



*Welcome  
To our  
Presentation*

# Group Members



Name	ID
Habibur Rahman	16311006
Salim Reza	16311001
Druba Debnath	16311026
Nahidur Rahman	17111038
Nahim Ahmed	(Contact Error)

# Business Plan



*CAFÉ de LAVA JAVA*



- Web: [www.lavajava.com](http://www.lavajava.com)
- Address : house no-01, road-12/A  
, sector-12, Uttara Dhaka 1230
- Phone-01794043864
- [e-mail-lavajava@gmail.com](mailto:e-mail-lavajava@gmail.com)
- FB Page: [www.facebook.com/lava java](http://www.facebook.com/lava java)

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# Summary



- Our mission is to will a friendly, comfortable atmosphere where the customers can receive quality food, drinks, and service at reasonable price.
- The café will also serve breakfast , beverage items & other food items.
- Lava java café will be open form 8:00 A.M to 9:00 P.M everyday.

# Industry



This industry is growing up day by day in our country. The demand of coffee and other coffee made drinks is increasing in our country. Most of the corporate people like to have coffee in their break time also university student like to drink cappuccino ,latte and other coffee made drinks.

# The Company



- It's our pleasure to welcome you to our Café de lava java. When you come through our doors, you'll be welcomed to a one kind of experience. We love, we laugh, we listen, and we care.
- Atmosphere
- Popular items
- Music Facilities



# Service



- In our cafe we specially serve hot beverage items and also we provide breakfast to the guest.

- ◆ **Our breakfast items:**

- Meat and toast
- Sun riser omlette
- Scrambled Egg
- Corn flakes
- Chicken sausage

- ◆ **Beverage items:**

- Espresso drinks
- Cappuccino
- Latte
- Mocha
- macchiato
- hot chocolate
- hot tea
- juice

- ◆ **Other Food items**

# Market analysis & research



- Target market
- Competition
- Market trends
- On Going Market Evaluation

# Marketing plan



- Online Advertising
- Radio & Newspaper Advertise
- Discounts
- Memberships Cards

# Management Team



Name	Amount Of Share	Positioning in the management
Habibur Rahman	30%	Director
Salim Reza	25%	General Manager
Druba Debnath	15%	Human Resource Manager
Nahidur Rahman	15%	Accounts manager
Nahim Ahmed	15%	Director Of Sales & Marketing

# Financial data



- First month rent : 40,000 taka
- Modernize fee : 1,50,000 taka
- Furniture fee : about 70,000 taka
- (sofa, counter, chairs, tables )
- Equipment fee : 200,000 taka
- (air condition, coffee machine , coffee mill, cash registers and etc.)
- First month utilities fee : 12000 taka
- (water and electricity fee)
- Advertising fee: for first month 5,000 taka.
- Total cost=4,77,000 taka only.

# Financial data



- ***Required Investment=tk 20,00,000/-***
- **Operating Costs**
- TK 12,000/- for utilities per month included fuel water & electricity charges
- Rent of TK 4,80,000/- each year
- Total Salary for TK 2,00,000/- per month
- A supply cost of TK 2,00,000/- each year included coffee, snacks, cups, napkins.
- Advertising cost of TK. 60,000/- per year
- Insurance of TK 12,000/- per year
- An estimate of TK 2,74,666/- per month for total operating costs.

# Financial data



## ● **Price & Revenue Forecast:**

- Coffee: 80 to 200TK.(Depends on the flavor)
- Breakfast:150 to 200tk(Depends on item)
- Fast Food Items :150-400Tk(Depends on items)
- Estimated Sell 100 cups coffee 50 breakfast & 60 other fast food items.
- Day Revenue= $125 \times 100 + 175 \times 50 + 280 \times 60 = \text{TK. } 38050/-$
- Monthly Revenue= $\text{TK. } 38050 \times 30 = \text{TK. } 11,41,500/-$

## ● **Government Taxes**

- Sales Tax  
 $15\% \times \text{Revenue} = \text{TK. } 1,71,225/-$
- City Planning tax  
 $2\% \times \text{Revenue} = \text{TK. } 22830/-$
- Total Monthly Tax Expense TK 1,94055/-

# Financial data



## ● Monthly Profit

□ Monthly Cost:

Total operating cost Tk. 2,74,666/-

□ Monthly Profit:

TR-TC-Taxes=

Tk11,41,500-Tk.274666-Tk.194055

=TK.6,72,779/-





Do You  
Have Any  
question?



# Thank You