



best coffee in

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261 Higuera St. San Luis Obispo, CA 93405

a place to connect and unplug



# WHO WE ARE

**P**atricia Coffee House is a coffee shop that is an open and welcoming space for people to socialize, work collaborative, listen to live music on occasion, and enjoy quality coffee. It is a small business centered around people coming together and a welcoming ambiance located in downtown San Luis Obispo. The main product is coffee, tea, pastries, yummy snacks, and other beverages.

The market is a very wide range of people from all different backgrounds and ages. That is what is unique about any coffee shop atmosphere is that it is a place for people of all walks of life to come together; however since The Patricia Coffee House is in a college area, the main demographic is for college students to have a collective space to socialize, collaborate on work, or simply find a work environment in the coffee shop.

The audience for the coffee shop is in the San Luis Obispo area. The demographics are mainly those in the neighboring areas around the Cal Poly campus through the downtown area. Since this audience is mostly college students, their needs are for a collaborative and welcoming environment where they can do work or school, or also socialize and meet with fellow peers.



*San Luis Obispo's  
favorite spot to  
foster relationships &  
create friendships*

