menu with freshly baked goods.

environment for customers.

collaborations

• Local coffee bean suppliers that Ensure a consistent

• Bakery for pastries and snacks that will provide a diverse

supply of high-quality coffee beans for brewing.

Cleaning services to Maintain a clean and hygienic

· Local community organizations for events and



KEY ACTIVITIES

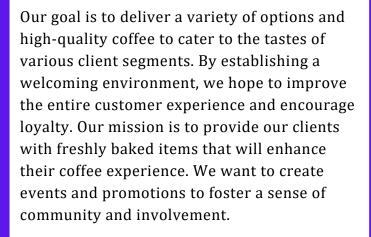


- Coffee brewing and preparation
- Menu development and updates
- Customer service and engagement
- Marketing and promotions
- Inventory management

KEY RESOURCES

- Skilled baristas: Provide expertise in coffee preparation and customer service.
- Quality coffee beans: Source and maintain a supply of premium beans.
- Espresso machines and equipment: Invest in reliable tools for efficient operations.
- Point-of-sale system: Facilitate smooth transactions and order management.
- Comfortable seating and decor: Create an inviting atmosphere for customers.
- Marketing materials: Develop promotional content to drive awareness.

VALUE PROPOSITIONS



CUSTOMER RELATIONSHIP



- Personalized service and interactions with customers
- Loyalty programs and discounts for regular customers
- Using social media and having an online presence to create communities
- · Customer feedback and suggestion mechanisms

CUSTOMER SEGMENTS

DATE: NOVEMBER 25, 2023



- Local residents and workers seeking a comfortable place to enjoy coffee
- Students looking for a study or meeting spot
- Coffee enthusiasts interested in specialty
- Professionals looking for a relaxed environment for meetings



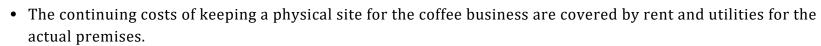
- Physical coffee shop location
- Twitter) for marketing and engagement

CHANNELS



- Online ordering and delivery platforms
- Social media (Instagram, Facebook,

COST STRUCTURE



• The salary and welfare packages offered to employees are covered by employee pay and benefits, which are essential for drawing in and keeping a talented and driven team.

- The primary raw materials required for producing coffee are coffee beans and supplies, which guarantee a reliable and superior result.
- Permits and licenzing deal with the legal requirements and authorizations required to run a coffee business, guaranteeing adherence to rules and laws.
- Equipment maintenance and upgrades include investing in new equipment to keep up with industry standards and continuously ensuring the effectiveness and operation of coffee-making machinery.



REVENUE STREAM



- Primary revenue stream comes from the Sales of coffee and pastries.
- Secondary revenue stream includes selling of creative Merchandise (mugs, t-shirts, etc.), Event hosting and space rental, with loyalty programs and subscription services designed to encourage repeat business.