zanzibar Spice, LLC. Amon-Ra holds a Master of Business Administration in Technology Management, a Bachelor of Science in Software development and several information technology industry professional certifications. He travels yearly to Zanzibar, known as the island of Spice, to vacation at the family home and frequents the spice farms and markets. His background of spices, coffee, and tea originates in his experience, the tradition of his family, and the complementary efforts of his research.
* Location**:**  Manufacturing is located in a rented climate-controlled storage unit with Public Storage. The unit has elevator access, gated access, keypad-controlled entry, and onsite cameras. The unit itself is secured with a key lock. Electricity to operate roasting, grinding, and packaging equipment, will be provided with the use of a portable battery-powered generator.
* Organizational Structure**:** The company has a functional structure based departmental role. The roles are:
  + **Director**: Responsible for the overall management and direction of the company.
  + **Roasting**: Roast and produce coffee according to specs.
  + **Grinding**: Grind coffee to specified weight requirements.
  + **Packaging**: Packaging and packing for shipment.

Director

Roasting

Grinding

Packaging

The company is receptive to change and aims to break barriers and charter new ground in the world of coffee. Competitor retailers appear to have similar structure.

Employee headcount is a total of 1 at this time, which consists of the director. The director will perform functions. This is due to the company being a new startup and the reality of the corona virus. Many businesses are being forced to downsize or totally shutdown, even close their doors for good. When sales create the demand for additional employees, the company will expand accordingly. As the situation with corona virus worsens, more people have opted to making more the goods at home. Upon employee expansion, the company will seek individuals of various backgrounds and age groups to bring a varied perspective and ideas to the business. Zanzibar Spice, LLC will solicit feedback and ideas from the employees to enrich the business as a reflection of the people through its employees.

* Legal Environment
  + Business Name Registration: The company will be based in Atlanta, Georgia. The company will be registered in the state of Georgia. Georgia Code § 14-2-403 requires businesses operating in the state of Georgia require that the business register its name with the Georgia Secretary of State's Office.
  + Business License: The company will apply for business license with the city of Atlanta at Office of Revenue. The City of Atlanta requires a company to operate a business within Atlanta city limits. “A business license is a legal document that allows you to start a business, maintain your business, or close your business.” (City of Atlanta, GA: Licenses &amp; Permits n.d.)
  + Employee Identification Number (EIN): To identify the company, the organization will apply for an Employee Identification Number. The EIN is a unique number assigned by the United States Internal Revenue Service.
  + Data Universal Numbering System (DUNS): The company will register for a unique nine-digit referred to as a Data Universal Numbering System or DUNS. This number will be used to establishing credit profile for the company. The number will be obtained by registering with Dun & Bradstreet. This number will also be needed to use with the United States Food and Drug Administration and United States Customs and Border Protection in relation to company imports.
  + The Public Health Security and Bioterrorism Preparedness and Response Act of 2002 requires businesses to give advance notice of imported food. The prior notice must be filed with the Food and Drug Administration (FDA). United States (Title 21 Code of Federal Regulations (21 CFR), Part 1, Subpart I). Additionally, due to the company’s operations of importing of food for human consumption and the interstate commerce nature of online sales, the company is required to register with the business with the FDA as Food Facility. Under 21 CFR 1.500, the company meets the definition of a Very Small Importer (VSI) of human food, i.e. averaging less than $1,000,000 in both sales per year during over a 3-year period, preceding the current year. As a very small importer is must document its eligibility for VSI status before importing and annually prior to December 31 of each calendar year.
  + United States Customs and Border Protection Prior Notice of import is linked with the United States Food and Drug Administration. To satisfy the requirement, registration is only required with the Food and Drug Administration. Duties taxes and fees related to imports will be levied as a part of the responsibilities of the United States Customs and Border Protection.
  + Trade Associations: The company will be involved with industry trade organizations, with the aim of being informed and responsible in regards to the coffee industry, especially coffee growers that make the industry possible.
    - Nation Coffee Association
    - Specialty Coffee Association
    - World Coffee Research
    - Inter-African Coffee Organisation (IACO)
    - African Fine Coffees Association (AFCA)
* Distribution Channels**:** As a new startup, the company will take an approach to keep cost low by distributing its product via the mail orders. The present situation regarding corvid-19 has exponentially increased ecommerce, online shopping, and mail orders.
  + Zanzibar Spice, LLC will begin as an online retailer with a Virtual Storefront. Its products will be available for purchase via its website.
  + To add some diversity in its sales channels, the business will partner with Amazon through the use of its Fulfillment By Amazon service.

# **PRODUCT MIX**

* Products Line Breath
  + Coffee: The origins of the company began with coffee therefore; the organization’s primary market space is the coffee industry. Green coffee beans are sourced from the Kilimanjaro region of Tanzania. The country is the “18th largest coffee producer in the world” (Moldvaer, 2014) and produces 70% Arabica beans and 30% Robusta beans.
  + Tea: The company sources its tea from Kenya. The country is the world’s third largest producer of tea of which is known specifically for its black teas, yet also produces green and white tea.
  + Spice: Zanzibar is known as the spice island. All spices are imported directly from Zanzibar. No additional processing of the spices takes place after Zanzibar Spice, LLC acquires them. The company packages the spices for resell.
  + Seasonings: Blended spices to create a unique flavor. These products are premixed for convenience.
* Product Line Depth
  + Coffee
    - Cardamom Coffee
    - Cinnamon Coffee
    - Ginger Coffee
    - Dark Roast Coffee
    - Medium Roast Coffee
    - Light Roast Coffee
  + Tea
    - Cardamom Tea
    - Cinnamon Tea
    - Ginger Tea
    - Lemon Grass Tea
  + Spices
    - Black Pepper Powder
    - Cardamom
    - Cinnamon
    - Coriander Powder
    - Cloves
    - Cumin
    - Fennel
    - Ginger Powder
    - Paprika
    - Saffron
    - Star Anis
    - Turmeric
  + Seasonings
    - Birian Masala
    - Chicken Masala
    - Garam Masala
    - Pilau Masala
    - Red Curry
    - Tandouri Masala
    - Tea Masala
    - Yellow Curry
* Product Strategy
  + Coffee: Zanzibar Spice LLC is bringing a new style of coffee to the market. A style of coffee is a pleasure to consume and specifically Zanzibar-inspired.
  + Tea: Tea serves as a complimentary market space for the company. The tea produce line serves as an alternative option for consumers that prefer tea instead coffee. The goal of this product strategy is to expand into additional markets and to secure the opportunity to gain additional consumers that the company might fail to acquire due to a lack of options.
  + Spice: Based on company sponsored research, Zanzibar Spice, LLC has discovered that the spices of Zanzibar have an appealing difference in taste than spices purchased in most grocery stores. The company will introduce this new and world of spices to the United States market to bring new flavor variation to its culinary world.
  + Quality: In order to bring forth the flavor of the green coffee beans, Zanzibar Spice LLC applies its own roasting to craft the coffee beans to perfection. Roasted coffee then undergoes a final manufacturing step to create a final product that is distinctive of Zanzibar. Tea undergoes a one-step process to produce a Zanzibar-inspired product.
  + Packaging: Product packaging aims to capture a clean and elegant appeal to reflect the quality of the product. Packaging design is design to also preserve freshness and labeling meets Food and Drug Administration requirements.
  + Need: The present state of the coffee, tea and spice market is not exciting. This is due to goods that are boring to the sense of taste, smell, and sight because they lack quality. There is an absence of enthusiasm that needs to be corrected and can it can be corrected with quality.
  + Competitive Advantage: All products are unique due to their Zanzibar Origin and emphasis on quality.
  + Price: Pricing will be comparable with our competitors.

# **MARKETING AND SALES MANAGEMENT**

* Marketing Goals
  + To gain entry into the coffee industry
  + To expand into new markets, including tea, spices, small businesses (waiting rooms that offer refreshments to customers, restaurants, retail space,
* Market Analysis
  + Industry: Coffee is a commonly consumed beverage among people of various backgrounds, culture, and national origins. It is the world’s most popular beverage with Americans consuming more than twice, and in some cases more than 10 times, the amount of coffee than any other drink. A 2019 study showed that 63% of Americans drink coffee daily with a trend of increased consumption of better quality such as gourmet coffee. From 2014 to 2018, the United States imported a yearly average of 1,710,205,122 kilograms of coffee. Over a 10-year span, there has been, 2008 – 2018, there has been a yearly increase of 28195242 kilograms being imported for U.S. consumption.
  + Customers: “Customers span a wide range of age groups.” (Amon-Ra, 2020) The target demographic will expand in phases. This will consist of two main phases with sublevel phases within each. The first, of those two phases, is customer-oriented (Business to Consumer (B2C)). The future of our target market will expand to include the small businesses sector in the food service industry and outside of the food industry, which defines the second phase (Business to Business (B2B)).
    - Coffee: Target market of the coffee industry are those consumers that consider themselves coffee aficionado and are open to explore another realm of coffee to add to the palate experience. Another segment of this target market are those consumers that find coffee, in general, to be intolerable without loads of sugar and cream. Zanzibar Spice, LLC will present coffee that is delicious and has no need for sugar and cream in order to make it palatable.
    - Tea: The target market consists of consumers that prefer an alternative to coffee. These customers find foral and herbal teas to be pricey, leaving the consumer with the common boring lot of self-stocked tea. Zanzibar Spice, LLC seeks to capture this market segment with tea that is both affordable and enjoyable.
    - Spices: Target customers are individual consumers that utilize spices to prepare their daily meals, health-conscious people that are concerned about the types of products they utilize and consume, and persons that seek quality ingredients to add to the artistry of creating a unique culinary experience.
  + Competition: “Competition comes in the form of two groups: Prepared Coffee and Major household brands. Major household brands of packaged coffee are our biggest competitors. Those brands have an extended history with customers. A few of those brands are Maxwell House, Starbucks, Folgers, Dunkins. Prepared Coffee is a convenience especially for the complex concoctions. Some of the prepared coffee makers include, Starbucks, Caribou Coffee, Dunkins, Dancing Goats Coffee, and local coffee shops.” (Amon-Ra, 2020)
  + Barriers to Entry:
    - Customer Loyalty
    - Import Costs
  + Threats and Opportunities
    - Opportunities
      * Corvid-19 presents an opportunity due to more people preparing beverages at home. This has increased the number of potential customers.
      * Lack of affordable quality products from competitors.
      * Scarcity of competitor products due to Corvid-19 pandemic.
    - Threats
      * Corvid-19 Pandemic induced Vendor supply chain issues
      * Corvid-19 Pandemic induced economic recession
* Marketing Strategy:  The plan for communicating with target markets and converting them in to customers consists of an online and offline combination of promoting the products.
  + Advertising and Promotion
    - Social Media: Facebook, Twitter, LinkedIn, Instagram, Pinterest, YouTube
    - Blogging:
    - Online videos: demonstrations of company products.
    - Helping the customer: provide spice/seasoning recommendations and tips that improve and fine-tunes the taste of food.
    - Sample products: free sample
    - Giveaways: giving free products to consumers and business to increase awareness and word of mouth.
    - Postcard mailings:

# **FINANCIAL PLAN**

Over a course of the next three years, Zanzibar Spice, LLC is expected to be in a healthy financial position. The following sections illustrates the company’s financial position during that three-year period.

Startup Expenses

Zanzibar Spice, LLC sources of capital consists of private investors. The number of investors is a total of one. The sole investor has 100% of ownership of the company. That investor is also the founder of Zanzibar Spice, LLC and is using personal funds to finance the business. The founder, Amon-Ra, is investing a total of $20,000. Approximately, $4,769 of the investor’s investment will be allotted as a reserve for contingencies. This is approximately 33% of startup costs. Bank financing is not being sought after at this point. The company anticipates bank financing to be warranted upon the expansion of the business and the requirement of a larger facility, increased inventory, higher capacity equipment, and increased staffing. The amount invested by the founder is the calculated amount for startup costs plus a reserve at the discretion of this sole investor. “Depending on the industry, a startup can require 10 percent to 20 percent of its budget set aside as a contingency fund.” (Hanks, 2016) Startup costs are the actual amount derive from suppliers.

Capital Equipment

Capital equipment has a subtotal cost of $5909.71 before taxes, with a total cost of $7705.31 after taxes. Capital equipment consists of machinery, equipment, and furniture. Equipment for the business will cost $1808.51 after taxes, $1,659.71 pretax, and furniture has total, $226.80 with a pretax amount of $210.00. Taxes were added to provide the most accurate numbers.

|  |  |  |
| --- | --- | --- |
| Table 1. |  |  |
| Machinery | **Price** | **Total** |
| Coffee Roaster | $ 2,500.00 | $ 2,700.00 |
| Battery Generator | $ 1,200.00 | $ 1,296.00 |
| Battery | $ 350.00 | $ 378.00 |
| Battery | $ 350.00 | $ 378.00 |
| Coffee Grinder | $ 790.00 | $ 853.20 |
| Bag Sealer | $ 60.00 | $ 64.80 |
| Perforator Machine |  | $ 50.00 |
|  |  | $ 5,670.00 |
| 8% sales tax added |  |  |

|  |  |  |
| --- | --- | --- |
| Table 2. |  |  |
| Equipment | **Price** | **Total** |
| Laptop | $ 500.00 | $ 540.00 |
| Phone | $ 1,000.00 | $ 1,080.00 |
| 5 Gallon White Bucket & Lid - Set of 6 | $ 60.00 | $ 64.80 |
| 5 Gallon Bucket Liner, Food Grade, Roll of 200 | $ 80.00 | $ 86.40 |
| Kitchen Scale | $ 16.00 | $ 17.28 |
| Aluminum Scoop (x5) | $ 3.71 | $ 20.03 |
|  |  | $ 1,808.51 |
| 8% sales tax added |  |  |

|  |  |  |
| --- | --- | --- |
| Table 3. |  |  |
| Furniture | **Price** | **Total** |
| Chairs x2 | $ 30.00 | $ 32.40 |
| Foldable table | $ 40.00 | $ 43.20 |
| Foldable table | $ 40.00 | $ 43.20 |
| 4-Tier Wire Shelving Rack | $ 100.00 | $ 108.00 |
|  |  | $ 226.80 |
| 8% sales tax added |  |  |

Location/Administration Expenses

Manufacturing operations will be conducted in a business storage unit. Such operations usually take place in shared kitchen space and warehouse units. Those types of business space are priced by the square foot with very limited options. These units are suitable for larger operations. Zanzibar Spice, LLC seeks to ensure that the business is not paying for unused space to avoid financial waste and has sought to acquire an operational location that accurately accommodates the present state of the business. The business storage space option creates a very affordable location for the business at a monthly rental fee of $39. Initial accounting fees will total $12.50 per month for the use of QuickBooks Essentials software with Payments.

Opening Inventory

Starting inventory for the business begins with a stock of supplies for the first 2 quarters of operations. Future inventory orders will be adjusted based on the projections of the trend of monthly sales. The total cost of opening inventory is $1052.

Advertising and Promotional Expenses

Advertising and promotion will mainly be digital. The company is utilizing freelance contractors for its advertising and promotion campaign. Freelance advertising agents offer better rates and with the accessibility of the Internet, freelance agents can offer the same quality as larger agencies. A budget of $500 has been allocated for the labor of a digital agent that will be acquired via the freelance platform Fiverr or Upwork.

Travel

On an annual basis, a Zanzibar Spice, LLC representative will travel to Zanzibar to inspect the source in which company supplies are acquired. Additionally, the representative will meet with suppliers and explore ways that company can partner with suppliers to ensure production and pricing are ethical. Even more important is the company’s social values toward education. During the annual travel to Zanzibar, the company will purchase school supplies for children of a local area school. Zanzibar Spice, LLC is dedicated to donating at least 5% of profits to assisting educational pursuits of Zanzibar children. This was adopted by the company based on the values of the founder and his donation habits. Travel is to Zanzibar carries a usual price tag of $1500. With the upcoming shipment of supplies being the company’s first import, Zanzibar Spice, LLC finds it to be a critical step to be onsite, in Zanzibar to observe the first shipment.

## **Import Expenses**

The first leg of the supply chain for the company depends 3rd party assistance. Zanzibar Spice, LLC has contractual agreements with a customs broker that will facilitate the transport of supplies from the supplier. The shipment will be transported via plane. The cost of the services provided by the customs broker total $4,262.30. This is the biggest expense foe the company. Zanzibar Spice, LLC has examined ways to minimize this cost. The same 3rd party customs broker has provided an addition quote providing shipment by sea at a cost of 2217.50. While this quote is significantly lower, it excludes delivery from port to Zanzibar Spice, LLC manufacturing site. Additional, arrangement will need to be arranged with the customs broken for delivery to the final destination and will incur an additional charge. The sea option also comes with longer delivery times.

## **Business Registration**

All companies in the state of Georgia must register the organization with the secretary of state. Business registration fee is $110.00 and must be performed annually.

## **Business License**

In order to conduct business legally in the city of Atlanta, businesses are required to apply for a business license. The business license fee is an annual flat fee of $50. The license expires on the last day of each calendar year and must renewed by 15 of February.

# CODE OF ETHICS

* **Passion for the art of coffee:** Zanzibar Spice, LLC is passionate in proving our product’s worthiness of being titled traditional of Zanzibar by crafting coffee that is authentic and distinct of Zanzibar origins. Our level of dedication is an artistry of captivating the senses of smell and taste to orchestrate a pleasant and memorable experience with the art of fragrance and flavor.
* **Excellence:** We believe that everything must be earned and this is accomplished via our performance. Therefore, we have a commitment to excellence and apply it to everything that we do. Excellent effort = excellent results. From the bean to the customer, this excellence flows throughout the entire process of producing a quality.
* **Integrity:** At all times, we pursue our goals in an honest manner. Dishonesty is never an option. Applicable laws and company policy will be adhered to at all times.
* **Professionalism:** We areproductive, effective, resilient, responsible, and self-aware. As professionals, we subscribe to, adhere to, and provide the highest standards. This requires dedication to our goals, prioritizing to get the most from our efforts, management of setbacks and challenges, being accountable, and objective reflection for self-improvement.
* **Teamwork:** The company emphasizes and supports a work environment that is collaborative and complementary of the various members of the team. An enriching environment that is nurturing for the business, that fosters growth for individuals of the team, and fresh ideas.

# **SOCIAL RESPONSIBILITY**

* **Human Rights**: Our stance on human rights is a firm stance that is opposed to any actions that violates the rights of any human being. We support human rights for all people at all times everywhere. Our company considers supporting human rights efforts to be an obligation.
* **Donations and Aid:** To be in business, is an opportunity. We are grateful for this opportunity. The company realizes that growers are equally important in the success of the company. Zanzibar Spice, LLC believes that although there is a mutual benefit between the farmer and our company, we also understand that the grower is a key component and without them there would be no opportunity. Zanzibar Spice, LLC believes it is our responsibility to reciprocate and provide opportunities to the community of growers. Adopted from the efforts of the founder of the company, Zanzibar Spice, LLC, donates at least 5 percent of its earnings to purchase and donate school supplies, desks, and other supplies and equipment for children in Zanzibar. This is an effort to improvement the learning environment in hopes of creating a opportunities for future generations.
* **Fair Trade:** Zanzibar Spice, LLC, participate in fair trade practices to positivity impact the lives of growers from which we source our supplies. For the company, this commitment goes beyond fair pricing for growers. Fair Trade ensures “work in safe conditions, protection of the environment, build sustainable livelihoods, and earn additional money to empower and uplift their communities.” *(Why Fair Trade - Why Buy Fair Trade n.d.)* Some terms that are synonymous with Free Trade are: Economic sustainability and ethical sourcing.
* **Protecting the Environment:** In support of environmental awareness, our company uses recycled packaging. Additionally, in our effort to reduce waste, we encourage paperless records. Our coffee roasters utilize a smoke suppression system to incorporate air-friendly methods in our manufacturing process.

# **CONCENTRATION TOPICS**

* **Systems Analysis and Design**

Inventoryis critical to the business and levels of supplies and finished goods need to be maintained at optimal levels. The company is dedicated to excellence and want to ensure that customer orders can be fulfilled on demand with no backorders. The different functions needed to track and coordinate these operations can be integrated into one as an Enterprise Resource Planning (ERP).

Each function within operations consist of the following:

* + - Suppliers
    - Purchase Orders
    - Raw materials Inventory
    - Finished Goods Inventory
    - Sales
    - Customers
    - Accounting

The Data Flow Diagram (DFD) demonstrates the flow of impact. Investor funds will be entered into accounting. Suppliers will be entered into the system from which purchase orders will be sent to. The cost of purchase order will be deducted from accounting. Upon receiving supply orders, the raw materials will be entered into inventory. As raw materials are made into finished goods, the raw materials will be deducted from raw material inventory and added to finished goods inventory. Customer will be entered into the system and the sales to those customers will be added into accounting. This real-time data will the following to take place.

1. When to purchase raw materials.
2. Track finished goods and maintain inventory levels.
3. Track the cash flow.

* **Information Security and Privacy**

The Enterprise Resource Planning system will be hosted in the cloud. Hosting in cloud will proved the following benefits:

* + 1. Avoiding huge upfront costs of investing in equipment.
    2. Elimination of energy and cooling costs associated with equipment.
    3. Decreased costs by paying only for what we use.

To protect customer, supplier, and business data, the following best security practices and principles will be incorporated against threats:

* + - Harden host and client computers
      * Removing unused software and services - software lingering on a host or client can go unnoticed and lapse in patching which can create a vulnerability.
      * Ensuring firmware and patches are up-to-date.
      * Disable unnecessary ports – Stop unwanted traffic and access by closing unneeded/unused ports.
      * Use antivirus – Antivirus/antimalware software is a good defense for detecting and mitigating viruses and malware.
      * Deactivate default accounts – It is well documented throughout the internet about the default accounts that are included with applications and systems. Don’t make an authorized person’s easy by leaving those accounts activate.
      * Scan for vulnerabilities – Vulnerability testing and penetration testing helps to discover weakness.
      * Configure logging – This serves as an auditing measure to record what done, when it was done, possible by whom and for how long. (Amon-Ra, 2020)
      * Control account access – unused accounts should be disabled or deleted.
      * Limit physical access – When not in use the client computers should be locked or turned off and physically secured.
      * Activate firewalls – Some operating systems come equipped with software-based fireballs. Keep these firewalls active to deny unwanted traffic.
    - Implementing layered security
      * Most business routers offer a firewall, DMZ and access control list in one device. This can be levered to create layers security to multiple layers of protection.
    - Protecting against availability attacks
      * Distributed Denial of Service (DDOS), Ping of Death (POD), and Ping Flood Attacks can overwhelm resources and prevent legitimate use. Cloud service providers have solutions that protect businesses form these types of attacks and the possible usage charges that can accompany these attacks.
    - Least privilege
      * User accounts should be configured in a manner that allows no more and less for the completion of their job functions.
    - Separation of duties
      * Dividing tasks into portions to be completed in stages by different people, prevents a sole individual from having the ability carry out malicious insider activity.
    - Security automation (Wilson & Vanderburg, 2018).
      * Some redundant tasks can be automated and scheduled to run at regular intervals. This allows for human resources to be relieved of those tasks in order to reallocate time to other tasks that require attending to.
    - Additionally, the company should develop security polices to govern information technology assets.

# **FUNDING REQUEST**

# As previously mentioned, the enjoyment of coffee and tea and has fallen to a level of being unenjoyment without sugary additives. Those additives are often used to mask or hide the flavor of the base of the beverage, be it coffee or tea. Food can be simple sustenance if not elevated with the quality spices. Inferior spices are incapable to unlocking superior flavors within food.

# Zanzibar Spice, LLC is the gateway to an exciting world of flavor and enjoyment of coffee, tea, and spices. The company will offer unique and authentic coffee, tea, and spice products of high quality sourced from directly from Zanzibar.

# In order to start the offering these products to customers, funding of $20,000 from an equity investor is needed. For outside investors, a 35 percent ownership will be offered in exchange for investor funding. Those terms are open for negotiation. The investor will be compensated through quarterly dividend payments from company profits.

# Invested capital will be used for the following startup costs:

|  |  |
| --- | --- |
| Furniture | $ 226.80 |
| Equipment | $ 1,808.51 |
| Machinery | $ 5,670.00 |
| Rent & Related Costs | $ 39.00 |
| Legal and accounting fees | $ 12.50 |
| Round Labels 1300 | $ 130.00 |
| Coffee Bags 1300 | $ 104.00 |
| Resealable Inner Bag 1300 | $ 50.00 |
| Spices 75kg | $ 563.00 |
| Coffee 65lb | $ 205.00 |
| Advertising | $ 500.00 |
| Travel/entertainment | $ 1,500.00 |
| Importing expense | $ 4,262.30 |
| Business Registration | $ 110.00 |
| Business License | $ 50.00 |
| Reserve for Contingencies | $ 4,768.89 |

Cash reserves will support the business for any unforeseen expenses and support supply costs for the 2.5 years. The need to access those funds will be offset by company profits.

# **CONCLUSION**

Through this final project, the principles learned within the Masters of Business Administration (MBA) program, have been applied to construct a business plan for an actual company. The areas of executive summary, organization and management, product mix, marketing and sales management, code of ethics, social responsibility, concentration topics, and funding request have been discussed. As learned within the MBA program, each of these areas required examination for they are vital to the success of the company. Zanzibar Spice, LLC, now has a business plan that it can use as its roadmap to being a profitable business.

# APPENDIX A

**African Fine Coffees Association (AFCA)**

<https://afca.coffee/about-us/>

**Dun & Bradstreet**

103 JFK Parkway

Short Hills, NJ 07078

(844) 235-2602

<https://www.dnb.com/duns-number.html>

**Fulfilment By Amazon**

<https://sell.amazon.com/fulfillment-by-amazon.html>

**Georgia Secretary of State**

214 State Capitol

Atlanta, GA 30334

(470) 240-5060

<https://ecorp.sos.ga.gov/Account>

**Internal Revenue Service (IRS)**

(800) 919-9835

<https://www.irs.gov/businesses/small-businesses-self-employed/apply-for-an-employer-identification-number-ein-online>

**Inter-African Coffee Organisation (IACO)**

<http://www.iaco-oiac.org/en>

**National Coffee Association**

<https://www.ncausa.org/>

**Office of Nutrition and Food Labeling, HFS-800**

Center for Food Safety and Applied Nutrition

Food and Drug Administration

5001 Campus Drive

College Park, MD 20740

(Tel) 240-402-2373

<https://www.fda.gov/regulatory-information/search-fda-guidance-documents/guidance-industry-food-labeling-guide>

**Office of Revenue**

ATTN: NEW BUSINESS LICENSE APPLICATION

55 Trinity Avenue, SW, Suite 1350

Atlanta, Georgia 30303

(404) 330-6000

<https://www.atlantaga.gov/government/departments/finance/revenue/applying-for-a-business-license>

**Specialty Coffee Association**

<https://sca.coffee/>

**Tanzania Organic Agriculture Movement**

15th floor, NSSF Mafao House, Uhuru Street, Dar es Salaam

PO Box 70089

Tel: +255 732 975 799

Email: [toam@kilimohai.org](mailto:toam@kilimohai.org)

<http://www.kilimohai.org/>

**United States Food and Drug Administration**

Division of Food Defense Targeting

(formerly Prior Notice Center)

866-521-2297

571-468-1488 INTL

571-468-1936 Fax

[prior.notice@fda.hhs.gov](mailto:prior.notice@fda.hhs.gov)

Prior Notice System Interface: <https://www.access.fda.gov/oaa/>

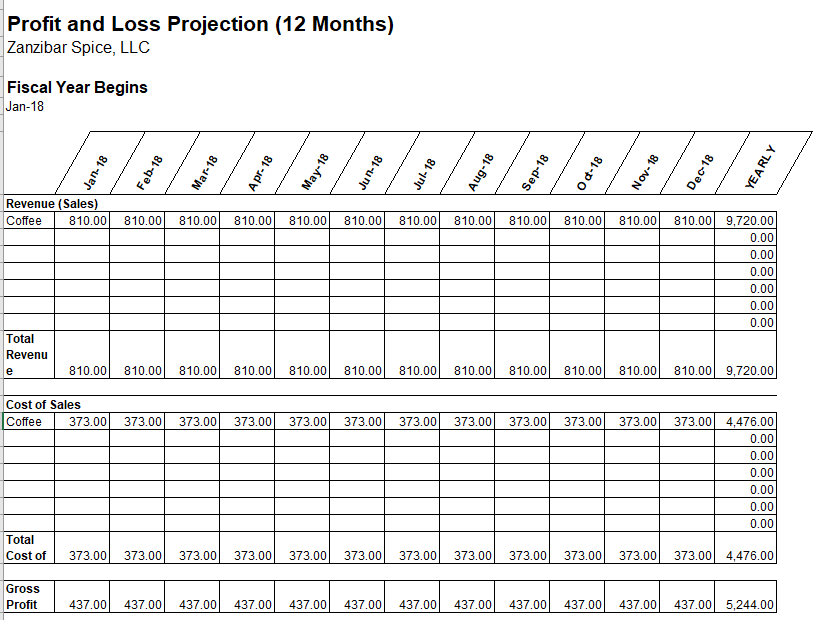
World Coffee Research

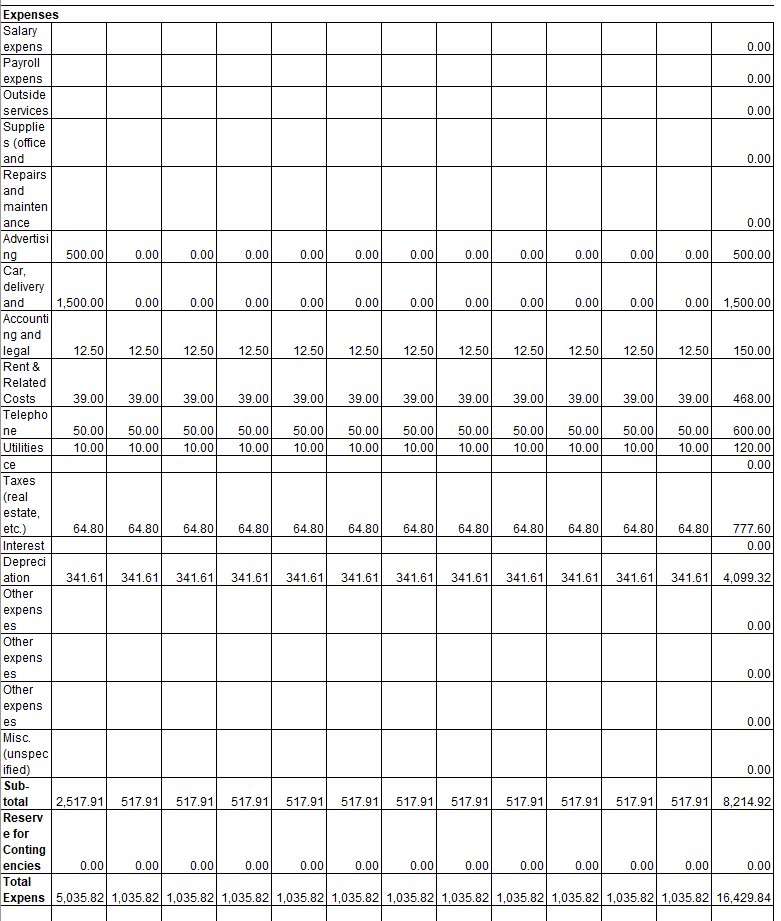
<https://worldcoffeeresearch.org/>

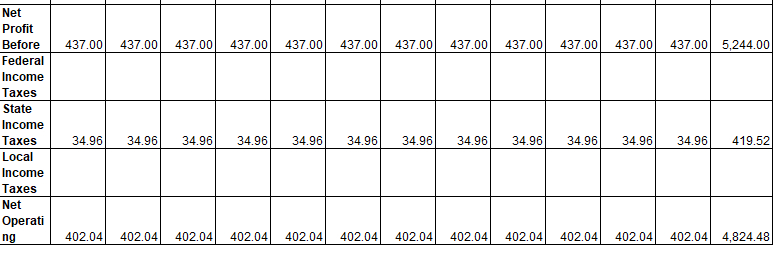
|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| APPENDIX B **Startup Expenses** |  |  |  |  |
| Zanzibar Spice, LLC |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
| ***Sources of Capital*** |  |  |  |  |
|  |  |  |  |  |
| **Owners' Investment (name and percent ownership)** |  |  |  |  |
| Amon-Ra 100% |  | $ 20,000.00 |  |  |
|  |  | $ - |  |  |
|  |  | $ - |  |  |
|  |  | $ - |  |  |
| **Total Investment** |  | $ 20,000.00 |  |  |
|  |  |  |  |  |
| **Bank Loans** |  |  |  |  |
| N/A |  | $ - |  |  |
|  |  | $ - |  |  |
|  |  | $ - |  |  |
|  |  | $ - |  |  |
| **Total Bank Loans** |  | $ - |  |  |
|  |  |  |  |  |
| **Other Loans** |  |  |  |  |
| N/A |  | $ - |  |  |
|  |  | $ - |  |  |
| **Total Other Loans** |  | $ - |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
| ***Startup Expenses*** |  |  |  |  |
|  |  |  |  |  |
| **Buildings/Real Estate** |  |  |  |  |
| Purchase |  | $ - |  |  |
| Construction |  | $ - |  |  |
| Remodeling |  | $ - |  |  |
|  |  |  |  |  |
| **Total Buildings/Real Estate** |  | $ - |  |  |
|  |  |  |  |  |
| **Leasehold Improvements** |  |  |  |  |
| N/A |  | $ - |  |  |
|  |  | $ - |  |  |
|  |  | $ - |  |  |
|  |  | $ - |  |  |
| **Total Leasehold Improvements** |  | $ - |  |  |
|  |  |  |  |  |
| **Capital Equipment List** |  |  |  |  |
| Furniture |  | $ 226.80 |  |  |
| Equipment |  | $ 1,808.51 |  |  |
| Fixtures |  | $ - |  |  |
| Machinery |  | $ 5,670.00 |  |  |
| Other |  | $ - |  |  |
| **Total Capital Equipment** |  | $ 7,705.31 |  |  |
|  |  |  |  |  |
| **Location and Admin Expenses** |  |  |  |  |
| Rent & Related Costs |  | $ 39.00 |  |  |
| Utility deposits |  | $ - |  |  |
| Legal and accounting fees |  | $ 12.50 |  |  |
| Prepaid insurance |  | $ - |  |  |
| Pre-opening salaries |  | $ - |  |  |
| Other |  | $ - |  |  |
| **Total Location and Admin Expenses** |  | $ 51.50 |  |  |
|  |  |  |  |  |
| **Opening Inventory** |  |  |  |  |
| Round Labels 1300 |  | $ 130.00 |  |  |
| Coffee Bags 1300 |  | $ 104.00 |  |  |
| Resealable Inner Bag 1300 |  | $ 50.00 |  |  |
| Spices 75kg |  | $ 563.00 |  |  |
| Coffee 65lb |  | $ 205.00 |  |  |
| **Total Inventory** |  | $ 1,052.00 |  |  |
|  |  |  |  |  |
| **Advertising and Promotional Expenses** |  |  |  |  |
| Advertising |  | $ 500.00 |  |  |
| Signage |  | $ - |  |  |
| Printing |  | $ - |  |  |
| Travel/entertainment |  | $ 1,500.00 |  |  |
| Other/additional categories |  | $ - |  |  |
| **Total Advertising/Promotional Expenses** |  | $ 2,000.00 |  |  |
|  |  |  |  |  |
| **Other Expenses** |  |  |  |  |
| Importing expense |  | $ 4,262.30 |  |  |
| Business Registration |  | $ 110.00 |  |  |
| Business License |  | $ 50.00 |  |  |
| **Total Other Expenses** |  | $ 4,422.30 |  |  |
|  |  |  |  |  |
| **Reserve for Contingencies** |  | $ 4,768.89 |  |  |
|  |  |  |  |  |
| **Working Capital** |  |  |  |  |
|  |  |  |  |  |
| ***Summary Statement*** |  |  |  |  |
|  |  |  |  |  |
| **Sources of Capital** |  |  |  |  |
| Owners' and other investments |  | $ 20,000.00 |  |  |
| Bank loans |  | $ - |  |  |
| Other loans |  | $ - |  |  |
| **Total Source of Funds** |  | $ 20,000.00 |  |  |
|  |  |  |  |  |
| **Startup Expenses** |  |  |  |  |
| Buildings/real estate |  | $ - |  |  |
| Leasehold improvements |  | $ - |  |  |
| Capital equipment |  | $ 7,705.31 |  |  |
| Location/administration expenses |  | $ 51.50 |  |  |
| Opening inventory |  | $ 1,052.00 |  |  |
| Advertising/promotional expenses |  | $ 2,000.00 |  |  |
| Other expenses |  | $ 4,422.30 |  |  |
| Contingency fund |  | $ 4,768.89 |  |  |
| Working capital |  | $ - |  |  |
| **Total Startup Expenses** |  | $ 20,000.00 |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
| **Security and Collateral for Loan Proposal** | |  |  |  |
|  |  |  |  |  |
| **Collateral for Loans** |  | **Value** |  | **Description** |
| N/A |  | $ - |  |  |
|  |  | - |  |  |
|  |  | - |  |  |
|  |  | - |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
| **Owners** |  |  |  |  |
| Amon-Ra |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
| **Loan Guarantors (other than owners)** |  |  |  |  |
| N/A |  |  |  |  |

|  |  |  |
| --- | --- | --- |
| APPENDIX C **Opening Day Balance Sheet** | |  |
| Zanzibar Spice, LLC |  |  |
|  |  |  |
| **Assets** |  |  |
|  |  |  |
| **Current Assets** |  |  |
| Cash in Bank | $ 4,769 |  |
| Inventory | 1,052 |  |
| Prepaid Expenses | 50 |  |
| Other | 39 |  |
| **Total Current Assets** | $ 5,910 |  |
|  |  |  |
| **Fixed Assets** |  |  |
| Machinery & Equipment | $ 7,479 |  |
| Furniture & Fixtures | 227 |  |
| Leasehold Improvements | - |  |
| Real Estate / Buildings | - |  |
| Other | - |  |
| **Total Fixed Assets** | $ 7,705 |  |
|  |  |  |
| **Other Assets** |  |  |
| Specify | $ - |  |
| Specify | - |  |
| **Total Other Assets** | $ - |  |
|  |  |  |
| **Total Assets** | $ 13,615 |  |
|  |  |  |
|  |  |  |
| **Liabilities & Net Worth** |  |  |
|  |  |  |
| **Current Liabilities** |  |  |
| Accounts Payable | $ - |  |
| Taxes Payable | - |  |
| Notes Payable (due within 12 months) | - |  |
| Current Portion Long-term Debt | - |  |
| Other current liabilities (specify) | - |  |
| **Total Current Liabilities** | $ - |  |
|  |  |  |
| **Long-term Liabilities** |  |  |
| Bank Loans Payable (greater than 12 months) | $ - |  |
| Less: Short-term Portion | - |  |
| Notes Payable to Stockholders | - |  |
| Other long-term debt (specify) | - |  |
| **Total Long-term Liabilities** | $ - |  |
|  |  |  |
| **Total Liabilities** | $ - |  |
|  |  |  |
|  |  |  |
| **Owners' Equity (Net Worth)** | $ 13,615 |  |
|  |  |  |
| **Total Liabilities & Net Worth** | $ 13,615 |  |
|  |  |  |

# APPENDIX D







|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| APPENDIX E |  |  |  |  |  |  |  |  |  |  |  |
| **Profit and Loss Projection (3 Years)** | | | | | |  |  |  |  |  |  |
| Zanzibar Spice, LLC |  |  |  |  |  |  |  |  |  |  |  |
| 2021 |  |  |  |  |  |  |  |  |  |  |  |
|  | **2021** |  | **%** |  | **2022** |  | **%** |  | **2023** |  | **%** |
|  |  |  |  |  |  |  |  |  |  |  |  |
| **Sales** | $ 9,720 |  | 100.00% |  | $ 19,440 |  | 100.00% |  | $ 38,880 |  | 100.00% |
| Cost/ Goods Sold (COGS) | 4,476 |  | 46.05% |  | $ 8,952 |  | 46.05% |  | $ 17,904 |  | 46.05% |
| **Gross Profit** | $ 5,244 |  | 53.95% |  | $ 10,488 |  | 53.95% |  | $ 20,976 |  | 53.95% |
|  |  |  |  |  |  |  |  |  |  |  |  |
| **Operating Expenses** |  |  |  |  |  |  |  |  |  |  |  |
| Salary (Office & Overhead) | $ - |  | 0.00% |  | $ - |  | 0.00% |  | $ - |  | 0.00% |
| Payroll (taxes etc.) | - |  | 0.00% |  | - |  | 0.00% |  | - |  | 0.00% |
| Outside Services | - |  | 0.00% |  | - |  | 0.00% |  | - |  | 0.00% |
| Supplies (off and operation) | - |  | 0.00% |  | - |  | 0.00% |  | - |  | 0.00% |
| Repairs/ Maintenance | - |  | 0.00% |  | - |  | 0.00% |  | - |  | 0.00% |
| Advertising | 500 |  | 5.14% |  | 500 |  | 2.57% |  | 500 |  | 1.29% |
| Car, Delivery and Travel | 1,500 |  | 15.43% |  | 1,500 |  | 7.72% |  | 1,500 |  | 3.86% |
| Accounting and Legal | 150 |  | 1.54% |  | 150 |  | 0.77% |  | 150 |  | 0.39% |
| Rent & Related Costs | 468 |  | 4.81% |  | 468 |  | 2.41% |  | 468 |  | 1.20% |
| Telephone | 600 |  | 6.17% |  | 600 |  | 3.09% |  | 600 |  | 1.54% |
| Utilities | 120 |  | 1.23% |  | 120 |  | 0.62% |  | 120 |  | 0.31% |
| Insurance | - |  | 0.00% |  | - |  | 0.00% |  | - |  | 0.00% |
| Taxes (real estate etc.) | 778 |  | 8.00% |  | 778 |  | 4.00% |  | 778 |  | 2.00% |
| Interest | - |  | 0.00% |  | - |  | 0.00% |  | - |  | 0.00% |
| Depreciation | 4,099 |  | 42.17% |  | 4,099 |  | 21.09% |  | 4,099 |  | 10.54% |
| Other expense (specify) | - |  | 0.00% |  | - |  | 0.00% |  | - |  | 0.00% |
| Other expense (specify) | - |  | 0.00% |  | - |  | 0.00% |  | - |  | 0.00% |
| **Total Expenses** | $ 8,215 |  | 84.52% |  | $ 8,215 |  | 42.26% |  | $ 8,215 |  | 21.13% |
|  |  |  |  |  |  |  |  |  |  |  |  |
| **Net Profit Before Taxes** | (2,971) |  |  |  | 2,273 |  |  |  | 12,761 |  |  |
| **Income Taxes** | - |  |  |  | - |  |  |  | - |  |  |
| **Net Operating Income** | (2,971) |  |  |  | 2,273 |  |  |  | 12,761 |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| APPENDIX F |  |  |  |
| **Breakeven Analysis** |  |  |  |
| Zanzibar Spice, LLC |  |  |  |
|  |  |  |  |
|  |  |  |  |
| **Cost Description** | **Fixed Costs ($)** |  | **Variable Costs (%)** |
| **Variable Costs** |  |  |  |
| Cost of Goods Sold | $ - |  | 46.0% |
| Inventory | $ - |  |  |
| Raw Materials |  |  |  |
| Direct Labor (Includes Payroll Taxes) |  |  |  |
|  |  |  |  |
| **Fixed Costs** |  |  |  |
| Salaries (includes payroll taxes) | $ - |  |  |
| Supplies | $ - |  |  |
| Repairs & maintenance | $ - |  |  |
| Advertising | $ 500.00 |  |  |
| Car, delivery and travel | $ 1,500.00 |  |  |
| Accounting and legal | $ 150.00 |  |  |
| Rent | $ 468.00 |  |  |
| Telephone | $ 600.00 |  |  |
| Utilities | $ 120.00 |  |  |
| Insurance | $ - |  |  |
| Taxes (Real estate, etc.) | $ 777.60 |  |  |
| Interest | $ - |  |  |
| Depreciation | $ 4,099.32 |  |  |
| Other (specify) | $ - |  |  |
| Other (specify) | $ - |  |  |
| Miscellaneous expenses | $ - |  |  |
| Principal portion of debt payment | $ - |  |  |
| Owner's draw | $ - |  |  |
|  |  |  |  |
| **Total Fixed Costs** | $ 8,214.92 |  |  |
|  |  |  |  |
| **Total Variable Costs** |  |  | 46% |
|  |  |  |  |
|  |  |  |  |
| **Breakeven Sales level =** | 15213 |  |  |

# APPENDIX G

**Suppliers**

**Data Flow Diagram (DFD)**

**Purchase Orders**

**Raw Materials Inventory**

**Finished Goods Inventory**

**Sales**

**Customers**

**Accounting**

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