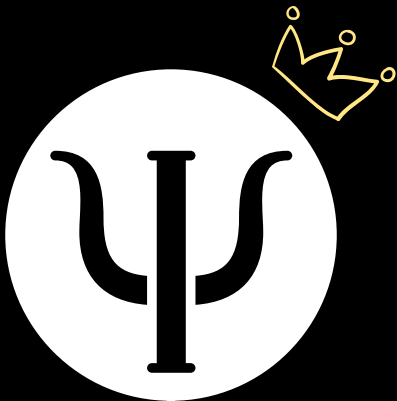


# Psychocaffeediary 1.5

## year plan



### Phase 5: Expansion to Spain

OCTOBER-JANUARY-2023

- Repeat the market research process in Spain to identify suitable locations, competition, and consumer trends.
- Customize your cafe concept and events to resonate with the Spanish culture and psychology landscape.
- Establish partnerships with local suppliers, mental health organizations, and universities.
- Recruit and train a team of passionate individuals in Spain who can effectively deliver the psychological events and uphold the brand's values.
- Open your first cafe in Spain, accompanied by a strong marketing push and collaboration with local influencers and media.

### Phase 4: Expansion to Italy

JUNE-SEPTMBER-2024

- Conduct thorough market research in Italy, focusing on potential locations, competition, and cultural preferences.
- Adapt your branding and marketing strategies to suit the Italian market, while maintaining the core message of the coffee-psychology relationship.
- Secure the necessary permits, licenses, and agreements to establish cafes in Italy.
- Recruit and train a local team, ensuring they understand the concept and can deliver the psychological events effectively.
- Launch your first cafe in Italy, accompanied by a targeted marketing campaign to create awareness among the local audience.

### Phase 3: Events and Community Engagement (

FEBRUARY-MAY 2024

- Host a variety of psychological events in your cafes, including workshops, seminars, guest speaker sessions, and support groups.
- Collaborate with psychologists and mental health professionals to curate engaging and educational events for the community.
- Establish partnerships with universities, community centers, and local organizations to reach a wider audience.
- Offer regular coffee cupping sessions, where customers can learn about different coffee flavors and their potential effects on mood and well-being.
- Conduct surveys and collect feedback from customers to gauge the impact of the psychological events and make necessary improvements.

### Phase 2: Cafe Launch and Brand Building

OCTOBER-JANUARY-2023

- Finalize the branding elements, including logo, visual identity, and messaging that reflect the connection between coffee and psychology.
- Select the first cafe location in Turkey and set up the interior design, creating a comfortable and welcoming atmosphere.
- Recruit and train staff members who are passionate about coffee, psychology, and customer service.
- Organize a grand opening event to generate buzz and awareness in the local community.
- Launch a comprehensive marketing campaign, utilizing social media, local advertisements, and collaborations with influencers or mental health organizations.

### Phase 1: Preparations (Months 1-3)

JUNE-SEPTEMBER-2023

Develop the concept of your cafe chain by emphasizing the connection between coffee and psychology and the importance of raising psychological awareness.

Do extensive market research in Turkey to understand the target audience and competition and identify potential locations for your cafes.

Develop a detailed business plan, including financial projections, marketing strategies and operational guidelines.

Provide necessary financing through investors, loans or other financing options.

Build partnerships with coffee suppliers, psychologists, mental health professionals, and event organizers.

