

## **Purr & Pour Cat Café – Business Plan**

Location: Charlottetown, Prince Edward Island

Business Type: Community-Oriented Café & Animal Welfare Experience

Structure: Incorporated (Canadian-controlled corporation)

Owner/Operator: [Your Name]

Concept: Purr & Pour Cat Café will be a welcoming community hub that combines a cozy café serving local snacks and beverages with a separate cat lounge where guests ages 10 and up can relax, connect, and spend time with adoptable cats from a partnered local shelter.

### **1. Executive Summary**

Purr & Pour Cat Café will bring a unique blend of comfort, community, and compassion to downtown Charlottetown. The business consists of two distinct but complementary areas: a café space offering locally sourced snacks and beverages, and a separate enclosed cat lounge where guests aged 10 and older can spend time with adoptable cats from a partnered local shelter. Guests will pay an hourly entry fee to the cat lounge, while the café itself will be open to all customers for casual drinks and snacks.

Mission: To create a warm, community-centered space that supports animal welfare, fosters human connection, and provides meaningful local employment.

Vision: To become a well-loved gathering place in Charlottetown that brings people together through shared experiences, while helping shelter cats find permanent homes and contributing to the local economy.

Core Offerings: Cat lounge visits, café service, adoption partnerships, volunteer opportunities, and community events.

### **2. Business Objectives**

- 1) Launch a sustainable local business with a fully compliant two-part facility—one café and one cat lounge.
- 2) Create meaningful local employment (three full-time roles plus part-time/seasonal) and establish volunteer opportunities for high school students and animal lovers.
- 3) Support animal welfare through formal partnerships with local shelters and foster networks, facilitating 3–5 adoptions per month once established.
- 4) Build community connection via small-group events such as youth reading sessions (10+), mindfulness, and art workshops.
- 5) Plan for responsible growth, including pop-ups or a second location in Summerside or Victoria-by-the-Sea within three years.

### 3. Partnership Strategy

**Primary Shelter Partner:** PEI Humane Society (Charlottetown). As the Island's open-intake shelter, it provides healthy, temperament-tested, spayed/neutered cats. Adoption applications and fees remain with the shelter.

**Supplementary Partners:** Cat Action Team (feral/foster support) and Rescue Dog & Cat Coalition (community rescue network) for additional adoptable cats, seasonal adoption drives, and volunteer coordination.

**Volunteer Integration:** Collaboration with local schools and youth programs to create supervised volunteer shifts focused on cat enrichment, cleaning, and event support.

**Local Food & Supplier Partnerships:** Preference for PEI roasters, bakeries, artisans, and makers to feature Island products and crafts in the café and retail corner.

### 4. Economic & Community Impact

**Local Employment and Training:** Three full-time employees plus a part-time/youth role will be hired in the first year. Staff receive training in customer service, food handling, and animal care; volunteers gain supervised experience.

**Support for Local Producers:** Purchasing coffee, tea, baked goods, and crafts from PEI suppliers keeps revenue circulating locally and offers visitors authentic made-on-PEI experiences.

**Community Well-Being:** The café operates as a third space that fosters social connection and lowers stress through animal interaction. Regular programs (reading hours, mindfulness, art workshops) encourage repeat visits and community ties.

**Tourism & Diversification:** As a year-round indoor attraction, the café complements downtown offerings and captures tourism spend during peak season, while serving residents in winter.

### 5. Market Analysis

**Charlottetown Overview:** The city has a permanent population of approximately 38,000. Including the nearby municipalities of Cornwall (~6,000) and Stratford (~10,000) within a 10–15 minute drive, the greater Charlottetown area serves about 55,000 residents. In peak summer months (June–September), the effective daily population often exceeds 80,000–90,000 due to tourism, seasonal workers, and cruise ship traffic.

**Target Markets:** (1) Local residents 18–65; (2) Youth and families (ages 10+); (3) Tourists and seasonal visitors; (4) Community and wellness enthusiasts.

**Market Needs:** Community connection, access to animal companionship without pet ownership, ethical tourism, and supervised youth engagement. Purr & Pour's dual-purpose model meets these needs.

**Competitive Landscape:** While Charlottetown has cafés and cultural spaces, there is no year-round, indoor animal interaction venue with adoption partnerships. Purr & Pour differentiates itself as both a hospitality venue and a social enterprise.

**Comparable Markets and Proven Success:** Similar concepts in Halifax (The Meow Lounge), St. John’s (Mad Catter Café), and Moncton (Cat Lounge Café) demonstrate viability in tourism-focused Atlantic cities.

**Competitive Advantages:** First-to-market model in PEI; strict café/cat area separation for compliance; strong local partnerships; appeal to residents and tourists; community-based mission.

6. Operations Plan

**Overview:** Two distinct spaces—a café area and a separately enclosed cat lounge—ensure health compliance and guest comfort.

**Location & Size:** Downtown Charlottetown retail unit of ~1,000–1,200 sq ft.

**Zoning & Accessibility:** Commercial/mixed-use retail, barrier-free entrance, and accessible washroom.

**Space Layout:**

Area	Estimated Size	Description
Café Area	600–700 sq ft	Open to all customers; service counter, pastry display, 6–8 tables, POS, prep sink, storage; no animal access.
Cat Lounge	350–450 sq ft	Enclosed with full-height glass and door; soft flooring, ventilation, cat trees, pods, litter zone; seating for up to 8 guests.
Transition Zone	50 sq ft	Air-lock buffer between café and lounge; sanitizer, shoe covers, check-in.

**Ventilation & Hygiene:** Independent/partitioned HVAC, litter room exhaust, daily sanitization logs, separate handwashing sinks, designated waste streams.

**Health & Safety:** Full compliance with PEI Department of Health regulations; cats and cat-area items never enter food preparation or service areas.

Hours of Operation: Winter (Oct–Apr) Mon–Sat 12:00–17:00; Summer (May–Sep) Mon–Sat 11:00–19:00; closed Sundays.

Staffing Plan: Owner/Manager; two full-time (barista/cashier; cat attendant); part-time/youth role in peak season; supervised volunteers.

Customer Flow & Booking: Walk-ins and pre-booked 60-minute sessions; limit 8 guests/hour in the cat lounge; waivers and orientation at check-in.

Animal Care: 8–10 adoptable cats on-site; all spayed/neutered, vaccinated, and temperament-tested; daily enrichment and quiet rest zones.

Daily Routine: Morning cleaning and prep; midday peak; afternoon maintenance; evening close, litter changes, and report logging.

## 7. Products & Services

A. Café Offerings: Locally sourced coffee and tea, seasonal beverages, small-batch pastries (including vegan/gluten-friendly), and packaged snacks.

B. Cat Lounge Experience: Timed hourly visits in a calm, supervised space with limited occupancy and enrichment features.

Admission Pricing:

Type	Price (CAD)	Description
Standard Visit	\$15/hour	1-hour entry; sanitizer and cat-safe toys included.
Youth (10–17)	\$12/hour	Must be accompanied by an adult.
Loyalty Pass	\$50	5 pre-paid visits; transferable.
Private Booking	\$100/hour	Small groups/schools; outside regular hours.

C. Community & Specialty Services: Storytime (10+), mindfulness sessions, art workshops, monthly adoption celebrations (typically \$10–\$20 per person).

D. Compliance Distinctions: No food or beverages in the cat lounge; physical separation and independent ventilation; daily sanitation and allergy/access signage.

E. Future Opportunities: Retail pet goods, subscription boxes, festival pop-ups, seasonal merchandise.

## 8. Marketing Plan

Brand Identity: Warm, friendly, and authentic; minimalist cat-and-cup logo; natural color palette.

Target Audience Engagement:

Audience	Marketing Focus	Key Channels
Local Residents	Relaxing hangout; volunteer opportunities	Facebook, Instagram, local radio, bulletin boards
Families & Youth (10+)	Educational/family experiences with animals	School newsletters, family blogs, word-of-mouth
Tourists	Unique indoor attraction, rainy-day option	Tourism PEI listings, Google Maps, TripAdvisor, hotel brochures
Animal Lovers & Volunteers	Adoption stories, shelter partnerships	Instagram reels, Facebook groups, co-posts

Channels & Strategy: Social media storytelling; cross-promotion with shelters, bakeries, and artists; participation in local festivals and visitor guides; hotel and cruise-operator relationships; school and wellness partnerships; local media PR.

Launch Plan: Pre-launch progress posts and contests; soft opening with partners/media; grand opening promotions; loyalty programs and student discounts.

## 9. Community & Social Responsibility

Commitment to Community: Third-space design, volunteer pathways, educational workshops, and alcohol-free inclusive environment.

Animal Welfare: Formal MOUs with PEI Humane Society and rescue partners; adoption events; donation drives; 3–5 adoptions/month target once established.

Environmental Sustainability: Compostable/recyclable serviceware; waste sorting; local sourcing; energy-efficient equipment; bring-your-own-cup discounts.

Mental Health & Wellness: Collaboration with local facilitators for mindfulness and quiet sessions.

## 10. Financial Plan

Overview: Total initial investment ≈ \$192,000 CAD, fully funded by a private investor (no bank loans). Includes construction, equipment, professional services, and four months working capital.

Startup Budget:

Category	Description	Estimated Cost (CAD)
Leasehold Improvements	Walls/partitions, flooring, plumbing, café bar, lighting, signage	\$40,000
HVAC / Ventilation	Separate airflow, cat-area exhaust, filtration	\$12,000
Electrical & IT Infrastructure	Power upgrades, POS/network, security cameras	\$7,500
Furniture & Décor	Tables, seating, fixtures, retail displays	\$8,000
Cat Lounge Fit-Out	Climbing walls, glass enclosure, pods, litter systems	\$8,000
Foodservice Equipment	Espresso machine, grinder, refrigeration, dishwasher, smallwares	\$20,000
Professional & Legal Fees	Architect, permits, incorporation, accounting, legal	\$8,000
IT & Website Development	Website, online booking, branding integration	\$5,000
Initial Inventory	Coffee/tea/snacks, cleaning and cat care supplies	\$3,000
Pre-Opening Payroll & Training	Hiring, training, trial operations	\$4,500
Marketing & Launch	Branding, PR, photography, opening campaign	\$4,000
Deposits & Contingency	Rent/utilities deposits, 10% contingency	\$15,000
Working Capital (4 months Opex)	Operating cash reserve	\$52,000
Monthly Operating Expenses:		

Category	Description	Monthly (CAD)
Rent	1,000–1,200 sq ft downtown space	\$2,500
Wages	2 full-time + 1 part-time; owner oversight	\$8,000
Employer Contributions & Benefits	EI, CPP, vacation pay	\$800
Cost of Goods Sold	Coffee, tea, baked goods, consumables	\$1,800
Cat Care & Supplies	Litter, toys, enrichment, vet incidentals	\$500
Utilities & Internet	Electricity, water, HVAC service	\$450
Insurance	Liability, business, property, animal	\$350
Marketing & Promotion	Digital ads, local sponsorships	\$400
Accounting / POS / Software	Bookkeeping, subscriptions	\$250
IT Support & Hosting	Web maintenance, booking software	\$200
Miscellaneous	Repairs, replacements	\$350

#### Revenue Projections:

Source	Assumptions	Monthly Revenue (CAD)
Cat Lounge Admissions	28 visits/day × \$15 × 26 days	\$10,920
Café Sales	55 transactions/day × \$6.20 × 26 days	\$8,866
Events & Workshops	2–3 per month × \$150–\$200	\$900

Seasonal Variation: Summer +30–45% due to tourism; winter baseline focused on locals and events. Annualized projection: \$230k–\$250k gross revenue; ~\$185k expenses; \$40k–\$50k net profit in Year 1.

Breakeven Analysis: Fixed costs ≈ \$15,000/month; average profit per visitor ≈ \$6; breakeven ≈ 2,500 transactions/month (~85/day).

Employment Plan: Three full-time roles (Owner/Manager, Barista, Cat Attendant), one part-time youth role, and an IT/Web Consultant (contract \$5,000 year one).

Funding Summary: Investor capital contribution of \$192,000 CAD (100% equity funding); no bank loans or external debt.

### **Appendix A – Immigration Review Summary**

- Minimum investment exceeded (\$192,000 CAD fully funded by investor).
- Local employment creation (3 full-time + 1 part-time youth role; local IT contract).
- Active owner-operator management and training plan.
- Local economic benefit via PEI suppliers and artisans; tourism draw to downtown.
- Community integration through volunteer pathways and wellness/education events.
- Regulatory compliance: health-code separation, ventilation, shelter MOU, inspection readiness.
- Financial sustainability: 4 months working capital; conservative breakeven; no debt.
- Scalability: seasonal pop-ups or second site (Summerside/Victoria-by-the-Sea).
- Cultural fit with PEI values: compassion, community, sustainability.

### **11. Conclusion & Future Growth Summary**

Purr & Pour Cat Café will open as a debt-free, professionally operated, and socially responsible business that benefits both the people and animals of Prince Edward Island. Within three years, the café aims to achieve consistent profitability, enable 35–50 adoptions annually, expand community programming, and evaluate additional PEI locations. The concept reflects PEI’s values—connection, compassion, and sustainability—while contributing to downtown vibrancy and year-round tourism.