**ISDS 551**

**INFORMATION RESOURCES AND IT PROJECT MANAGEMENT**

Team NEXA

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**INTRODUCTION**

GreenVibe Café, born in 2023, stands as a beacon of change and innovation in Fullerton, California. As students of Cal State Fullerton, we envisioned a café experience that goes beyond an average coffee shop.

Our team, composed of CSUF graduates, recognized the diverse needs of students and the quest for sustainability. GreenVibe Café is not just a coffee shop; it's a movement. We're committed to sustainability, personalized service, and an innovative approach to coffee culture.

This report delves into the journey of GreenVibe Café, from its inception to its transformation into a vital part of the Cal State Fullerton campus. Join us as we explore how GreenVibe Café redefines the coffee experience and fosters a greener, more sustainable future.

Discover how GreenVibe Café is more than just a café; it's a symbol of change, choice, and a promise of a brighter tomorrow – one cup at a time.

**BUSINESS IDEA**

Our entrepreneurial endeavor revolves around opening a coffee shop that boasts a distinctive focus on locally grown ingredients, a diverse and tempting menu selection, and a welcoming space for reading and studying. This venture seeks to harmonize the love for coffee with a commitment to supporting local agriculture. By using locally sourced ingredients, we aim to offer our customers the freshest and most sustainable products while simultaneously contributing to the growth of the community. Our wide-ranging menu will cater to a broad spectrum of tastes, from artisanal coffee and specialty brews to a delectable assortment of pastries, sandwiches, and health-conscious options. Furthermore, we envision our coffee shop as a sanctuary for students, professionals, and book enthusiasts, providing a serene and inspiring environment for reading, studying, and contemplation. This report outlines the essential IT systems required to support our coffee shop's operations and customer engagement.

**IT Systems**

GreenVibe Café uses IT Systems to enhance operational efficiency by streamlining tasks such as order management, inventory tracking, and employee scheduling. By facilitating data-driven decision-making, the cafe optimizes its offerings, reduces waste, and manages resources effectively. We boost sales and revenue by promoting customer engagement and loyalty through personalized interactions, online ordering, and digital marketing. Additionally, IT Systems is utilized in financial management and security, ensuring the cafe's fiscal health and safeguarding its assets. Overall, IT systems play a vital role in creating a sustainable cafe that operates efficiently, minimizes its environmental impact, and fosters customer satisfaction and loyalty. GreenVibe Café utilizes the following IT Systems:

***Point of Sale (POS) System:***

* Purpose: Managing transactions, tracking sales, and inventory management
* Functionality: Maintain record of SKUs, handle customer orders, process payments, and maintain sales data
* Benefits: Increase efficiency in the checkout process which shorten queues, generate sales report and trend analysis

***Inventory Management Software:***

* Purpose: Tracking ingredients, supplies, and coffee product inventory levels
* Functionality: Automated alerts for low inventory, preventing shortages or overstocking
* Benefits: Reduce food waste and environment impact, optimize order accuracy, enhance cost savings

***Customer Relationship Management (CRM) System:***

* Purpose: Building and maintaining customer relationships
* Functionality: Track customer preferences, gather feedback, and engage in targeted marketing campaigns to enhance customer loyalty
* Benefits: Enhance customer loyalty and promote efforts to improve services by gathering customer feedback

***Online Ordering and Delivery System:***

* Purpose: Facilitating online ordering and delivery services
* Functionality: User-friendly website or mobile app for customer orders, efficient management of orders and delivery logistics
* Benefits: Increase accessibility, streamline operations, and optimize delivery routes which reduces gas usage and environmental impacts

***Social Media and Digital Marketing Tools:***

* Purpose: Promoting the coffee shop and engaging with the audience
* Functionality: Run social media accounts, execute email marketing, and online advertising campaigns
* Benefits: Expand online presence, attract new customers, promote sustainable practices

***Employee Scheduling Software:***

* Purpose: Efficient staff management
* Functionality: Assign shifts, track employee hours, and ensure smooth staffing for different times of the day
* Benefits: Optimized shift assignments lead to reduced overtimes and increased employee satisfactions, which can decrease employee churn rate

***Accounting and Financial Management Software:***

* Purpose: Proper financial management
* Functionality: Manage expenses, revenue, taxes, and other financial aspects of the coffee shop
* Benefits: Maintain clear budget plannings and help ensure financial health

***Feedback and Review Management Tools:***

* Purpose: Improve services and reputation
* Functionality: Collect and manage customer feedback and reviews
* Benefits: Provides a clear overview of consumer opinion, helps maintain a positive reputation

**TARGET AUDIENCE**

In the strategic delineation of our cafe as a nascent entrepreneurial endeavor, it is imperative to dissect the intricacies of our target audience. A nuanced comprehension of their demographics, preferences, behaviors, and exigencies is foundational to the formulation of our business strategy. The target audience for our cafe is a multifaceted tapestry, primarily rooted in the local milieu of Fullerton, California, and its proximate environs.

**Primary Niche:** *College Students*

* Demographics: Our primary focus is on the vibrant college student community, especially those enrolled at California State University, Fullerton (CSUF). This demographic encompasses individuals aged 18 to 24, representing a diverse range of academic disciplines and cultural backgrounds.
* Needs and Preferences: College students grapple with demanding academic schedules, recurrent study sessions, and a quest for affordable, easily accessible sustenance. They are in search of a welcoming and conducive environment for scholarly pursuits and social interactions.
* Behaviors: A significant proportion of these students are connoisseurs of coffee, relying on caffeine to fuel protracted study sessions and invigorate their cognitive faculties. They also exhibit a predilection for tech-savvy solutions, favoring online ordering systems and loyalty programs.

**Secondary Ambit:** *Professors, Staff, and Faculty*

* Demographics: Our secondary audience includes academic faculty, staff members, and professors at CSUF. This group spans a broader age spectrum, typically aged 25 and above, with diverse roles within the academic ecosystem.
* Needs and Preferences: Professors, staff, and faculty seek a serene and comfortable haven that complements their intellectual pursuits and professional interactions. Their preferences may lean towards health-conscious dietary options during breaks from their academic responsibilities.
* Behaviors: This cohort appreciates a tranquil ambiance that fosters relaxation and enhances scholarly endeavors.

**Latent Clientele:** *Local High School Students*

* Demographics: Local high school students, aged 15 to 18, represent a latent customer base. They hail from diverse backgrounds and are emblematic of youthful vibrancy.
* Needs and Preferences: High school students, especially during exam periods, desire dedicated study spaces that enhance their academic performance. They may also be interested in our gastronomic offerings to satisfy their youthful palates.
* Behaviors: Beyond scholastic obligations, during post-school hours, intermissions, and weekends, high school students may frequent our cafe for recreational diversions and academic pursuits.

This nuanced analysis of the distinct segments within our target audience empowers us to tailor our product offerings, marketing strategies, and services to meet their unique requirements and preferences. The cafe aspires to cultivate an ambiance that is both welcoming and inclusive, creating a haven where diverse demographics converge, fostering a sense of community, refreshment, and intellectual inspiration.

**MAJOR COMPETITORS**

Understanding the competitive landscape is essential for our coffee shop's success. Competitors can be classified into diverse segments based on factors such as scale, offerings, and unique characteristics. Here's a comprehensive overview of potential competitors for our coffee shop.

**Chain Coffee Shops**

***a. Starbucks***

* Overview: Starbucks is the world's largest coffeehouse chain, with a staggering 30,000+ stores worldwide. Their extensive presence is supported by a highly successful mobile app and rewards program.
* Key Strengths: The Starbucks mobile app allows customers to order ahead, pay with their phone, and earn rewards, enhancing convenience and customer loyalty.

***b. Dunkin' (formerly Dunkin' Donuts)***

* Overview: Dunkin' is an American multinational coffee and doughnut company with a strong presence. They have invested in their mobile app and DD Perks loyalty program.
* Key Strengths: Dunkin' offers customers the ability to order ahead, pay with their phone, and earn rewards through their loyalty program, creating a competitive edge.

***c. McCafé (by McDonald's)***

* Overview: McCafé is McDonald's answer to the coffee market, and it has expanded its presence globally. They focus on providing coffeehouse-quality beverages at a more affordable price point.
* Key Strengths: McCafé's strategy of offering premium coffee at a competitive price compared to rivals like Starbucks has gained traction.

**Local Independent Coffee Shops**

Overview: Local independent coffee shops are often unique single-location or few-location establishments. They differentiate themselves through various factors, such as specialty brews, locally sourced ingredients, distinctive atmospheres, and strong community connections.

**Bakeries and Pastry Shops**

Overview: Bakeries and pastry shops often serve coffee alongside their baked goods, making them a relaxed destination for customers seeking both quality coffee and a bite to eat. The combination of fresh pastries and coffee can be a significant draw.

**Fast-Food Restaurants**

Overview: Many fast-food chains, such as Burger King and Wendy's, have been making significant improvements in their coffee offerings. These establishments cater to customers seeking convenience and are expanding their coffee menus to compete in the market.

**Supermarkets and Convenience Stores**

Overview: Supermarkets have increasingly incorporated coffee kiosks or standalone coffee shops within their premises. Convenience stores have also begun offering higher-quality coffee options, making them a convenient choice for customers on the go.

Our coffee shop faces a competitive landscape consisting of a mix of industry giants, local independents, complementary businesses like bakeries, and even non-traditional competitors like fast-food chains, supermarkets, and convenience stores. To thrive in this competitive environment, we must leverage our distinctive focus on locally sourced ingredients, diverse menu selection, and a welcoming environment for reading and studying, aligning with our commitment to supporting local agriculture. This will set us apart and create a unique value proposition in the coffee market. Additionally, we need to effectively utilize the IT systems outlined in the previous section to streamline operations and enhance customer engagement, ensuring our coffee shop's success in this dynamic market.

**UNIQUE FACTORS**

The unique factor that GreenVibe Café will provide over its competitors is a substantial emphasis on sustainability and creating a space that caters to the needs of customers of all ages along with facilitating a data driven decision making IT model that makes it easier to provide them with such satisfactory services.

Here are a few ways through which the cafe will set itself apart:

**Locally grown ingredients**

Our Business venture centers on developing a coffee shop having a peculiar focus on locally sourced ingredients. Our aim is to provide our customers with the freshest and most environmentally friendly products possible while at the same time boosting community growth through the use of locally sourced ingredients.

**Welcoming space for reading**

An excellent way to draw in bibliophiles and create a cozy vibe in the cafe is to offer a comfortable seating area completely dedicated for reading. Designating certain areas of the cafe as ‘Quiet zones’ will allow readers to enjoy a peaceful stay. Creating a partnership with the local bookstores and displaying bookshelves with a wide variety of books, rotating every few weeks will give us an edge to creating a more welcoming space for reading.

**Eco friendly packaging**

The cafe will use less single use plastic and adopt packaging made of renewable materials like compostable cups, lids and straws. The customers will be encouraged to get their own reusable mugs to the cafe and anyone who does so will be provided an extra discount on the drink of their choice.

**Effective IT systems**

There will be an effective utilization of IT for purposes such as Customer Relationship management, scheduling the shifts of people working, to effectively process payments, for inventory so that there is no under or overstocking/wastage issues, online ordering and delivery system, social media marketing for promoting the cafe and to create an awareness about sustainability, to manage financial aspects of the cafe and to collect and manage customer feedbacks.

**Green decor**

The cafe’s interior design will include the use of eco-friendly decor pieces and live plants to create a natural ambience. There will also be a provision in the cafe for a few local farmers to sell the plants they raised in their farms, especially green plants that one can consume, such as plants that produce vegetables, edible flowers, fruits, etc.

**CONCLUSION**

GreenVibe Café is positioned to bring about an important transformation in the Fullerton area by successfully integrating sustainability, community involvement, and technological advancements. With a strong IT infrastructure and an extensive knowledge of our target demographic, we distinguish ourselves in a highly competitive market that is oversaturated with both regional and national coffee establishments. By catering to the distinct requirements of college students, faculty, and the high school students, GreenVibe Café provides not only a product but also an encounter that aligns with our customer’s values and way of life.

Our commitment to sustainability and quality is demonstrated through our menu's diversity of preferences and use of locally sourced ingredients. We will be also focusing on the greenish ambience that would make customers feel more relaxed while having a cup of coffee.By strategically integrating IT systems organization can optimize the operations, increase consumer satisfaction, and cultivate loyalty.

We are certain that the entrepreneurial trajectory of GreenVibe Café will be characterized by advancements, expansion, and an unwavering dedication to the Fullerton community. Our objective is to establish GreenVibe Café as an integral component of the Cal State Fullerton campus. In this establishment, each cup of coffee will function as a catalyst for constructive transformation and stand as an example of the strength that can be generated by a community that is bonded by a shared passion for coffee and the environment.

**APPENDIX**

[The Complete Guide To POS: Point Of Sale, POS Systems, POS Terminals And More](https://www.primaseller.com/knowledge-base/what-is-pos-point-of-sale/)

[The 15 Best Coffee Chains In America](https://www.eatthis.com/best-coffee-chains-in-america/)

[What Is a CRM for Restaurants and Why Do You Need One?](https://www.touchbistro.com/blog/what-is-a-restaurant-crm/)

[Best Accounting Software for Restaurants of November 2023 - NerdWallet](https://www.nerdwallet.com/best/small-business/accounting-software-restaurants)