

Brew & Belong Coffee Co.

[Your Logo Here]

"Where Every Sip Feels Like Home"

Page 1: Core Identity

Vision

To be the neighborhood's heartbeat by blending exceptional coffee with human connection.

Mission

- Democratize specialty coffee without compromising quality.
- Foster community through inclusive spaces and ethical practices.

Values

1. Quality First:

- Beans sourced directly from sustainable farms.
- Milk alternatives always available (oat, almond, soy).

2. Community Driven:

- Free weekly "Coffee 101" workshops.
- Donate 2% of profits to local food banks.

3. Sustainability:

- Zero single-use plastics by 2025.
- Compost 100% of coffee grounds.

Page 2: Operations & Goals

2024 Key Goals

Objective	Target	Owner
Boost weekday sales	+20% afternoons	Marketing
Launch loyalty app	1,000 sign-ups	Tech Team
Reduce waste	30% less landfill	Operations

Long-Term Vision (2025+)

- Open 3 new locations in transit deserts.

- Partner with 5 local bakeries for hyper-local menus.
 - Achieve carbon neutrality.
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Page 3: Employee Guidelines

Rules

- **Service Standards:**
 - Greet customers within 10 seconds of entry.
 - Memorize 3 regulars' orders per week.
- **Cleanliness:**
 - Sanitize counters hourly.
 - Deep-clean espresso machines daily.

Training

- **New Hires:** 3-day barista certification.
 - **Monthly Workshops:** Latte art, conflict resolution.
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Page 4: Customer Policies

Loyalty Program

- Earn 1 star per \$1 spent.
- Free birthday drink + 20% off for members.
- **Rule:** No expiration on stars.

Seating & Wi-Fi

- Free Wi-Fi (password: "BrewLove[Year]").
- Reserved seating: 10-minute grace period.

Complaints

- Resolve issues in <5 minutes.
 - Offer a free pastry for unresolved complaints.
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Page 5: Sustainability & KPIs

2024 Sustainability Targets

Metric	Target	Progress
Compostable packaging	75%	<div><div></div></div> 60%
Energy reduction	15%	<div><div></div></div> 10%

Financial KPIs

- **Daily Sales Target:** \$1,200
 - **Customer Retention:** 65%
 - **Employee Retention:** 85%
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Page 6: Growth Roadmap

Q1-Q2 2024

- Test 3 seasonal drinks (e.g., Lavender Cold Brew).
- Partner with 2 local artists for mural installations.

Q3-Q4 2024

- Launch mobile pre-order app.
 - Host "Community Cup" fundraiser for schools.
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"We don't just serve coffee – we brew connections."