

MIS 481 Section 2

Team 4

Ina Iceva, Duy Nguyen, Melissa Sanchez,
Carlos Perez Rosas, Gabby Barragan

TasteWorld Café

<http://tasteworldcafe.net/>

I. Background

1. Problem

As students at San Diego State University, we love to have a convenient spot near the school so we can enjoy ourselves with unique products and services that the campus does not offer. Furthermore, we've recognized that many college students today often struggle with the transition to adult life, particularly when it comes to forging new friendships. We aim to provide a safe and welcoming environment where students can comfortably connect and build meaningful relationships.

2. Business Context

As a group of students who will graduate soon, we are eager to delve into the food and beverage industry. We all want to take a break from school and our Tech careers to pursue what we are passionate about. With our unique drinks and food compared to businesses near the campus, we're confident that our business will definitely catch the attention of our fellow students.

3. Business Rationale

Our inspiration for this project arises from our personal experiences. Many times, we found ourselves wanting for a convenient campus hangout – a place where we can kick back, enjoy delicious food and drinks, and take advantage of various services. Our vision is not only to fulfill our own desires but also to provide a welcoming space for fellow students seeking the same, fostering a sense of community and togetherness as we embark on this exciting venture. We hope this business will become an iconic location for students and the local community.

II. Business Solution

1. Business Objectives

The way that our business will address the problems mentioned before is by, first of all, offering drinks and pastries/desserts that are not common in the area which are popular in other places/countries. We plan to provide some of these products by season and keep the rest year round. In addition, our business also aims to provide different types of entertainment and services that are of interest and useful for college students. This also includes different types of events that will happen throughout the year.

2. Products/Services Portfolio

Beverages:

- Café de la Olla (Pot Coffee): A traditional Mexican coffee with a unique flavor.
- Egg Coffee: A creamy and rich coffee made with egg yolk.
- Coconut Coffee: A tropical twist on coffee, flavored with coconut.
- Dalgona Coffee: A South Korean trend with whipped coffee topping.
- Butterfly Tea: A visually appealing herbal tea with health benefits.

- Pennywort Juice: A refreshing herbal drink.

Seasonal drinks available all year long:

- Pumpkin Pie Smoothie and Latte for Fall
- Peaches and Coconut Smoothie for Spring
- Strawberry Watermelon Smoothie for Summer
- Gingerbread Hot Chocolate for Winter

Snacks: A variety of snacks from different cultures, offering diverse culinary experiences.

- Pastries/Deserts:

- Apple strudel
- Tiramisu
- Cinnamon Rolls
- Macaroons
- Cheese Danish

- Savory Foods:

- Chicken Empanada
- Chicken Pesto Panini
- Ham and Swiss Muffin
- Jalapeno Cheddar Pretzel
- Pepperoni Pizza Scroll
- Quiche Lorraine

Services:

- Books/Comics/Manga: A selection of reading materials.
- Arts: Specify if this includes art supplies, workshops, or other offerings.
- Game Boards: Board games for social interaction and entertainment.

Events:

- Trivia Nights: Intellectual and social engagement.
- Open Mic Nights: Platforms for student and local artist performances.

3. Target Audience and Market Size

College students make up the bulk of our target market, with faculty and staff making up a smaller portion as well. Given that our company is situated close to San Diego State University, serving the requirements and preferences of the student body will be our main priority. We may also attract local residents who live in the community and are looking for a unique coffee shop experience. Our market size will be roughly +/-60,000 people. This is due to the fact that roughly 60,000 people reside in La Mesa, many of which are SDSU students.

III. Business Plan

1. Business Model

Most of our revenue would come from our sales in snacks and beverages. Our staff will be comprised of mostly students, however, our shop will hire the most fitting candidate for our

job postings which will be through our own social media page and flyers throughout the campus area. We will be getting our materials from a California based wholesale food distributor called Sunrise Food Service. In order to bring in customers, we would create a welcoming and exceptional in store experience where they can come to our store and try our products, which is something we hope to accomplish well and make us stand out from others. Having events is another way we would earn revenue, which creates a welcoming community. Since we would offer many utilities and services for college students, we hope that we can also create a safe space for students where they can relax for a few hours and create new connections when attending our special events like trivia and open mic nights. For convenience we will offer online ordering, for those students who are on the go and would prefer to pick up their order. This would help benefit both customers and decrease our wait times. In order for us to do this, we would create a website in which customers can order anywhere anytime from their own mobile devices. We would have a list of our menu items listed and updated when the menu changes. We would also include the price, descriptions of each item, as well as pictures so they know what they are ordering. We would also implement a feature where customers can customize their drinks in case of any allergies or preferences. Along with this we would include the payment option to secure and confirm purchase. After payment is complete, we will give an estimated time for pickup so that it makes it easier for them to know when their order will be ready.

Aside from mobile ordering, we will also sell art, games, merchandise, and other goods online and offer free shipping to our customers. By selling other stuff that customers may see in store or online only products, we would be able to get extra revenue and offer a variety of products to customers. By combining a physical storefront and e-commerce, we would be reaching more customers, providing more services, as well as gaining more revenue due to our versatile business model.

2. Marketing/Sales Plan

To draw in and keep consumers, our coffee shop will have a thorough marketing and sales strategy. The cornerstones of our marketing strategy will be our branding and unique selling point (USP). We will create a compelling brand identity that captures the friendly, multicultural vibe of our coffee business. Our USP will be a varied food, a cozy and distinctive setting, and an emphasis on community involvement. Furthermore, a well-designed website presenting our menu, services, and events will be created for the coffee shop. Our website will be user-friendly and responsive to mobile devices, particularly with regard to online ordering, customization, and payment processing. Furthermore, we will utilize social media marketing and share high-quality photos and videos of our products and events on Instagram and Snapchat. Last but not least, we will build an email list of customers for newsletters and promotions making sure to send out regular updates, special offers, and event announcements via email. We will also be using offline marketing by setting up a booth someplace on campus every two weeks to start off. We would change our location on campus every once in a while in order to target a new audience. For instance, we can set up our booth at these different locations on campus: North

Library Walkway, Aztec Walkway, Campanile Walkway, Centennial Walkway, Storm Hall West Patio, and many other places on campus. We would offer a limited number of samples of our pastries, a few samples of beverages, and hand out fliers with occasional discounts. After that, we would only set up a booth once a month when we feel like our business has enough customers coming in but would still like others to be aware of our business.

3. Competition

We realize that there are various coffee shops that can be hard to compete with, however, we are opting for a much more unique and distinct ambiance compared to our direct competitors such as Starbucks, B2B Coffee, and The Living Room. Our biggest competitor, The Living Room, offers a rather long menu of great foods and drinks however, the ambiance is very dark, uninviting, and most times there is little to no space to sit at because of how many people study there. The meal portions are big and for that reason they tend to be a little bit more expensive, which may be hard for a college student to afford or just grab and go in between classes. Starbucks is a better option for those that are in a hurry and the shop generally offers an order ahead feature on their app or website, however, we noticed that this feature is not offered on campus and for this reason, lines in Starbucks can be up to 40 min long. B2B Coffee is a much smaller outside coffee shop, which not only has limited outside space but also limited operating hours and little to none technology and amenities which are essential for students who rely heavily on technology for study and socializing.

With this information, we decided to create a coffee shop that may be a little untraditional but yet offer so much more than students can imagine. How we would compete with our competition is by first creating and serving a more diverse menu. We would have international beverages such as coffee as well as pastries and desserts. We do realize that oftentimes people can get homesick and would love something that reminds them of home. By serving a diverse menu that gets rotated with other drinks and treats, people would be able to not only try stuff from other cultures but also their own!

While hosting various community engagement events, such as trivia night, open mic night, and esports tournaments, we can not only drive in more foot traffic but create a fun environment in which students can come with friends or to study at. Having art, games, manga, as well as printing services will help students enjoy their time here but it also helps us stand out amongst other competitors. Aside from student discounts or social media engagement that can be created through Instagram and on our website, we plan to offer mobile ordering which is something that we have yet to see on a college campus.

IV. Business Outcomes

1. Tangible Outcomes

Currently, there are roughly 32,000 students attending San Diego State University and there is a possibility that 300-400 students will stop by the coffee shop (address: 5505 Hardy Ave, San Diego, CA 92115) per weekday to interact with our services or make purchases. We

estimate this number of students from looking at our direct competitors such as Starbucks who get an average of 500 customers per day. On weekends, we expect to get more foot traffic since there will be no classes held. It is estimated that each customer will spend a minimum of \$6 and a maximum of \$20. During the five-day weekday, it is estimated to end with \$3,000 - \$10,000 per day. On the weekend it is estimated to end the day with \$3,000 - \$20,000 per day. Altogether, the amount per week would be around \$18,000 - \$53,000. It would all depend on how many items each customer purchases and if they will utilize any printing services that cost 0.25 per page if it's only in black and white or 0.45 per page in color. This will end up being around \$72,000 - \$212,000 per month. These calculations do not include the deductions of paying employees, maintaining the coffee shop, buying ingredients, purchasing utensils, and any other expenses regarding the coffee shop operating smoothly. The profit margin for coffee shops can vary significantly based on several factors including location, size, operational efficiency, menu pricing, and overhead costs. Usual profit margin for coffee shops can be anywhere between 3% and 5%. We expect ours to be within that bracket.

2. Intangible Outcomes

Regarding intangible outcomes, we will strive for a company culture that focuses strongly on supporting college students. This is done by hiring only students and offering them the option to have a free menu item on the days they work for the coffee shop. Other than that, our printing services will be half the price of what is offered at the SDSU library. This then leads to creating customer loyalty because students who stop by our coffee shop will be able to see that we offer resources to students along with assisting students financially when working for us. The fact that we will be offering special events, providing resources for their success, and bringing them together in a safe space demonstrates that students are our primary focus. Offering the option to order ahead online will also create customer loyalty because we are aware that Starbucks does not allow orders through the app on campus which upsets several coffee enthusiasts and as students, they are mostly in a rush to get to class or work. This only makes things easier for them and they do not have to waste time in line to order and wait for their order to be ready.

V. Technology for <http://tasteworldcafe.net/>

1. Domain and Hosting.

First, we created an EC2 instance on Amazon Web Services. Then we assign an elastic IPv4 address for it at 3.134.138.240. And install Bitnami on it.

The screenshot displays the AWS Management Console interface for an EC2 instance. At the top, there's a search bar and navigation buttons like 'Connect', 'Instance state', and 'Actions'. Below this is a table of instances. The instance 'TasteWorldCafe' (ID: i-089f2d261f4c0018b) is shown in a 'Running' state. Below the table, the 'Details' tab for this instance is expanded, showing various configuration details.

Name	Instance ID	Instance state	Instance type	Status check	Alarm status	Availability Zone	Public IPv4 DNS	Public IPv4 ...	Elastic IP
TasteWorldCafe	i-089f2d261f4c0018b	Running	t2.micro	2/2 checks passed	No alarms	us-east-2b	ec2-3-134-138-240.us-...	3.134.138.240	3.134.138.240

Instance: i-089f2d261f4c0018b (TasteWorldCafe)

Instance summary

- Instance ID: i-089f2d261f4c0018b (TasteWorldCafe)
- IPv6 address: -
- Hostname type: IP name: ip-172-31-26-134.us-east-2.compute.internal
- Answer private resource DNS name: IPv4 (A)
- Auto-assigned IP address: -
- Public IPv4 address: 3.134.138.240 (Tasteworldcafe.net)
- Instance state: Running
- Private IP DNS name (IPv4 only): ip-172-31-26-134.us-east-2.compute.internal
- Instance type: t2.micro
- VPC ID: vpc-02ac0ea399a1c8e8f
- Private IPv4 addresses: 172.31.26.134
- Public IPv4 DNS: ec2-3-134-138-240.us-east-2.compute.amazonaws.com
- Elastic IP addresses: 3.134.138.240 [Public IP]
- AWS Compute Optimizer finding: Opt-in to AWS Compute Optimizer for recommendations.

Then, we registered a domain (tasteworldcafe.net) via AWS Route 53 and assigned DNS records to it.

The screenshot shows the AWS Route 53 console for the hosted zone 'tasteworldcafe.net'. It displays a list of DNS records. The 'Records (4)' tab is selected, showing four records: an A record for the domain pointing to 3.134.138.240, an NS record for the domain pointing to several AWS Route 53 nameservers, an SOA record for the domain, and an A record for the www subdomain pointing to 3.134.138.240.

Route 53 > Hosted zones > tasteworldcafe.net

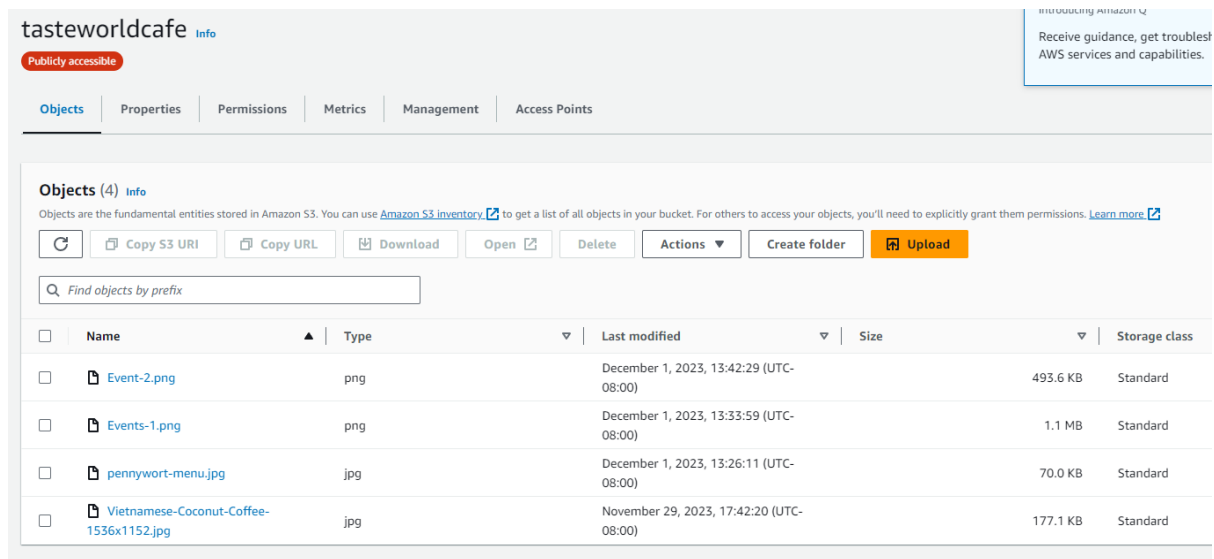
Public tasteworldcafe.net

Hosted zone details

Records (4)

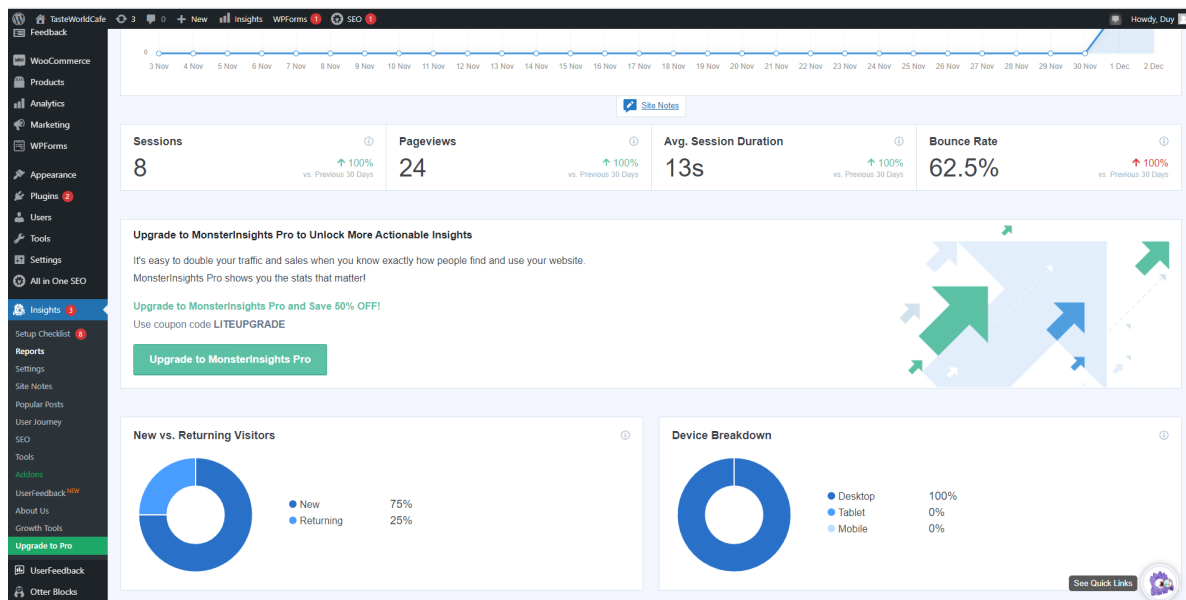
Record name	Type	Routin...	Differ...	Alias	Value/Route traffic to	TTL (s)
tasteworldcafe.net	A	Simple	-	No	3.134.138.240	300
tasteworldcafe.net	NS	Simple	-	No	ns-22.awsdns-02.com, ns-834.awsdns-40.net, ns-1707.awsdns-21.co.uk, ns-1406.awsdns-47.org.	17280
tasteworldcafe.net	SOA	Simple	-	No	ns-22.awsdns-02.com. awsdn...	900
www.tasteworldcafe.net	A	Simple	-	No	3.134.138.240	300

Finally, we created an AWS S3 bucket to host images needed to display them on the website:



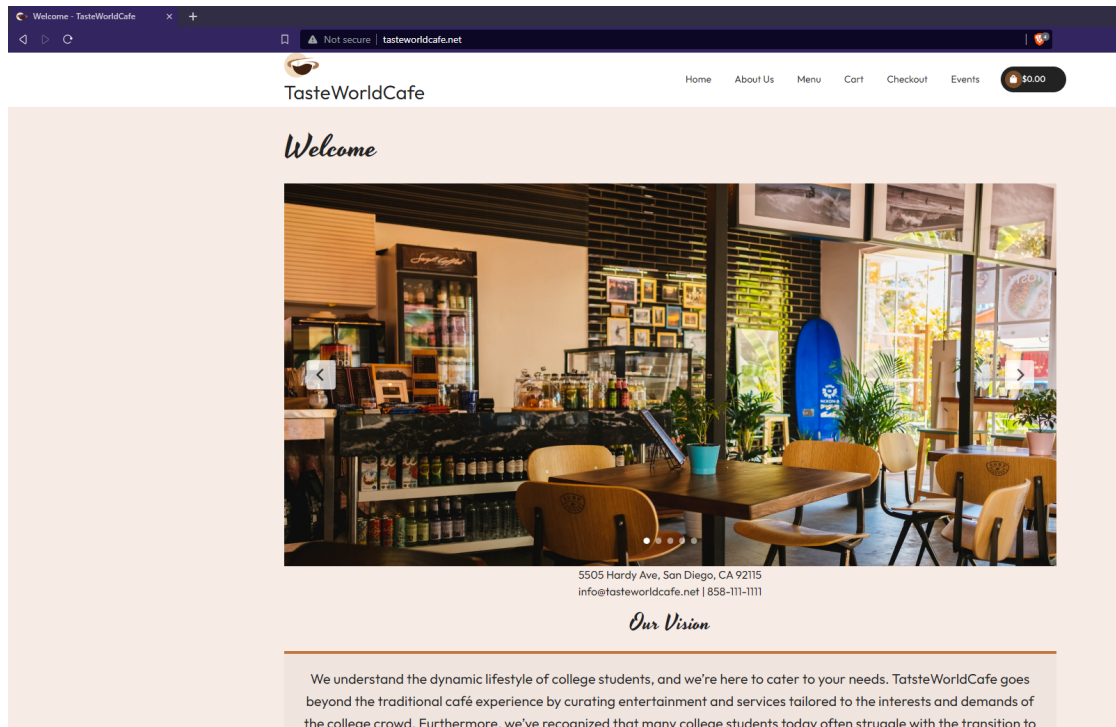
2. Wordpress, WooCommerce, and plugins.

After the website launched, we started to install the theme, plugins, and set up contents for our website. The theme we installed is “Barista Coffee Shop”. Some plugins we used include WooCommerce, WooCommerce Shipping & Tax, Otter Blocks (to create a small slider in the homepage), All in One SEO as the SEO tool, and MonsterInsights as the Google Analytics tool.

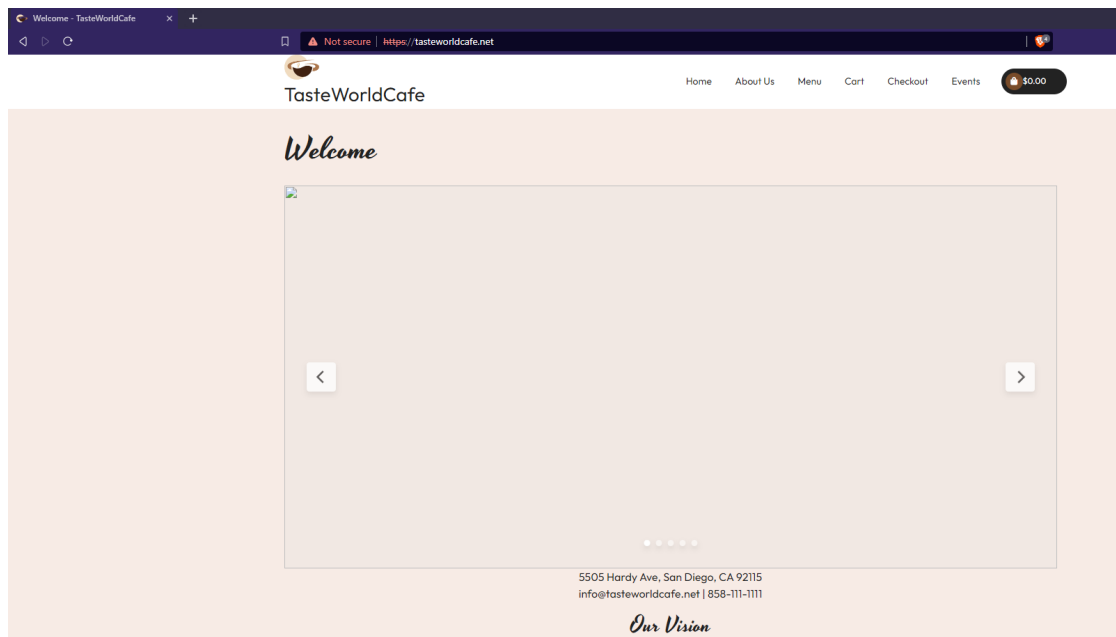


Minor Problem:

This is how our website should look like:



However, for some reasons, we doubt it could be the plugins' or Wordpress' issue, sometimes the images in the sliders won't load. Users have to click to another webpage like About Us, or Menu, or Cart, and then go back to the Homepage for the slider's images to load. **It only happens to users who visit the website the first time.** See the picture below demonstrating the problem.



3. Database and MySQL

When creating the EC2 instance, we created a pair key and stored it locally in our computer. We placed an order for testing purposes. Order number 419. Then we started to connect to the database server through SSH via PowerShell in Windows.

To change the permission of the key on Windows, we use this command:

```
icacls group4key.pem /inheritance:r /grant:r %username%:F
```

Connect to our server via SSH:

```
ssh -i group4key.pem bitnami@ec2-3-134-138-240.us-east-2.compute.amazonaws.com
```

Command to see Database credentials:

```
vi /bitnami/wordpress/wp-config.php
```

Command to connect to server's MySQL Database:

```
mysql -u bn_wordpress --host 127.0.0.1 --port 3306 -p
```

SQL query to get customer data:

```
USE bitnami_wordpress;
```

```
SELECT oa.first_name AS 'First Name', oa.last_name AS 'Last Name', oa.address_1 AS 'Address', oa.address_2 AS '#(optional)', oa.city AS 'City', oa.state AS 'State', oa.postcode AS 'Zipcode', oa.email AS 'Email', oa.phone AS 'phone', oa.order_id AS 'Order Number' FROM wp_wc_order_addresses AS oa WHERE oa.order_id = number;
```

The picture below shows the result of the query. In this test case, we used the order number 419.

```
MariaDB [(none)]> USE bitnami_wordpress;
Reading table information for completion of table and column names
You can turn off this feature to get a quicker startup with -A

Database changed
MariaDB [bitnami_wordpress]> SELECT oa.first_name AS 'First Name', oa.last_name AS 'Last Name', oa.address_1 AS 'Address',
-> oa.address_2 AS '#(optional)', oa.city AS 'City', oa.state AS 'State', oa.postcode AS 'Zipcode', oa.email AS 'Email', oa.phone AS 'phone', oa.order_id AS 'Order Number' FROM wp_wc_order_addresses AS oa
WHERE oa.order_id = 419;
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
| First Name | Last Name | Address | #(optional) | City | State | Zipcode | Email | phone | Order Number |
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
| Duy | Duy | 5500 Campanile Dr | NULL | San Diego | CA | 92182 | dnguyen3012@sdsu.edu | NULL | 419 |
| Duy | Duy | 5500 Campanile Dr | NULL | San Diego | CA | 92182 | NULL | NULL | 419 |
+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+
2 rows in set (0.000 sec)

MariaDB [bitnami_wordpress]>
```