

Business Model For Cafe

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Business Model Canvas

Designed for:

cafe

Designed by:

Date:

Version:

Key Partners

- 1) turkish coffe suppliers
- 2) reliable shipping company
- 3) coffe blogger
- 4) lawyers

Key Activities

- 1) markting
- 2) making the tool makers and merchandise
- 3)suppliers
- 4) servise

Key Resources

- 1) financing
- 2) human resources
Coffee and foods
equipment and accessories
- 3) suppliers

Value Propositions

- For student :**
- 1) there are internet
 - 2) the place is quiet to focs
- For children :**
- 1) safety
 - 2) there are kides area
- For familys :**
- 1) books to read
 - 2) quiet music

Customer Relationships

- 1) good service
- 2) fast delivery
- 3) emails and sms
- 4) check-in calls
- 5) incentives
- 6) next sell

Channels

- 1) website
- 2) android app
- 3) word of mouth
- 4) voucher

Customer Segments

- 1) familys
- 2) students
- 3) children

	4) trademarks			
Cost Structure 1) Advertising, Salaries, 2) Machines and Material 3) pos system fees		Revenue Streams 1) Delivery charge 2) Take away charge		

Strategic Plan

Competitive advantage :

be a classic cafe (put in it piano, Guitar and al Oud music instrument).

Service of the orders through a distinguished number.

Strategists :

Ziad Walid

Khairy Mohamed

Omar Hamed

Shrouk Said

Sohila Khaled

Rana Ashraf

Vision statement :

we hope to develop and expand the cafe, so that we have more than one branch in everywhere

Mission Statement :

we want to achieve the vision statement by many methods for example we can improve the food quality and improve the service of the place we can increase the speed of the delivery service.

Core Values :

cooperation between the team work

cleaning

hard work

the good behavior from the staff

Objectives :

in the early five years, we want to achieve the success to our work.

in the next five years, we want to open new branch in another place.

Strategies :

In early five years, offer incentives to all staff, offer Wi-Fi service for free, make many advertisements, diversity in products and make many offers on products.

In the next five year, be sponsors for some places, expand our cafe, opening new branches of the cafe, create a special corner for the people who love reading and use technology and media to improve our café.

Annual objective :

in the first year , we bought the place and started preparing the place and putting the equipment and make the decoration for the opening

After two years from the opening , we decided to make a special corner for gaming to the youth and put in it Video games, billiard and bowling

after 5 five years , we opened new branch in other place to make our cafe more developed and famous

Policies :

starting and ending for a specified period offering many advantages to the employees for their efforts in the work

set a specific time in month for employees to take their salaries

make a lot of offers from time to time

SWOT Analysis

Strengths :

- Attractive design
- quick and motivated staff
- quality of products
- High service levels
- Quiet place

Weakness :

- Shortage of the staff
- Weak financial reserves
- No app for the café
- There is more than cafe in our place
- Cost Disadvantage

Opportunities :

- Mobile application for the cafe and home delivery
- Increase the number of employees

Innovation and New Techniques

Make a direct relationship between customers

Increase the target

Threats :

costly suppliers

Low profit

Reduce prices by the Competitors

big cafes in our area

competitors offer unique and special food