Must

* Coffee machines
* Staff to run the café
* Menu
* Till to keep track of sales

Should

* Tables & chairs
* Website
* Security devices e.g. alarms
* Card reader
* Free WiFi
* Insurance to protect premises

Could

* Delivery service
* Self-serving screens
* Digital menu displays
* Accountant

Won’t

* Jacuzzi
* World’s Most Expensive Coffee Beans™
* Multiple locations