

## Purr & Pour Cat Café – To-Do Timeline & Checklist

### Phase 1: Pre-Launch (Weeks 1–6) — Planning & Preparation

- Register Purr & Pour Cat Café Inc. with PEI Corporate Registry.
- Secure 1,000–1,200 sq ft downtown location and negotiate lease.
- Submit concept drawings to PEI Public Health for approval.
- Obtain contractor quotes for renovations and HVAC partition.
- Finalize MOU with PEI Humane Society and Cat Action Team.
- Design brand logo, signage, and color scheme.
- Hire IT person for website and online booking setup.
- Collect insurance quotes (business, liability, animal).
- Draft job descriptions for staff and volunteers.
- Research espresso equipment and café furnishings.

### Phase 2: Setup (Weeks 7–14) — Renovation & Hiring

- Sign lease, confirm insurance, and obtain keys.
- Begin renovations: walls, flooring, HVAC, glass partition.
- Order espresso machine, furniture, cat enclosures, POS system.
- Apply for food premises and animal housing permits.
- Hire full-time and part-time employees.
- Launch website with 'Coming Soon' and volunteer signup form.
- Start social media accounts and post renovation updates.
- Coordinate with shelter for first 8–10 cats.
- Order initial inventory of supplies and snacks.
- Plan soft launch and press preview event.

### **Phase 3: Launch (Weeks 15–18) — Opening & Promotion**

- Schedule and pass Health Inspection.
- Train staff in food handling, cat care, and customer service.
- Host 2-day soft opening for invited guests and local media.
- Hold grand opening event with giveaways and local coverage.
- Start loyalty and adoption reward programs.
- Begin regular operating hours (seasonal schedule).

### **Phase 4: Post-Launch (Months 4–12) — Stabilization**

- Conduct monthly financial and operations reviews.
- Host community workshops or adoption events monthly.
- Evaluate volunteer and shelter partnership success.
- Run seasonal and holiday promotions.
- Maintain equipment and schedule HVAC service.
- Prepare quarterly investor and immigration updates.

### **Phase 5: Growth (Year 2–3) — Expansion & Reinvestment**

- Research and evaluate second PEI location feasibility.
- Develop subscription boxes or retail product lines.
- Expand programs with schools and mental health groups.
- Publish annual adoption and donation impact report.
- Provide investor ROI and long-term growth summary.