



# *Business Plan for Café Évasion*

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SARL

## Executive Summary

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- **Business Name:** Café Évasion.
- **Location:** The place is on a busy street and can be easily reached by foot and public transport.
- **Mission:** To create a community-oriented space where the lovers of reading and coffee can relax and dive into the literary world.
- **Vision:** To become a focal point for literature and culture in the community.
- **Business Structure:** SARL.
- **Founder:** Two friends with a deep love for literature and coffee.
- **Key Offerings:** Specialty coffee, books (new and used), literary events, and a cozy reading nook.
- **Financial Goals:** Attain 15% annual growth in the first three years.

## Business Description

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- **Industry:** Café-Librairie.
- **History:** Founded in 2025 by two friends who wanted to merge their love for coffee and literature.
- **Unique Selling Proposition (USP):** A original fusion of a café and bookstore offering a cozy atmosphere for reading, working and spending time with friends.
- **Target market:** Lovers of books, students, professionals, families, and groups of friends.
- **Competitors:** Independent cafes, independent bookstores and coworking spaces.
- **Trends:** Demand for hybrid spaces, that is, café-bookstore, specialty coffee and literary events is on the rise.

## Market Analysis

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### 1. Target Audience:

- **Demographics:** All ages, with a focus on students, professionals, and families.
- **Psychographics:** Individuals who enjoy reading, coffee, and cultural activities.

**2. Market Size:** The local community has a growing interest in specialty coffee and literature, with a potential customer base of 10,000+ people.

### 3. Competitor Analysis:

- **Direct Competitors:** Other cafés and bookstores in the area.
- **Indirect Competitors:** Coworking spaces and online book retailers.
- **Competitive Advantage:** Café Évasion offers a unique combination of coffee, books, and events, creating a one-of-a-kind experience.

### 4. Market Trends:

- Increasing demand for specialty coffee.
- Rising interest in literary events and community gatherings.
- Growth in hybrid spaces that combine multiple offerings (e.g., café-bookstores).

## Organization and Management

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**1. Ownership Structure:** SARL (Société à Responsabilité Limitée).

### 2. Management Team:

- **Co-Founders:** Two individuals responsible for daily operations and strategic planning.
- **Key Roles:**
  - **Operations Manager:** Oversees daily activities, inventory, and staff.
  - **Marketing Manager:** Handles promotions, social media, and partnerships.
  - **Events Manager:** Organizes literary events and workshops.

### 3. Staff:

- Baristas, booksellers, and customer service personnel.
- Total team size: 10-15 employees.

## Products and Services

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### 1. Core Offerings:

- **Coffee and Beverages:** Specialty coffee (espresso, cappuccino, latte), teas, and infusions.
- **Food:** Pastries, cakes, and snacks.
- **Books:** New and used books for sale.
- **Events:** Literary events such as book readings, clubs, and workshops.

### 2. Additional Services:

- Comfortable and cozy reading spaces.
- Free Wi-Fi for clients.
- Book reservations.

## Marketing and Sales Strategy

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### 1. Marketing Channels:

- **Social Media:** Different platforms of communication. Events, new arrivals, and special offers are promoted through Instagram and Facebook.
- **Website:** A blog featuring book reviews, event announcements, and coffee tips.
- **Collaboration:** Work with schools, book clubs, and local authors.

### 2. Customer Engagement:

- **Loyalty Program:** Frequent customers enjoy rewards (such as free coffee after 10 purchases).
- **Monthly Workshops:** Different writing, reading, coffee-tasting events.

### 3. Pricing Strategy:

- Competitive pricing for coffee and books.
- Premium pricing for specialty items (e.g., rare books, limited-edition coffee).

## Operations Plan

- 1. Location:** A tidy, big, well-lit space equipped with reading nooks and space for working.
- 2. Working Hours:** 8:00 AM to 8:00 PM, 7 days a week.
- 3. There may be suppliers of:**
  - Local specialty coffee roasters.
  - Publishers and distributors of books.
  - Local bakeries for pastries and snacks.
- 4. Logistics:**
  - Keep track of and order books and coffee supplies.
  - Plan events and coordinate supporting literary functions.

## Financial Plan

### 1. Revenue Streams

Source	Monthly Revenue (€)	Annual Revenue (€)
Coffee & Food Sales	10,000	120,000
Book Sales	5,000	60,000
Literary Events	2,000	24,000
<b>Total Revenue</b>	<b>17,000</b>	<b>204,000</b>

### 2. Fixed Costs

Expense	Monthly Cost (€)	Annual Cost (€)
Rent	2,500	30,000
Utilities (Electricity, Water, Internet)	500	6,000
Salaries (Staff)	6,000	72,000
<b>Total Fixed Costs</b>	<b>9,000</b>	<b>108,000</b>

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**3. Variable Costs**

Expense	Monthly Cost (€)	Annual Cost (€)
Coffee & Food Supplies	2,000	24,000
Book Supplies	1,000	12,000
Marketing & Advertising	1,000	12,000
Miscellaneous (Supplies, Maintenance)	500	6,000
<b>Total Variable Costs</b>	<b>4,500</b>	<b>54,000</b>

**1. Total Costs**

Category	Monthly Cost (€)	Annual Cost (€)
Fixed Costs	9,000	108,000
Variable Costs	4,500	54,000
<b>Total Costs</b>	<b>13,500</b>	<b>162,000</b>

**4. Profit Projections**

Year	Revenue (€)	Costs (€)	Profit (€)
Year 1	204,000	189,000	15,000
Year 2 (15% Growth)	234,600	217,350	17,250
Year 3 (15% Growth)	269,790	249,952	19,838

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## 5. Break-Even Analysis

Metric	Value
Fixed Costs (Annual)	€108,000
Contribution Margin (Revenue - Variable Costs)	€150,000
Break-Even Point (Fixed Costs / Contribution Margin)	72%

## 6. Cash Flow Projections (Monthly)

Month	Revenue (€)	Costs (€)	Net Cash Flow (€)
Month 1	17,000	13,500	3,500
Month 2	17,000	13,500	3,500
Month 3	17,000	13,500	3,500
Month 4	17,000	13,500	3,500
Month 5	17,000	13,500	3,500
Month 6	17,000	13,500	3,500
Total (6 Months)	102,000	81,000	21,000

## 7. Key Financial Ratios

Ratio	Formula	Value
Gross Profit Margin	(Revenue - Cost of Goods Sold) / Revenue	25%
Net Profit Margin	(Net Profit / Revenue)	7.35%
Break-Even Point	Fixed Costs / Contribution Margin	72%

