

## **INDICATIVE TERM SHEET FOR COFFEE RESTAURANT BUSINESS:**

### Business Overview

1. The Coffee Restaurant Business is a full-service coffee shop and restaurant that offers a variety of coffee, tea, and food items to customers. The business will be located in a high-traffic area with a strong customer base. The shop will be open seven days a week, from 7 a.m. to 9 p.m.

### Products and Services

2. The Coffee Restaurant Business will offer a range of products and services, including:

Beverages: Drip Coffee: Freshly brewed coffee served in a mug.

Espresso: A shot of strong, concentrated coffee served in a demitasse cup. Americano: Espresso shots diluted with hot water to create a coffee similar in strength to drip coffee.

Latte: Espresso shots mixed with steamed milk and topped with a layer of frothed milk.

Cappuccino: Espresso shots mixed with equal parts of steamed milk and frothed milk.

Mocha: Espresso shots mixed with steamed milk and chocolate syrup, topped with whipped cream. Iced Coffee: Chilled drip coffee served over ice. Cold Brew: Coffee brewed with cold water over an extended period of time, served over ice. Nitro Cold

Brew: Cold brew coffee infused with nitrogen gas to create a creamy, smooth texture.

### Pastries and Snacks:

Croissant: A flaky pastry made with butter and yeast.

Muffin: A sweet, cake-like bread with various flavours such as blueberry, chocolate chip, or banana nut.

Scone: A small, sweet baked good with flavours such as blueberry, cinnamon, or chocolate chip.

Bagel: A dense, chewy bread typically served with cream cheese, butter, or jam.

Breakfast Sandwich: A sandwich with eggs, cheese, and choice of meat, served on a bagel or croissant.

Avocado Toast: Toasted bread with mashed avocado, topped with various ingredients such as feta cheese, tomatoes, or poached eggs.

Fruit Bowl: A mix of fresh fruit such as strawberries, blueberries, and bananas.

## Target Market

3. The target market for the Coffee Restaurant Business includes coffee and tea enthusiasts, young professionals, families, and tourists. The business will also cater to the needs of the local community by providing a comfortable and relaxing environment for people to gather and socialize.

## Marketing Strategy

4. The Coffee Restaurant Business will focus on the following marketing strategies to attract and retain customers:
  - Social media and online marketing campaigns
  - In-store promotions and discounts
  - Customer loyalty programs
  - Partnership with local businesses and organizations
  - Collaborations with local artists and musicians to host events

## Financial Plan

5. The Coffee Restaurant Business will require an initial investment of INR 25,70,890. The funds will be used for the following purposes:
  - Rent and leasehold improvements
  - Equipment and furniture
  - Inventory and supplies
  - Marketing and advertising expenses
  - Salaries and wages
  - Other operating expenses

## Revenue Streams

6. The Coffee Restaurant Business will generate revenue through the following streams:

- Sales of coffee, tea, and food items
- Catering services
- Merchandise sales
- Event hosting and venue rentals