



Tangie's Corp Business Plan

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Contact Us

Tangies Corp, Chandler, Arizona (USA)

Email Id: admin@tangiescorp.com

A close-up photograph of a hand holding a white ceramic cup filled with dark coffee. The cup is resting on a rustic wooden table with visible grain and texture. The lighting is warm and soft, creating a cozy atmosphere. The hand is positioned on the right side of the frame, with fingers gently gripping the cup. The background is slightly blurred, focusing attention on the cup and the hand.

Index

Executive Summary

Company Overview

Industry Analysis

Market Analysis

S.W.O.T Analysis

PESTEL analysis

Competitive Analysis

Organisational Planning

Marketing Planning

Financial planning

A close-up, top-down photograph of a person's hand holding a light-colored ceramic cup filled with dark coffee. The cup is resting on a rustic, dark brown wooden surface with visible grain and some wear. The lighting is warm and soft, creating a cozy atmosphere. The text 'EXECUTIVE SUMMARY' is overlaid in white, serif, all-caps font on the left side of the image.

EXECUTIVE SUMMARY

Introduction

Tangie's Corp will offer CBD infused coffee, Tea and Pastry products to Arizona state resident and Arizona Medical Marijuana Program qualifying patients by direct home delivery using online sales portal. Tangie's Corp expects to catch the interest of a regular loyal customer base with its broad variety of coffee and pastry products. The company plans to build a strong market position in the town, due to strong marketing effort and mild competitive climate in the area.

Our primary strategy is to develop CBD infused coffee, Tea and Pastry products by incorporating only high quality CBD available. Our products will be most convenient alternative to thousands of Arizona Medical Marijuana Program qualifying patients each month.

The local area has been in dire need of more service of this type for some time and Tangie's Corp plans to adequately serve them through the consistent delivery of real-time hospitality. The market is definitely filled with opportunities but in order to capitalize on them, a strong infusion of working capital must have acquiesced.

The founder projects needing **\$120K** for their business venture with repayment being made out of the profits that are driven annually. Funding that is secured will be used in a variety of areas including Marketing, logistics, management, site procurement as well as the day to day operations of the organization.

The marketing for Tangie's Corp will be done through a variety of mediums including the Internet, mass media, and print media and networking media. Internet efforts will centre on the creation of **a user-friendly website** that clearly lists all of the core services that will be offered. The website will be developed using the latest in online technologies including SEO (Search Engine Optimization) which will allow for a much higher ranking in popular search engines like Yahoo.com and Google.com to name a few. In addition to the website, plans also call for the creation of a strong social media presence using Facebook.com and Twitter.com; the world's most popular social media portals with over 1 billion persons in their combined user communities.

The financials for Tangie's Corp are quite promising and bode well for future expansion into other sectors of the region and service areas. The overhead costs are moderate but do not in any way threaten the long-term profit margin potential that the organization has shown.

Financial summary:

Initial Investment

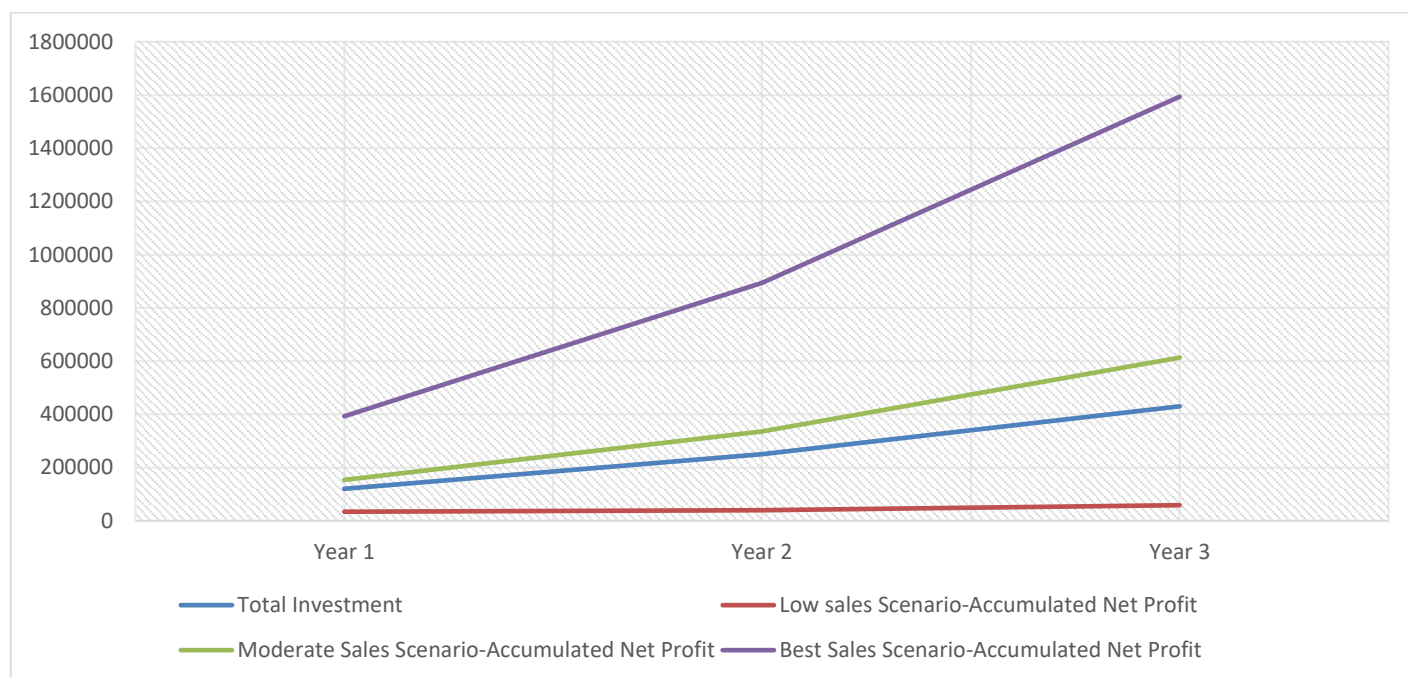
\$120000

Breakeven Point

One Year

Breakeven Point

This Financial Model forecast three case scenario for better understanding of business profitability.



In moderate and best sales scenario business is able to achieve breakeven point within year and even able to contribute to further growth.

Contact Us

Tangies Corp, San Antonio, USA

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COMPANY OVERVIEW



Business information

Name of Coffeehouse: Tangies Corp

Industry type: Coffee Retail Industry

Business structure: Partnership proprietorship

Office address: Chandler, Arizona, USA

Business Mission

Tangie's Corp is an Arizona based company that develops a line of premium infused coffees, teas, and edible products by incorporating only the highest quality of CBD available through e-commerce and in-house.

OR

Tangie's Corp is one of the world's leading producers and providers of goods and services that create a positive impact on the health and well-being of individuals in the legal recreational and medicinal cannabis space throughout Arizona and the whole United States.

Business vision

Tangies Corp's vision is to promote a healthy lifestyle for their customers and their families by offering products and services to enjoy the benefits of healthier cannabis solutions.

Location



**Office address:
Chandler, Arizona, USA**

Business Idea

Tangie's corp will operate in the hemp products sector of the cannabis industry. Our primary offering will be a wide range of specially blended and infused with CBD products like coffees, teas, and edibles.

According to medical experts, cannabis can reduce nausea and vomiting during chemotherapy, improve appetite in people with HIV and reduce chronic pain and muscles spasms.

The local area has been in dire need of more service of this type for some time and Tangie's Corp plans to serve them through the consistent delivery of real-time hospitality.

Expansion Plan

Following Diagram display Full Expansion plan in next three year.



Key to Success



Key Partners

Name	Latacha O'Neal	Lentron Johnson	Frances Cook	Ramel Evans	Shamona Hester	Henrietta O'Neal	Cedric J. O'Neal	Marietta Snell
Location	Orlando, FL	Evans, GA	Haven, FL	Jacksonville, FL	Jacksonville, FL	Chandler, Arizona	Chandler, Arizona	Chandler, Arizona
Education	Graduate	Graduate	B.A. Accounting	Graduate	Graduate	B.S Business Entrepreneurship	B.S. in Business Entrepreneurship	A.S. in Arts
Industry of work	Customer Services	Healthcare industry	Banking and Insurances	Property Management	Healthcare industry	Management and Healthcare Industry	Management and Healthcare Industry	Management and Healthcare Industry
Field of Expertise	Customer Services and Sales	Licensed Massage Therapist	Sales, Management and Customer Contact	Investor	Nursing	Management and Healthcare Professional	Management and Healthcare Professional	Management and Healthcare Professional
Experiences	20 Years +	7 Years +	25 Years +	10 years +	10 Years +	30 Years +	15 Years +	30 Years +
Role In organisation	<i>Investor and Advisor</i>	<i>Investor and Advisor</i>	<i>Investor and Advisor</i>	<i>Investor and Advisor</i>	<i>Investor and Advisor</i>	<i>Vice President</i>	<i>Chief Financial Officer</i>	<i>Chief Operations Officer</i>
Key Skill	Problem Solving and Communication	Health expert and Communication	Accounting, sales and Communication	Financial Management and Communication	Health expert and Communication	Health expert, Management and Communication	Health expert, Management and Communication	Health expert, Management and Communication
Key Achievement	Work Experiences from Fortune 500 Companies	Volunteered with the USA Olympic Committee as a Licensed Massage Therapist in 2016	More than 25 years of work Experiences in Banking and Insurances industry	CEO and Co-Founder of Leo Crown Holdings, LLC.				
Contact No								
Email ID								

Product Line

Sumatra Black Satin	Organic Sumatra 'Gayo Mountain'	Italian Roast Blend	Organic French Roast	Organic Guatemala 'Santiago Atitlan'	Organic Peru 'Andes Gold'	Colombia Supremo ' LA Valle Verde'	Kenya AA	Ethiopia Yirgacheffe	Guatemala Antigua	Organic Bali 'Blue Moon'	Decaf French Roast	Decaf Costa Rica Reserve	Decaf Swiss Water Sumatra Mandheling	Japan Sencha Green Tea	Japan Sencha Kyoto Cherry Rose Tea	White Tea	Cranberry Apple Tisane	Blue Eyes Tisane	Jamaica Blue Mountain Blend	Kona Blend
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Fused Products

General Products

Price Range

Lowest Price Product																				Highest Price Product
\$ 7.24							\$ 15.61			All Products						\$ 23.52				\$ 34.99

Regular Coffee Retail Price Average

Infused Coffee Retail Price Average

INDUSTRY OVERVIEW

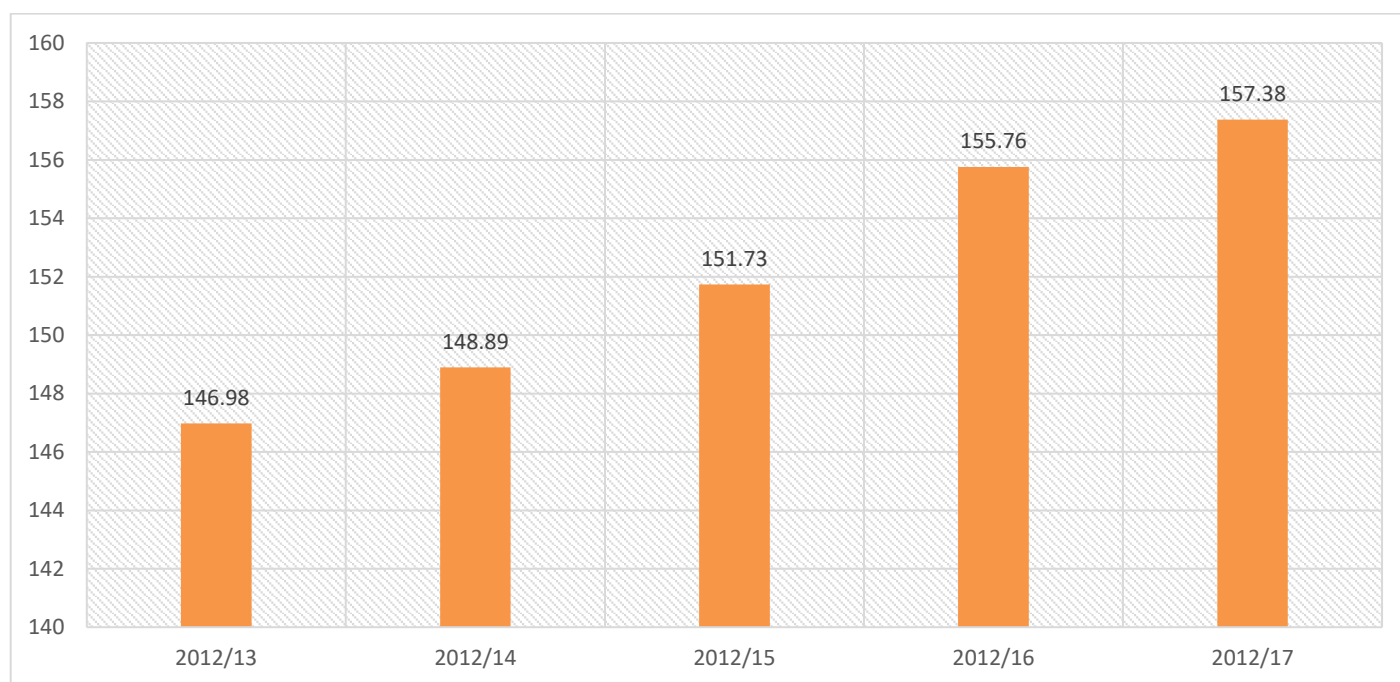


Global Coffee Industry

The State of the Global Coffee Trade

Exports: 9.13 million Bags World coffee exports amounted to 9.13 million bags in October 2016, compared with 9.31 million bags in October 2015. **World consumption, production and stock change from 2012/13 to 2015/16:-3.3 million 60kg bags** Estimated deficit between production and consumption in 2015/16. **Global Coffee Production: 148 million** estimated number of 60 kg bags of coffee produced in 2015/16. **Global Coffee Consumption: 151.3 million:** Estimated number of 60 kg bags of coffee consumed in coffee year 2015/16 (Oct. 2015 to Sep. 2016). **1.3%** Average annual growth rate in global coffee consumption since coffee year 2012/13

Coffee consumption worldwide from 2012/13 to 2016/17 in million 60kg bags



This statistic shows the trend in global coffee consumption from 2012/13 to 2016/17. In 2016/17, consumers around the globe drank about 157.38 million 60kg bags of coffee.

Sources of Information: International Coffee Organization (ICO), London.

Coffee industry in USA

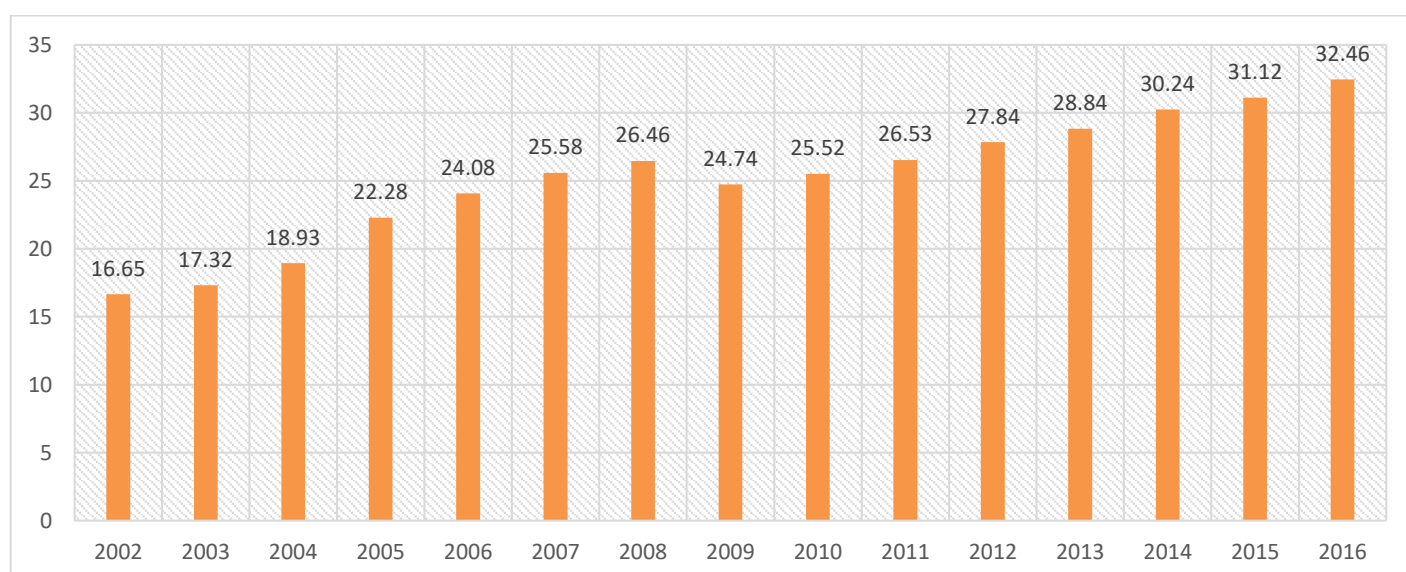
In the United States, coffee industry make up just a small sector of the vast food and drink industry, which expected to see sales of around 782 billion U.S. dollars in 2016. Coffee industry come in a variety of forms but, traditionally, they are small establishments selling prepared coffee, tea and other hot beverages. More recently, many coffee retail compete with other restaurants in the limited-service category by serving baked goods, sandwiches, salads and other snack items.

Despite their small position the food service sector, global coffee industry leaders are growing large enough to compete with the giants of the wider restaurant industry. **Starbucks** is the largest coffeehouse chain worldwide and its brand value rivals that of perhaps the most famous restaurant chain of all, **McDonald's**. In 2016, the chain's revenue reached a company record of 21.32 billion U.S. dollars and, after more than a decade of rapid expansion, the company had over 25 thousand stores worldwide.

Around 155 million bags of coffee consumed globally in 2016. In the U.S., almost 70 percent of consumers drink at least two cups of coffee a day, with around half drinking it to make them feel more awake. According to a national survey conducted by Nielsen Scarborough in spring 2016, over 36 million Americans had visited a coffeehouse within the past month. Popular coffeehouse chains among U.S. consumers include Krispy Kreme Doughnuts, Caribou Coffee and Starbucks.

Sources of Information: International Coffee Organization (ICO), London and National Coffee Association (NCA), New York.

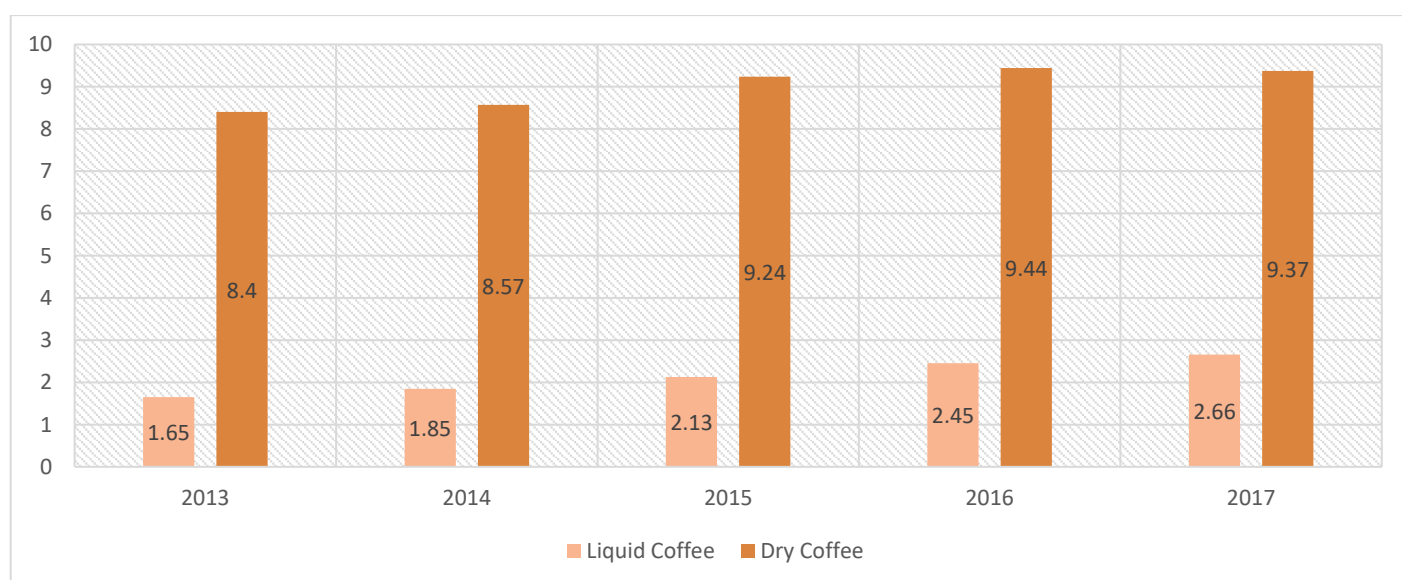
Revenue of the coffee and snack shops industry in the United States from 2002 to 2016



In billion U.S. dollars

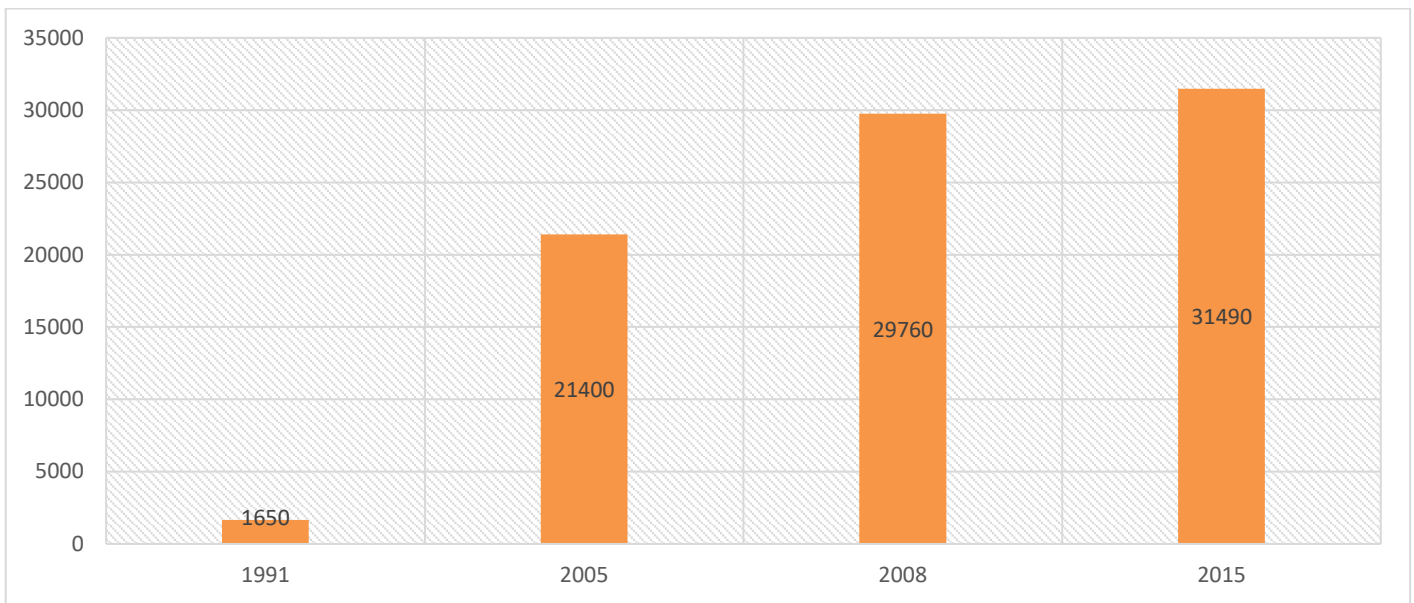
This graph depicts the total revenue of the U.S. coffee and snack shops industry from 2002 to 2016. In 2016, the revenue forecasted to reach 32.46 billion U.S. dollars. **Sources of Information:** National Coffee Association (NCA), New York.

Sales value of liquid and dry coffee in the USA from 2013 to 2017 in billion U.S. dollars



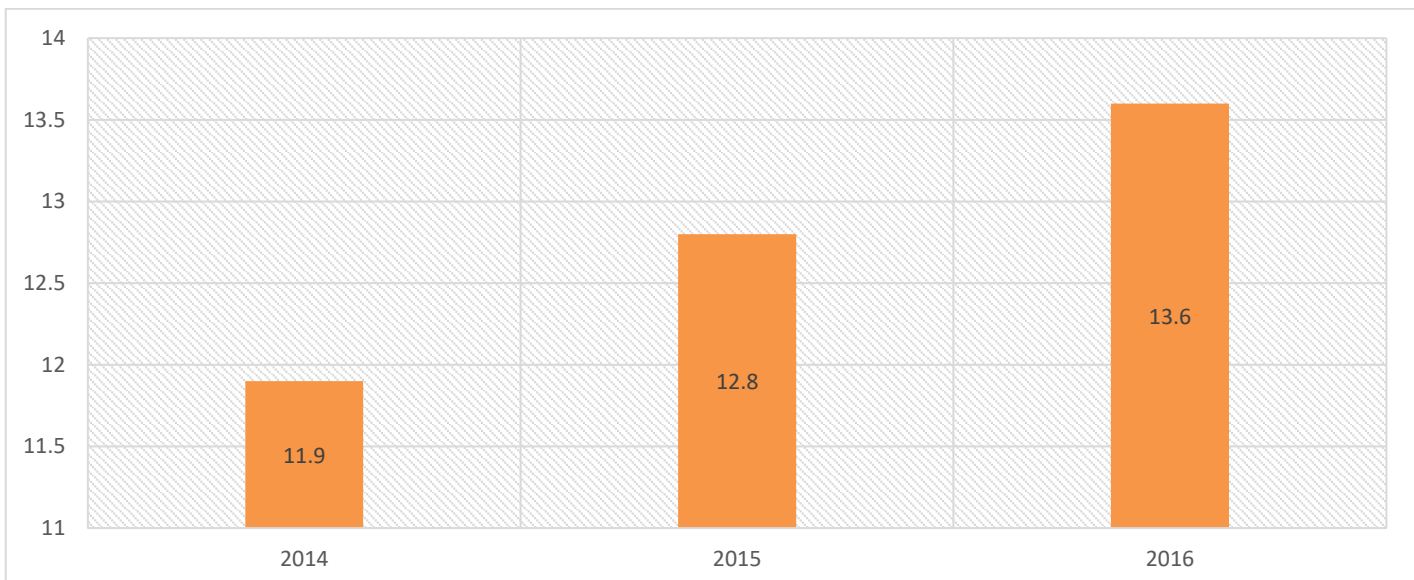
This statistic shows the sales value of liquid coffee and dry coffee in the United States from 2013 to 2017. In 2017, liquid coffee generated approximately 2.66 billion U.S. dollars in sales and dry coffee generated approximately 9.37 billion U.S. dollars in sales. **Sources of Information:** National Coffee Association (NCA), New York.

Number of specialty coffee shops in the United States from 1991 to 2015



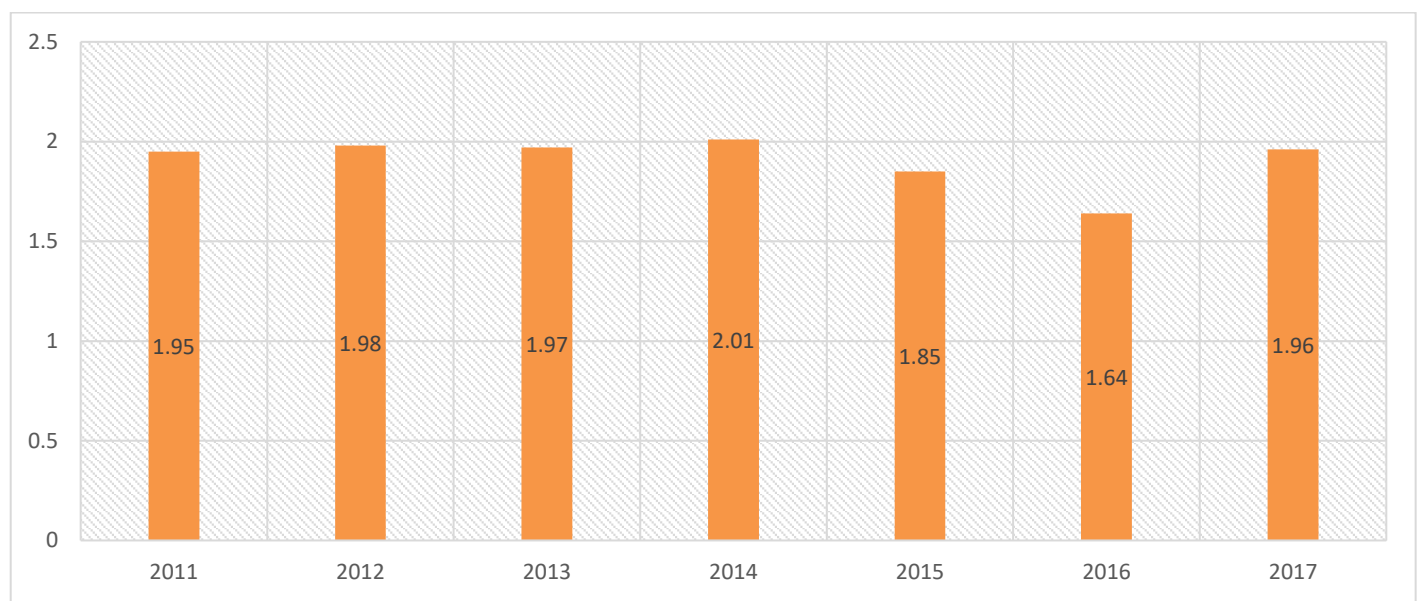
This graph depicts the number of specialty coffee shops in the United States from 1991 to 2015. The number of specialty coffee shops in the United States has increased over the last 24 years reaching almost 31,490 establishments in 2015. **Sources of Information:** National Coffee Association (NCA), New York.

Coffee expenditure in the United States from 2014 to 2016 in billion U.S. dollars



The statistic illustrates coffee expenditure in the United States from 2014 to 2016. According to the source, it was predict in past that; consumers in the U.S. spend about 13.6 billion U.S. dollars on coffee in 2016. **Sources of Information:** National Coffee Association (NCA), New York.

Total coffee per capita consumption in the United States from 2011-17 in cups per day



This statistic shows the results of an online survey conducted by the National Coffee Association (NCA) from 2011 to 2017. The survey results revealed that the U.S. per capita coffee consumption of coffee amounted to 1.96 cups per day in 2017. **Sources of Information:** National Coffee Association (NCA), New York.

Cannabis Industry by U.S.

According to the Marijuana Policy Project (MPP), currently 29 states in the U.S. has passed legislation to include effective medical cannabis laws; 18 states have more restrictive laws pertaining to low-THC, high-CBD cannabis; and 1 state with a very limited medical cannabis law. In total, 48 states acknowledge the medical benefits of cannabis. This trend will continue as 61% of Americans are in favour of cannabis legalization, according to the Pew Research Centre.

Scientific Background

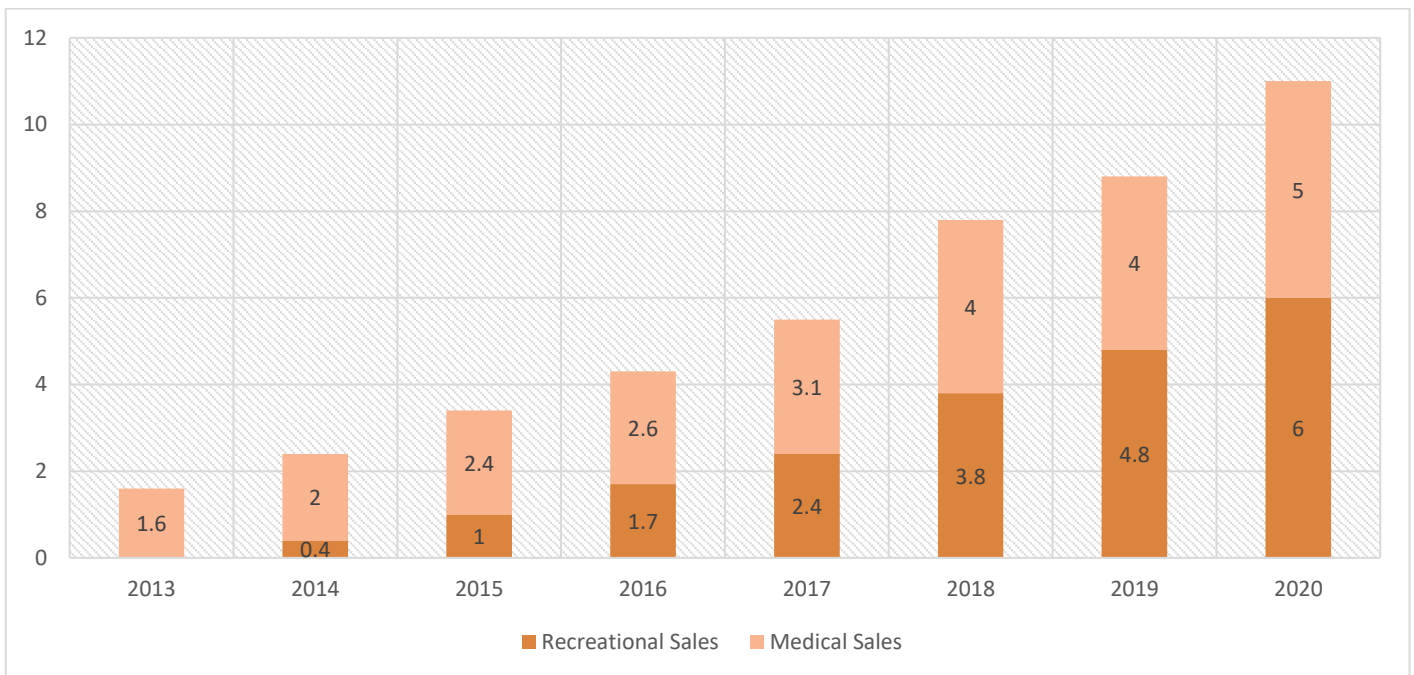
Raphael Mechoulam, an Israeli Pharmacologist, and his research partner's kick started the research into the science of Cannabis in the 1960's. They were able to isolate and study two main chemical constituents of the cannabis plant: Cannabidiol (CBD), which is non-psychoactive, and, delta 9 Tetrahydrocannabinol (THC) which has a psychoactive effect. Further discovery led them to uncover our own endogenous cannabinoid system known as the ENDOCANNABINOID SYSTEM (ECS).

The ECS is a biological system composed of endocannabinoids, which are lipid-based retrograde neurotransmitters that bind to cannabinoid receptors (CB1 & CB2) located throughout the central and peripheral nervous system. These endocannabinoids play an important role in regulating our physiology, mood, and memory. Dr. Mechoulam and his team identified two ECS ligands: Anandamide and 2-Arachidonoylglycerol (2-AG) with each having a phytocannabinoid (from the Cannabis plant) counterpart: THC & CBD respectively.

Anandamide is synthesized in the areas of the brain that are important in memory, thought process and, control of movement and, has a stronger affinity for CB1 receptors found predominantly in the brain. Its phytocannabinoid counterpart is THC. 2-AG plays a role in immune system function and pain and, has a stronger affinity for CB2 receptors found predominantly in the peripheral nervous system. Its phytocannabinoid counterpart is CBD.

Based on this physiologic insight, it is easier to understand how Cannabis can exert such vast therapeutic benefits such as; pain control, anxiolytic, anti-depressant, immune system modulation, increased appetite and anti-inflammatory to name a few.

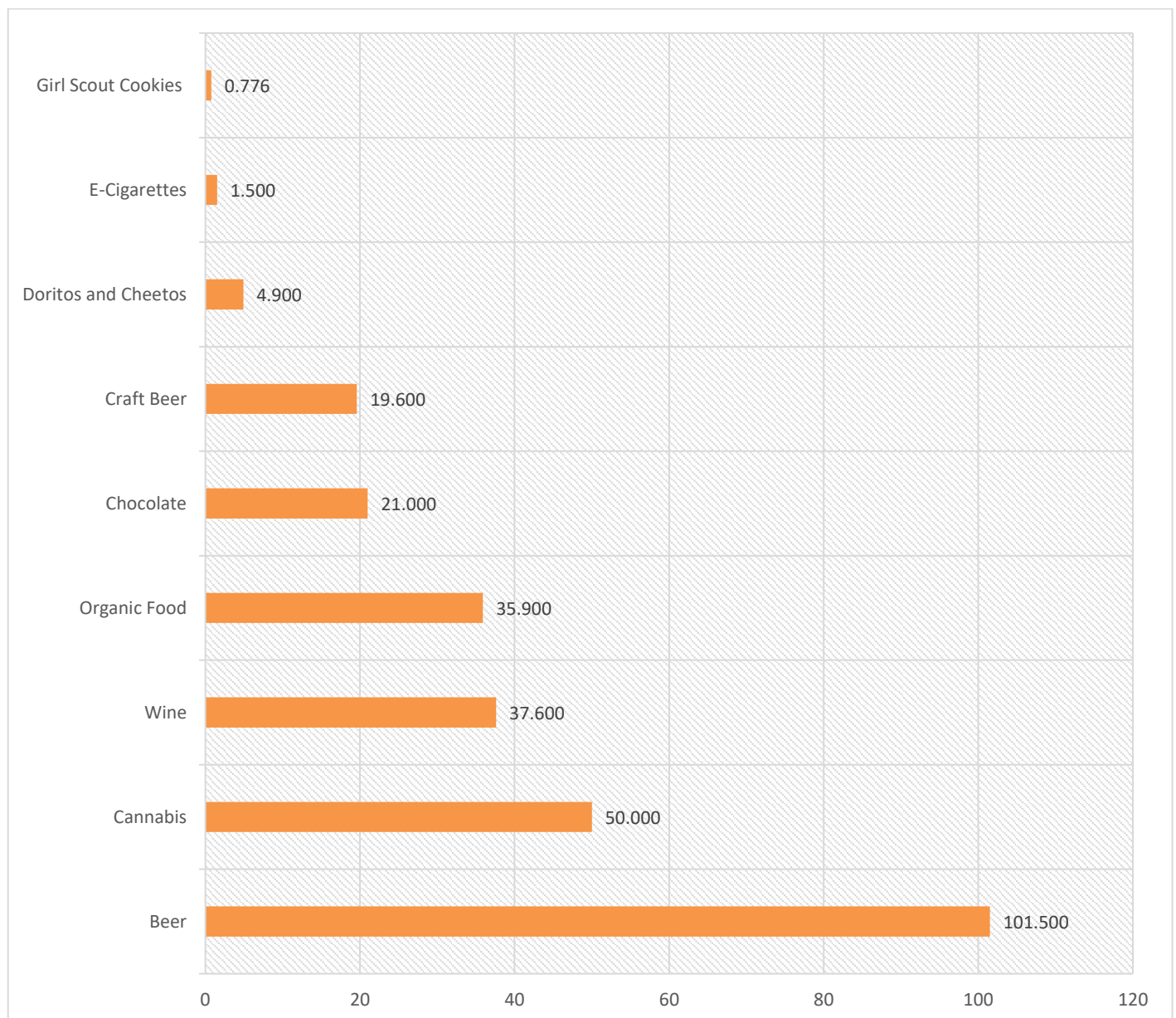
U.S. Cannabis Retail Sales Estimates: 2013-2020 in Billions of US Dollar



We estimate that retail sales of medical marijuana (MMJ) and recreational cannabis will hit between \$3.5 billion and \$4.3 billion in 2016, which amounts to year-over-year growth of 17% to 26%. This is just the tip of the iceberg. Total annual retail sales of medical and recreational cannabis could reach \$11 billion in 2020, posting double-digit growth each year along the way.

Sources of Information: Marijuana Business Daily, a division of Anne Holland Ventures Inc.

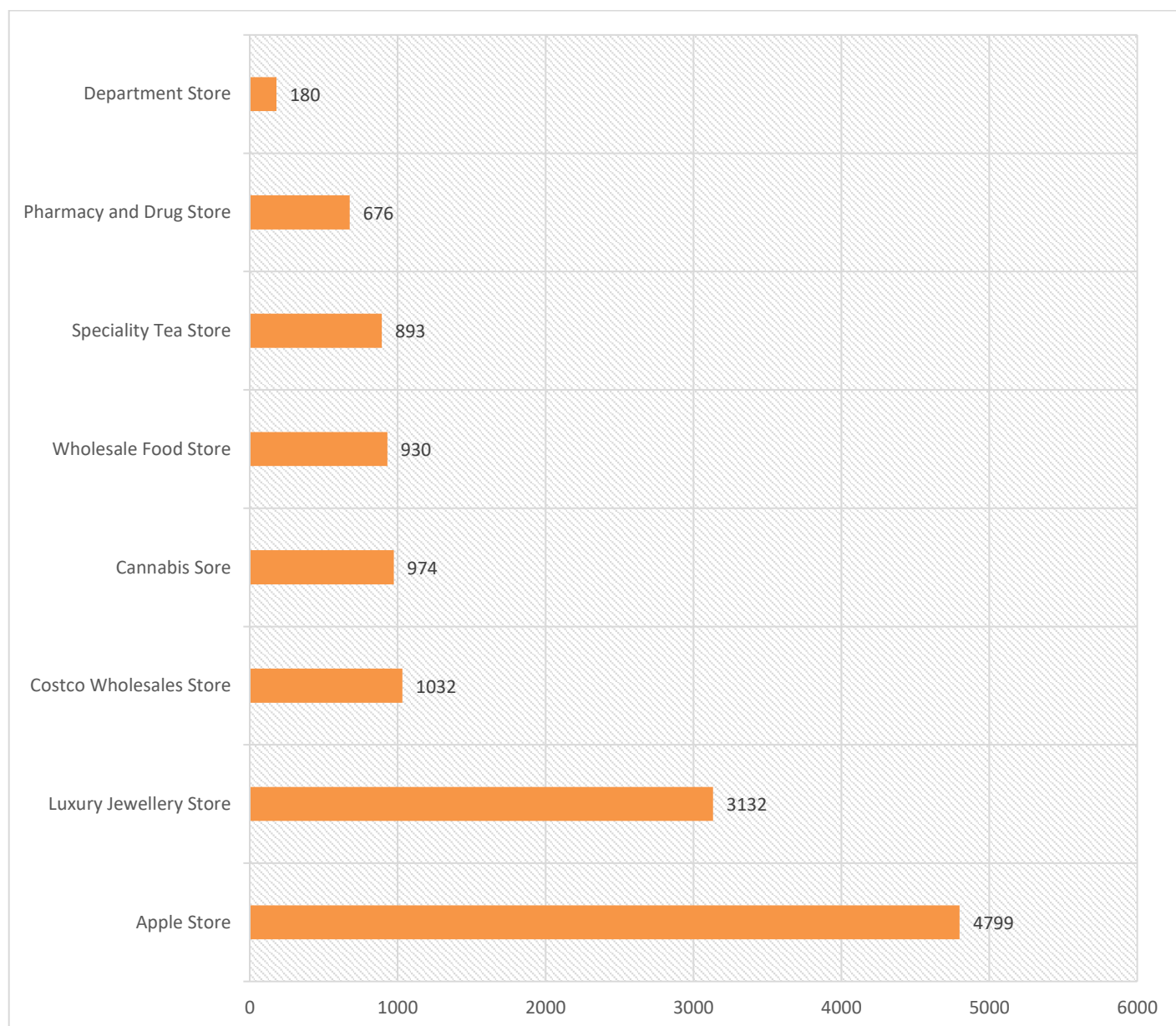
Cannabis Annual Sales Vs Other U.S. Industries & Goods In Billions of US Dollar



Last year, sales of medical and recreational cannabis (the latter of which was only legal for all of 2015 in two states) surpassed those of beloved Girl Scout Cookies, as well as domestic sales of e-cigarettes.

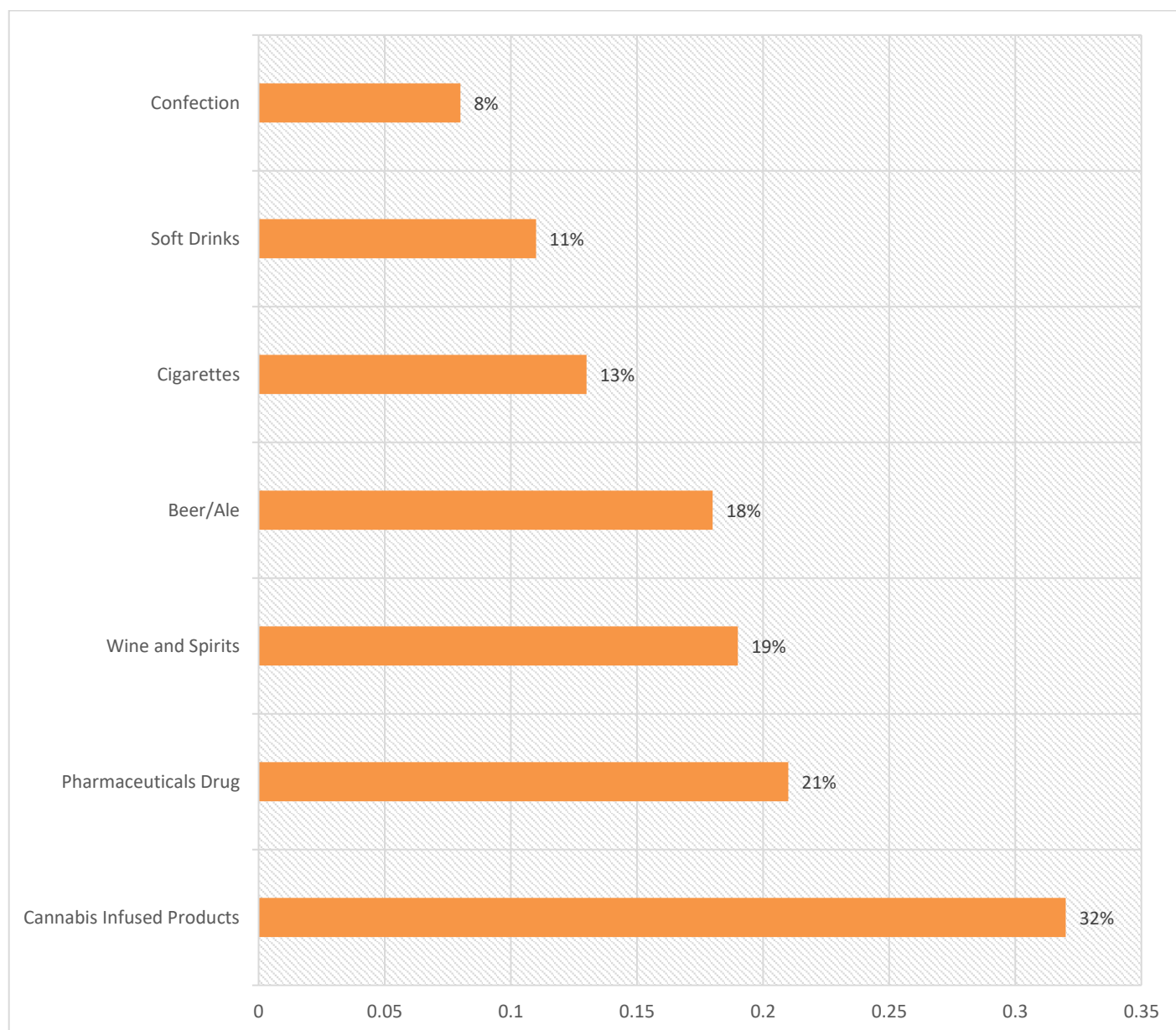
The total estimated annual demand for recreational cannabis alone in the United States is about \$40-\$45 billion, exceeding that of craft beer, wine and organic food. Currently, most of this value is realized on the black market and is not taxed, hinting at the tremendous potential for this part of the industry in the future. **Sources of Information:** Marijuana Business Daily, a division of Anne Holland Ventures Inc.

Average Annual Revenue per Square Foot: Cannabis Vs Other Retailers in Dollar



In large part because of rules and regulations, dispensaries and retail stores aren't packed with inventory, and each patient/customer has a one-on-one interaction with a sales associate. Sales per square foot, therefore, are generally driven by increased customer traffic. To that end, sales per square foot for cannabis retailers can be quite a bit higher than those for other businesses to which they are often compared, such as drug stores and department stores. **Sources of Information:** Marijuana Business Daily, a division of Anne Holland Ventures Inc.

Profit Margins of Infused Product Makers Compared To Other Consumer Goods



However, success and financial performance vary among states and individual companies – and certainly none yet exists on the scale of a Coors, Coca-Cola, or Pfizer – infused product makers are well position to build brand loyalty and expand across state lines. With profit margins like this, they also represent an area of tremendous opportunity within the industry.

Sources of Information: Marijuana Business Daily, a division of Anne Holland Ventures Inc.

Portion of Revenue-Generating Cannabis Businesses That Are Profitable

Despite the immense challenges and obstacles cannabis companies face every day, the underlying financials of most businesses currently generating revenue are strong. About 75% of companies in all major sectors are at least breaking even, and an impressive 20% of marijuana businesses are earning profits that would make owners in any industry envious.

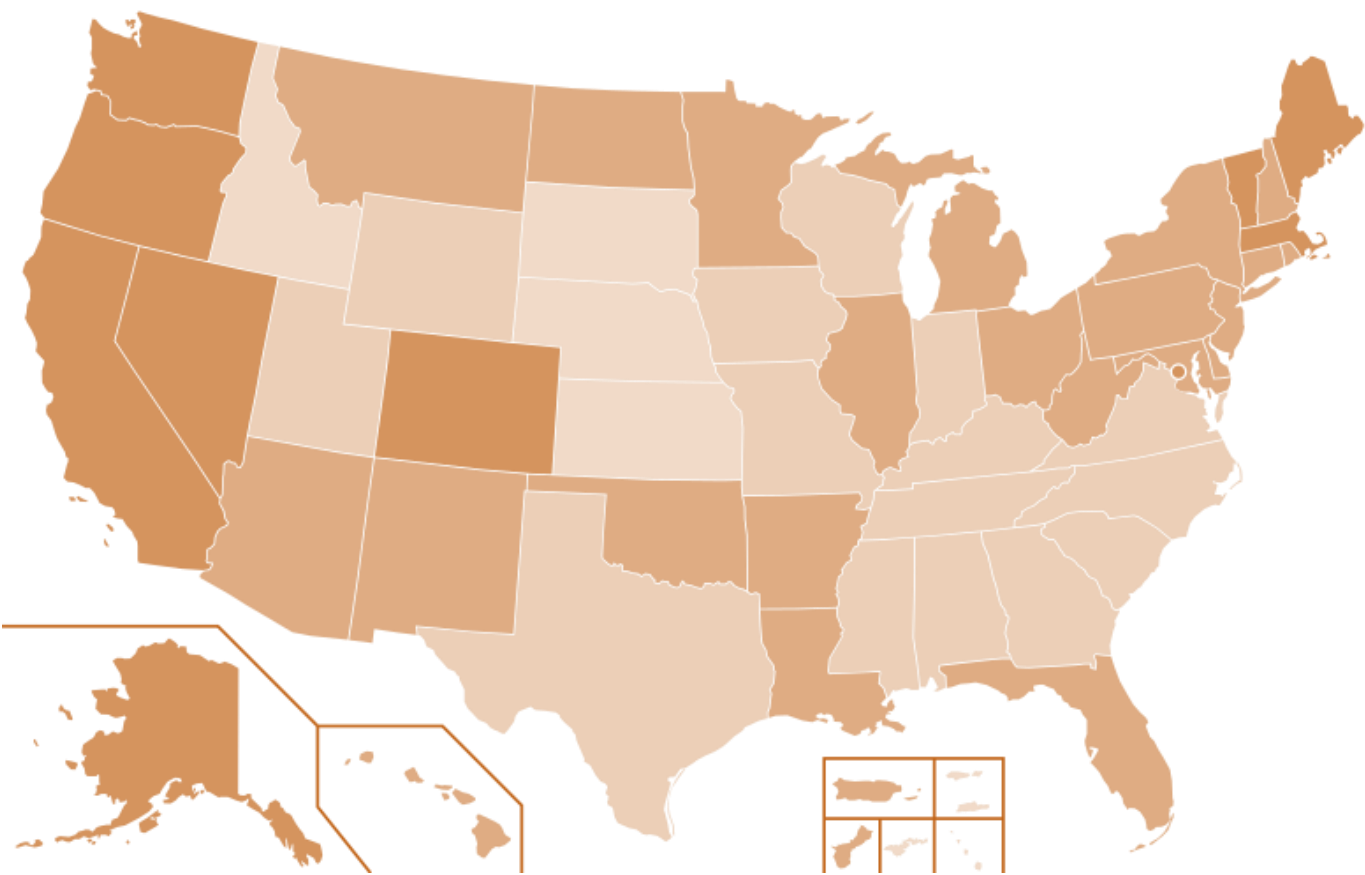
Sources of Information: Marijuana Business Daily, a division of Anne Holland Ventures Inc.

	Very Profitable	Modestly Profitable	Break Even	Losing Some Money	Losing Lot of Money
Medical dispensaries or recreational store	18%	41%	29%	11%	1%
Infused product manufacture	27%	27%	37%	7%	2%
Wholesale Cultivator	29%	31%	28%	10%	2%
Testing Labs	67%	33%			
Ancillary Services Firms	42%	27%	17%	13%	2%
Ancillary Technology & Product Companies	18%	36%	21%	18%	8%

Portion of Sector



Legality of cannabis in the United States



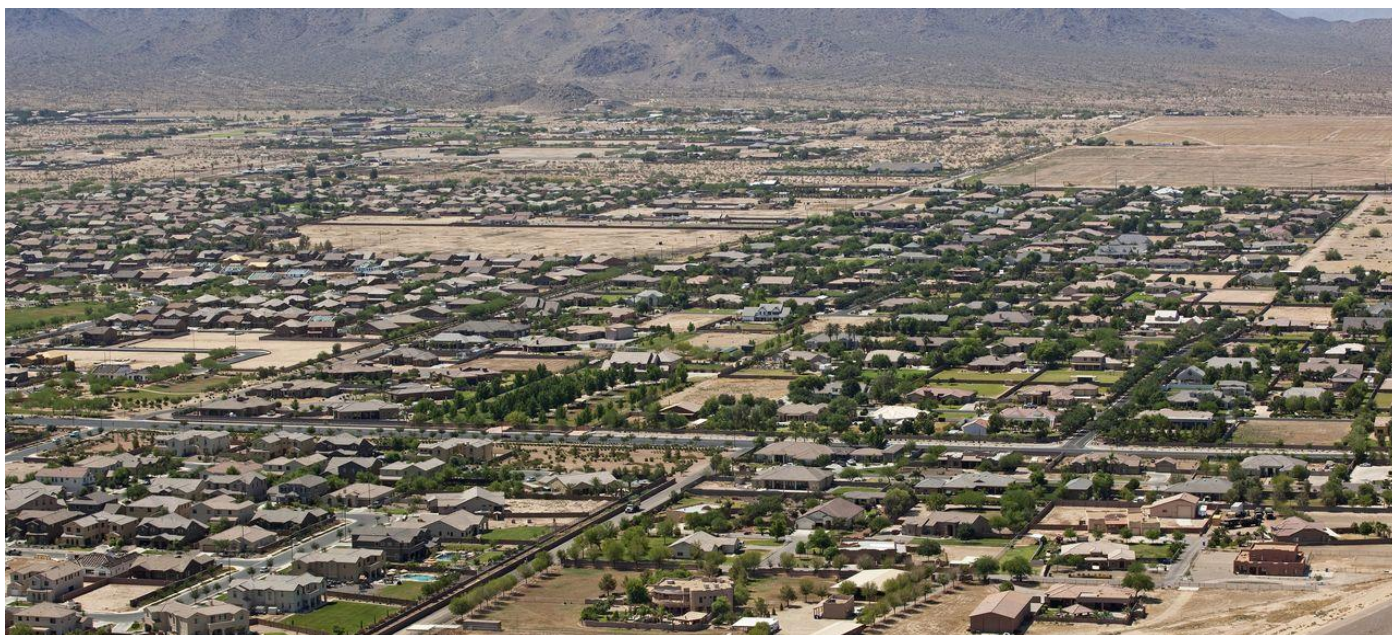
No doctor's recommendation required	Doctor's recommendation required	Limited THC content	Prohibited

According to the Marijuana Policy Project (MPP), currently 29 states in the U.S. has passed legislation to include effective medical cannabis laws; 18 states have more restrictive laws pertaining to low-THC, high-CBD cannabis; and 1 state with a very limited medical cannabis law. In total, 48 states acknowledge the medical benefits of cannabis. This trend will continue as 61% of Americans are in favour of cannabis legalization, according to the Pew Research Centre.

A close-up, top-down photograph of a person's hand holding a light-colored ceramic cup filled with dark coffee. The cup is positioned on the right side of the frame. The background is a rustic wooden surface with prominent horizontal grain lines and some darker, weathered patches. The lighting is soft and warm, creating a cozy atmosphere. The text 'MARKET OVERVIEW' is overlaid in white, bold, serif capital letters on the left side of the image.

MARKET OVERVIEW

Market Overview



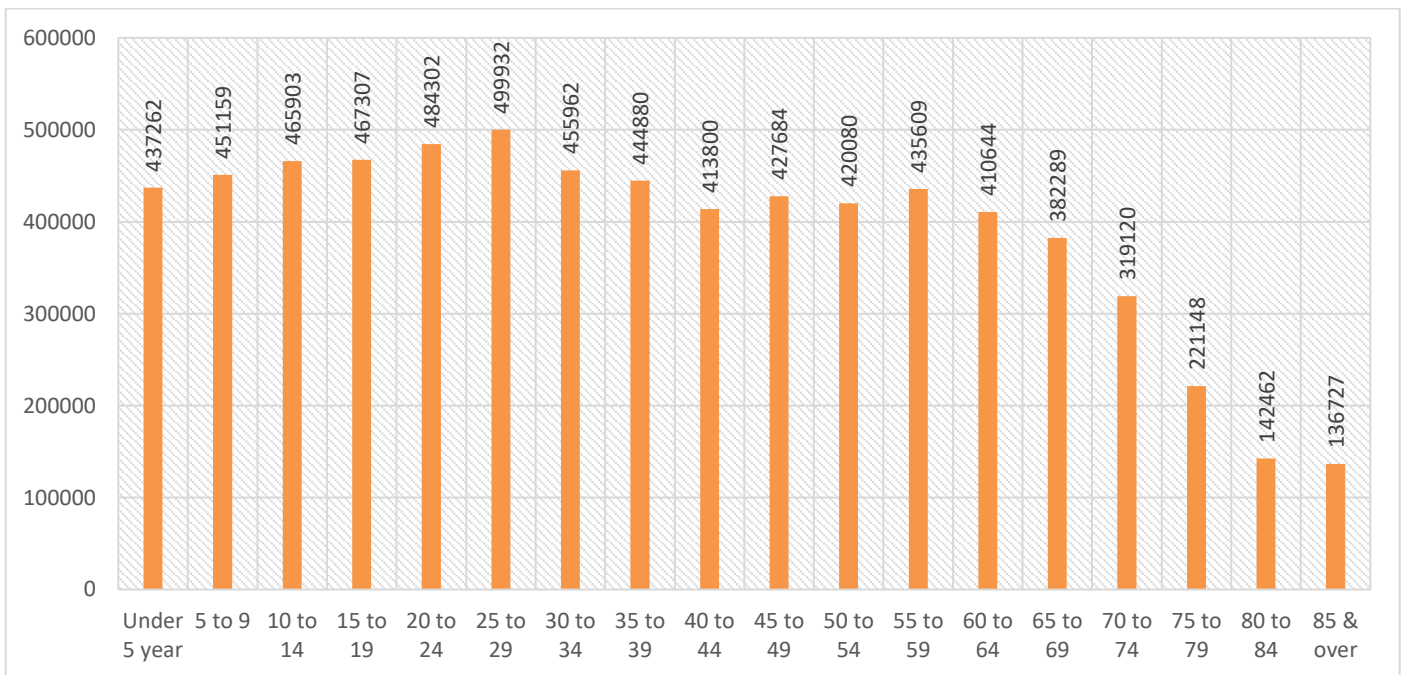
Arizona, USA

Market Quick Fact

Arizona is a U.S. state in the southwestern region of the United States. It is also part of the Western and the Mountain states. It is the sixth largest and the 14th most populous of the 50 states. Its capital and largest city is Phoenix.

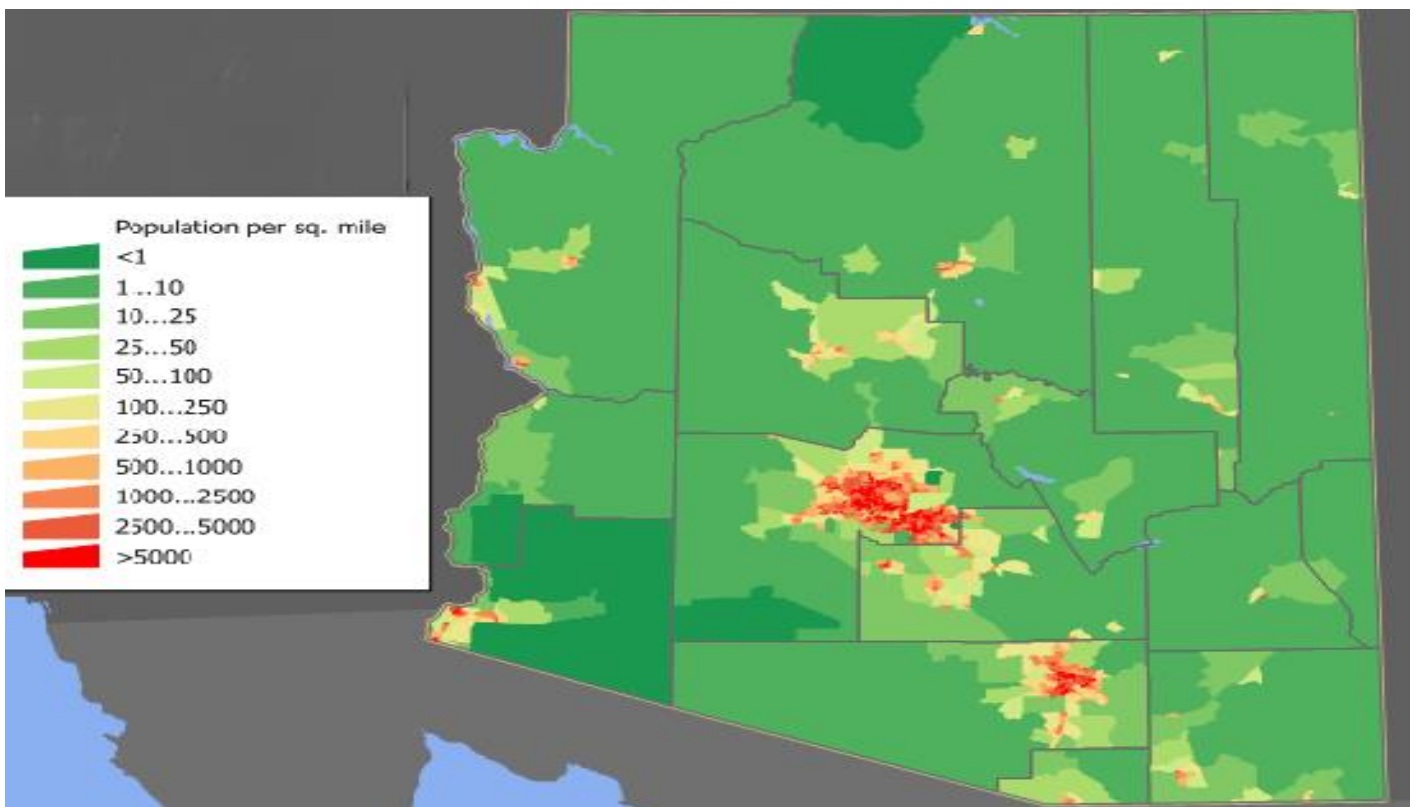
Total Area	: 113,990 Sq. mi
Total Population	: 7,016,270
Population Density	: 57/Sq. mi
Total Housing Units	: 2,999,157
Persons per household 2012-2016	: 2.69
Median household income in 2016	: \$51,340
Per capita income in past 12 months in	: \$ 26, 686
Person in poverty:	: 16.4%

Annual Estimates of the Resident Population for Selected Age Groups



Above data show population distribution across different age groups. **Source of Information:** Census Bureau.

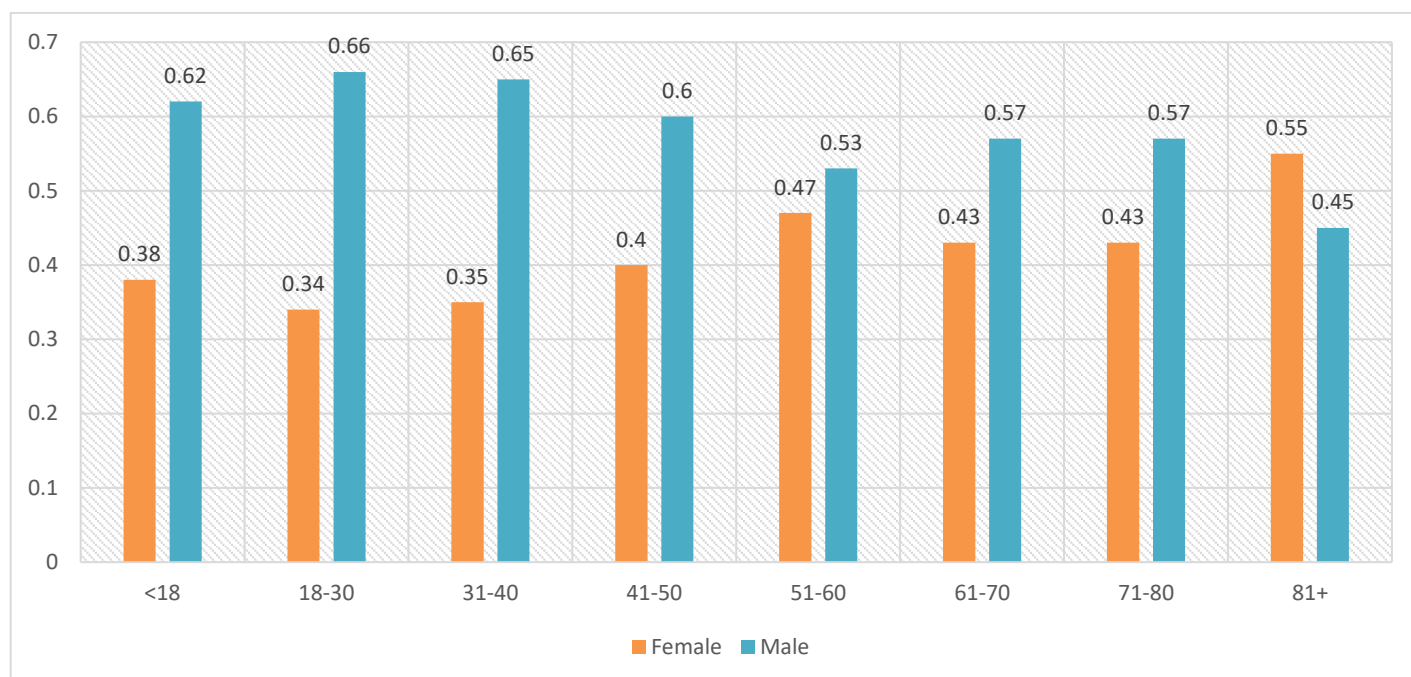
A population density map of Arizona



Arizona Medical Marijuana Active Qualifying Patients

Total Qualifying patients: 169,478

Arizona Medical Marijuana Active Qualifying Patients Characteristics by Gender and Age



Market Segmentation

Tangies Corp customer base in San Antonio is comprised of five target groups.

1. local residents
2. Arizona Medical Marijuana Active Qualifying Patients

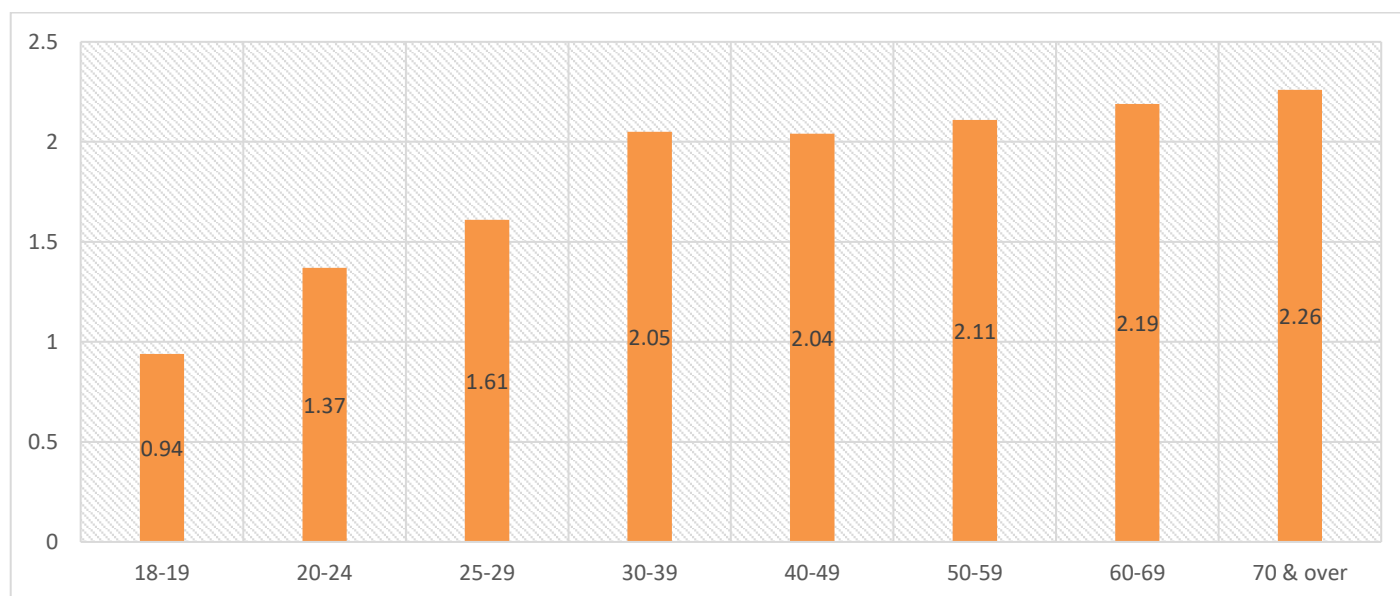
These groups are all potentially strong customer segments. The benefit of this mix of customers is that it helps maintain consistent business throughout the year.

The other customer segments (local residents and Arizona Medical Marijuana Active Qualifying Patients) provide a consistent foundation all year long.

Local residents: Arizona is also part of the Western and the Mountain states. It is the sixth largest and the 14th most populous of the 50 states.

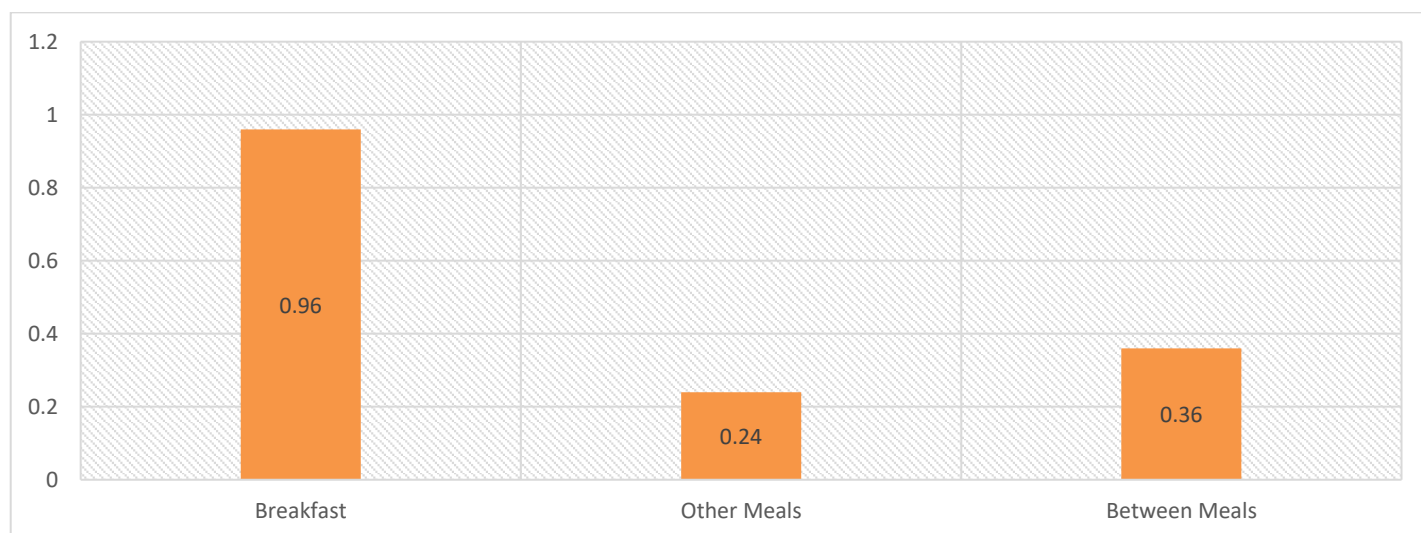
Arizona Medical Marijuana Active Qualifying Patients: In May 2018, there is total 169,478 qualifying patients registers under Arizona Medical Marijuana Act.

Total coffee per capita consumption in the USA in 2017, by age group (in cups per day)



This statistic shows the results of an online survey conducted by the National Coffee Association (NCA) from January 9 to January 23, 2017. U.S. survey respondents were asked how many cups of coffee they drink per day. The survey results revealed that the per capita coffee consumption of respondents in the age bracket between 30-39 years amounted to 2.05 cups per day.

Total coffee per capita consumption in the USA in 2017, by time of day (in cups per day)

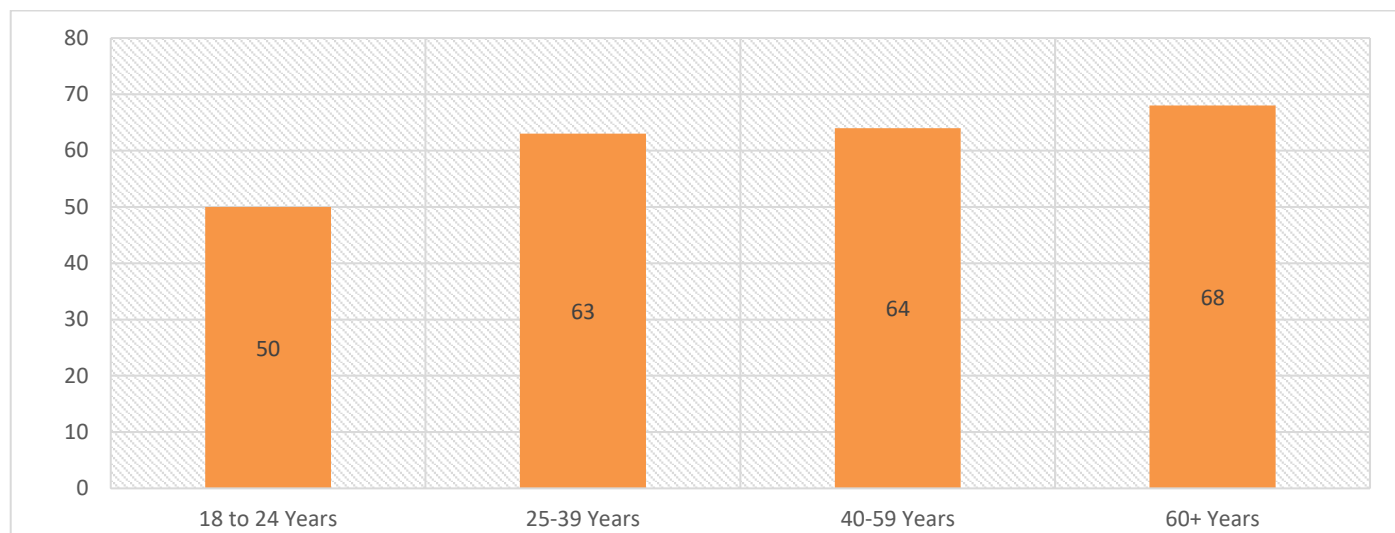


This statistic shows the results of an online survey conducted by the National Coffee Association (NCA) from January 9 to January 23, 2017. U.S. survey respondents were asked how many cups of

coffee they drink per day. The survey results revealed that the per capita coffee consumption during breakfast of respondents amounted to 0.96 cups per day.

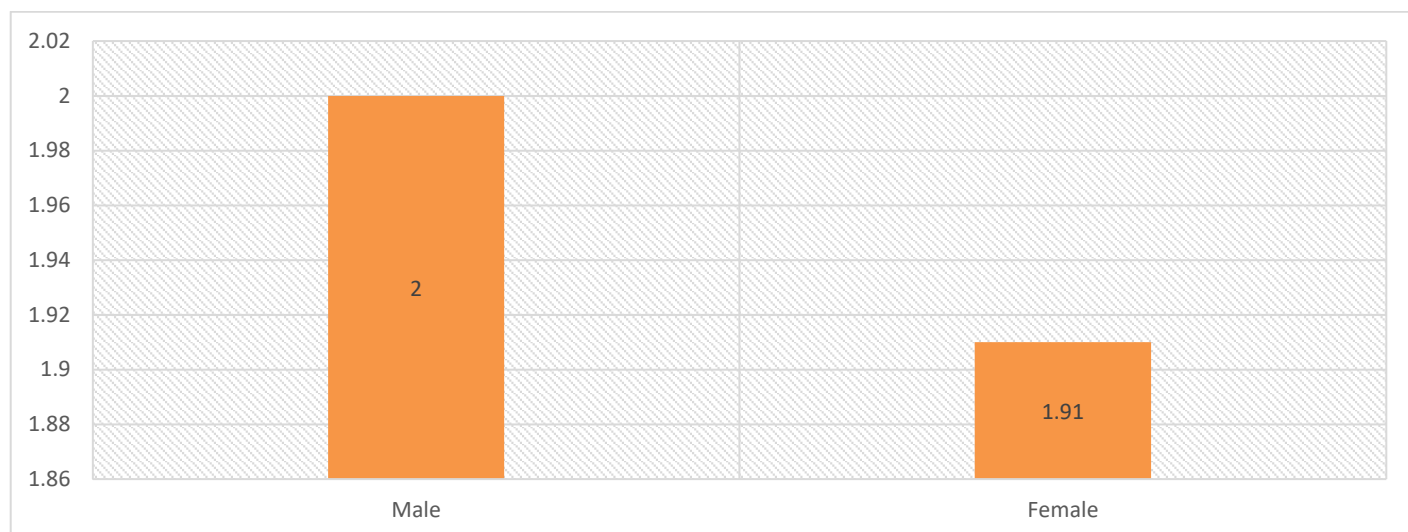
Consumer Behaviour

Share of coffee drinking consumers in the United States in 2017, by age group



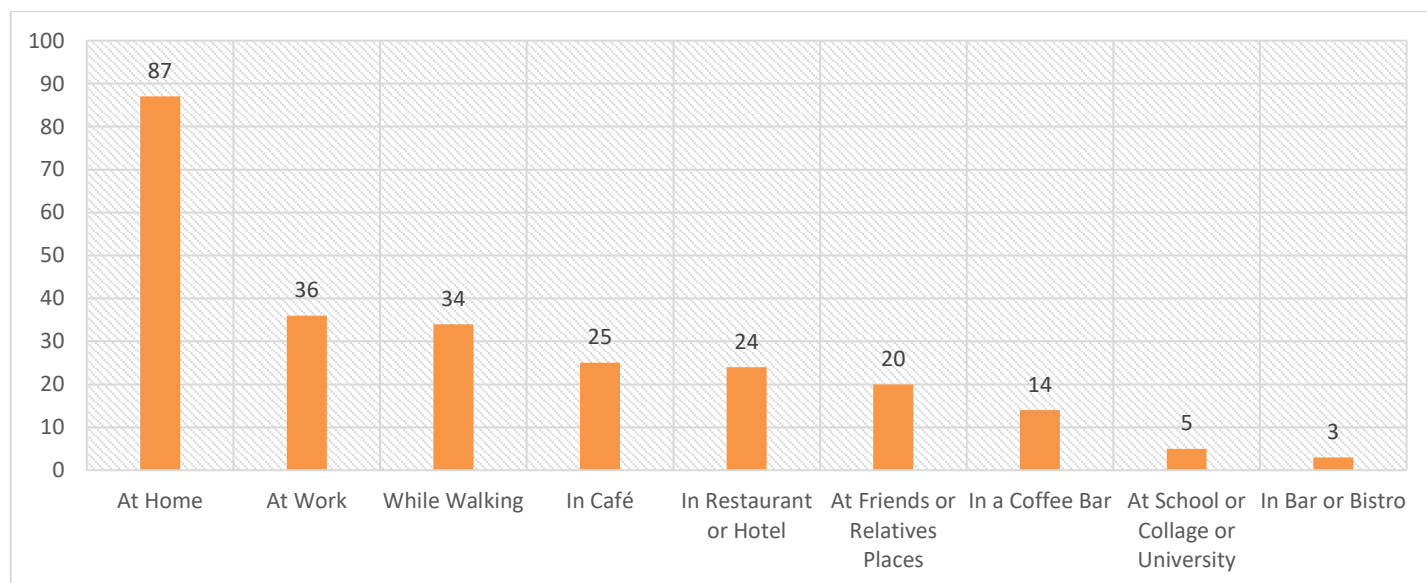
This statistic shows the results of an online survey conducted by the National Coffee Association (NCA) from January 9 to January 23, 2017. U.S. survey respondents were asked what kind of beverages they have drunk during the past day. The survey revealed that coffee penetration among U.S. consumers aged between 60 years and older was 68 percent.

Total coffee per capita consumption in the US in 2017, by gender (in cups per day)



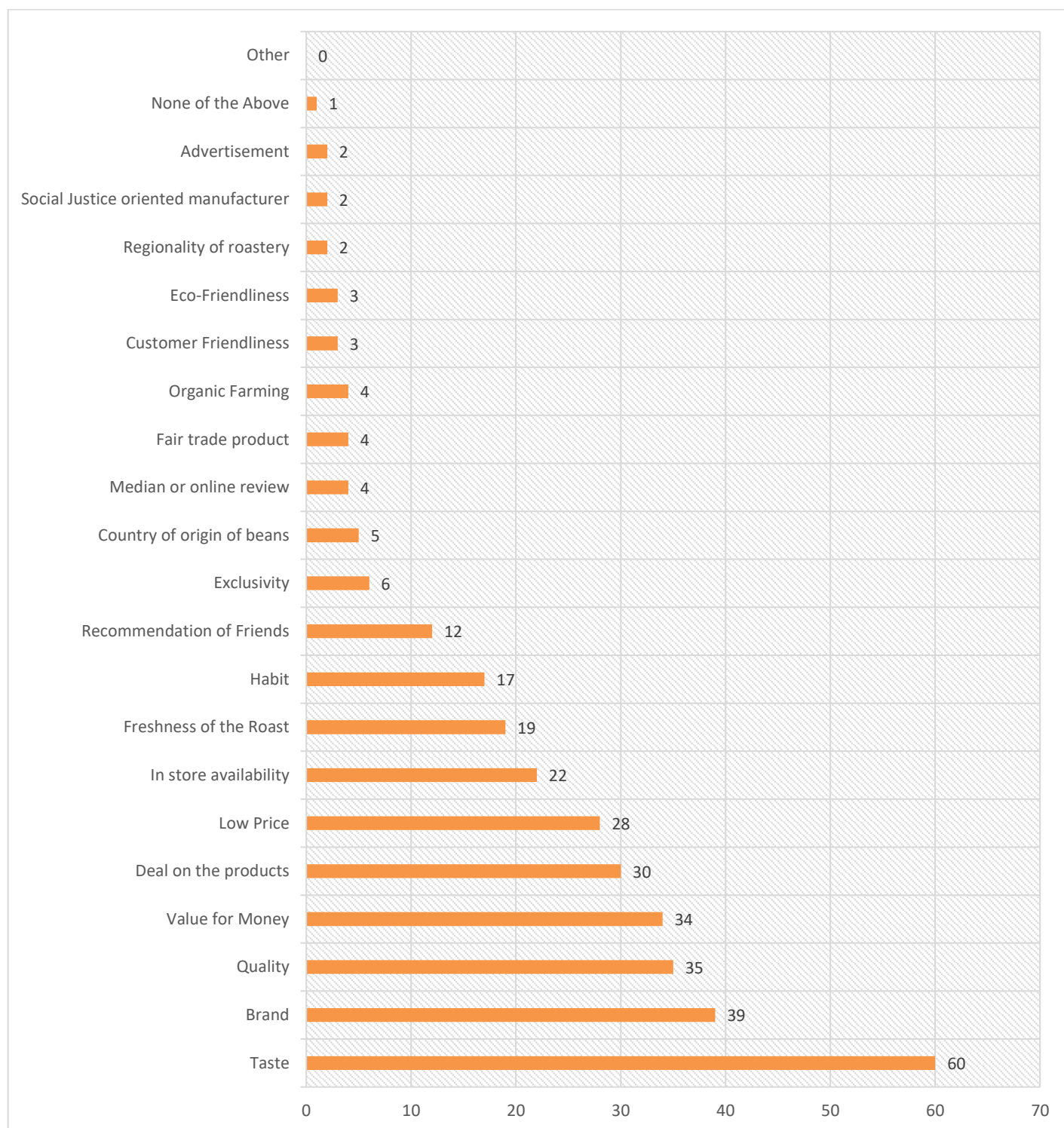
This statistic shows the results of an online survey conducted by the National Coffee Association (NCA) from January 9 to January 23, 2017. U.S. survey respondents were asked how many cups of coffee they drink per day. The survey results revealed that the per capita coffee consumption of female respondents amounted to 1.91 cups per day.

Coffee consumption in the U.S. 2017, by location in %



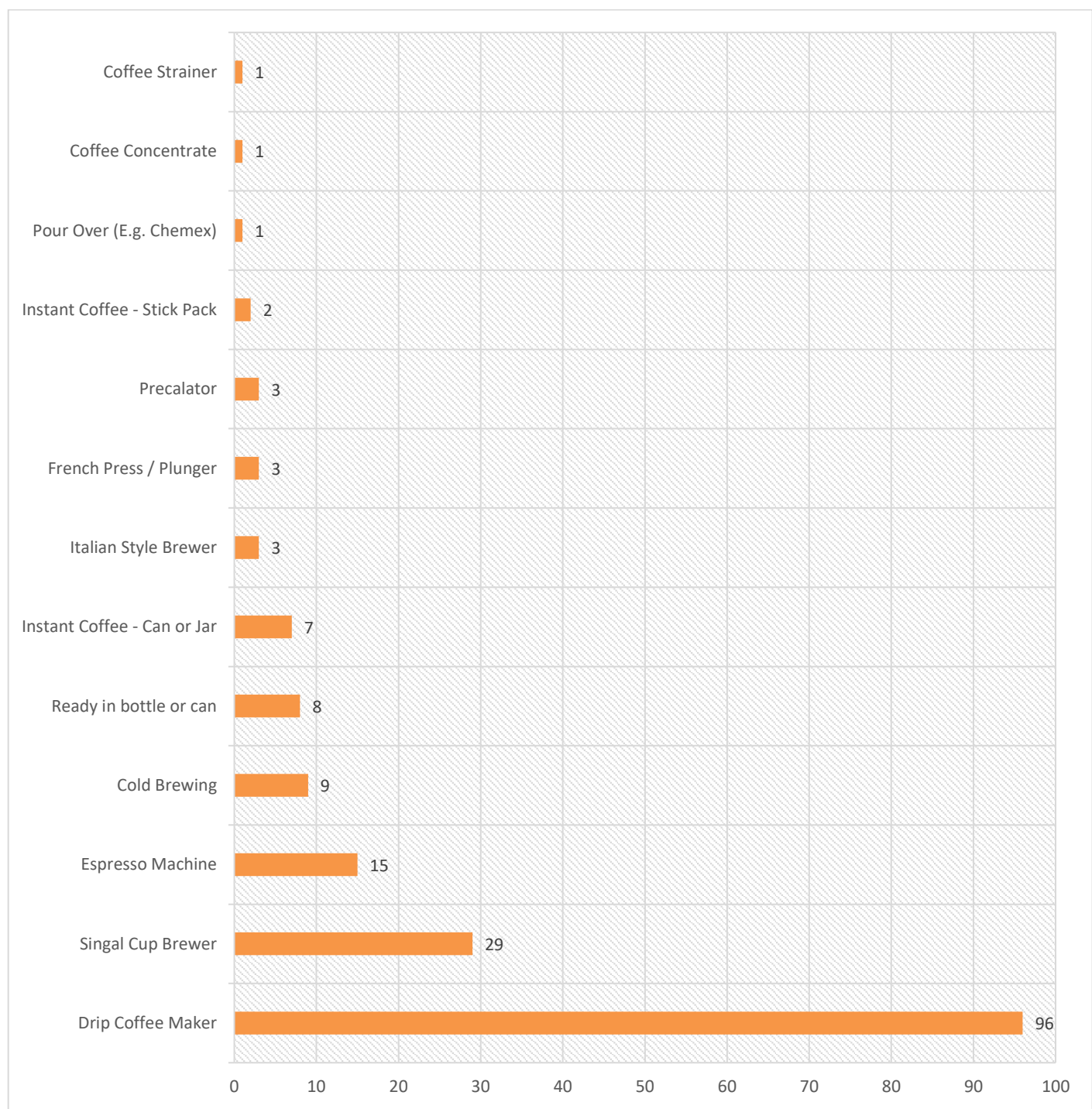
The statistic highlights the results of an online survey conducted in February 2017. U.S. survey respondents were interviewed where they usually drink coffee. The survey results revealed that 87 percent of the respondents consume coffee at home.

U.S. consumers Based on which criteria do you usually select your coffee.



This statistic presents the results of a survey among U.S. consumers. The survey was fielded online in February 2017, asking the respondents to rate the determining factors when purchasing coffee. Some 60 percent of U.S. consumers indicated the taste of the coffee as a key buying factor.

Method of preparation among past-day coffee drinkers in the United States in 2017



This statistic shows the results of an online survey conducted by the National Coffee Association (NCA) from January 9 to January 23, 2017. U.S. survey respondents were asked which preparation method they have used for their past-day coffee consumption. Some 46 percent of the respondents reported to have consumed coffee brewed by a drip coffee maker the day before. Drip coffee makers continued to be the most used coffee preparation method, followed by single-cup brewing systems.

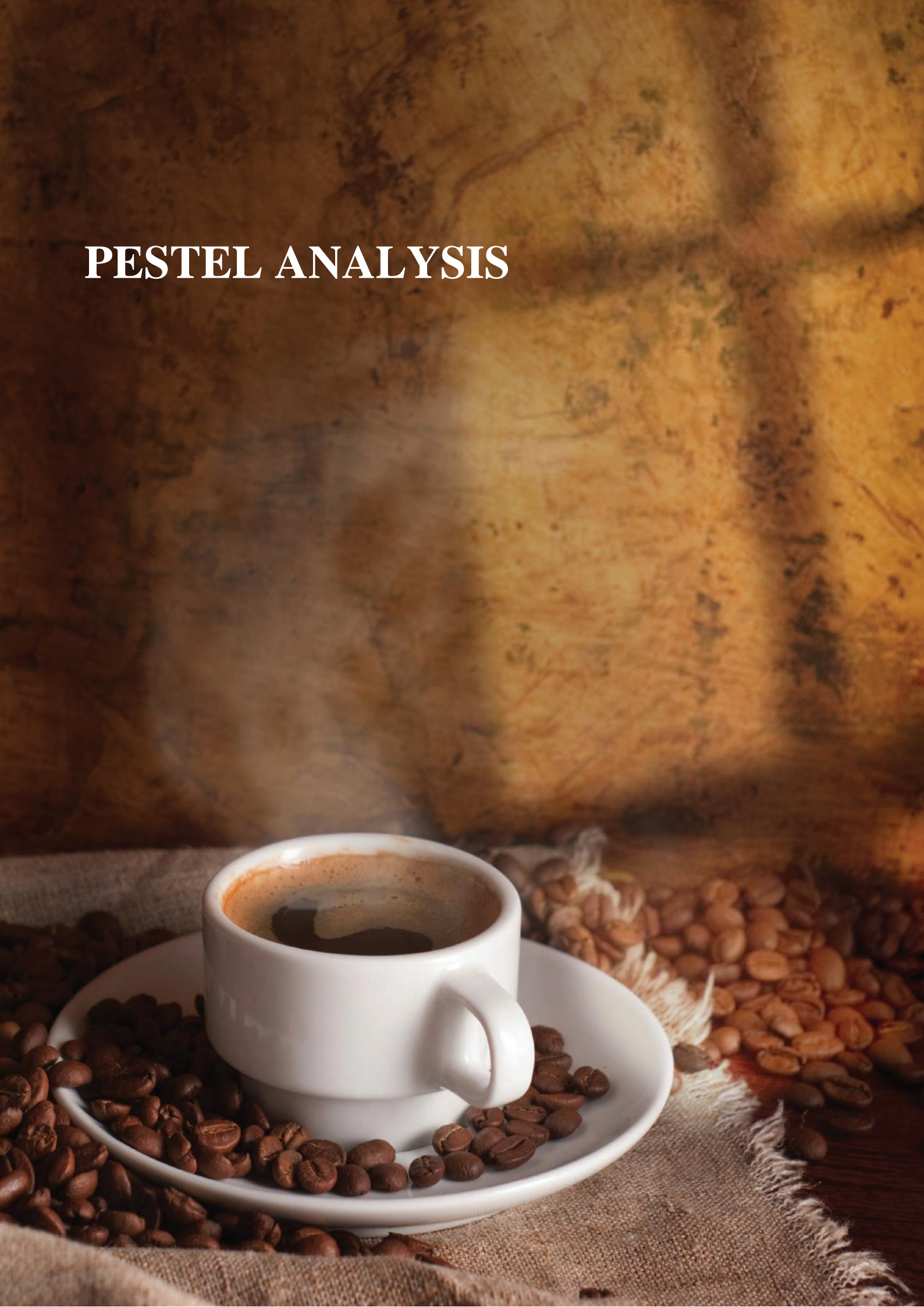
S.W.O.T ANALYSIS



S.W.O.T. analysis

Strengths	Weaknesses
<ol style="list-style-type: none">1. Produces extremely good quality and taste2. Offering different varieties of coffee3. Excellent Customer services4. Unique experience offering to the customer with a quality product5. Medical use of product infused with CBD6. Brand new market with less competitors	<ol style="list-style-type: none">1. No customer base2. Less awareness about the brand within customers3. High marketing cost4. High competition5. Business commencing at small scale6. Higher starting cost as compared to normal café7. Possible addiction of Cannabis infused product8. Corruption and violence's involve with Cannabis business.
Opportunities	Threats
<ol style="list-style-type: none">1. Relatively new market-Blue Ocean Industry2. The coffee industry is one of fastest growing industry3. The fastest growing trend in generation x and millenniums4. Increasing consumer demand for a personalised level of services5. Tie-ups with other companies for promotion6. Ability to attract the different type of customer	<ol style="list-style-type: none">1. There is a lot of coffeehouses to replaces the proposed concept2. Changing taste of consumer with time3. The possibility of another coffeehouse opening in surrounding area4. Possibility of change in State and Government regulation5. Possibility of change in social opinion about Cannabis infused product

PESTEL ANALYSIS



PESTEL Analysis

Political

Government support for infrastructure creates the opportunity Tangies Corp to access more market or suppliers. (Opportunity)

Increasing pressure for business to trade ethically by become socially, environmentally and economically responsible. (Threat)

Frequently changing government policy and restriction on import and export. (Threat)

Economic

The large amount of investment in equipment, labour, and material need for services. (Threat)

Retail sales of coffee keep growing at a healthy rate. (Opportunity)

The decline in retail sales of traditional coffee such as instant and ground coffee and whole beans. (Opportunity)

Social

Customers are becoming more health conscious. (Opportunity and Threat)

Increasing interest of the customer in premium and herbal tea product infused with CBD. (Opportunity)

Technology

High tech coffee brewing machine increases speed and quality of work. (Opportunity)

High tech equipment and premium ingredient are now easily accessible and are used to make a variety of hot and cold beverages that are sold in the coffee shop. (Opportunity)

Automation in industry to production and customer services area. (Opportunity)

Environmental

People and governments are favouring the brands that favour the environment. (Opportunity and Threat)

The material used for services delivery is not biodegradable. (Threat)

The probability of poor land productivity because of the environmental disasters. (Threat)

Legal

Frequently changing tax policy and employment law. (Threat)

Strict Food Safety modernisation act. (Threat)

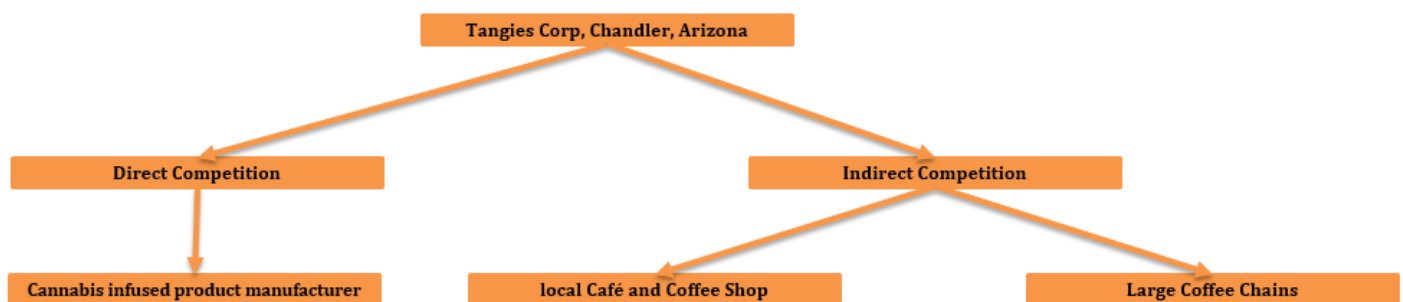
Strict Narcotic regulation. (Threat)

Policies and regulations by health authorities on caffeine production and consumption leads to the new standards of product quality that companies will need to achieve. (Threat)

A close-up, top-down photograph of a person's hand holding a white ceramic cup filled with dark coffee. The cup is resting on a rustic, dark brown wooden surface with visible grain and some wear. The lighting is warm and focused on the cup and hand, creating a cozy atmosphere. The text 'COMPETITIVE ANALYSIS' is overlaid in white, bold, serif capital letters on the left side of the image.

COMPETITIVE ANALYSIS

Arizona State have too much competition for coffee shop and coffee product sales. This also represents there is scope for more coffee shop and sales. Speciality coffee and tea products like Tangies Corp can differentiate themselves out of other coffee and tea shops. The direct competitor for Tangies Corp is brick and wall Local Coffee Shop and Large Coffee Chain operator. There is also indirect competition form the restaurant business and instant coffee product available for retail. Following Figure Shows different competition for Tangies Corp in San Antonio city:



Indirect Competition

Competition from local Café and Coffee Shop from Arizona State

Competition From local store is important as completion from Large Coffee Chain. Local Store Create Appalling experiences for the customer. Local customer prefer them because they let them feel as home, tourist prefers them because change form everyday life.

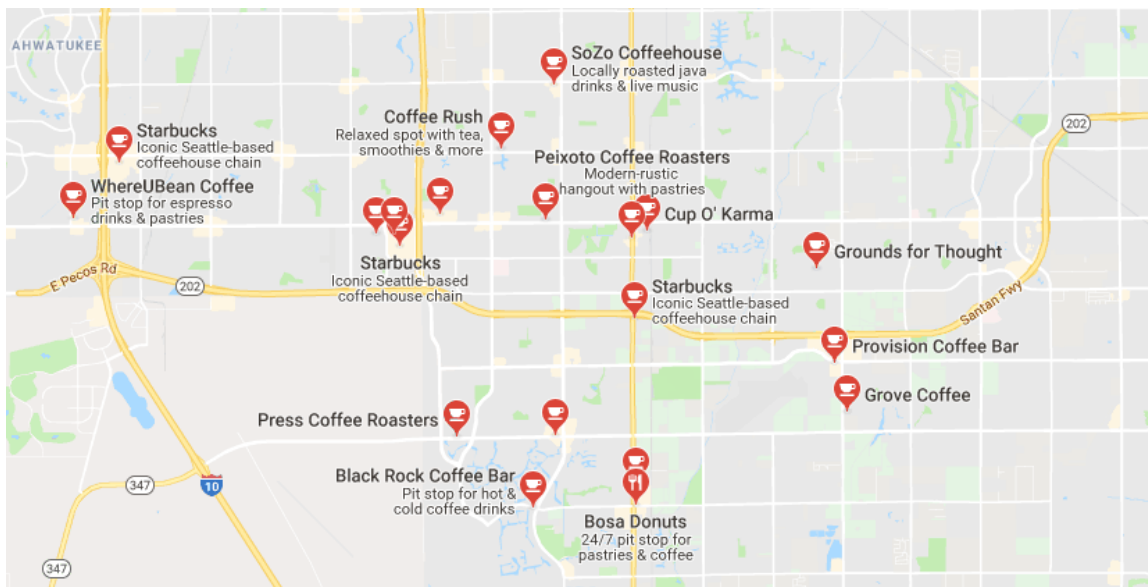
There are numbers of Local Coffee House, Café and Coffee Retailer is present in Arizona State. However, there is only few noticeable speciality retailer for coffee and tea products infused with CBD.

Competition from the largest coffee chain store operator

Name	# of units in USA	Sales Revenue in 2016
Starbucks	14155	3,63,89,000
Dunkin' Donuts	8828	82,26,100
Panera Bread/Saint Louis Bread Co.	2017	51,32,000
Tim Hortons	683	7,60,000
Einstein Bros. Bagels	395	381400
Corner Bakery Cafe	196	3,75,830

Peet's Coffee & Tea	241	2,71,900
Caribou Coffee	405	2,55,000
The Coffee Bean & Tea Leaf	310	1,99,100
Dutch Bros. Coffee	262	1,98,500
Bruegger's Bagels	260	1,96,500
Biggby Coffee	260	1,30,000

Largest Coffee chains are very dangerous competitor. This competitor can invest more money in marketing than local competitor can. In addition, tourists from the outside city mostly preferred brand they know like the countrywide brand of Coffee Chain.



Direct competition from Cannabis infused product manufacturer in Chandler



Vapor Trail Smoke Shop

Phone: (480) 855-2924

1050 E Ray Rd

#3 Chandler, AZ 85225



12 Monkey \$5.99/per 10mg K-cup (12 per box)

K-Cup Will brew coffee onsite if you bring a cup

Bio Force (AZ manufacturer) - not in stock

Bean only

Green Roads \$24.99/per 3oz.bag

Beans only



**High Maintenance
Smoke Shop**

Phone: (480) 730-0420

4980 W Ray rd

#420 Chandler, AZ 85226

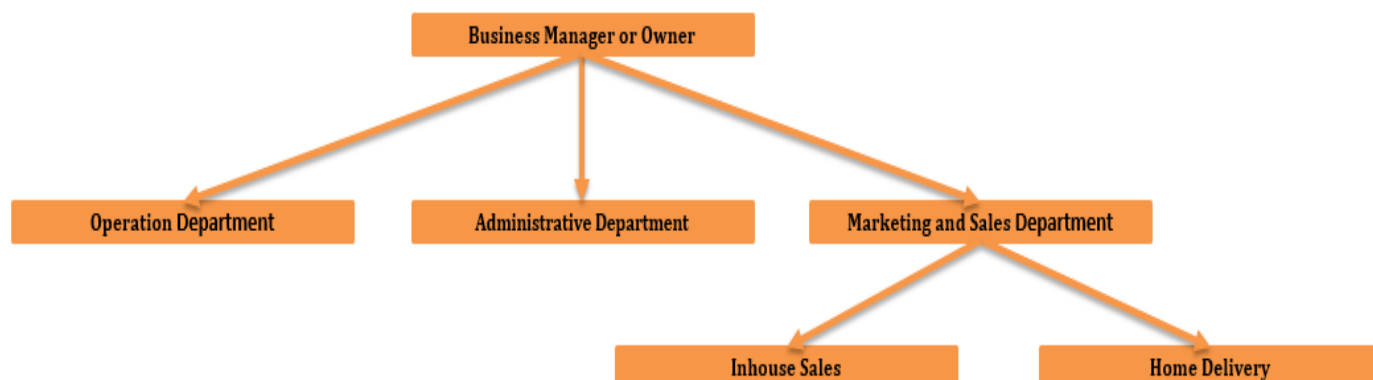


**Green Roads \$39.99/per 3oz.bag
Beans only**

ORGANISATIONAL PLANNING



Organisational chart



Our organisation is planning to expand in a short amount of time. So well-structured management teams can boost organisational growth even more.

Operational Department takes over the procurement of raw material, manufacturing, and packing activities. While the Sales department focuses on expanding sales territory. So as marketing department support sales department to create a brand image in consumers.

Administrative department is one keep central control over all activities of the organisation and focus on business development with other organisation.

Working Hours:

Day	Working Hours	Happy Hours
Monday	08:00 AM - 10:00 PM	03:00 PM - 05:00 PM
Tuesday	08:00 AM - 10:00 PM	03:00 PM - 05:00 PM
Wednesday	08:00 AM - 10:00 PM	03:00 PM - 05:00 PM
Thursday	08:00 AM - 10:00 PM	03:00 PM - 05:00 PM
Friday	08:00 AM - 10:00 PM	03:00 PM - 05:00 PM
Saturday	08:00 AM - 10:00 PM	-
Sunday	08:00 AM - 10:00 PM	-

Recruitment Plan

Requirement Identification

- Identify Gap and determine Job Responsibility for job position
- Identify Qualification and Experiences required

Advertising

- Local New Paper and word of mouth using friends and relatives
- Online Portal like Indeed, Linkldin, and Monstor.com

Resume Collection and Review

- Evaluate resume according to Qualification experiences

Interviewing

- Determine type of interview like Face to face interview, Demonstration

Selection

- Select best Match to your job position

Making Offer

- Use negotiation techniques to determine compensation
- Write the offer letter or employment agreement

Training programs

Staff should be trained in Operation Guideline, Safety Guideline and workplace Policy. This training helps develop standardised working environment.

To improve skill of chefs, they will be motivated to participate into different workshops, Webinar and competitions. Managers will be trained in accounting, operation and leadership skill.

Webinar

Workshops

Competition

Skill retention strategies

Standard operating procedures, safety Guideline and Policy Guideline are provided for retain skill of employee for continuous Quality, safety and harmonisation in working environment.

SOP

Policy Guideline

Safety Guideline

MARKETING PLANNING



Promotional strategy

Print Media Advertising: Brochures and Guides, Newspaper, Business Card, Banners.

This type of advertisement can create awareness in local resident about our business.

Mail-out and Media Release

Mail out and media release creates brand recall to customer.

Online Advertising and Social Media Campaign: Google AdWords, Facebook, and Website

This advertisement targeted to Food and Restaurant interested people in Atlanta city in Georgia, USA

Event and give away

An event helps our brand to create strong presences in market and reach people efficiently.



Brand Building

Online

- Business Website
- Post Your Menu Online
- Use Social Media
- Develop a Customer Database
- Brand Your Restaurant Digitally
- Optimize for Search Engines and Local Traffic
- Engage Your Customers
- Take Orders Online

Objective

Building Brand
Name in market
after Opening

Print

- Brochures and Guides
- Banners
- Post cards
- Flyers
- Billboards
- Newspaper
- Local Publishing
- Mail-out

Guerrilla marketing

- Event and give away
- Word of mouths

Growth Strategy

Tangie's Corp

Highest-quality infused coffee

Tangie's Corp believes to maintain standards for the selection, roasting and fresh delivery of coffee beans and beverages.

Customer Service

Tangie's Corps goal is to develop customers who are "enthusiastically satisfied" every time they visit a Starbucks store. The Company depends on a high level of repeat business and views the quality of its customer interaction with employees as critical to its long-term success.

Vertical Integration

In order to manage costs and ensure compliance with the Company's rigorous standards of freshness, quality and consistency, the company controls its coffee sourcing, roasting, and retail sales. The company believes this vertical integration in future provides significant competitive advantages.

Health improving products

The Coffee product provided by Tangie's corp will be infused with high quality CBD. Coffees, teas and pastries are infused with CBD and provides relief of pain and helps with stress.

Four pillars of Marketing Plan

Online Marketing

Online Partnering

Restaurant search and discovery service

- Yelp
- Foursquare
- Urbanspoon
- Zomato
- TripAdvisor

Objective

Increase customer
through online
channel

Partnering

Objective

Increasing Revenue
Stream and reduce
operating cost

- Local Delivery Services
- Local Community Services
- Partnering with raw coffee provider
- Partnering with Coffee importer internationally

Expansion Strategy

- Start a food chain
- Franchise or license
- Join forces with an existing restaurant
- Experiment with another concept completely like coffee products for weight loss.
- New Restaurant in new geographic location outside Arizona
- Go global - Cross the border

Objective

Expand Business
for more revenue

Exit Strategy

Objective

Exit from business
in case of failure

Sell It

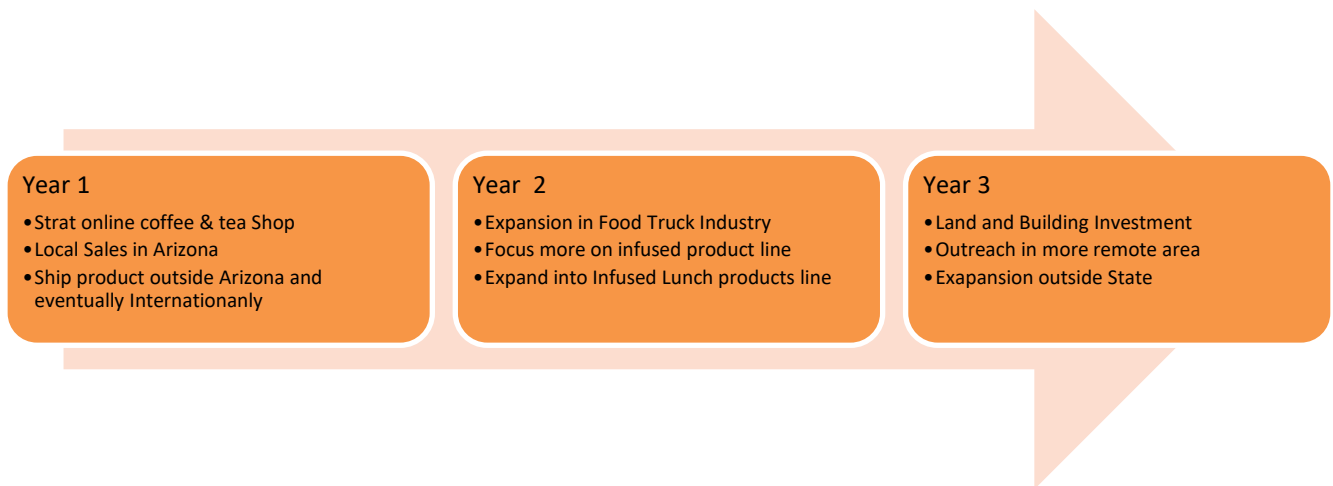
- A sale is always an option: the question is how much can you get for your company?. The key is to find suitable buyers who assign a high value to your company. Generally, the more potential buyers, the better, since then you can establish a market price.

A close-up, top-down photograph of a person's hand holding a white ceramic cup filled with dark coffee. The cup is resting on a rustic, light-brown wooden surface with visible grain and some dark spots. The lighting is warm and soft, creating a cozy atmosphere. The text "FINANCIAL PLANNING" is overlaid in white, serif, all-caps font in the lower-left quadrant of the image.

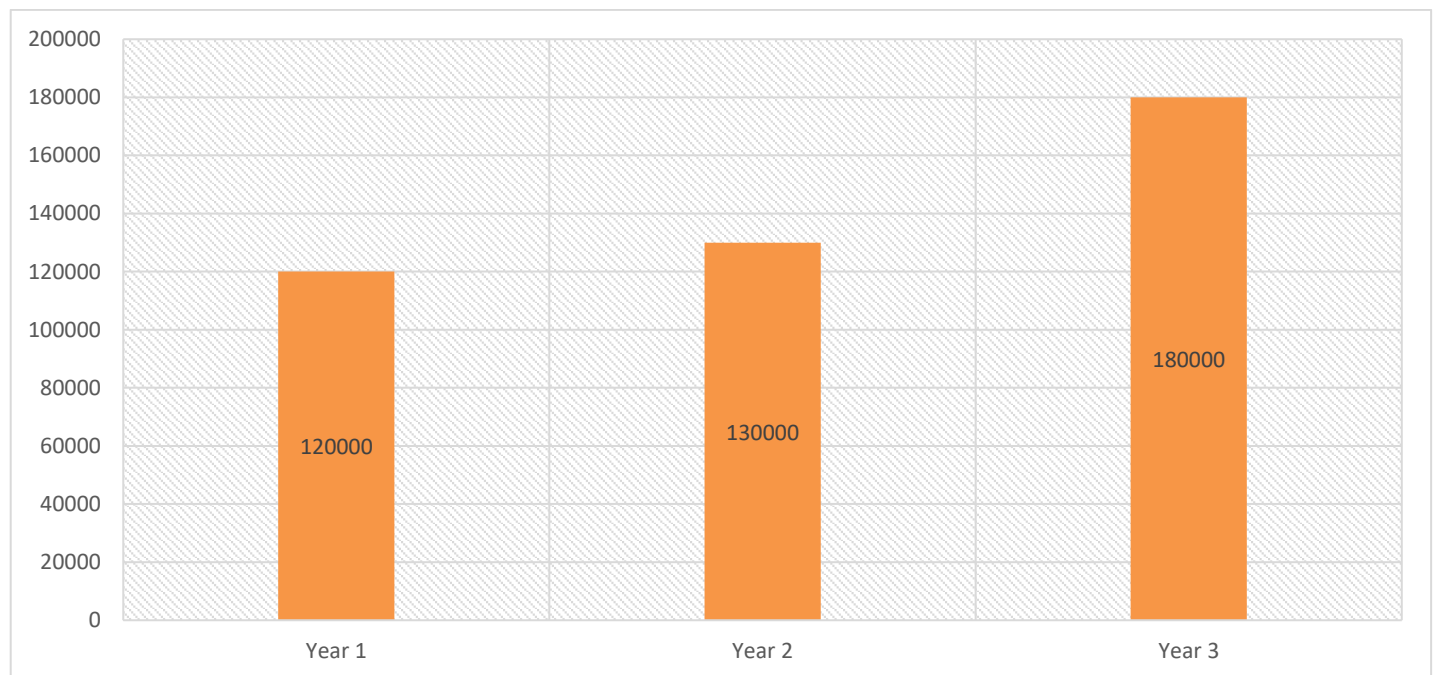
FINANCIAL PLANNING

Investment Plan

This business model involve continues growth of business. So continuous investment into business is critical point of attention. Following Diagram display all investment plan in next three year.



Funding Requirement by each year



Start Up Funding

Particulars	Year 1	Year 2	Year 3
Fixed Assets			
Land and Building	0.00	0.00	100000.00
Equipment and Vehicles	60000.00	100000.00	20000.00
Cash in Hand	15000.00	15000.00	15000.00
Furniture and fixtures	20000.00	5000.00	35000.00
Other fixed assets	5000.00	5000.00	5000.00
Total fixed assets	100000.00	125000.00	175000.00
Start-up Expenses			
Legal	1500.00	1500.00	1500.00
Office Supplies (Computer, Printer)	1000.00	1000.00	1000.00
Stationery & Sign	500.00	500.00	500.00
Initial Sales and Promotion	5000.00	0.00	0.00
Professional Consulting	1000.00	500.00	500.00
Website Development	1000.00	0.00	0.00
Deposits	5000.00	1000.00	1000.00
Good Will	0.00	0.00	0.00
Other malicious expenses	5000.00	500.00	500.00
Total Start Up Expenses	20000.00	5000.00	5000.00
Total Funding	120000.00	130000.00	180000.00
Start Up Funding			
Direct Investment	120000.00	130000.00	180000.00
Loan	0.00	0.00	0.00
Total Investment	120000.00	130000.00	180000.00

Product Pricing

Product	Type	Weight	Raw Coffee Cost	Regular Coffee Retail Price	Infused Coffee Retail Price
Sumatra Black Satin	Drip Grind	1 lbs	9.69	14.99	22.00
Organic Sumatra 'Gayo Mountain'	Whole Bean	1 lbs	10.49	16.99	24.00
Italian Roast Blend	Drip Grind	1 lbs	8.89	12.99	20.00
Organic French Roast	Whole Bean	1 lbs	9.09	16.99	24.00
Organic Guatemala 'Santiago Atitlan'	Whole Bean	1lbs	9.89	16.99	24.00
Organic Peru 'Andes Gold'	Drip Grind	1lbs	8.49	16.99	22.00
Colombia Supremo ' LA Valle Verde'	Drip Grind	1 lbs	8.49	14.99	25.00
Kenya AA	Whole Bean	1 lbs	11.09	17.99	22.00
Ethiopia Yirgacheffe	Drip Grind	1 lbs	9.09	14.99	22.00
Guatemala Antigua	Drip Grind	1lbs	8.09	14.99	24.00
Organic Bali 'Blue Moon'	Whole Bean	1lbs	10.49	16.99	19.00
Decaf French Roast	Drip Grind	1lbs	8.49	11.99	22.00
Decaf Costa Rica Reserve	Whole Bean	1lbs	8.89	14.99	25.00
Decaf Swiss Water Sumatra Mandheling	Whole Bean	1 lbs	11.09	17.99	18.00
Japan Sencha Green Tea		1/2 lbs	6.24	10.99	18.00
Japan Sencha Kyoto Cherry Rose Tea		1/2 lbs	7.49	11.99	22.00
White Tea		1/4 lbs	5.00	11.99	18.00
Cranberry Apple Tisane		1/2 lbs	7.24	13.95	27.00
Blue Eyes Tisane		1/2 lbs	7.24	13.95	27.00
Jamaica Blue Mountain Blend	Drip Grind	1 lbs	14.49	21.99	34.00
Kona Blend	Drip Grind	1 lbs	19.95	21.99	34.99
Average Prices			9.52	15.61	23.52

Sales Forecast

Sales Forecast Assumption:

1. Sales is forecasted in three case scenario- Low Sales Scenario, Moderate Sales Scenario, and Best Sales Scenario
2. Increase in sales by 33 % each year.
3. Regular Coffee contribute 40 % of Total Sales.
4. Infused Coffee contribute 60 % of Total Sales.

	Low sales Scenario			Moderate Sales Scenario			Best Sales Scenario		
	Year 1	Year 2	Year 3	Year 1	Year 2	Year 3	Year 1	Year 2	Year 3
Total unit sales per month	2000.00	2660.00	3537.80	3000.00	3990.00	5306.70	5000.00	6650.00	8844.50
Total unit sales per year	24000.00	31920.00	42453.60	36000.00	47880.00	63680.40	60000.00	79800.00	106134.00
Regular Coffee Retail (40% of Sales)	9600.00	12768.00	16981.44	14400.00	19152.00	25472.16	24000.00	31920.00	42453.60
Regular Coffee Avg. Retail Price per unit	15.61	16.61	17.61	15.61	16.61	17.61	15.61	16.61	17.61
Regular Coffee Total Retail Sales	149856.00	212076.48	299043.16	224715.43	318023.52	448443.44	374525.71	530039.20	747405.74
Infused Coffee Retail (60% of Sales)	14400.00	19152.00	25472.16	21600.00	28728.00	38208.24	36000.00	47880.00	63680.40
Infused Coffee Avg. Retail Price per unit	23.52	23.52	23.52	23.52	24.52	25.52	23.52	24.52	25.52
Infused Coffee Total Retail Sales	338688.00	450455.04	599105.20	508032.00	704410.56	975074.28	846720.00	1174017.60	1625123.81
Total Sales	488544.00	662531.52	898148.36	732747.43	1022434.08	1423517.73	1221245.71	1704056.80	2372529.54
Coffee Cost per unit	9.52	10.52	11.52	9.52	10.52	11.52	9.52	10.52	11.52
Total Cost Incurred	228480.00	335798.40	489065.47	342720.00	503697.60	733598.21	571200.00	839496.00	1222663.68
Gross Margin	260064.00	326733.12	409082.89	390027.43	518736.48	689919.52	650045.71	864560.80	1149865.86
% of Margin	53%	49%	46%	53%	51%	48%	53%	51%	48%

Personal Cost

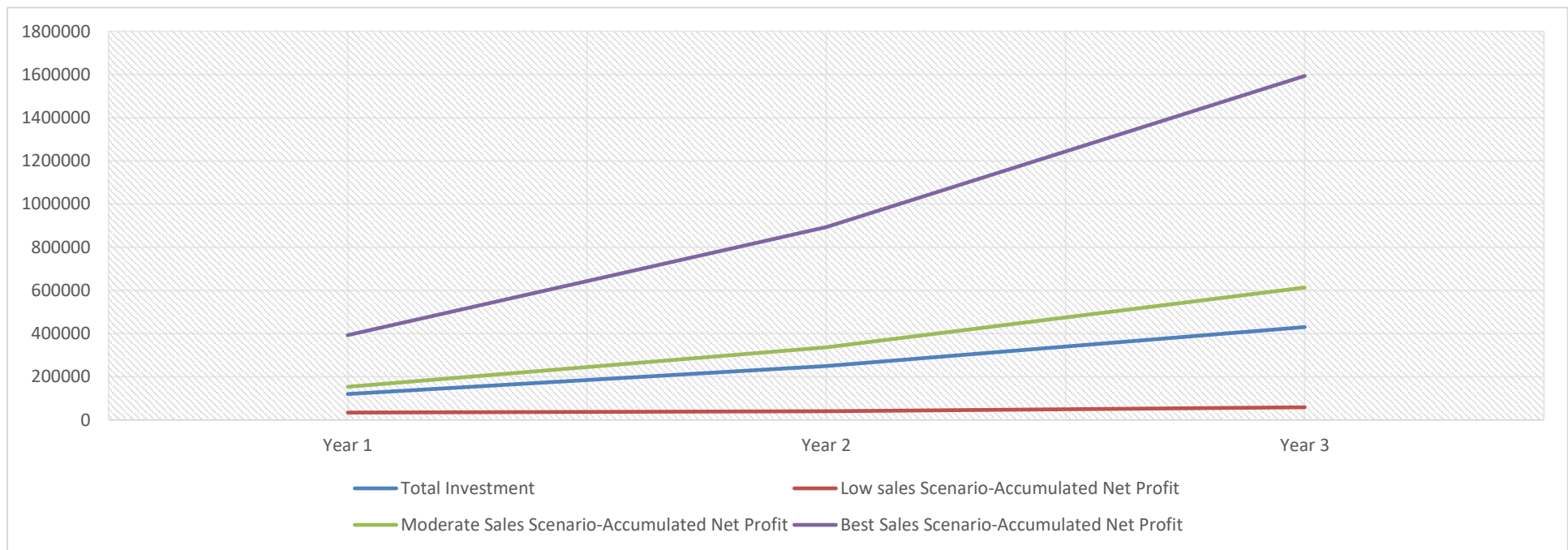
	Year 1	Year 2	Year 3
Working Person Hired	5	8	10
Fixed Monthly Pay per person	2500	2500	2500
Total Pay	150000	240000	300000

Profit and Loss Statement

Particulars	Low sales Scenario			Moderate Sales Scenario			Best Sales Scenario		
	Year 1	Year 2	Year 3	Year 1	Year 2	Year 3	Year 1	Year 2	Year 3
Total Sales	488544.00	662531.52	898148.36	732747.43	1022434.08	1423517.73	1221245.71	1704056.80	2372529.54
Cost of Raw Material	228480.00	335798.40	489065.47	342720.00	503697.60	733598.21	571200.00	839496.00	1222663.68
Gross Margin	260064.00	326733.12	409082.89	390027.43	518736.48	689919.52	650045.71	864560.80	1149865.86
% of Margin	53%	49%	46%	53%	51%	48%	53%	51%	48%
Operating Expenses									
Employees Salary	150000.00	240000.00	300000.00	150000.00	240000.00	300000.00	150000.00	240000.00	300000.00
Rent	30000.00	33000.00	36300.00	30000.00	33000.00	36300.00	30000.00	33000.00	36300.00
Offices Supplies and Stationary	2400.00	2640.00	2904.00	2400.00	2640.00	2904.00	2400.00	2640.00	2904.00
Utilities	6000.00	6600.00	7260.00	6000.00	6600.00	7260.00	6000.00	6600.00	7260.00
Sales and Marketing	18000.00	19800.00	21780.00	18000.00	19800.00	21780.00	18000.00	19800.00	21780.00
Insurance	6000.00	6600.00	7260.00	6000.00	6600.00	7260.00	6000.00	6600.00	7260.00
Professional Consulting	2400.00	2640.00	2904.00	2400.00	2640.00	2904.00	2400.00	2640.00	2904.00
Depreciation	6000.00	6600.00	7260.00	6000.00	6600.00	7260.00	6000.00	6600.00	7260.00
Other expenses	2400.00	2640.00	2904.00	2400.00	2640.00	2904.00	2400.00	2640.00	2904.00
Total Operating Expenses	223200.00	320520.00	388572.00	223200.00	320520.00	388572.00	223200.00	320520.00	388572.00
Profit Before Interest and Tax	36864.00	6213.12	20510.89	166827.43	198216.48	301347.52	426845.71	544040.80	761293.86
EBITDA	36864.00	6213.12	20510.89	166827.43	198216.48	301347.52	426845.71	544040.80	761293.86
Sales Tax (8%)	2949.12	497.05	1640.87	13346.19	15857.32	24107.80	34147.66	43523.26	60903.51
Interest	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Net Profit (EAT)	33914.88	5716.07	18870.02	153481.23	182359.16	277239.72	392698.06	500517.54	700390.35
% of Net Profit (EAT)	7%	1%	2%	21%	18%	19%	32%	29%	30%

Breakeven Analysis

	Year 1	Year 2	Year 3
Total Investment per year	120000.00	130000.00	180000.00
Low sales Scenario-Net Profit	33914.88	5716.07	18870.02
Moderate Sales Scenario-Net Profit	153481.23	182359.16	277239.72
Best Sales Scenario-Net Profit	392698.06	500517.54	700390.35
Total Investment	120000.00	250000.00	430000.00
Low sales Scenario-Accumulated Net Profit	33914.88	39630.95	58500.97
Moderate Sales Scenario-Accumulated Net Profit	153481.23	335840.40	613080.11
Best Sales Scenario-Accumulated Net Profit	392698.06	893215.59	1593605.95



In moderate and best sales scenario business is able to achieve breakeven point within year and even able to contribute to further growth.