

Naan Mudhalvan Digital Marketing

Project -BUILDING A WEBSITE USING CANVA

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BONAFIDE CERTIFICATE

Certified that this report titled “**BUILDING A WEBSITE USING CANVA**” for the project is a bonafide work of (**ABINAYA.G, GAJALAKSHMI.V, SAKTHISUBHIKSHA.B, SWETHA.E, UMASHANKARI.G**), whom carried out the work under my supervision.

Certified further that to the best of my knowledge, the work reported here does not form part of any other thesis or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

FACULTY MENTOR

SPOC

HEAD OF DEPARTMENT

REPORT ON CREATE A WEBSITE USING CANVA – café de paradis

INTRODUCTION

The cafe project aims to establish a high-quality coffee shop in a prime location to cater to a diverse customer base. The project involves detailed planning, market research, and execution to ensure a successful and sustainable business.

OBJECTIVES

- Provide a welcoming and comfortable environment for customers.
- Offer a diverse menu of high-quality coffee, tea, and related products.
- Establish a strong brand identity and customer loyalty through excellent service.
- Achieve profitability within the first year of operation.
- Market Analysis

TARGET MARKET

The target market for the cafe includes:

- Professionals and students in the nearby vicinity.
- Coffee enthusiasts seeking specialty brews.
- Individuals looking for a social and work-friendly space.
- Competitor Analysis

Competitors in the area include established coffee chains and independent cafes. Differentiation will be achieved through unique offerings, exceptional service, and a carefully curated ambiance.

LOCATION AND LAYOUT

The cafe will be situated in a high-traffic area, ensuring visibility and accessibility. The layout will consist of:

- A welcoming entrance area with comfortable seating.
- A well-designed counter for order placement and pick-up.
- Ample seating arrangements for individuals and groups.
- A dedicated workspace for remote workers and students.

MENU AND PRODUCT OFFERING

The menu will feature a wide range of coffee and tea options, including specialty brews, as well as a selection of pastries and light snacks. Special attention will be given to dietary preferences and restrictions, ensuring inclusivity.

MARKETING AND PROMOTION

Marketing efforts will include:

- Social media presence to engage with potential customers.
- Local advertising and promotions to attract foot traffic.
- Loyalty programs and special offers to retain customers.

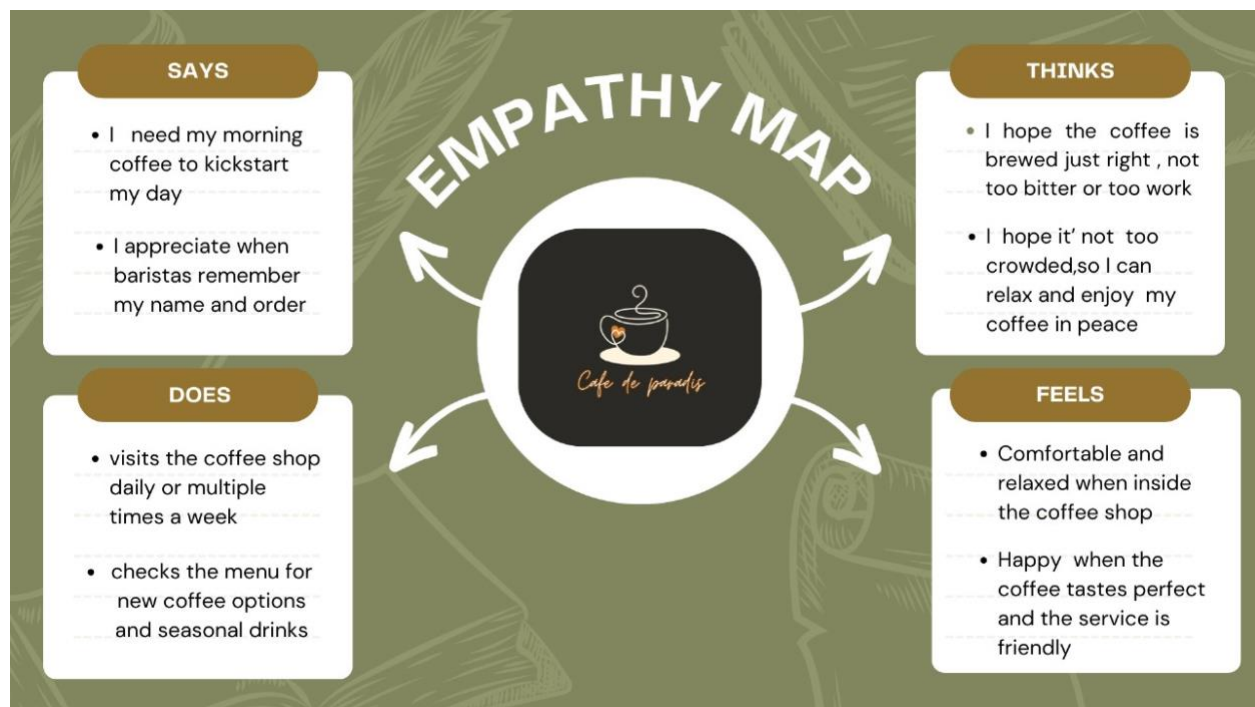
OPERATIONS AND MANAGEMENT

The cafe will operate from 10AM to 7PM. Staffing will include baristas, kitchen staff, and cleaning personnel. Inventory management and quality control procedures will be in place to ensure consistency.

RISK ANALYSIS

Potential risks include market saturation, changing consumer preferences, and unexpected events such as a pandemic or economic downturn. Mitigation strategies will be put in place to address these challenges.

EMPATHY MAP



BRAINSTORM MAP



ADVANTAGES:

- **Strong Demand:** There is a consistent and often growing demand for coffee and related beverages, making it a resilient market.
- **Recurring Revenue:** Cafes tend to have a high rate of repeat business, creating a steady stream of income.
- **Social Hub:** Cafes often serve as community gathering places, fostering social interactions and creating a sense of belonging.
- **Flexibility in Menu:** You have the flexibility to adapt the menu to cater to different tastes and dietary preferences.
- **Brand Loyalty:** A well-managed cafe can build a strong brand and loyal customer base through quality service and unique offerings.

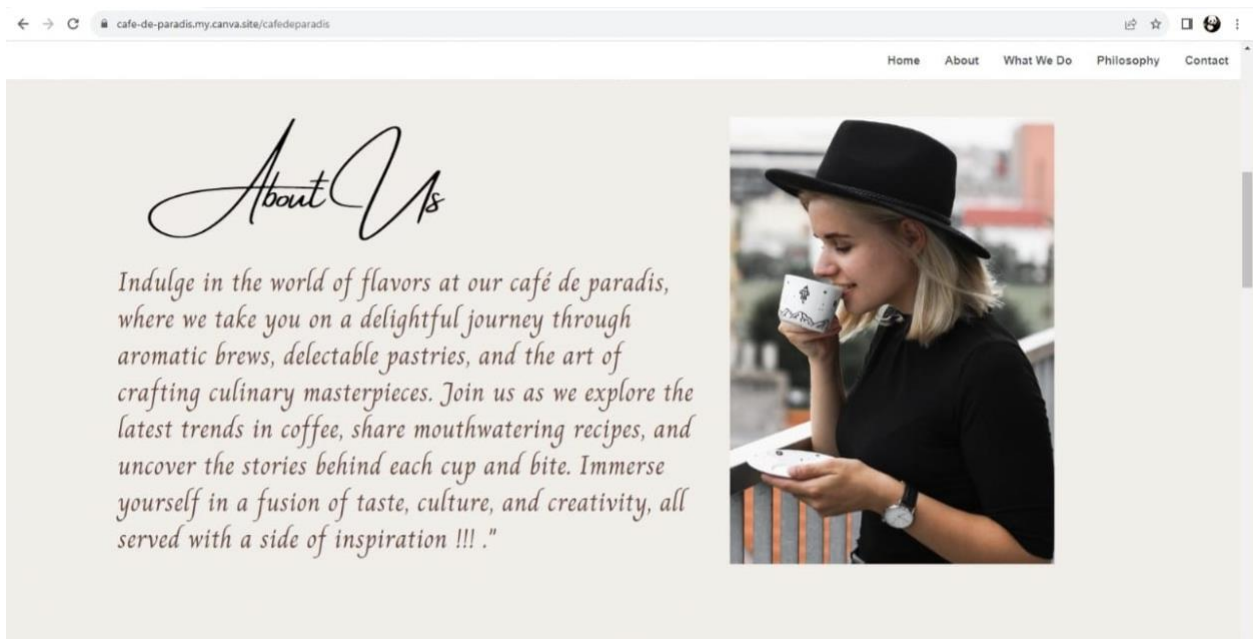
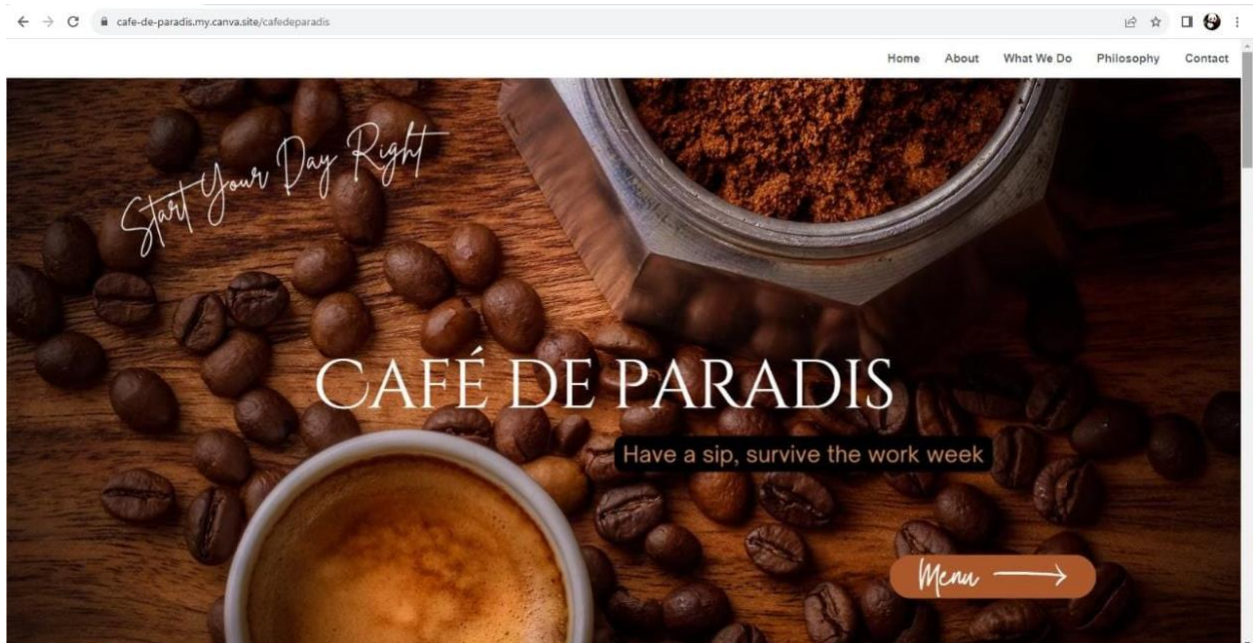
- **Potential for Growth:** A successful cafe can lead to opportunities for expansion, such as opening additional locations or offering franchise opportunities.
- **Creative Freedom:** As the owner, you have the freedom to design the space, create the menu, and establish the ambiance according to your vision.

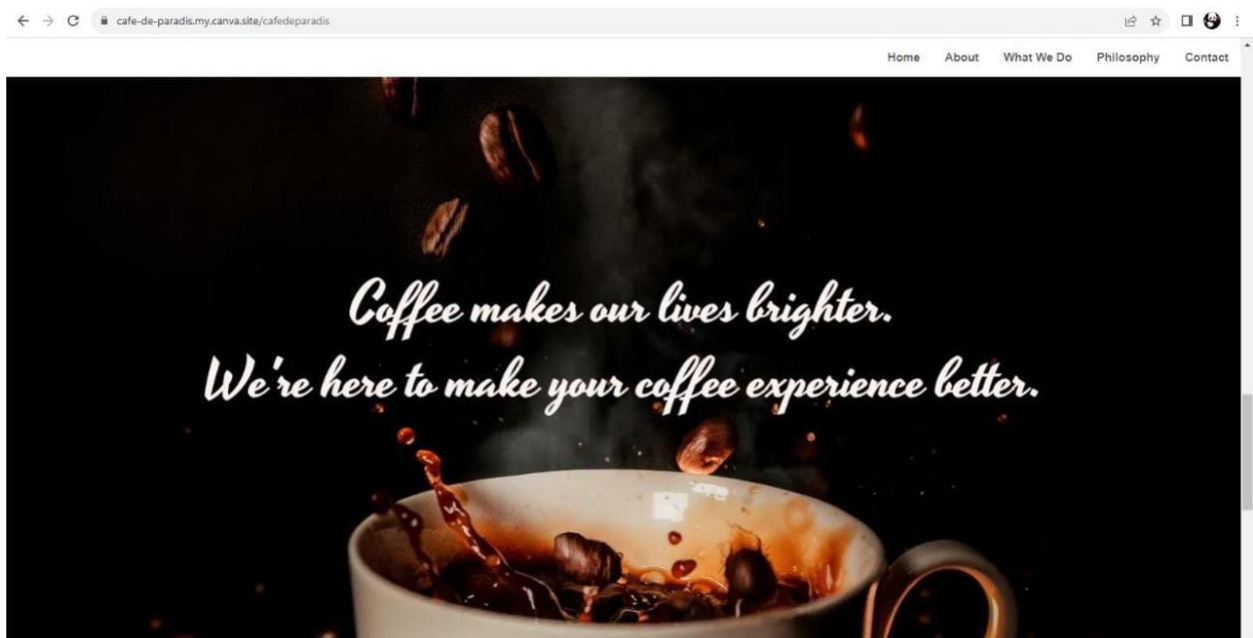
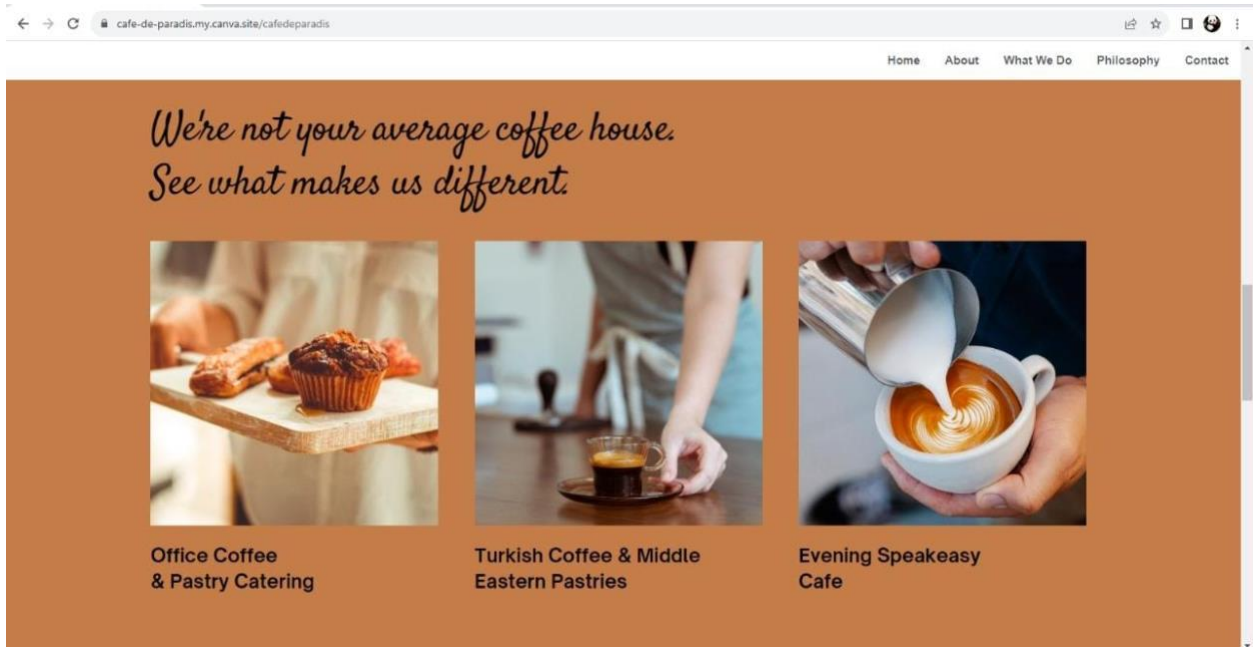
DISADVANTAGES:

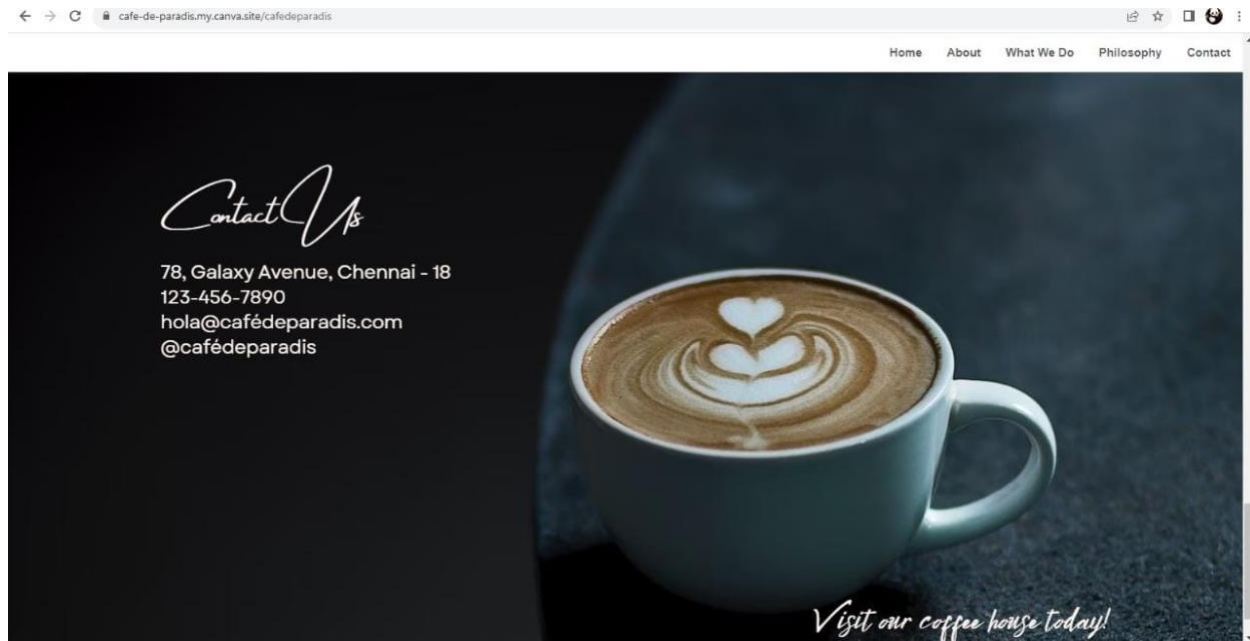
- **Intense Competition:** The coffee industry can be highly competitive, especially in densely populated areas.
- **Seasonal Fluctuations:** Some cafes may experience seasonal variations in business, with potential slowdowns during certain times of the year.
- **High Operating Costs:** Costs associated with rent, utilities, staff wages, and quality ingredients can be substantial and impact profitability.
- **Long Hours and Labor Intensity:** Running a cafe can be demanding, requiring long hours and significant physical and mental effort.
- **Dependence on Market Trends:** Changing consumer preferences or trends in the industry can affect the cafe's popularity and success.
- **Regulatory Compliance:** Cafes must adhere to various health, safety, and food handling regulations, which can be complex and require diligence.
- **Vulnerability to External Factors:** External factors like economic downturns, health crises, or changes in local demographics can impact business performance.

It's important to carefully weigh these advantages and disadvantages and conduct thorough market research before starting a cafe project. Additionally, having a well-structured business plan and contingency measures in place can help mitigate potential challenges.

RESULT







CONCLUSION

The cafe project holds significant potential for success in the chosen location. With careful planning, attention to detail, and a customer-centric approach, the cafe aims to become a beloved destination for coffee enthusiasts and those seeking a welcoming space to work and socialize.

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