
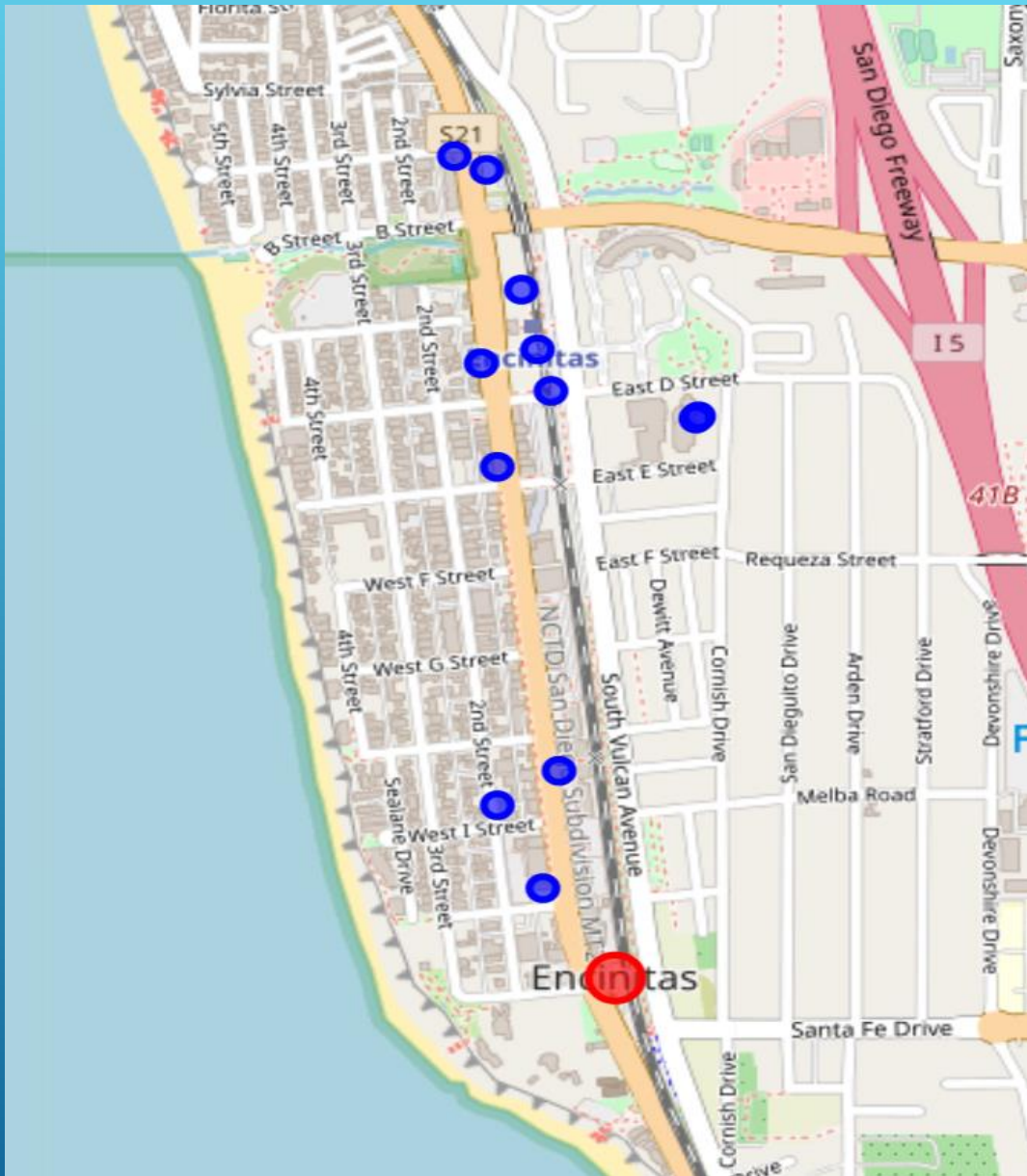


# COFFEE SHOP LOCATIONS IN ENCINITAS, CA

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5/19/2021

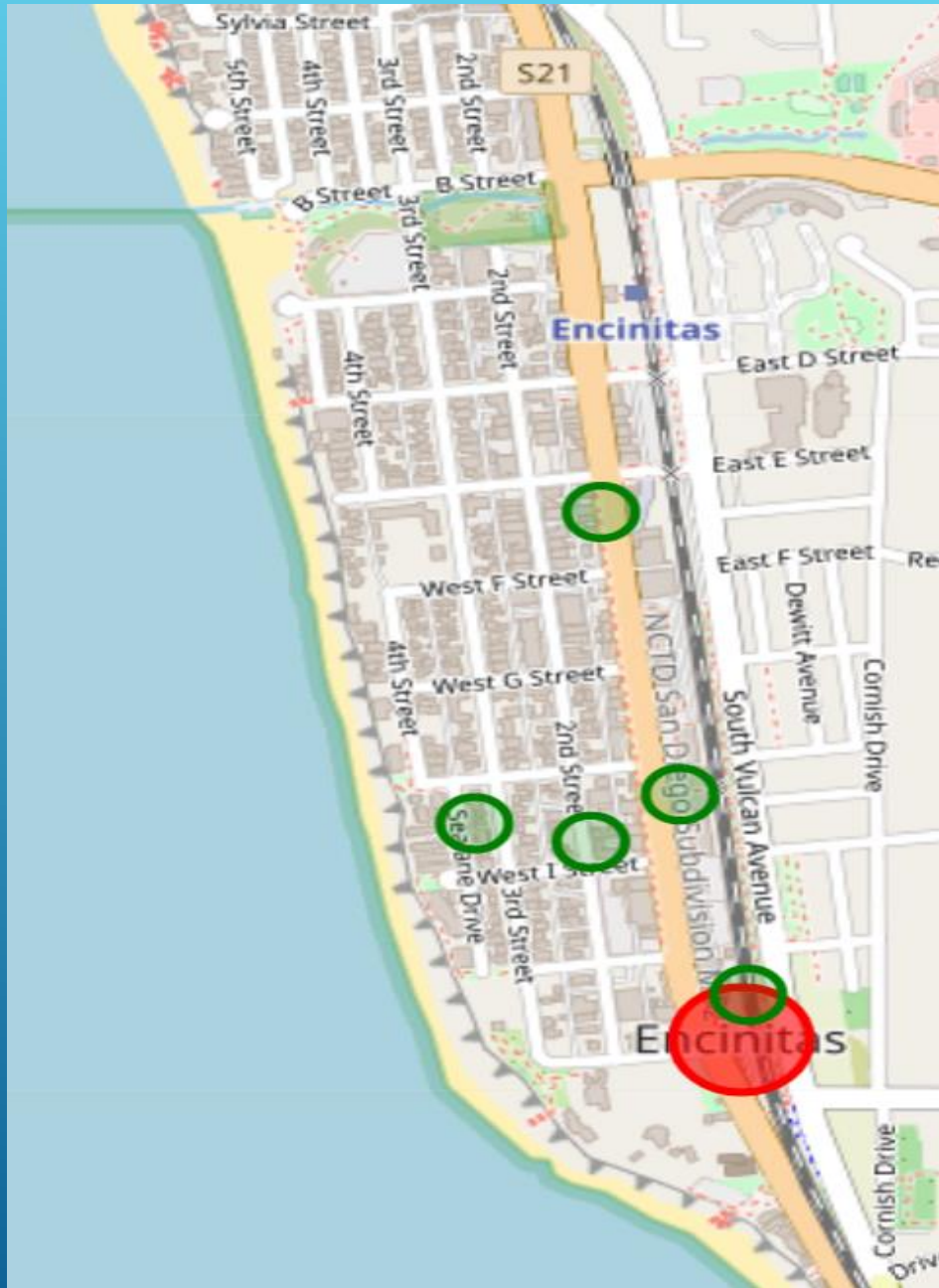
# INTRODUCTION

- ▶ For this project I wanted to focus on my current city and drill down to the local beach to find a good location to open a coffee shop. I'm wanting to find a location that can be accessible from the beach and possibly is in close proximity to a bakery or pastry shop. This type of research would be an interest to any entrepreneur hoping to move into owning a coffee franchise/business.
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- Several white lines of varying lengths and orientations are positioned in the bottom right corner of the slide, creating a modern, abstract graphic element.



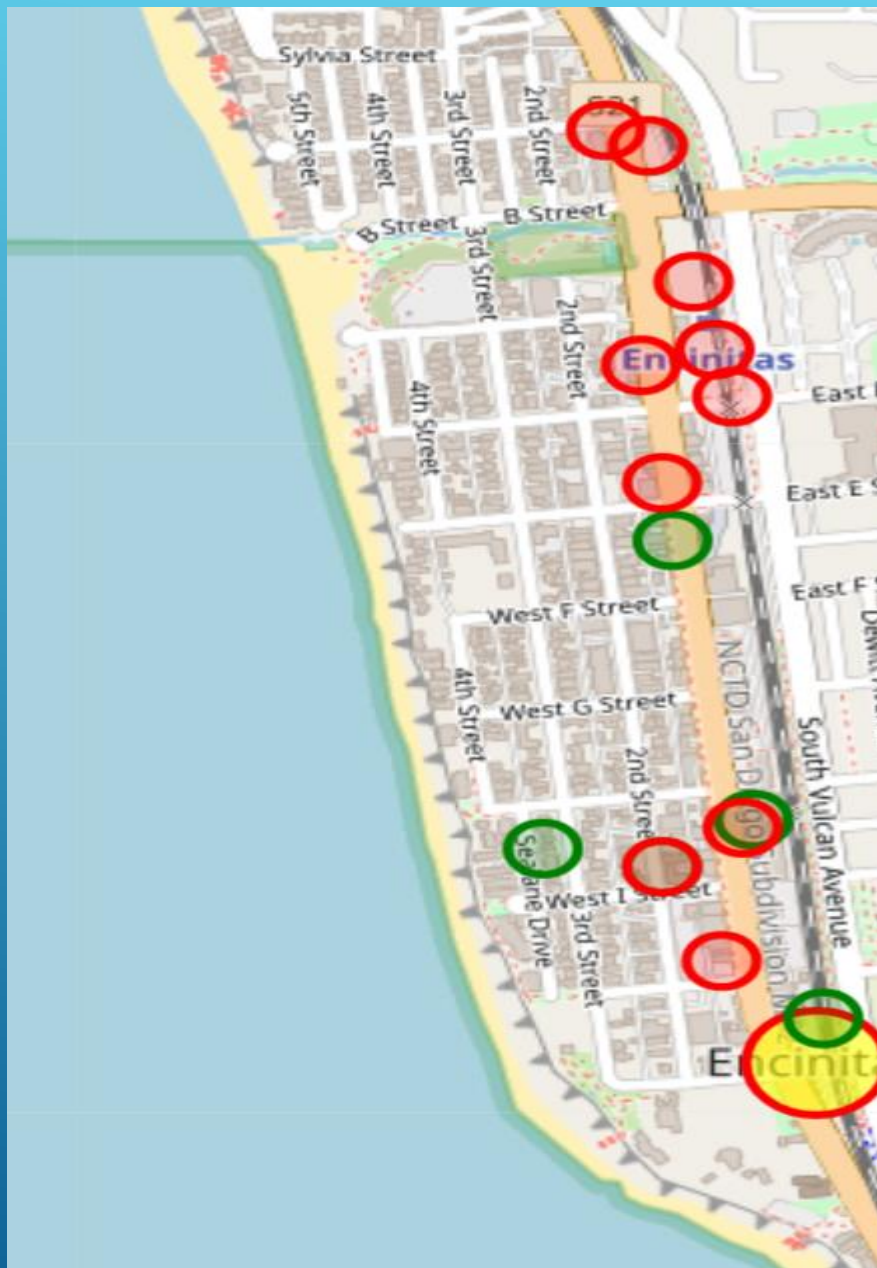
- 0 Better Buzz Coffee
- 1 Philz Coffee
- 2 Pannikin Coffee & Tea
- 3 Lofty Coffee Roasting Works
- 4 Ironsmith Coffee Roasters
- 5 Darshan Bakery, Coffee, and Tea
- 6 The Coffee Bean & Tea Leaf
- 7 Lofty Bean Coffee Bar
- 8 A Little Moore Coffee Shop
- 9 Lofty Coffee - Solana Beach
- 10 Global Grind Coffee
- 11 Coaster Coffee
- 12 GG Coffee
- 13 Woodsy Coffee
- 14 Peet's Coffee
- 15 Plnd Coffee
- 16 Solana Beach Coffee Co
- 17 Doshi Coffee and Books
- 18 Coffee Coffee
- 19 Bearclaw Coffee Cart
- 20 Brownstone Coffee Company
- 21 Starbucks
- 22 Coffee and Co
- 23 Bump Coffee
- 24 Bump Coffee Truck at the Kook
- 25 Sugar Coffee & Tea
- 26 It's A Grind Coffee House
- 27 Barefoot Coffee Roasters
- 28 It's A Grind Coffee Shop
- 29 Peet's Coffee & Tea

With 29 coffee shops in Encinitas, we needed to focus on a smaller area. We centered our search on Moonlight Beach.



We then looked at bakeries in the same area to find that there were only 5 locations all in South Encinitas. They were mostly clustered in between downtown and Moonlight Beach.





From the comparison rendered we can see that there are a good amount of coffee shops in the area except for locations closer to the beach and farther down south. When compared over the bakery selection, which are less frequent, the southernmost section of the beach would be a great location for another coffee shop with having almost all of the bakeries nearby and less coffee shops.

With visualizing the distribution of coffee shops and bakeries in the area we have found that South Encinitas nearest Moonlight Beach would make for the best location for a new coffee shop.