

## KEY PARTNERS



- Local coffee bean suppliers that Ensure a consistent supply of high-quality coffee beans for brewing.
- Bakery for pastries and snacks that will provide a diverse menu with freshly baked goods.
- Cleaning services to Maintain a clean and hygienic environment for customers.
- Local community organizations for events and collaborations

## 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



Our goal is to deliver a variety of options and high-quality coffee to cater to the tastes of various client segments. By establishing a welcoming environment, we hope to improve the entire customer experience and encourage loyalty. Our mission is to provide our clients with freshly baked items that will enhance their coffee experience. We want to create events and promotions to foster a sense of community and involvement.

## 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

## CHANNELS



- Physical coffee shop location
- Online ordering and delivery platforms
- Social media (Instagram, Facebook, Twitter) for marketing and engagement

## CUSTOMER SEGMENTS



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

## COST STRUCTURE



- The continuing costs of keeping a physical site for the coffee business are covered by rent and utilities for the actual premises.
- 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 licenizing 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.