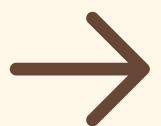




Coffee Shop.



www.brightcoffeeshop.co.za





Daily Sales



- Lowest daily sales were registered in January (Saturday, 28th Jan) @ R2k.
- Highest daily sales (R6.4k) were registered on Monday, 19th June 2023.
- Lowest MoM growth was in February @ -6%.
- Highest MoM growth was in May @ +32%.
- Overall we saw sales pick up in Q2 (Apr - Jun).



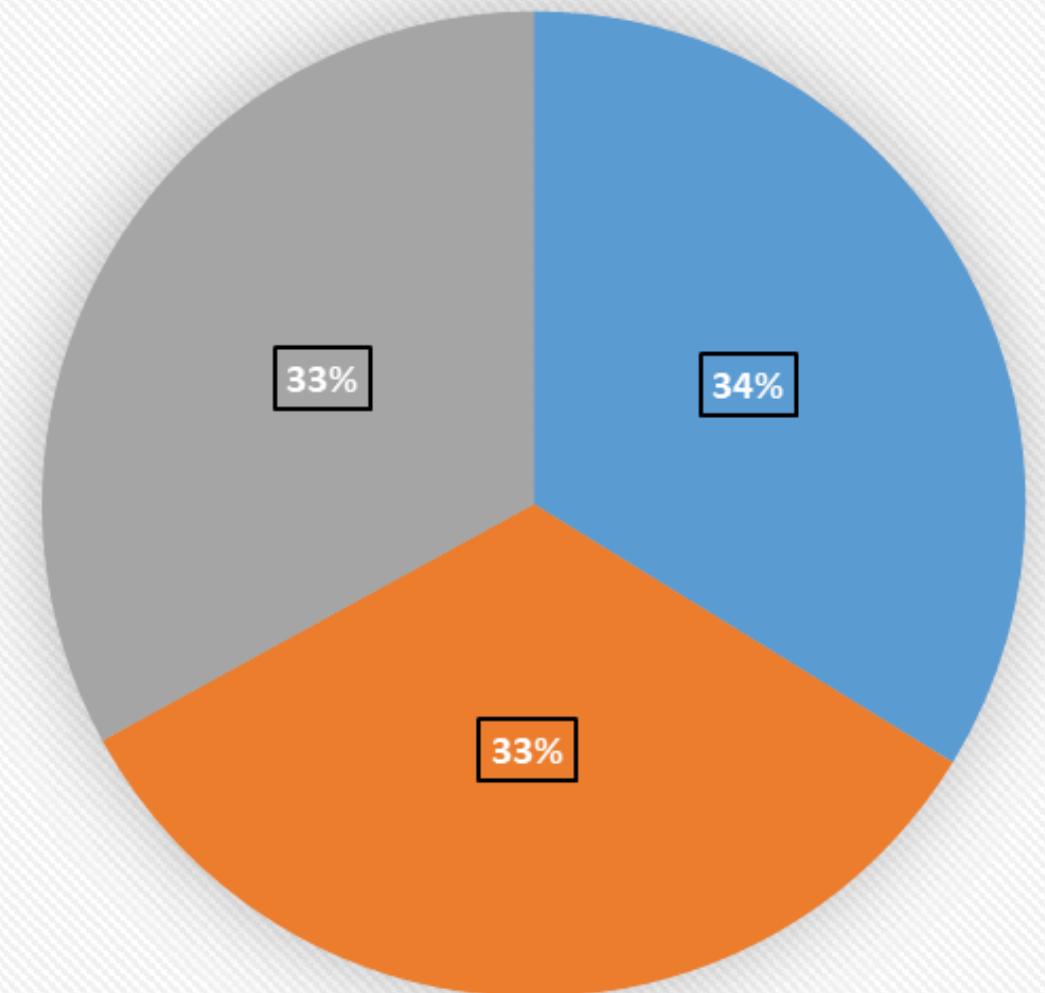
Our Store sales

Store sales insights

Total Revenue across the 3 stores over a period of 6 months (Jan - Jun 2023) was R706k.

- Hell's Kitchen contributed 34% share of sales with a revenue of R238k
- Astoria contributed 33% share of sales by delivering R234k in revenue
- Lower Manhattan also contributed 33% share of sales and delivered R232k revenue

Revenue share by store

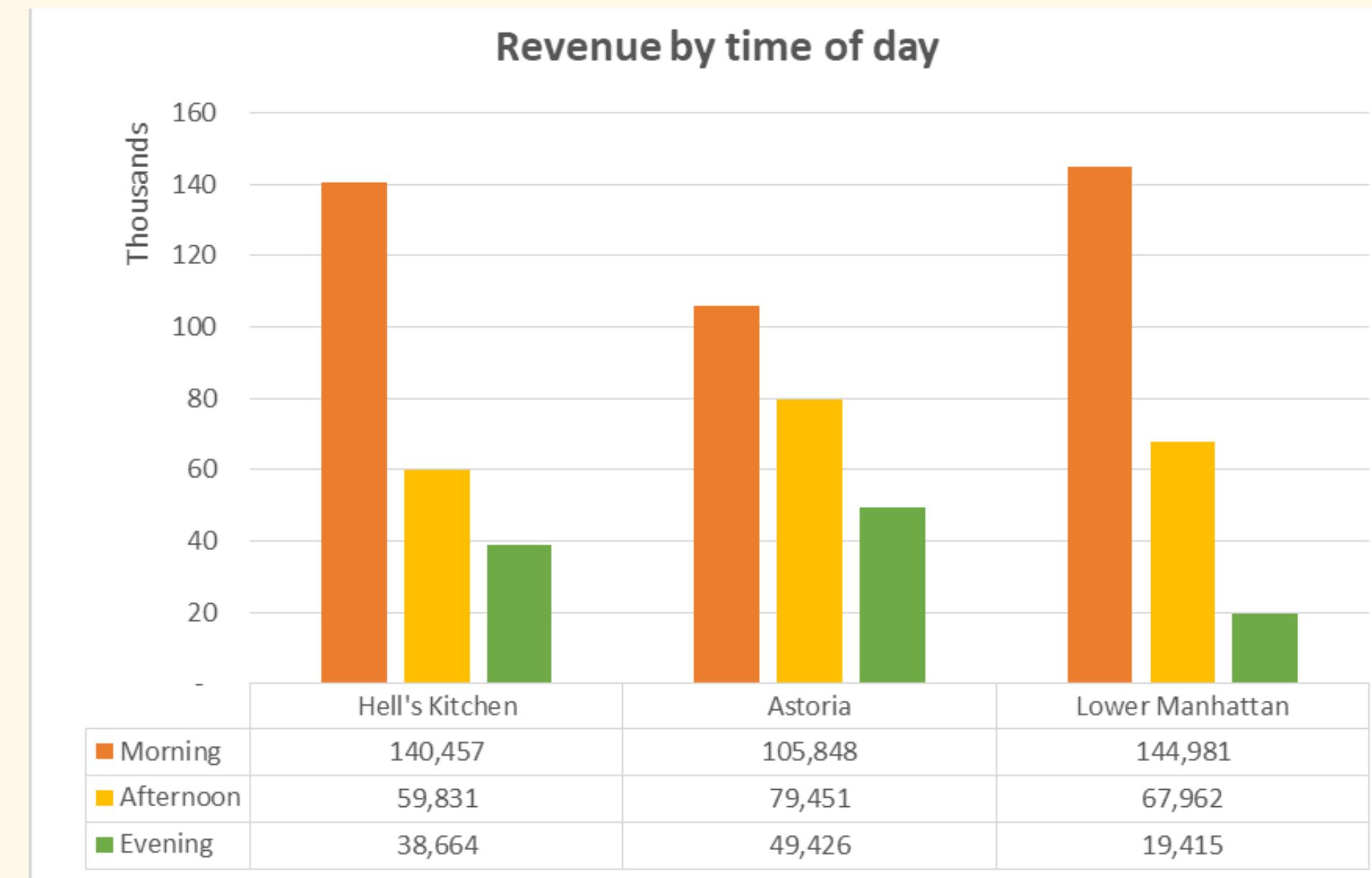


STORE_LOCATION
Hell's Kitchen
Astoria
Lower Manhattan





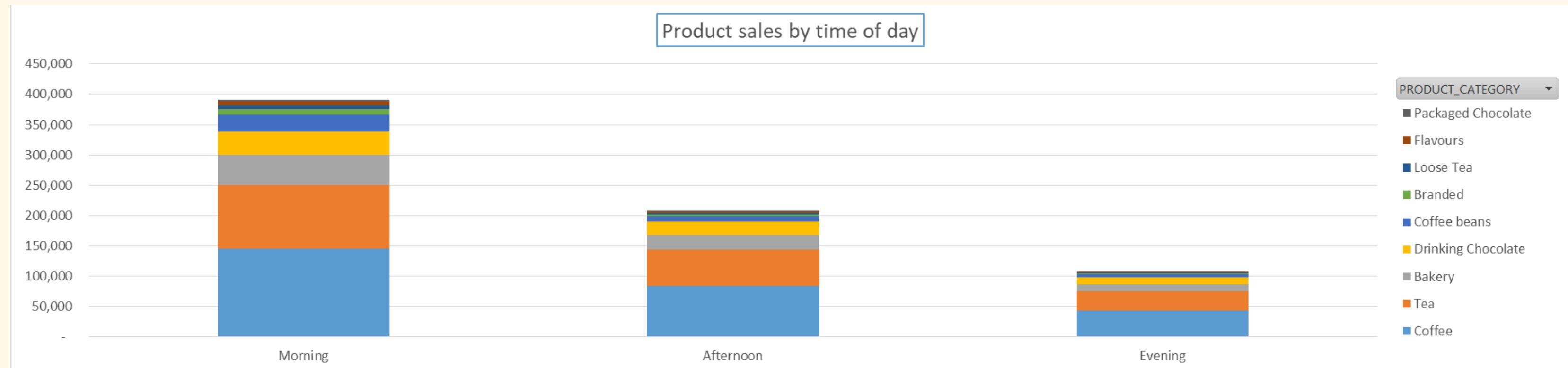
When do we make our sales?



- **Morning** sales contribute 55% share of total sales. *Lower Manhattan* drove sales with a share of 37% morning sales.
- **Afternoon** sales contribute 29% share, driven by *Astoria* @ 38% share of afternoon sale.
- **Evening** sales are driven by *Astoria* with 46% share.



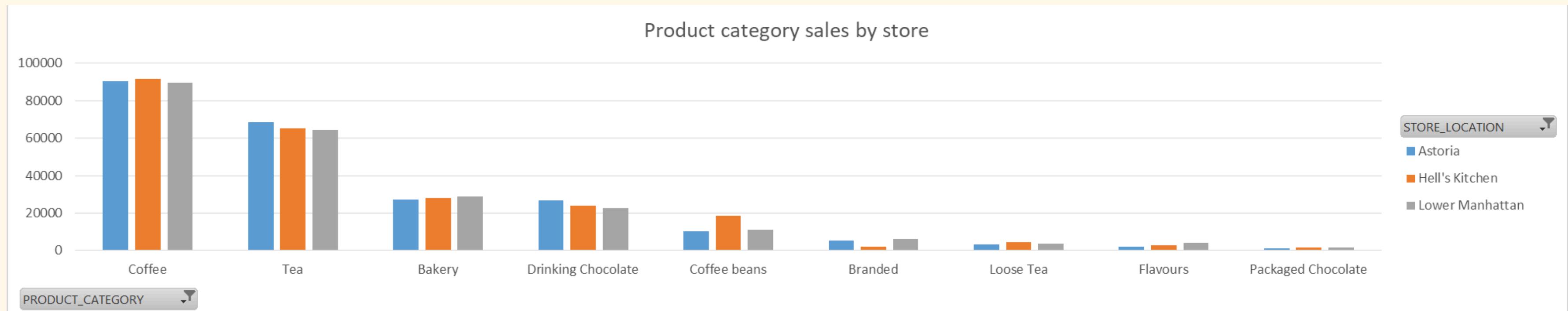
Product performance by time of day



- **Morning:** more than 50% share of sales is driven by *coffee* @ 37% and *tea* @ 27% share. *Bakery* delivered 13% and *Drinking Chocolate* @ 10%.
- **Afternoon:** 70% of the sales are driven by *coffee* @ 40% and *tea* @ 29%. *Bakery* and *Drinking Chocolate* each contributed 11% share.
- **Evening:** we see the same trend as afternoon sales with *coffee* @ 40% share, *tea* @ 30%, *Bakey* and *Drinking Chocolate* each contributed 11% share.



Product performance by store



- **Coffee:** these sales are highly driven by all 3 stores with *Hell's Kitchen* topping the sales @ 34% share of sales.
- **Tea** sales are driven by *Astoria* with 35% share of sales. Sales peaked towards winter (Apr - Jun) with 63% share.
- **Bakery** sales are lead by *Lower Manhattan* with 34% share of sales. Sales peaked in the 2nd quarter (Apr - Jun) landing R18k in revenue.
- **Drinking Chocolate** sales are driven by *Astoria* with 36% share of sales.
- **Coffee beans** sales are highly driven by *Hell's Kitchen* with a 46% share of sales. With close to half the sales coming in May (22% share) and June (26% share).



Product performance drivers



Coffee

- Revenue is driven by **regular latte** sales @ 21% share of **Barista Espresso** sales.
- Consumers seem to gravitate more to the large size **cappuccino** with revenue share @ 19% of **Barista Espresso** sales.
- Unit sales are however driven by **Gourmet brewed** coffee @ 29% share of unit sales.



Tea

- Revenue (39%) and unit (38%) sales are both driven by **Brewed Chai** tea.
- **Brewed Chai** tea revenue is driven by the **large Morning Sunrise Chai** tea @ 22% with unit sales driven by large **Spicy Eye Opener Chai** @ 17% share.



Bakery

- Revenue (44% share) and unit (45%) sales are both driven by **Scones** followed by **Pastry** @ 31% revenue share and 28% unit share.
- **Scones** sales are driven by **Scottish Cream Scones** @ 25% revenue share.



Drinking Chocolate

- Revenue is driven by **Hot Chocolate**, **Sustainably Grown Organic large** @ 29% and **Dark Chocolate large** @ 29% share.



Key unlocks



Mission 01

Fully potentialize Astoria

There's an opportunity to win with Astoria in the morning. I would suggest we take our best stuff member from Hell's Kitchen to train the Astoria team on selling coffee beans

Mission 02

Grow Bakery sales

We can achieve this by having combo deals, Coffee + Bakery item and save R5.

We can capitalize on the coffee sales which will help us grow the bakery sale and overall revenue

Mission 03

Cut operating costs & maximize morning shift

Lower Manhattan seems to experience low traffic later in the evening with 62% of revenue generated in the morning. I suggest we save operating costs, while getting the most out of our team in the morning by closing early in the evening. This store generates the highest sales in the morning, with a well rested team we are able to grow these sales further.



Thank You



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