**MSIN7008 Entrepreneurship: Theory and Practice**

**Group Coursework: Business Plan**

**Company: Coffee & Cane**



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**Abstract**

Every business has a story behind it. So, what’s our story? During the hunt for finding partners for a new venture, the main issue us girls discovered is that everyone seems to have issues about how fit and healthy they are. Most people look for an organic or healthier alternative to almost everything. Being the health-conscious people we are, we discovered that no one came up with a healthier alternative to coffee or juice. Coffee is like an everyday essential to wake up and be fresh for early morning work or lectures. Everyone seems to worry about the number of teaspoons sugar they are using and how unhealthy it would be for them. Everyone deserves a treat occasionally and we thought that it would be great to have sweet food/drinks without worrying about gaining weight. It’s our passion for fitness which led us to form this company. To help us keep up with the advancement in technology, a computer science student joined us. From there, the journey of the four of us, the journey of a new venture, the journey of Coffee & Cane began.

**Table of Content**