



# The Coffee Lab Business Plan

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## Contact Us

The Coffee Lab, San Antonio, USA  
Email Id: SaVantSA1@yahoo.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 knots. The lighting is warm and soft, creating a cozy atmosphere. The hand is positioned on the right side of the frame, with fingers wrapped around the handle.

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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 texture. The lighting is warm and focused on the hand and the cup, 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

The Coffee Lab will be a business service provider based in San Antonio, Texas Founded in 2018. The Coffee Lab will offer a menu of services which include coffee, lattes, cappuccinos, sandwiches and baked goods.

The local area has been in dire need of more service of this type for some time and The Coffee Lab 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 **100K** 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 The Coffee Lab will be done through a variety of mediums including the Internet, mass media, print and networking. 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 home 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 The Coffee Lab 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.

## Market Analysis Summary

### Market Overview

Location: San Antonio  
Total Population: 1,439,358  
Total housing units: 537,596  
Population density:  
2,808.5 people per mile<sup>2</sup>

### Target Consumer Group

Local residents  
Tourists  
Local business people  
Students  
Travelers passing through

### Consumer Behaviour

Consumption Location:  
Home and Work  
Coffee shop selection criteria:  
Taste, Brand, and Quality  
Method of preparation:  
Drip Coffee Maker

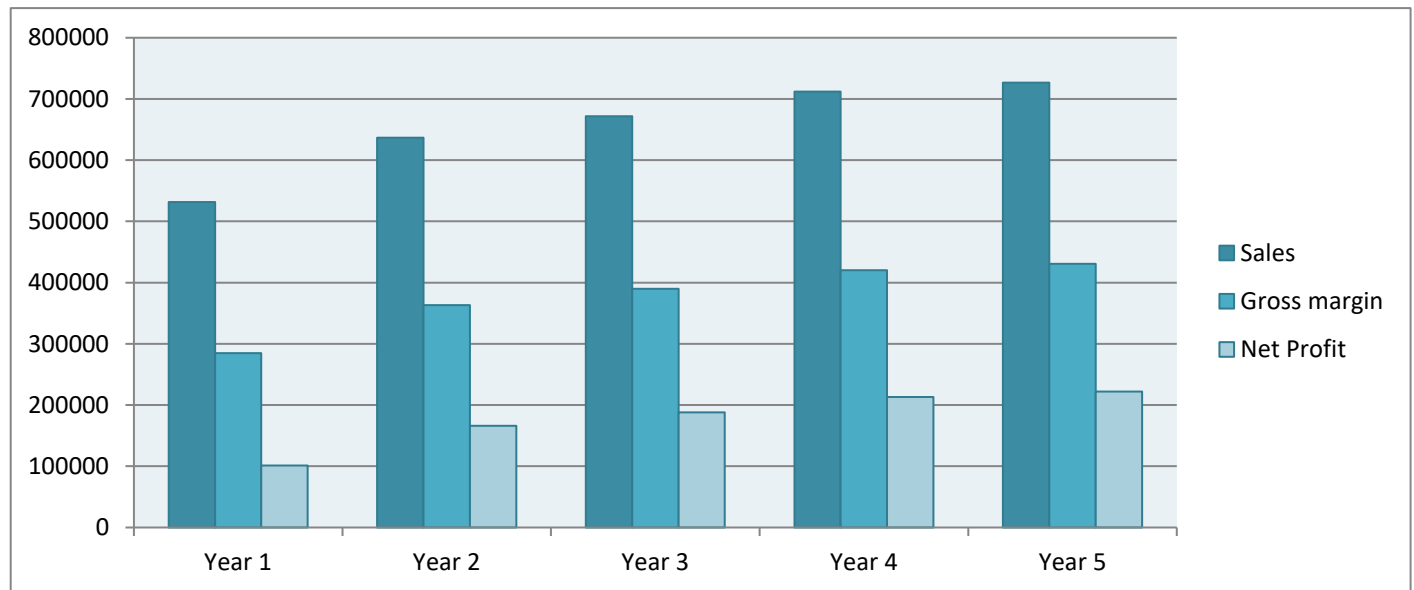
## FINANCIAL SUMMARY:

**Funding Required: \$ 54,000**  
Direct Investment

**Breakeven point**  
**7 Months**

## Sales, Gross Margin and Net profit

	Sales	Gross margin	Net Profit
<b>Year 1</b>	531787.30	284840.48	101308.13
<b>Year 2</b>	636471.94	363353.96	166212.60
<b>Year 3</b>	671685.92	389764.44	188045.27
<b>Year 4</b>	712253.09	420189.81	213196.91
<b>Year 5</b>	726498.15	430873.61	222028.85



## Contact Us

The Coffee Lab, San Antonio, USA

Email Id: SaVantSA1@yahoo.com



# COMPANY OVERVIEW



## Business information:

Name of Coffeehouse: The Coffee Lab

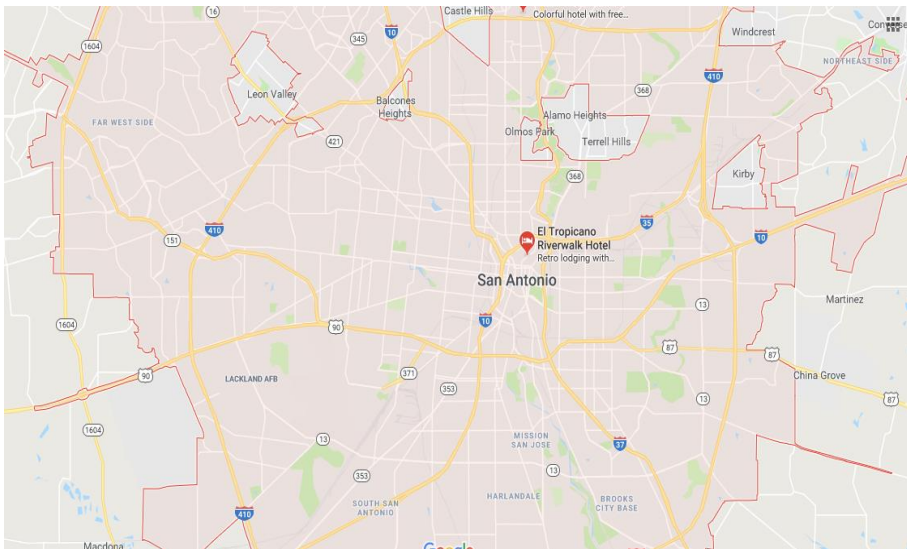
Industry type: Restaurant industry – Coffeehouse

Business structure: Partnership / Sole proprietorship

Company Ownership: Sole proprietorship

Office address: San Antonio, Texas, USA

## Location



**Space Available:**  
3570 Square Foot

**Type of property:**  
Leased property

**No. of table:**  
15-20  
**Monthly Rent**  
\$7000

Office address: San Antonio, Texas, USA

## Business Idea

Like any other Coffeehouse, we offer a different variety of coffee product. But unlike them, we focus personalised level of service and product with customer requirement.

We continuously monitor changing consumer trend and identify criteria on which customer usually select your coffee. Continuously try to improve those criteria for selecting the coffee product.

Taste  
Brand  
Quality  
Value for money  
Deals on products

**See list criteria on which  
customer usually select  
your coffee**

Low price  
In-store availability  
Freshness of roast  
Habit  
Recommendation of Friends



Only focusing on coffee product offering for drinking does not differentiate us from other coffee houses. To differentiate ourselves from other coffeehouses, we offer unique learning experiences while drinking coffee. The customer can enjoy and learn the way coffee is made, brewed and served. This event can create the memorable experience for the customer.

Also, to improve experiences of the customer in the coffeehouse, we will assign one special area across coffeehouse. This area will have working espresso machines. Customers explore this area, work with different machines, and learn how to grind, and press and steam/froth the milk. Part of this concept will be to offer those customers a high-quality machine, offer to deliver the machine, offer to set-up and show the customer how to use maintain the machine.

### **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	-

### **What we offer:**

**Ask us for Coffee drinks, in category of cold drinks, and hot drinks**

**See our coffee making process and learn**

**You can purchase different espresso machines from us**

# The Coffee Lab

ART AND SCIENCE OF COFFEE

## coffee

	SMALL	LARGE
Brewed coffee	1.95	2.95
Café au lait	1.95	2.95
French press	1.95	2.95
Iced coffee	1.95	2.95

## non-coffee

	SMALL	LARGE
Hot tea (black, green, herbal, oolong)	1.95	2.95
Iced tea	1.95	2.95
Tea	2.95	3.95
Steamer	1.95	2.95
Hot chocolate	1.95	2.95
Lemonade	1.95	2.95
Fruit smoothie	1.95	2.95
Orange juice	1.95	2.95
Jungle juice	1.95	2.95

## add-ons

Flavor or extra shot	0.65
Almond milk	0.65

## espresso

	SMALL	LARGE
Espresso	1.95	2.95
Macchiato	1.95	2.95
Con panna	1.95	2.95
Café latte	2.95	3.95
Classic cappuccino	1.95	2.95
Cappuccino	1.95	2.95
Mocha latte	1.95	2.95
Caramel latte	1.95	2.95
Vanilla latte	1.95	2.95
Café miel	1.95	2.95
Café americano	1.95	2.95

## pastries

Muffins & croissants	3.50
Bagel with cream cheese	5.70
Cinnamon roll	4.15
Fruit tart	4.30
Chocolate éclair	5.75
Strawberry cream puff	5.75

# INDUSTRY OVERVIEW





## Global Coffeehouse 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.

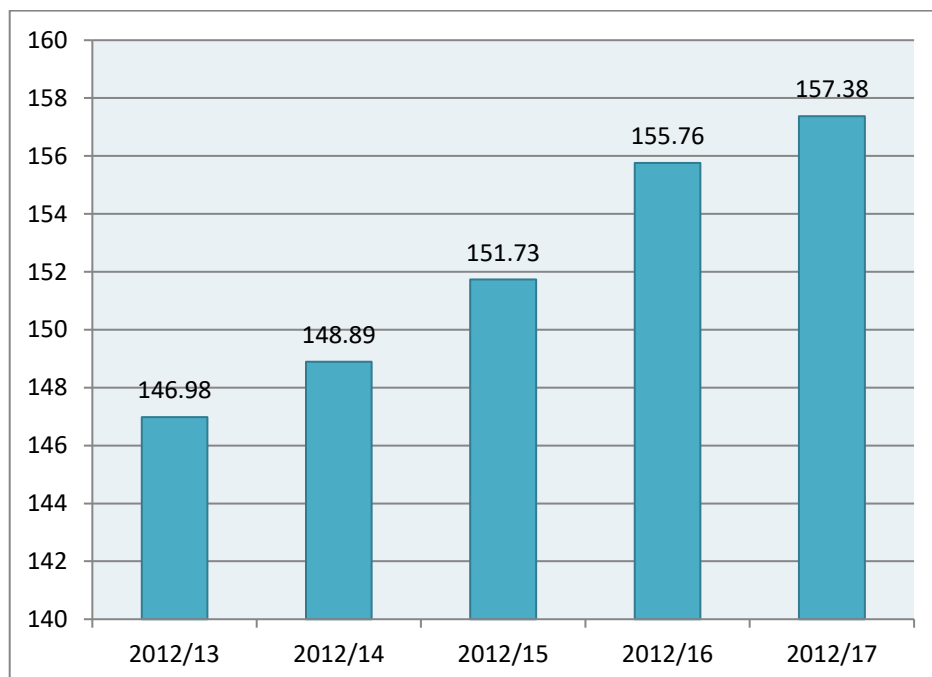
**World consumption, production and stock change from 2012/13 to 2015/16:-3.3 million 60kg bags** Estimated deficit between production and consumption in 2015/16.

**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)



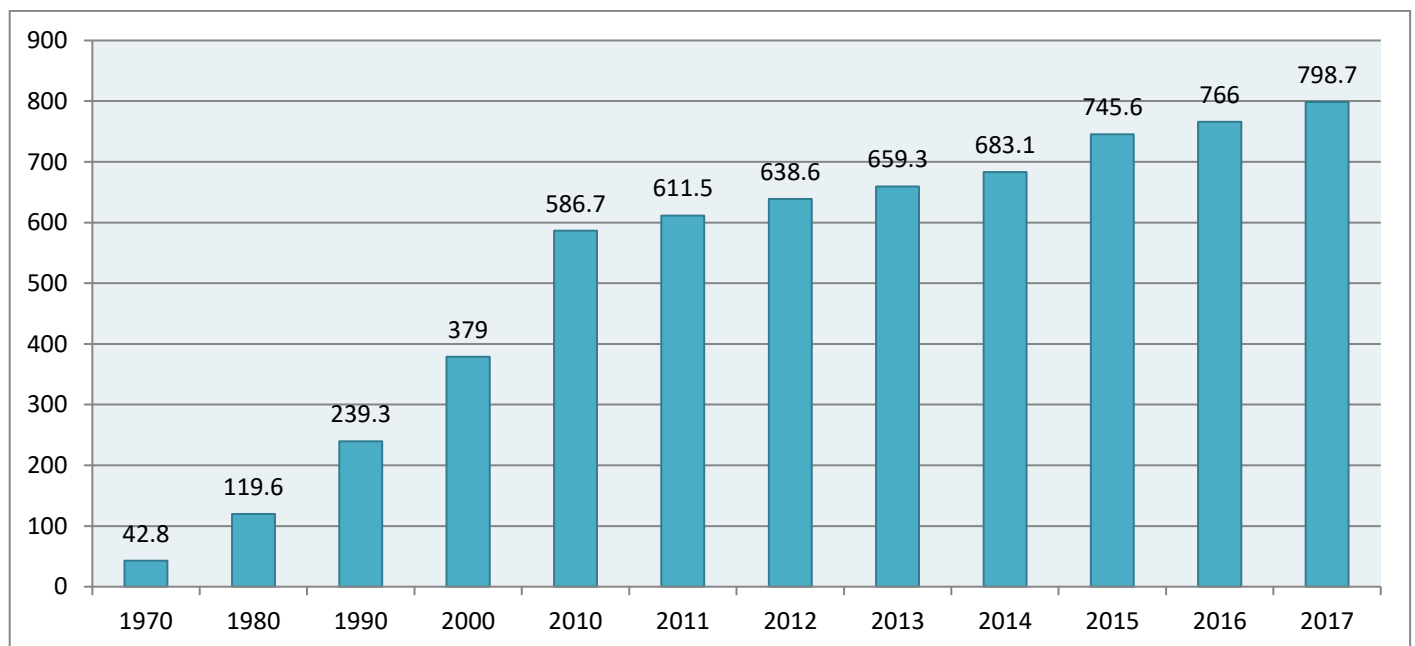
This statistic shows the trend in global coffee consumption from 2012/13 to 2016/17. In 2016/17, consumers around the globe drank about 157.38 million 60kg bags of coffee.

## Restaurant Industry Overview

### Restaurant industry at a glance

- \$799 billion: Restaurant industry sales.
- 1 million+: Restaurant locations in the United States.
- 14.7 million: Restaurant industry employees.
- 1.6 million: New restaurant jobs created by the year 2027.
- 10%: Restaurant workforce as part of the overall U.S. workforce.
- 9 in 10: Restaurants with fewer than 50 employees.
- 7 in 10: Restaurants that are single-unit operations.
- 9 in 10: Restaurant managers who started at entry level.
- 8 in 10: Restaurant owners who started their industry careers in entry-level positions.

### Restaurant Industry Sales Growth In billions of current Dollars



This statistic shows the restaurant industry food and drink sales in the United States from 1970 to 2017. In 2016, food and drink sales of the U.S. restaurant industry amounted to approximately 766 billion U.S. dollars.

In 2016, food and drink sales in the United States restaurant industry amounted to 766 billion U.S. dollars, up from 798.7 billion U.S. dollars in the previous year. Restaurants in the United States have created a booming industry that employed more than 14 million people nationwide in 2015.

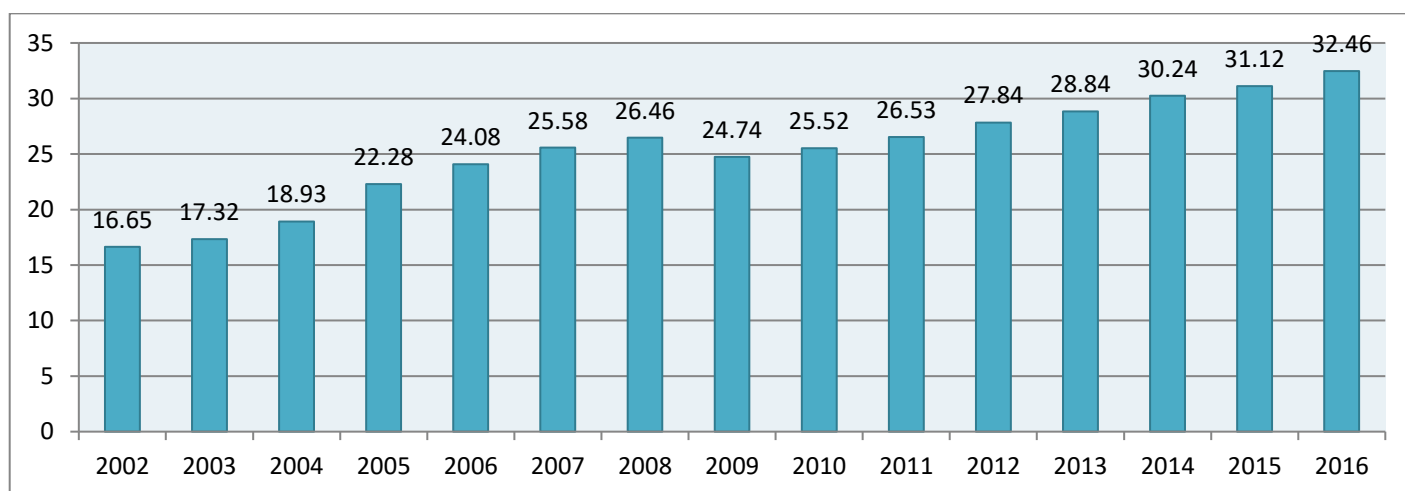
## Coffeehouse industry in USA

In the United States, coffeehouses 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. Coffeehouses come in a variety of forms but, traditionally, they are small establishments selling prepared coffee, tea and other hot beverages. More recently, many coffeehouses 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 coffeehouse 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. Other industry leaders, such as Canadian favourite Tim Hortons, while still relatively small, have also seen periods of expansion in recent years.

Around 155 million bags of coffee were 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.

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

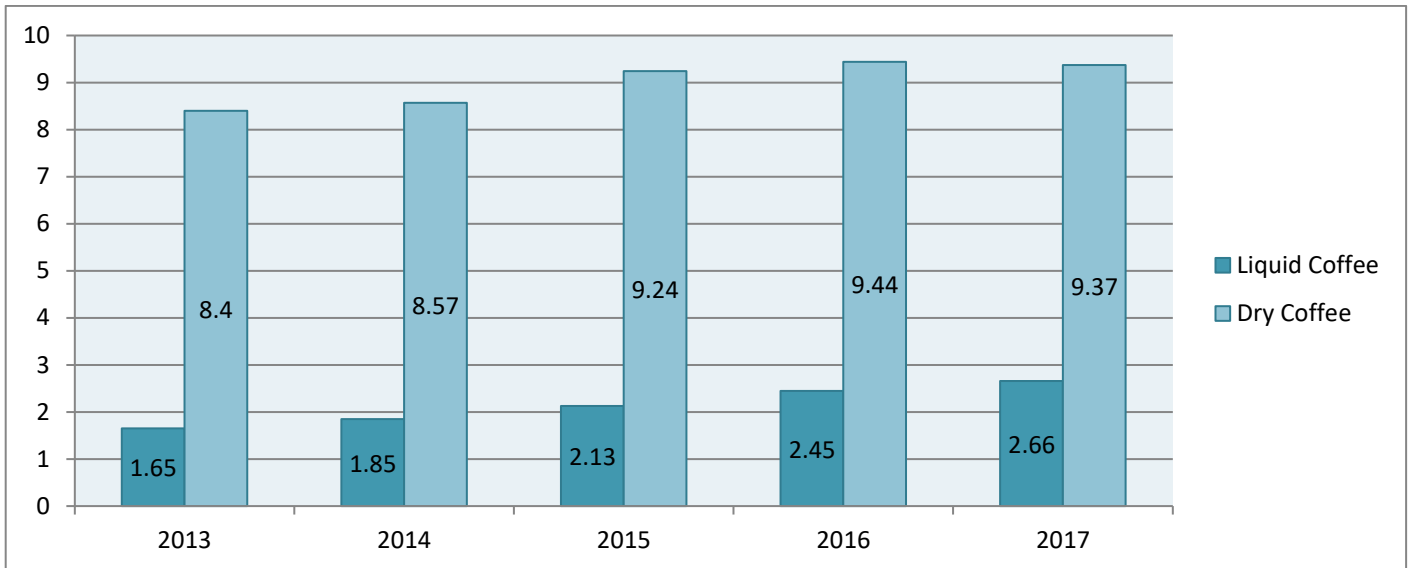


**In billion U.S. dollars**



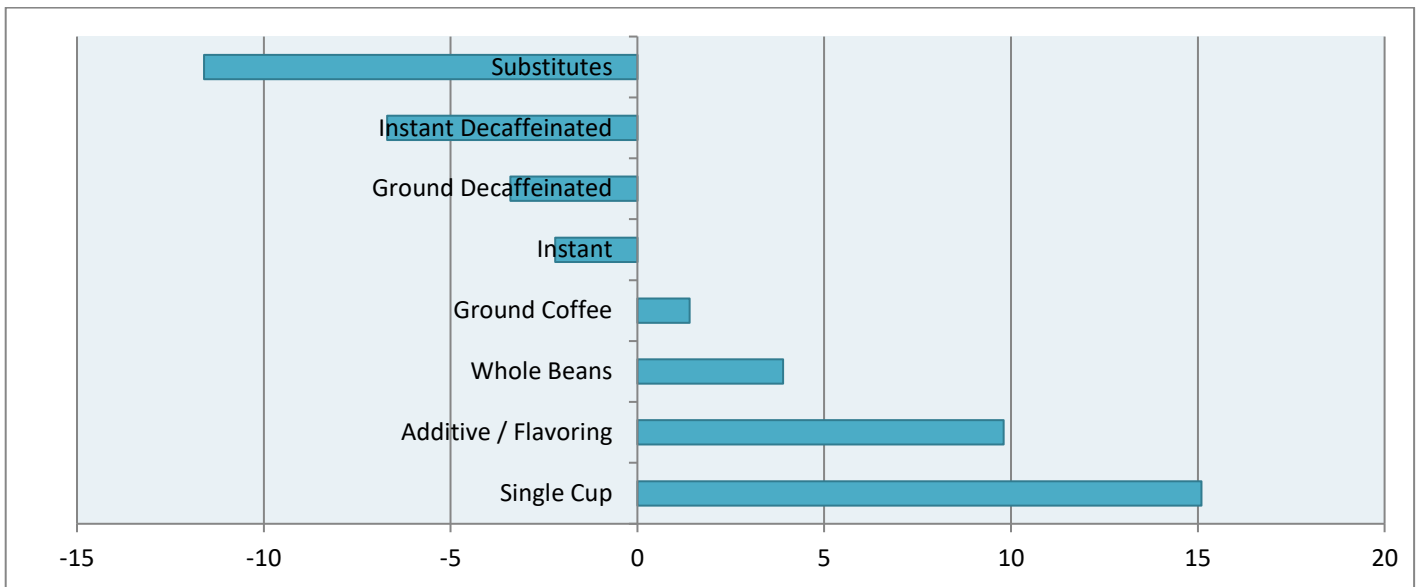
This graph depicts the total revenue of the U.S. coffee and snack shops industry from 2002 to 2016. In 2016, the revenue was at forecasted to reach 32.46 billion U.S. dollars.

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



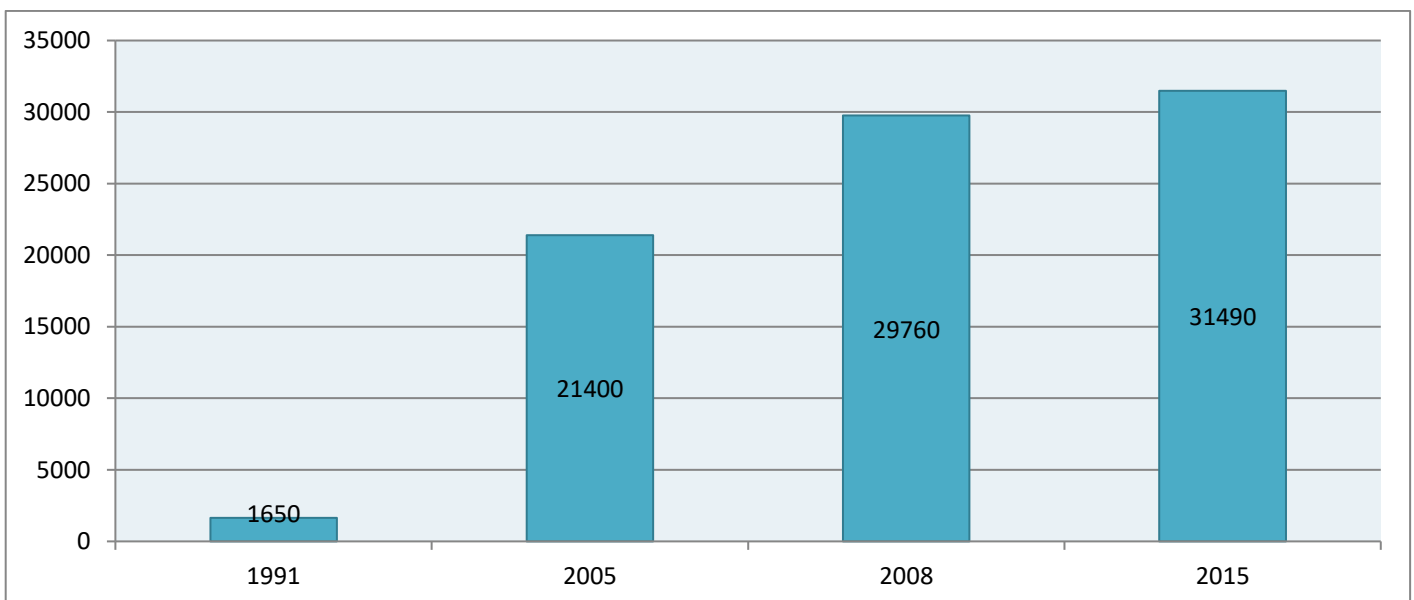
This statistic shows the sales value of liquid coffee and dry coffee in the United States from 2013 to 2017. In 2017, liquid coffee generated approximately 2.66 billion U.S. dollars in sales and dry coffee generated approximately 9.37 billion U.S. dollars in sales.

## Coffee sales growth in the United States in 2016, by category



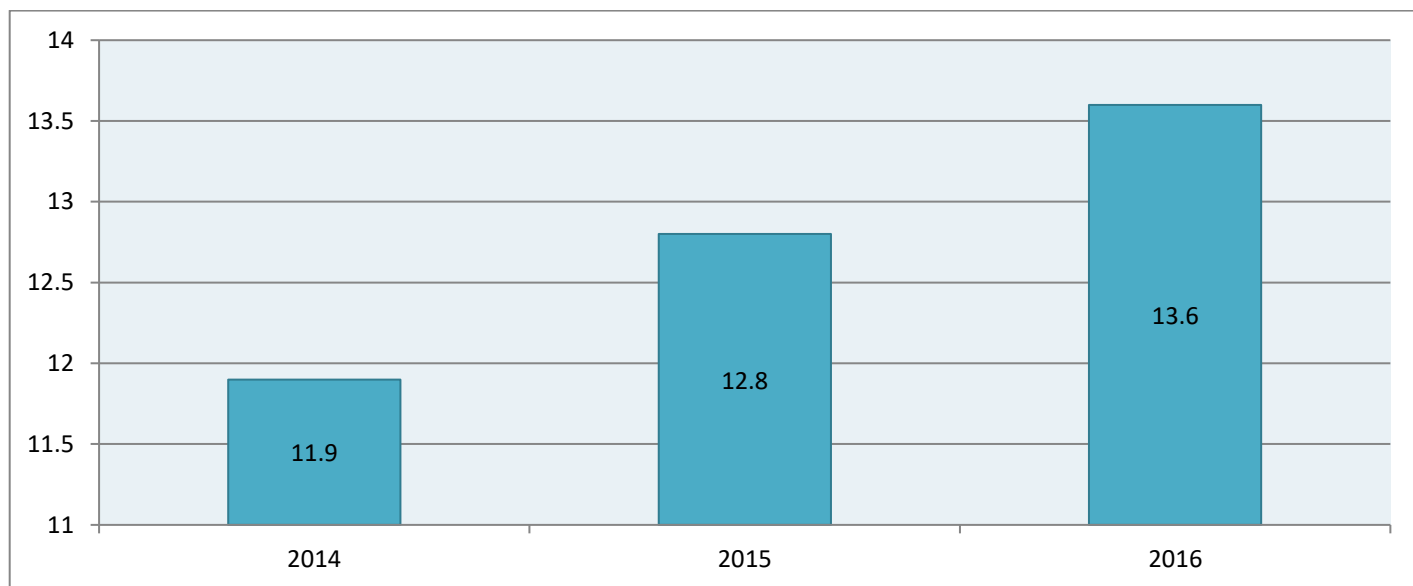
The statistic illustrates the retail dollar sales growth of coffee in the United States in 2016, compared to the previous year. According to the source, U.S. single-cup coffee saw a retail sales growth of 15.1 percent.

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



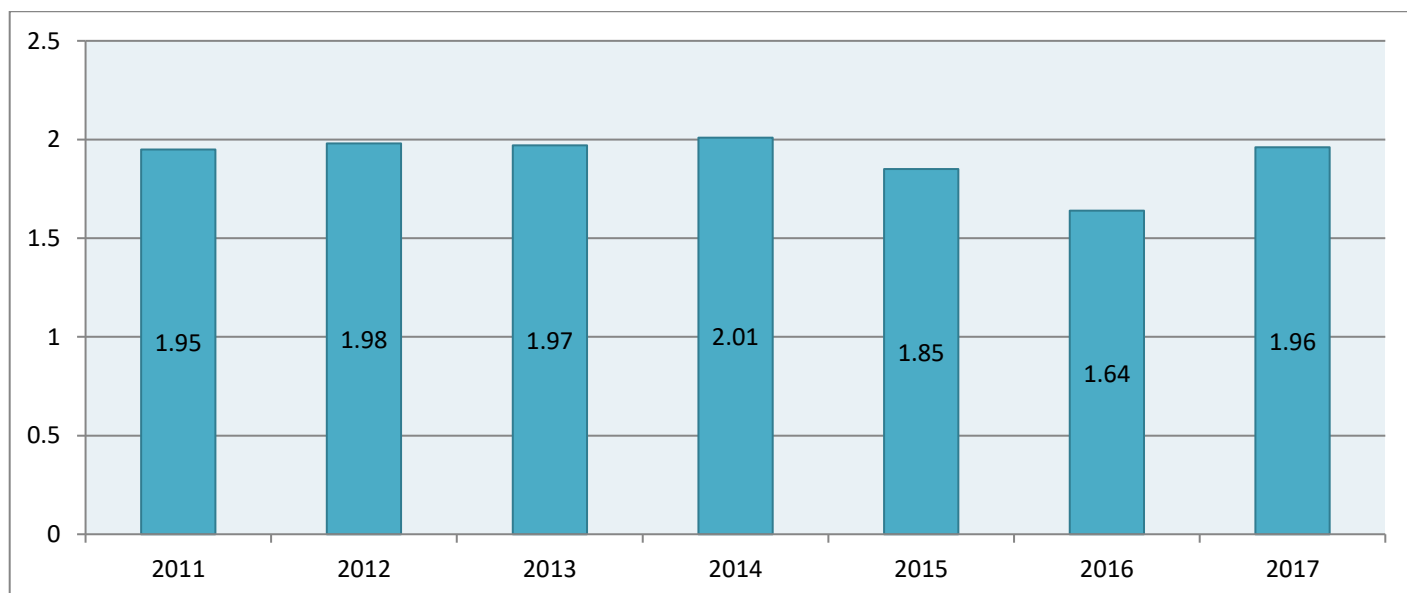
This graph depicts the number of specialty coffee shops in the United States from 1991 to 2015. The number of specialty coffee shops in the United States has increased over the last 24 years reaching almost 31,490 establishments in 2015.

### 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 predicted that consumers in the U.S. will spend about 13.6 billion U.S. dollars on coffee in 2016.

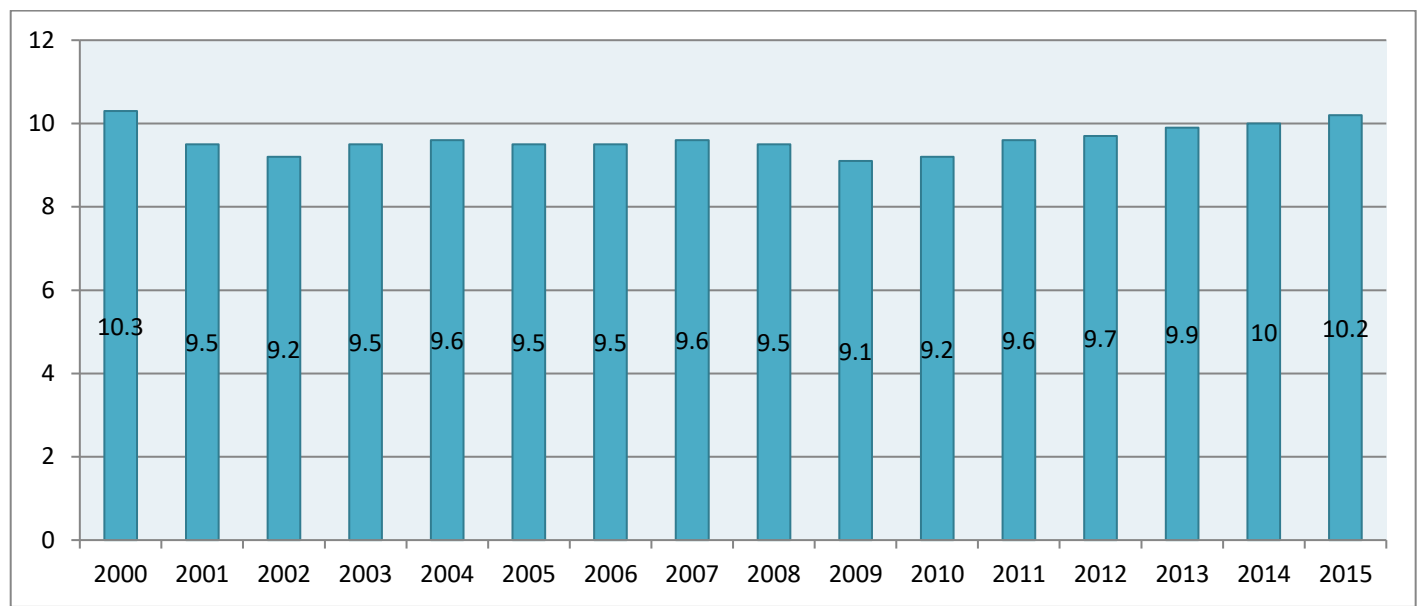
### Total coffee per capita consumption in the United States from 2011 to 2017 (in cups per day)



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.



**Per capita consumption of coffee (green beans) in the USA from 2000 to 2015 (in pounds)**

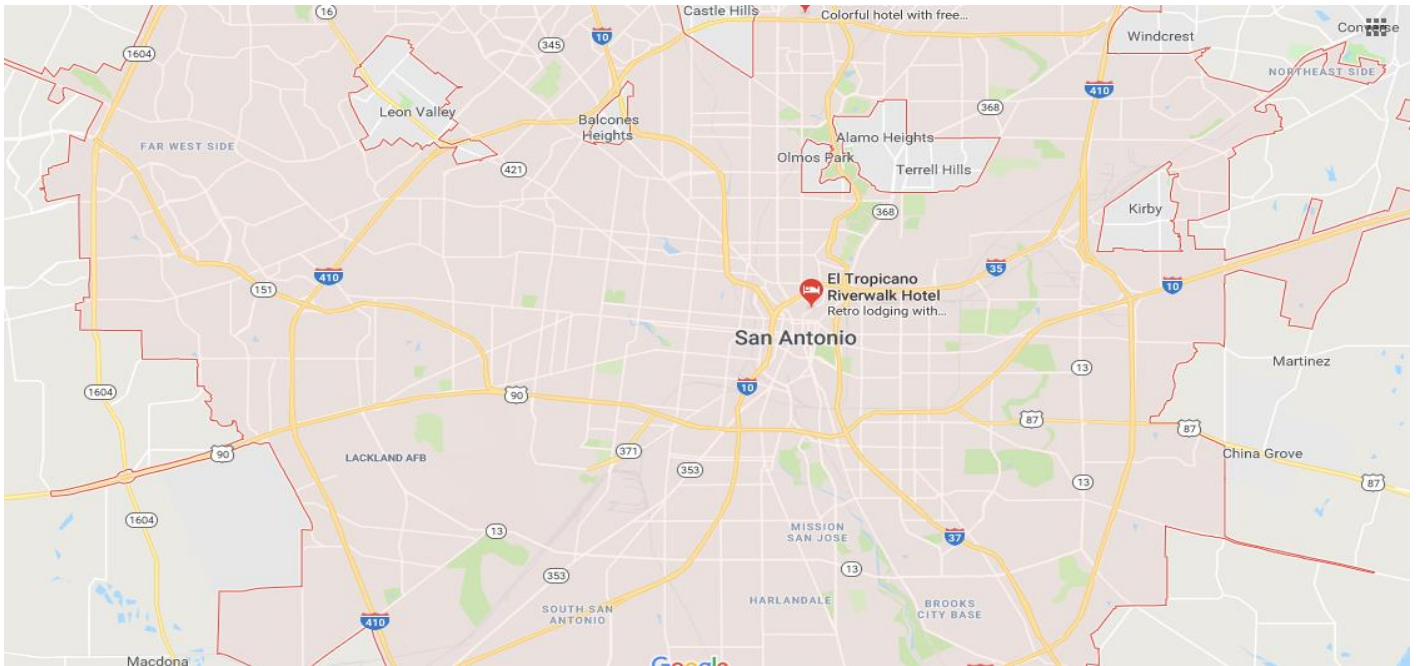


The timeline shows the per capita consumption of coffee (green beans) in the United States from 2000 to 2015. The U.S. per capita consumption of coffee (green beans) amounted to about 10.2 pounds in 2015.

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



San Antonio, Texas, USA

## Market Overview

San Antonio officially the City of San Antonio, is the seventh most populous city in the United States and the second most populous city in both Texas and the Southern United States. It was the fastest-growing of the top ten largest cities in the United States from 2000 to 2010, and the second from 1990 to 2000. San Antonio is a popular tourist destination. The Alamo Mission in San Antonio located in Downtown, is Texas' top tourist attraction. Because of the mission, San Antonio is often called the "Alamo City".

### Geographic Overview

Area: 1,067.3 km<sup>2</sup>

75 miles (121 km)

Southwest of Austin

190 miles (310 km) west of  
Houston

250 miles (400 km) south of  
the Dallas

### Demographic Overview

Total Population:

1,439,358

Total housing units:

537,596

Population density:

2,808.5 people per mile<sup>2</sup>

### Population Data

Median Age: 33.1

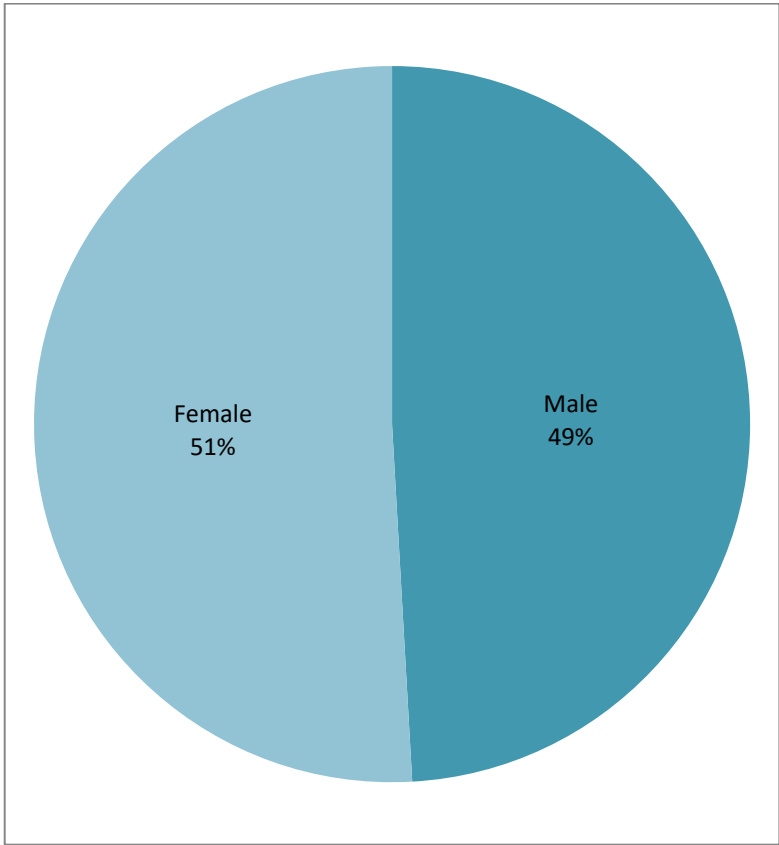
Percent high school graduate  
or higher: 81.6%

Median Household Income:

48,183



Population distribution according to gender

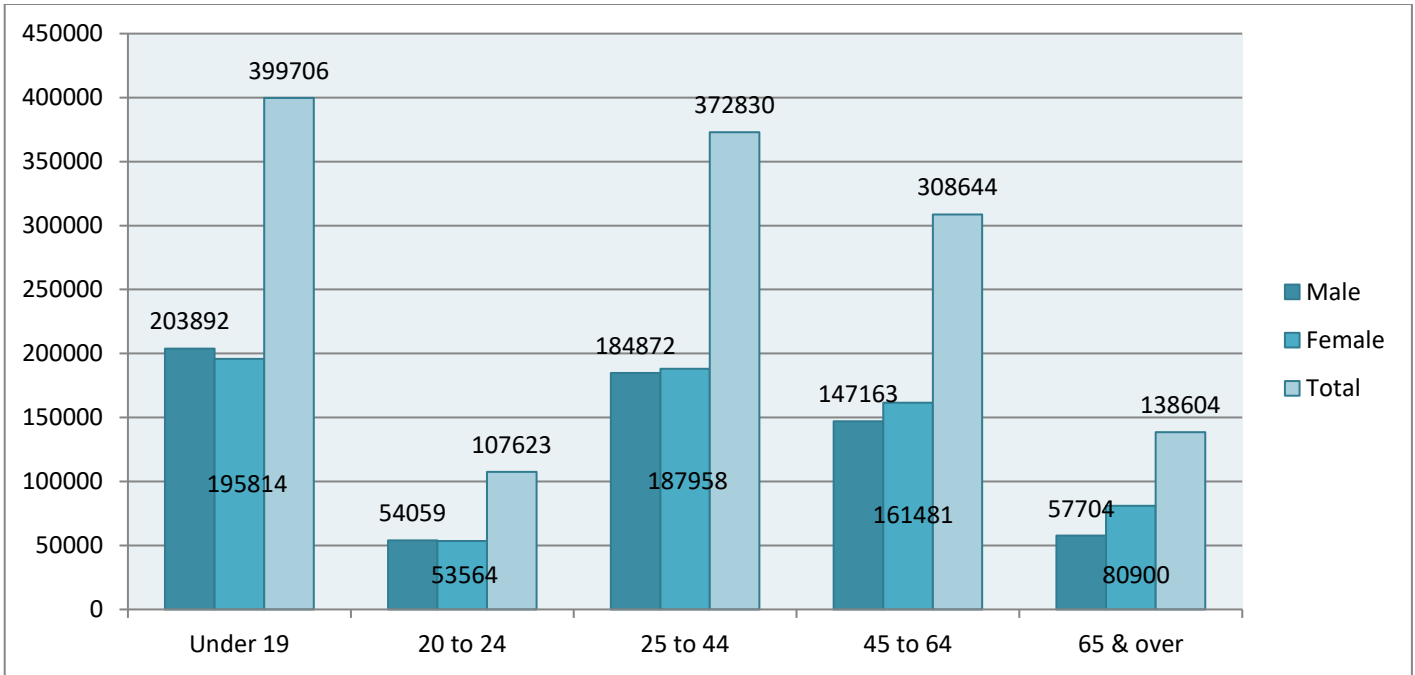


**According to Census report**

Male Population: 706763

Female Population: 732595

Population distribution according to Age and Gender



## Market Segmentation

The Coffee Lab customer base in San Antonio is comprised of five target groups.

1. **local residents**
2. **Tourists**
3. **Local business people**
4. **Students**
5. **Travelers passing through**

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. For example, while tourism is strong all year long in San Antonio, it peaks during the summer months. Conversely, the student population is not as strong during the summer as it is from September through June of each year.

The other customer segments (local residents, local business and pass-through traffic on roadway) provide a consistent foundation all year long.

Also, by appealing to several market segments, The Coffee Lab does not become overly dependent on any single consumer group. For example, several local coffeehouses with primarily student customers do poorly during the non-school months. They must also market themselves anew each year to the incoming students. The Coffee Lab will avoid these peaks and valleys in business with a mix of customers.

**Local residents:** San Antonio officially the City of San Antonio, is the seventh most populous city in the United States and the second most populous city in both Texas and the Southern United States with total population 1,439,358 and Total housing unit 537,596.

**Tourists:** San Antonio's travel & tourism industry attracts more than 26 million visitors annually. San Antonio offers so many things for visitors to see and do, primarily due to The Alamo and major theme parks to the River Walk lined with restaurants, patios, galleries and shops.

**Local business people:** Within the past twenty years, San Antonio has become a significant location for American-based call centres and has added a sizable manufacturing sector centred on automobiles.

Located about 10 miles northwest of Downtown is the South Texas Medical Centre, which is a conglomerate of various hospitals, clinics, and research and higher educational institutions.

San Antonio is hub of Small scale business like Hotels, Restaurants and Theatres biggest contributor in economic growth.

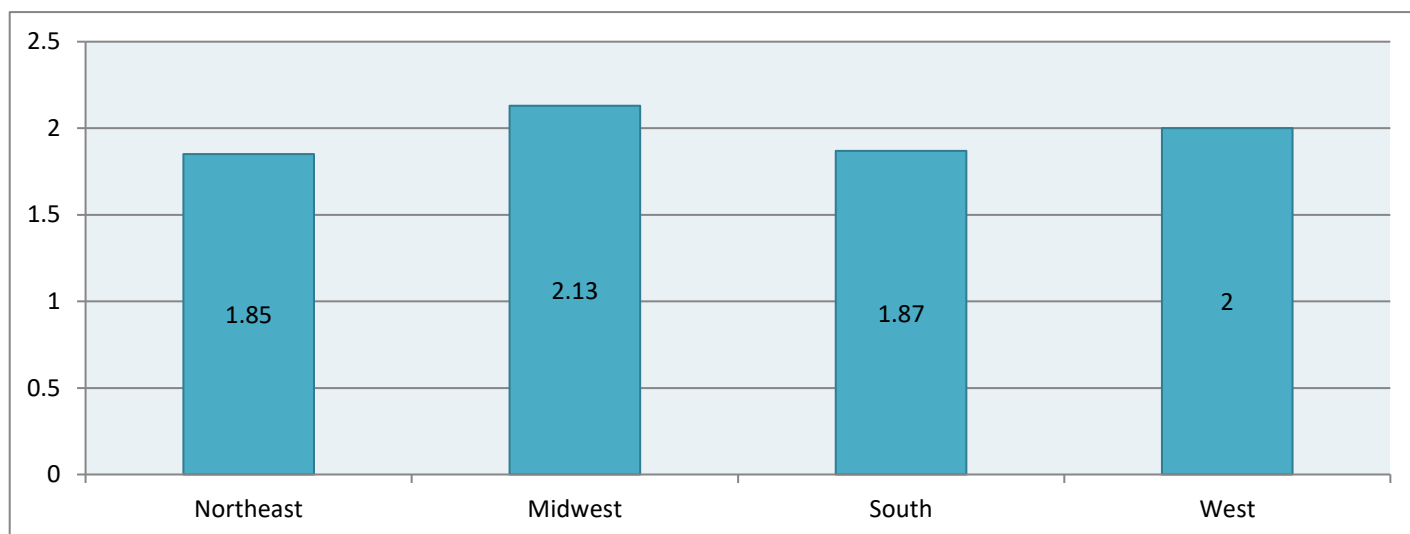
**Students:** Education in the U.S. city of San Antonio, Texas hosts over 100,000 students across its 31 higher-education facilities which include the University of Texas at San Antonio, Texas A&M University-San Antonio, and the Alamo Community College District's five colleges. Other schools include St. Mary's University, the University of the Incarnate Word, Trinity University, and Wayland Baptist University. The San Antonio Public Library serves all of these institutions along with the 17 school districts within San Antonio.

### **Travelers passing through:**

Located in southern Texas, San Antonio is the gateway to the American Southwest, and the cradle of Texas liberty. San Antonio is about 75 miles (121 km) to the southwest of its neighbouring city, Austin, the state capital. The city is also about 190 miles (310 km) west of Houston and about 250 miles (400 km) south of the Dallas–Fort Worth area. Many traveller pass through city stop for meals and some rest.

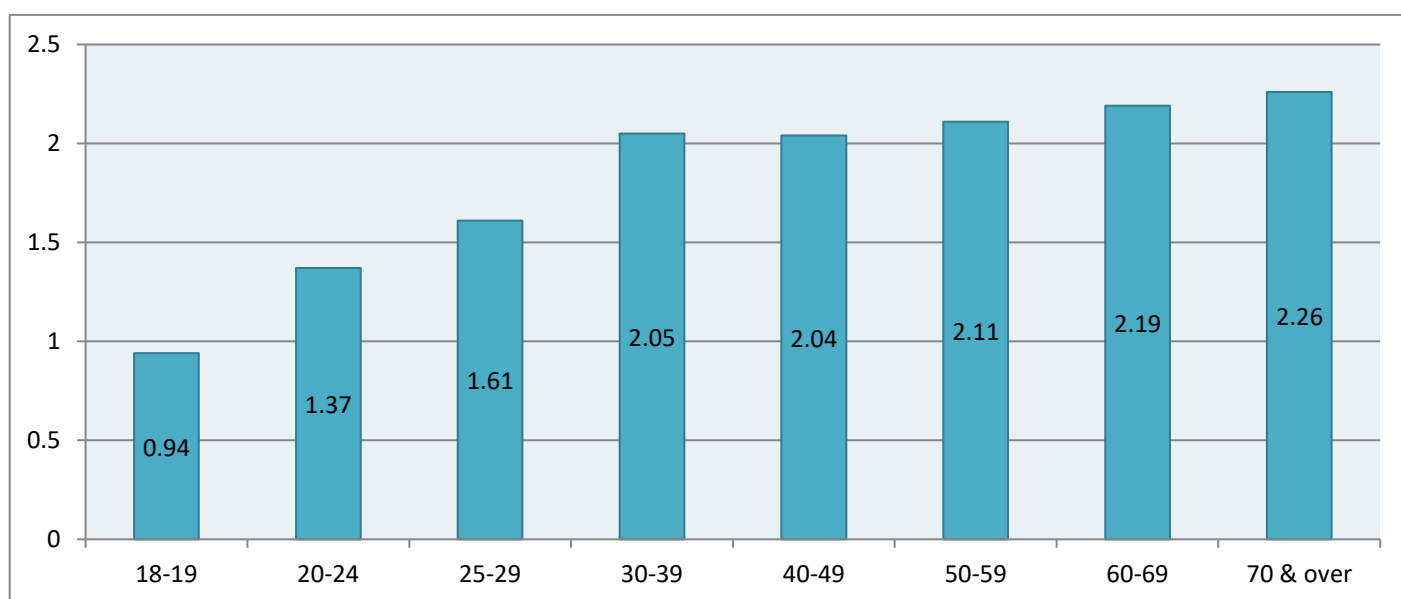
## Coffee Consumption in USA

### Total coffee per capita consumption in the United States in 2017, by region (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 coffee in the Northeast amounted to 1.85 cups per day.

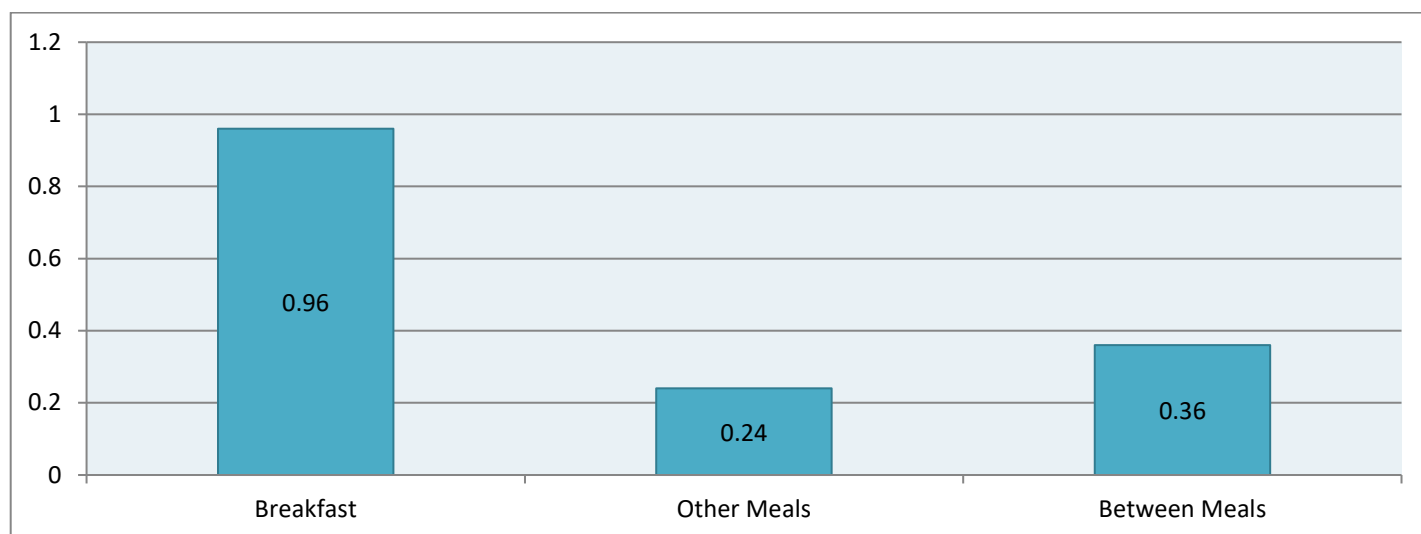
### Total coffee per capita consumption in the USA in 2017, by age group (in cups per day)



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.



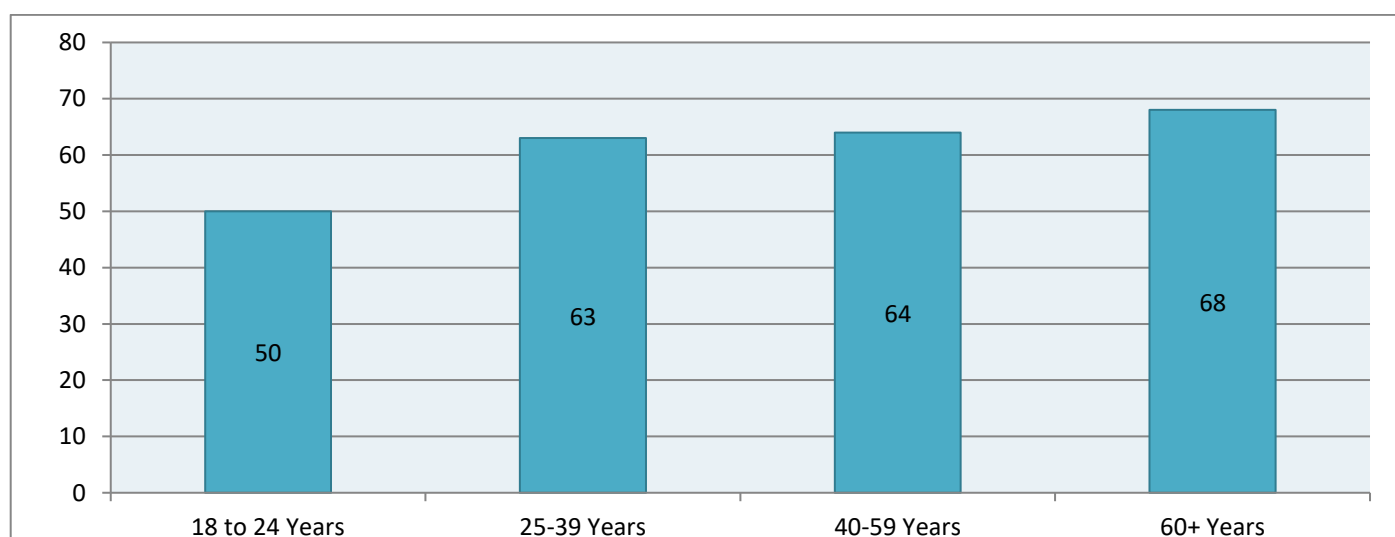
### Total coffee per capita consumption in the USA in 2017, by time of day (in cups per day)



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.

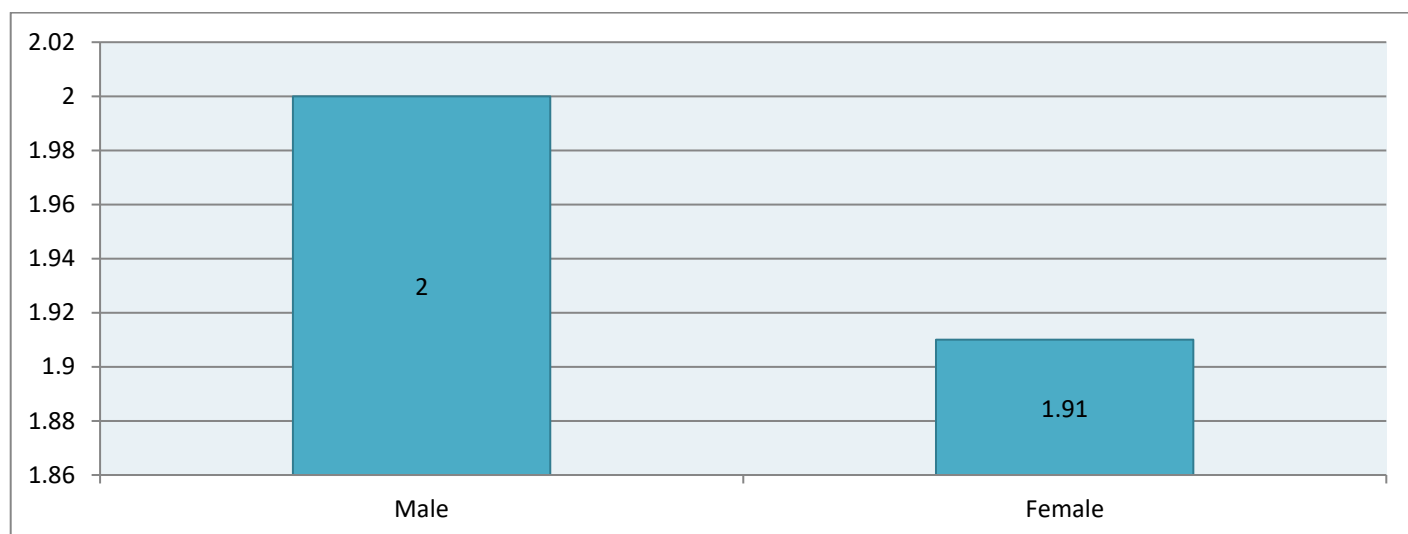
### Consumer Behaviour

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



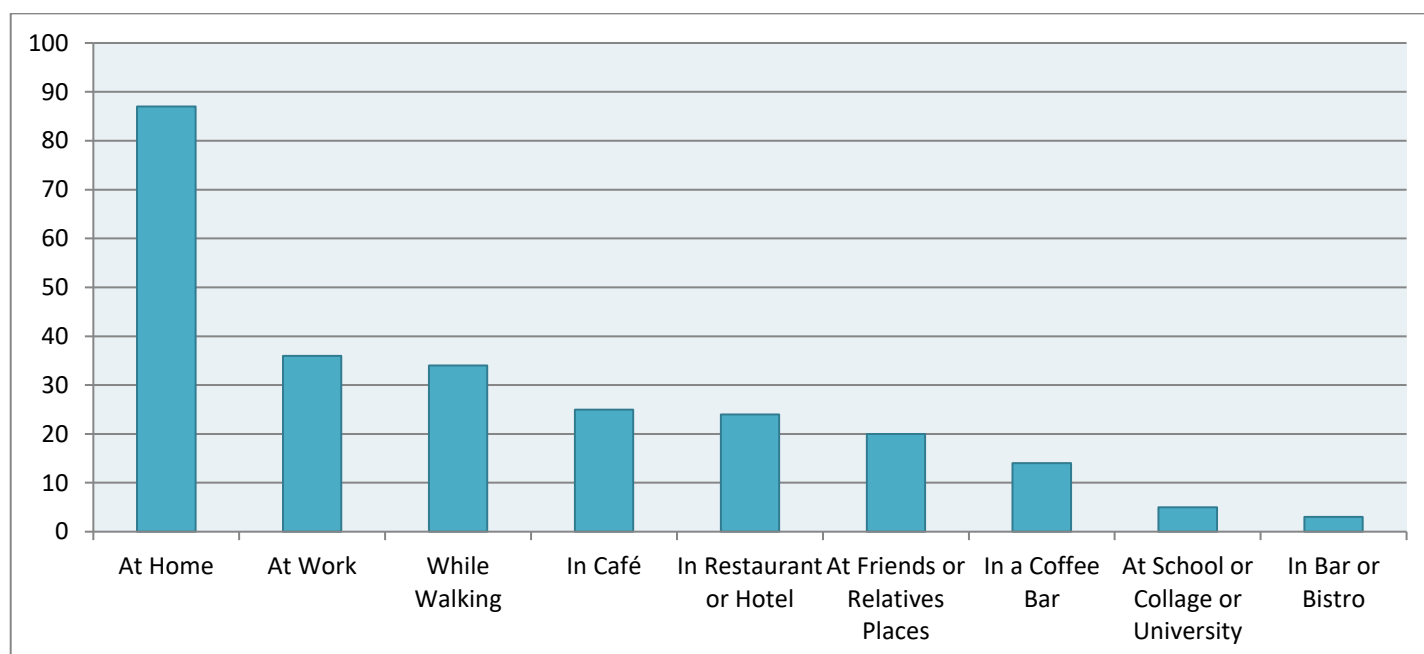
This statistic shows the results of an online survey conducted by the National Coffee Association (NCA) from January 9 to January 23, 2017. U.S. survey respondents were asked what kind of beverages they have drunk during the past day. The survey revealed that coffee penetration among U.S. consumers aged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

### Total coffee per capita consumption in the United States in 2017, by gender (in cups per day)



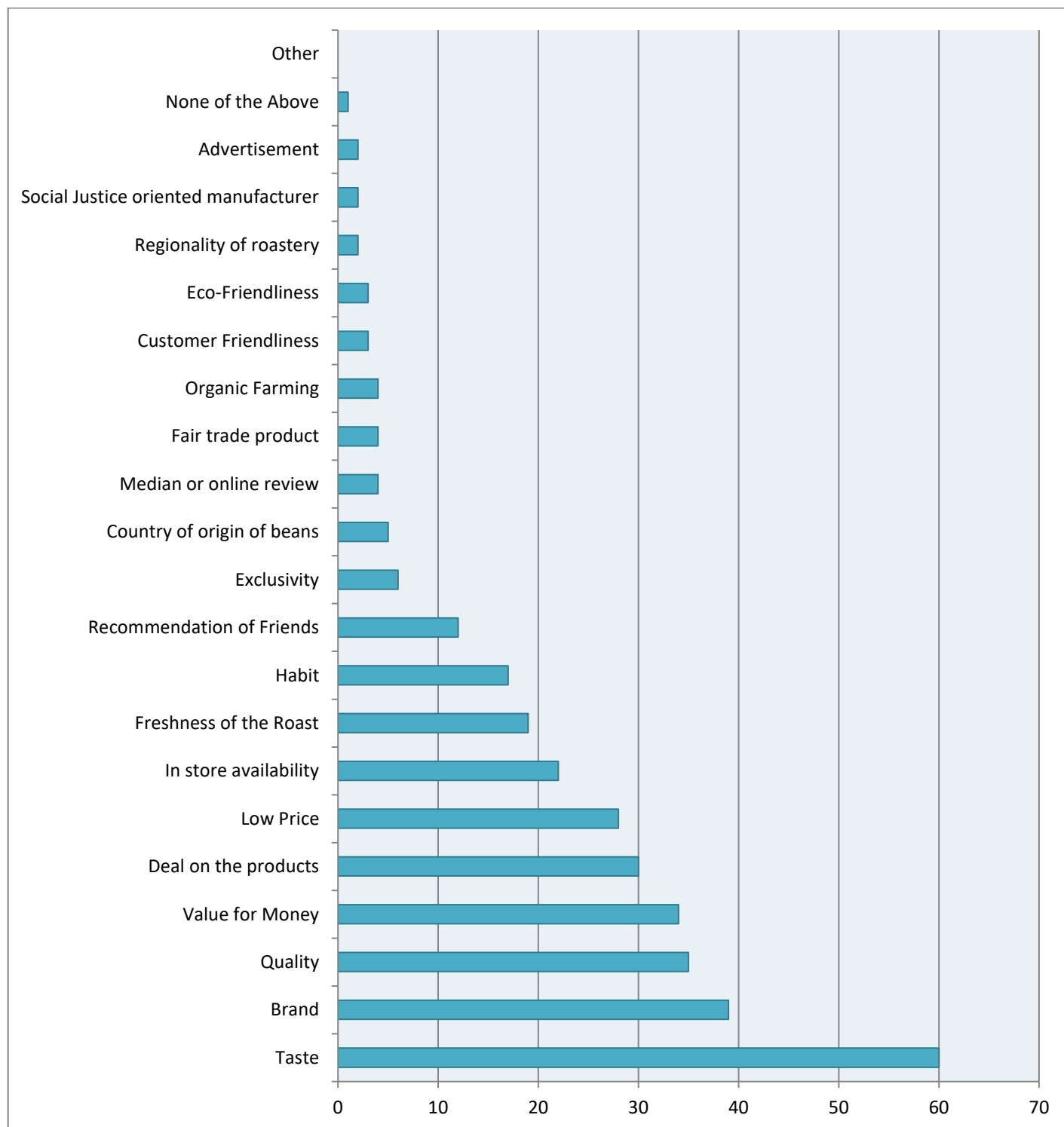
This statistic shows the results of an online survey conducted by the National Coffee Association (NCA) from January 9 to January 23, 2017. U.S. survey respondents were asked how many cups of coffee they drink per day. The survey results revealed that the per capita coffee consumption of female respondents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

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



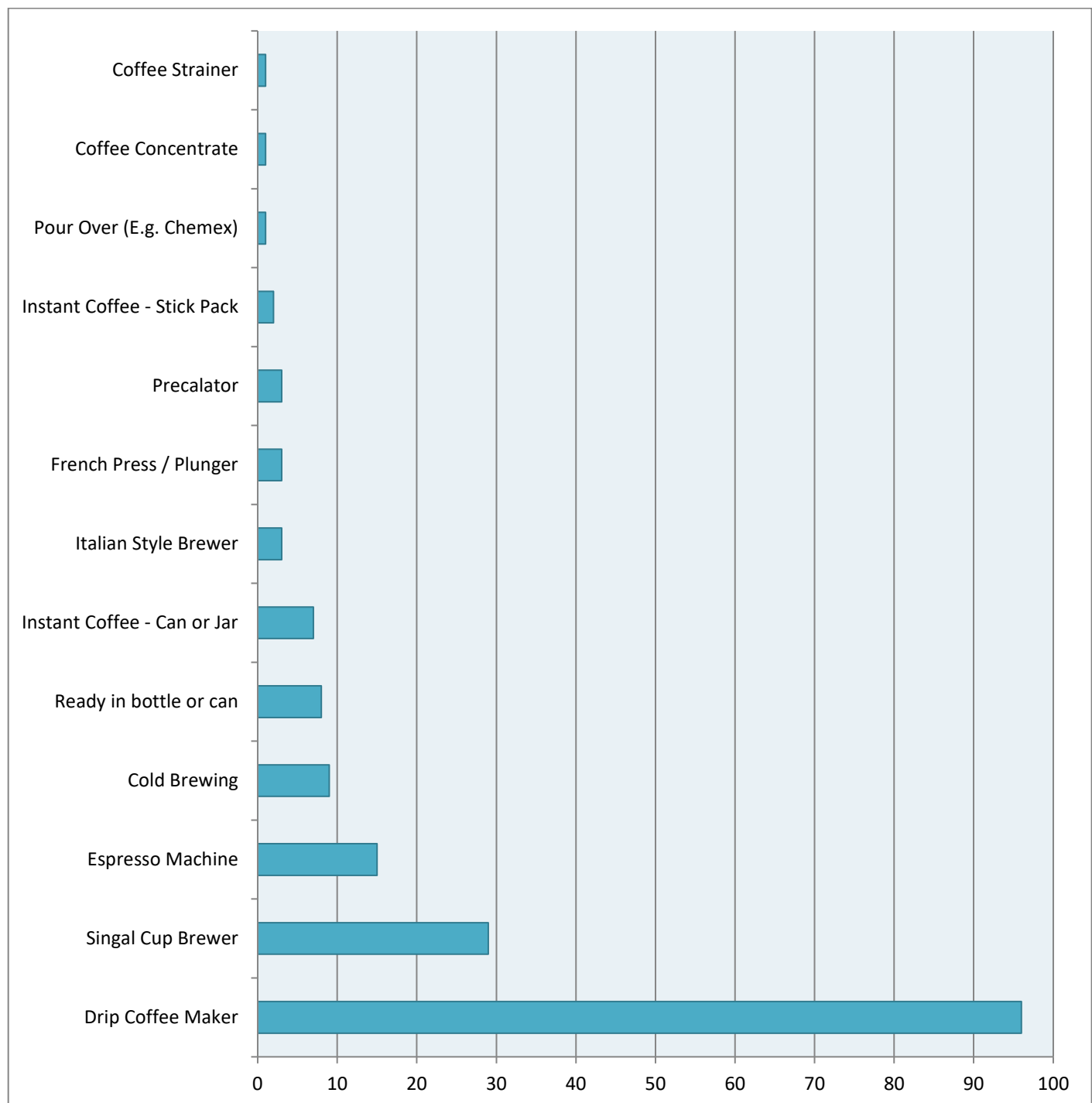
The statistic highlights the results of an online survey conducted in February 2017. U.S. survey respondents were interviewed where they usually drink coffee. The survey results revealed that 87 percent of the respondents consume coffee at home.

## 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

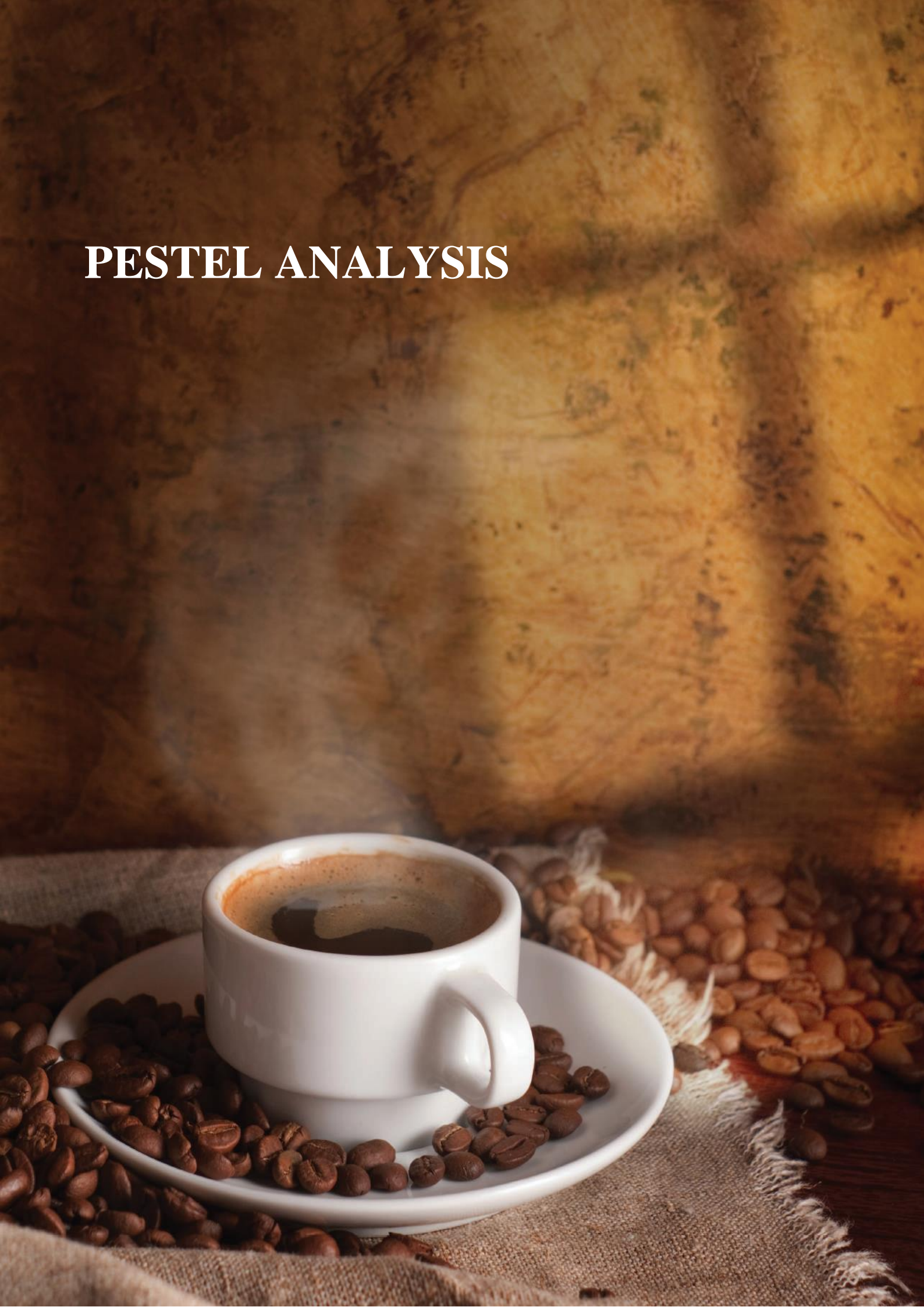


## S.W.O.T. analysis

Strengths	Weaknesses
<ol style="list-style-type: none"><li>1. Produces extremely good quality and taste</li><li>2. Offering different varieties of coffee</li><li>3. Excellent Customer services</li><li>4. Well rounded ambience to help customer relax</li><li>5. Offering the personalised level of services to a customer</li><li>6. Selling product at an affordable price</li><li>7. Unique experience offering to the customer with a quality product</li></ol>	<ol style="list-style-type: none"><li>1. No customer base</li><li>2. Less awareness about the brand within customers</li><li>3. High marketing cost</li><li>4. High competition</li><li>5. Business commencing at small scale</li><li>6. Higher starting cost as compared to normal cafe</li></ol>
Opportunities	Threats
<ol style="list-style-type: none"><li>1. The coffee industry is one of fastest growing industry</li><li>2. Operating coffee house in one of largest and famous tourist spot</li><li>3. The fastest growing trend in generation x and millenniums</li><li>4. Increasing consumer demand for a personalised level of services</li><li>5. Tie-ups with other companies for promotion</li><li>6. Ability to attract the different type of customer</li></ol>	<ol style="list-style-type: none"><li>1. There is a lot of coffeehouses to replaces the proposed concept</li><li>2. availability of instant coffee in the marketplace</li><li>3. the fastest growing competitive giant like Starbucks and Costa coffee</li><li>4. Changing taste of consumer with time</li><li>5. The possibility of another coffeehouse opening in surrounding area</li></ol>



# PESTEL ANALYSIS



## PESTEL Analysis

### Political

Government support for infrastructure creates the opportunity *The coffee Lab* 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. (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)

The increasing numbers of alternatives available such as health and energy drinks are becoming competitive in the coffee industry. (Opportunity and Threat)

Increasing interest of the customer in premium and herbal tea product. (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)

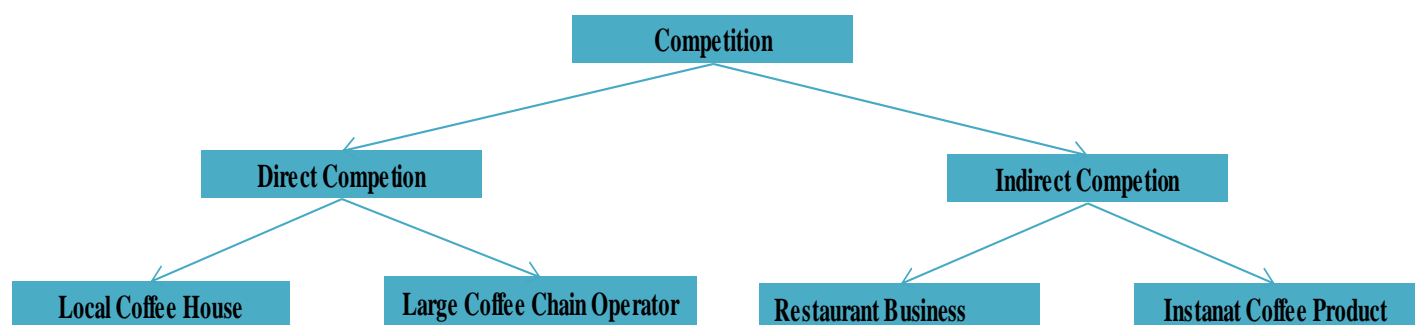
Policies and regulations by health authorities on caffeine production and consumption leads to the new standards of product quality that companies will need to achieve. (Threat)



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

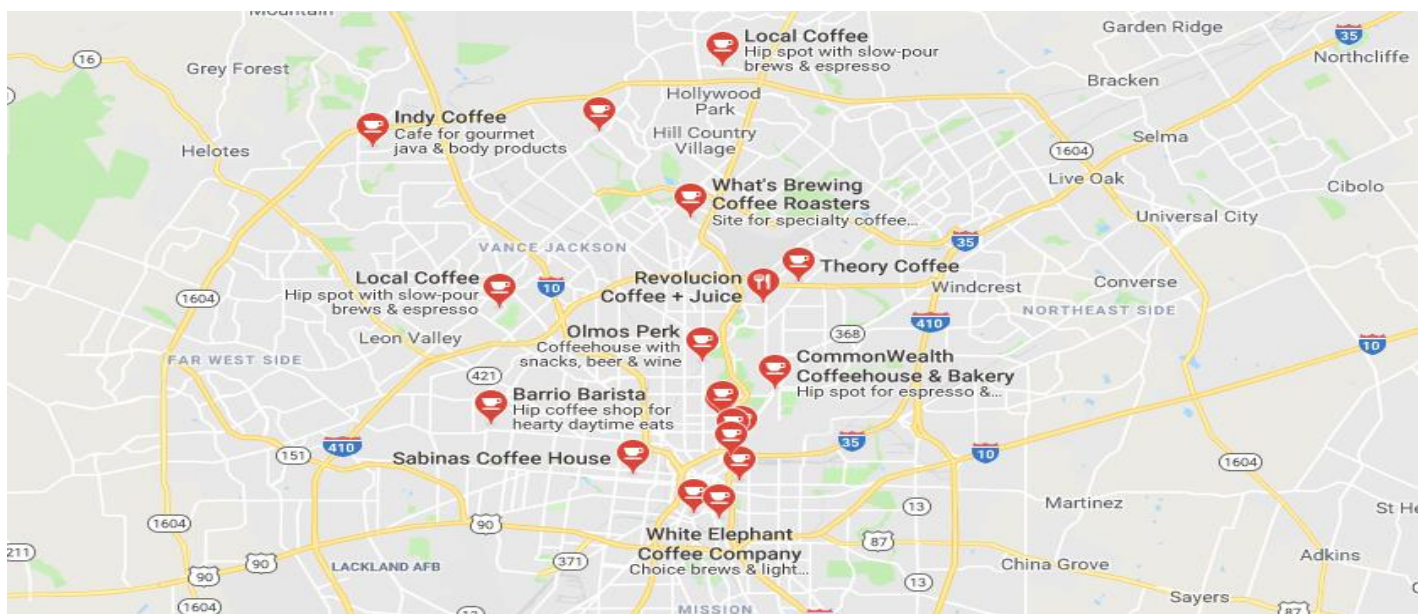
San Antonio city is too much competition for coffee shop and coffee product sales. This also represents there is scope for more coffee shop and sales. The direct competitor for the coffee lab is Local Coffee Shop and Large Coffee Chain operator. There is also indirect competition form the restaurant business and instant coffee product available for retail. Following Figure Shows different competition for The Coffee Lab in San Antonio city:



### Competition from local Café and Coffee Shop from San Antonio

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 at home, tourist prefers them because change form everyday life.

There are numbers of Local Coffee House, Café and Coffee Retailer is present in San Antonio. See the following Map:



## Competition from local Café and Coffee Shop from San Antonio

Name of Competitor	Address	Taste	Quality	Services	Waiting Time	Prices range	Freshness of roast	Advertising	Website	Rating
White Elephant Coffee Company	1415 S. Presa St.	Excellent	Excellent	Excellent	Average	High	Excellent	Fair	www.wecoffeecompany.com	4.7
Revolucion Coffee + Juice	7959 Broadway St	Excellent	Excellent	Good	Average	High	Excellent	Fair	www.revolucionsa.com	4.5
Halcyon Southtown	1414 S Alamo St	Excellent	Excellent	Fair	High	Average	Excellent	Fair	halcyoncoffeebar.com	4.4
Rosella Coffee Company	203 E. Jones Ave	Excellent	Excellent	Excellent	High	High	Excellent	Fair	rosellacoffee.com/	4.5
Mildfire Coffee Roasters	15502 Huebner Rd	Excellent	Excellent	Good	Average	Average	Good	Fair	www.mildfirecoffee.com/	4.5
Bakery Lorraine	306 Pearl Pkwy	Excellent	Excellent	Good	High	High	Good	Fair	www.bakerylorraine.com/	4.5
The Wander'n Calf Espresso Bar & Bakery	128 W Blanco Rd	Good	Excellent	Excellent	Average	Average	Good	Fair	www.wanderncalf.com/	4.9
Paramour Coffee Bar	102 9th St	Excellent	Excellent	low	High	Average	Good	Fair	www.paramourbar.com/	4.1
Bird Bakery	5912 Broadway St	Good	Good	Excellent	Average	Average	Good	Fair	www.birdbakery.com	4.4
Indy Coffee Co.	7114 UTSA Blvd	Fair	Good	Good	Average	Average	Good	High	www.indycoffeeco.com/	4.7

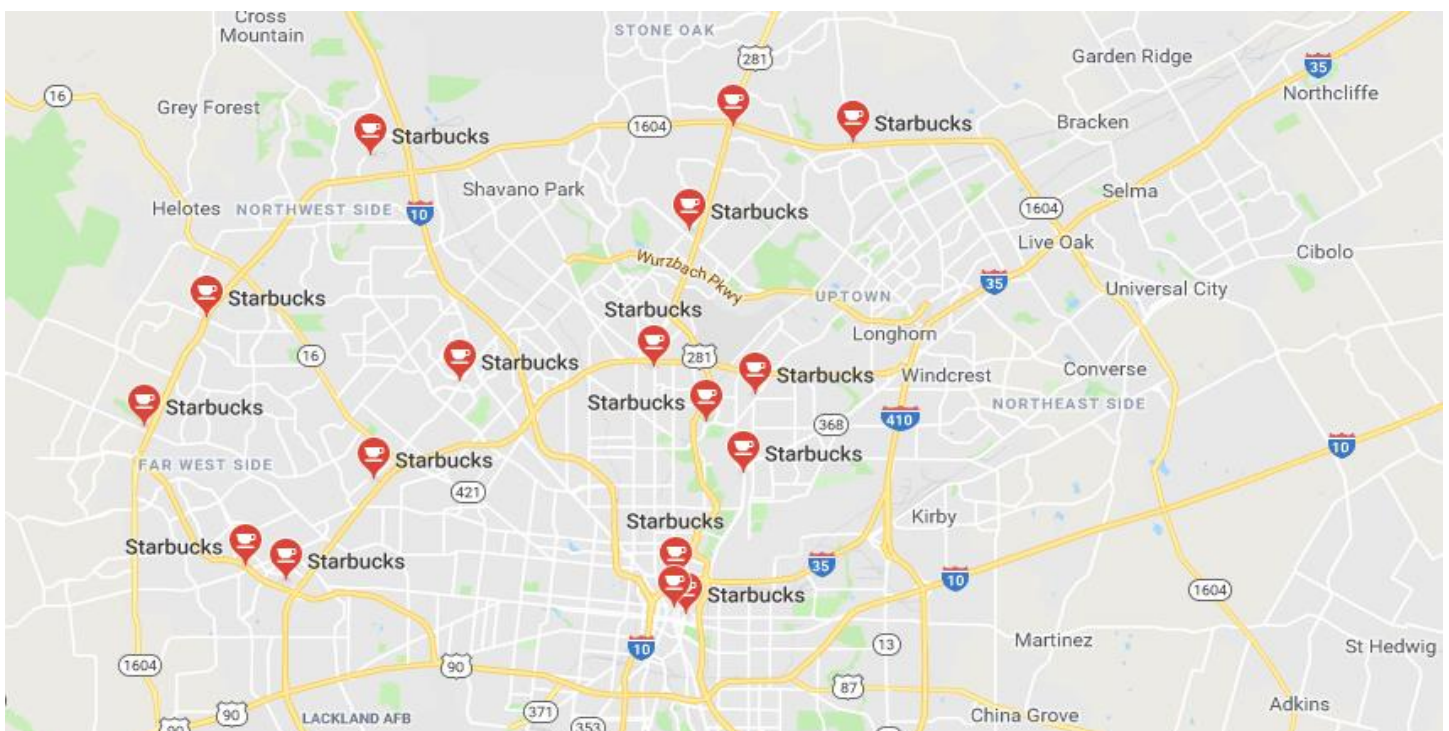


## Competition from the largest chain coffee store operator

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. also, tourists from the outside city mostly preferred brand they know like the Countrywide brand of Coffee Chain.

Starbuck is major Coffee Chain in the USA. Also in San Antonio, they have Number of Shops in the different location.

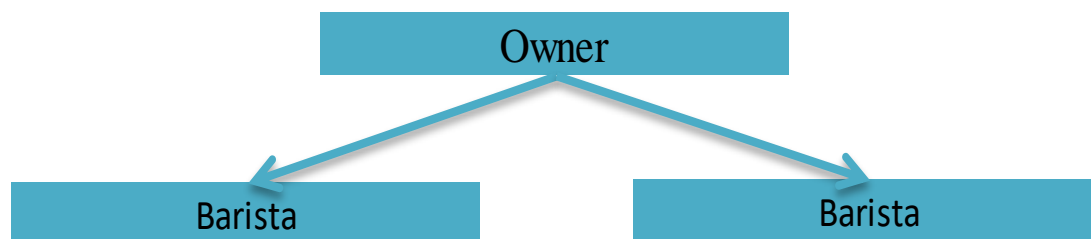




# ORGANISATIONAL PLANNING



## Organisational chart



## Staffing

Job Title	No. of Employee	Expected staff turnover	Skills or strengths	Monthly Pay
Owner or Manager	01	5 Year	Management	4500
Barista	02	2 Year	Coffee Brewing	2500
<b>Total</b>				9500

Total Employee: 03  
Total Monthly pay: \$ 9500

## 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

A photograph of a white ceramic coffee cup filled with a latte, sitting on a matching saucer on a dark windowsill. The window looks out onto a blurred city street with buildings and trees. The scene is lit with warm, natural light from the window.

### **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

The Coffee Lab

Highest-quality coffee	Customer Service	Vertical Integration	Store design & Atmosphere
<p>The Coffee Lab believes to maintain standards for the selection, roasting and fresh delivery of coffee beans and beverages.</p>	<p>The Coffee Labs 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.</p>	<p>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.</p>	<p>The Coffee stores are designed to suggest a sense of sophistication and style that reinforce the Company’s distinctive brand image. Stores are typically configured to accommodate a high volume of traffic while retaining an inviting, casual atmosphere.</p>

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 grocery chain for raw material
- Partnering with Coffee importer

## Expansion Strategy

- Start a food chain
- Franchise or license
- Join forces with an existing restaurant
- Experiment with another concept completely like Taiwanese restaurant
- New Restaurant in new geographic location outside Atlanta
- 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

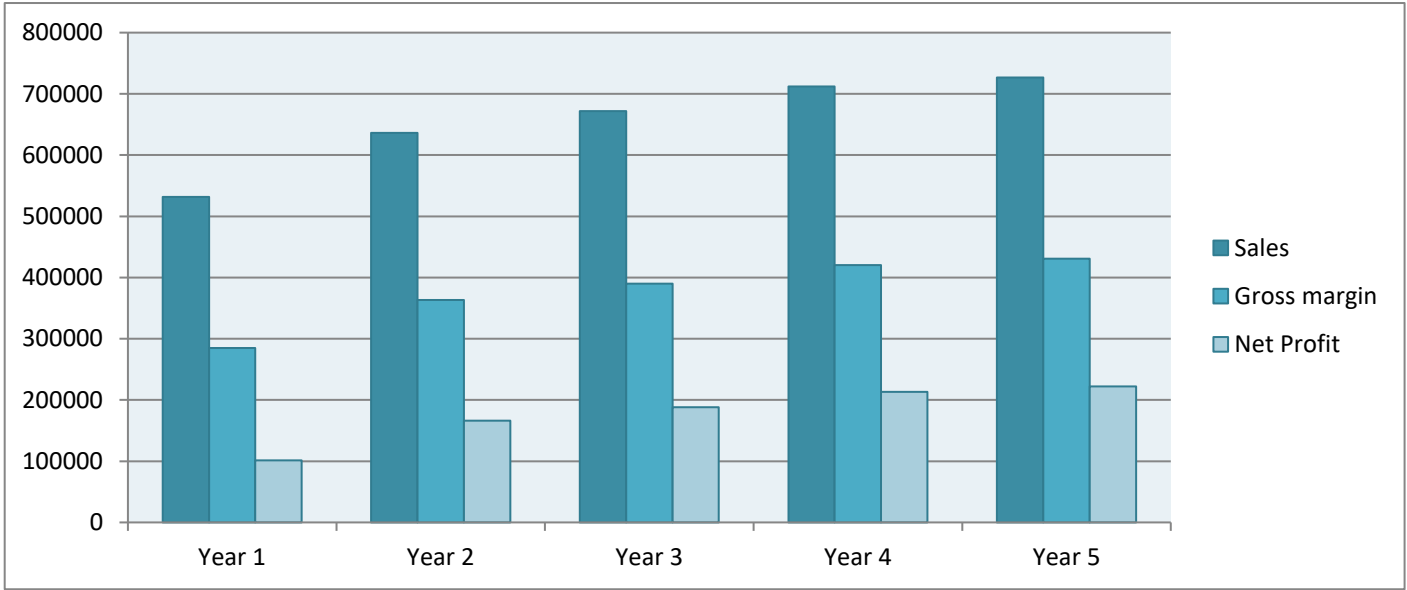
**FINANCIAL SUMMARY:**

**Funding Required: \$ 54,000**  
Direct Investment by Partners

**Breakeven point**  
**7 Months**

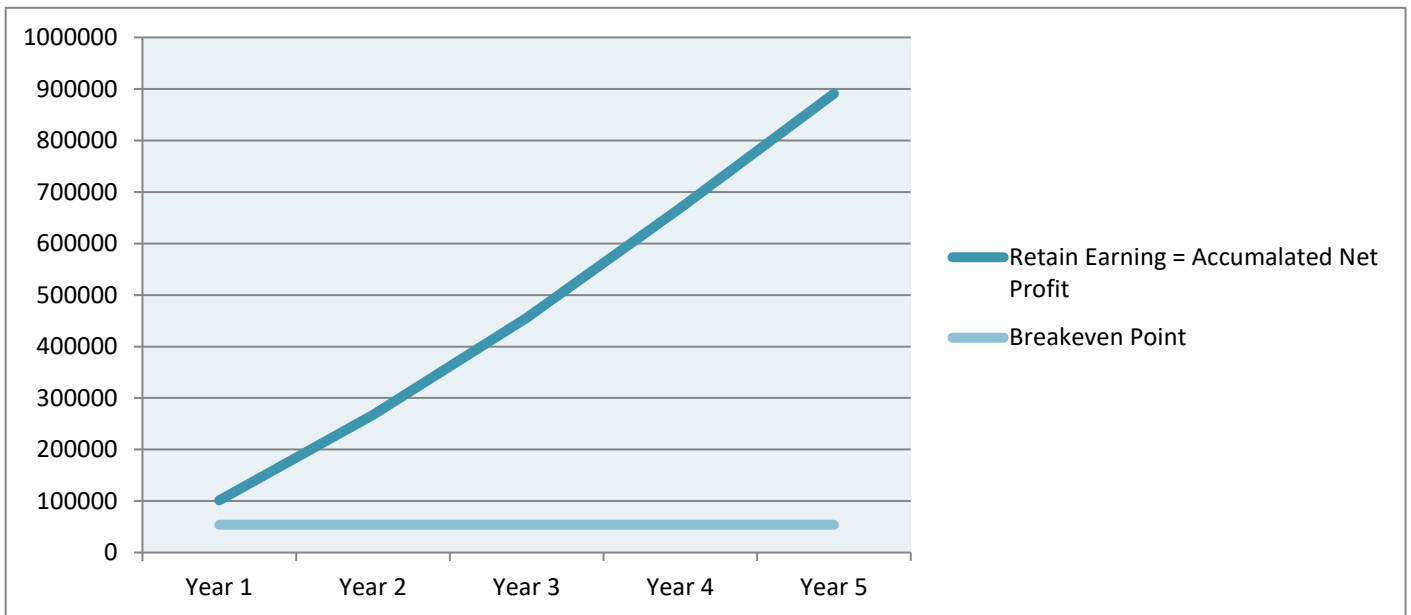
**Sales, Gross Margin and Net profit**

	Sales	Gross margin	Net Profit
Year 1	531787.30	284840.48	101308.13
Year 2	636471.94	363353.96	166212.60
Year 3	671685.92	389764.44	188045.27
Year 4	712253.09	420189.81	213196.91
Year 5	726498.15	430873.61	222028.85



## Breakeven Analysis

Calculation:



Breakeven point for this business is at \$54,000. According to this graph breakeven point is in between 0 year and 1 year.

Accumulated Net profit till Year 1 = \$ 101308.13

Profit Contribution per month in Year 1 =  $\$101308.13 / 12 = \$ 8442.35$

Breakeven Point =  $54,000 / \$ 8442.35 = 6.396323298607615$

**Breakeven Point  $\approx$  7 Months**

## Start-up Finding

Particulars		Amount
Fixed Assets		
	Land	0
	Building	0
	Cash in Hand	6500
	Equipment	15000
	Furniture and fixtures	20000
	Other fixed assets	2500
<b>Total fixed assets</b>		<b>44000</b>
Start-up Expenses		
	Legal	200
	Office Supplies (Computer, Printer)	1200
	Stationery & Sign	100
	Initial Sales and Promotion	2500
	Professional Consulting	300
	Remodelling	3000
	Website Development	2200
	Deposits	0
	Good Will	0
	Other malicious expenses	500
<b>Total Start Up Expenses</b>		<b>10000</b>
<b>Total Funding</b>		<b>54000</b>
Start Up Funding		
	Direct Investment	54000
	Loan	0
<b>Total Start-up Funding</b>		<b>54000</b>

### Assumption:

1. Building for opening shop is leased.
2. All initial funding is raised by investor.
3. Cost of Raw material is 25% of Sales Revenue
4. Marketing Expenses is 5 % of Sales Revenue
5. Sales tax is 8 % and Personal Tax is 8 %
6. Depreciation on Fixed Asset 3 %.



## Sales Forecasting

Year		Year 1	Year 2	Year 3	Year 4	Year 5
Average customer visits per day		87	104	110	116	119
Estimated customer visits per Month		2607	3120	3293	3491	3561
Average spending per person		17	17	17	17	17
<b>Forecasted Sales per Year</b>		<b>531787</b>	<b>636472</b>	<b>671686</b>	<b>712253</b>	<b>726498</b>
% of Cost of Raw Material		25%	25%	25%	25%	25%
Cost of Raw Material		132947	159118	167921	178063	181625
Personal Cost per Month		114000	114000	114000	114000	114000
<b>Total Cost</b>		<b>246947</b>	<b>273118</b>	<b>281921</b>	<b>292063</b>	<b>295625</b>
<b>Gross Margin</b>		<b>284840</b>	<b>363354</b>	<b>389764</b>	<b>420190</b>	<b>430874</b>
<b>% of Margin</b>		<b>54%</b>	<b>57%</b>	<b>58%</b>	<b>59%</b>	<b>59%</b>

## Profit and Loss Statement

Year	Year 1	Year 2	Year 3	Year 4	Year 5
Total Sales	531787.30	636471.94	671685.92	712253.09	726498.15
Cost of Raw Material	132946.83	159117.99	167921.48	178063.27	181624.54
Personal Cost	114000.00	114000.00	114000.00	114000.00	114000.00
<b>Gross Margin</b>	<b>284840.48</b>	<b>363353.96</b>	<b>389764.44</b>	<b>420189.81</b>	<b>430873.61</b>
<b>% of Margin</b>	<b>54%</b>	<b>57%</b>	<b>58%</b>	<b>59%</b>	<b>59%</b>
Operating Expenses					
Rent	84000.00	84000.00	84000.00	84000.00	84000.00
Offices Supplies and Stationary	1800.00	1800.00	1800.00	1800.00	1800.00
Utilities	6000.00	6000.00	6000.00	6000.00	6000.00
Sales and Marketing	26589.37	31823.60	33584.30	35612.65	36324.91
Insurance	6000.00	6000.00	6000.00	6000.00	6000.00
Professional Consulting	3600.00	3600.00	3600.00	3600.00	3600.00
Depreciation	7000.00	7000.00	7000.00	7000.00	7000.00
Other malicious expenses	6000.00	6000.00	6000.00	6000.00	6000.00
<b>Total Operating Expenses</b>	<b>140989.37</b>	<b>146223.60</b>	<b>147984.30</b>	<b>150012.65</b>	<b>150724.91</b>
<b>Profit Before Interest and Tax</b>	<b>143851.11</b>	<b>217130.36</b>	<b>241780.14</b>	<b>270177.16</b>	<b>280148.70</b>
EBITDA	143851.11	217130.36	241780.14	270177.16	280148.70
Personal Tax	9120.00	9120.00	9120.00	9120.00	9120.00
Sales Tax (8%)	42542.98	50917.76	53734.87	56980.25	58119.85
Interest	0.00	0.00	0.00	0.00	0.00
<b>Net Profit (EAT)</b>	<b>101308.13</b>	<b>166212.60</b>	<b>188045.27</b>	<b>213196.91</b>	<b>222028.85</b>
<b>% of Net Profit (EAT)</b>	<b>19%</b>	<b>26%</b>	<b>28%</b>	<b>30%</b>	<b>31%</b>

## Cash Flow Statement

	Opening Month	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Opening Balances</b>	6500.00	13000.00	112188.13	375468.86	548394.13	746471.04
<b>In</b>						
Owners Capital	54000.00	0.00	0.00	0.00	0.00	0.00
Bank Loan	0.00	0.00	0.00	0.00	0.00	0.00
Sales	0.00	531787.30	636471.94	671685.92	712253.09	726498.15
Others	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total In</b>	54000.00	544787.30	748660.07	671685.92	712253.09	726498.15
<b>Out</b>						
Cost of Raw Material	0.00	132946.83	159117.99	167921.48	178063.27	181624.54
Personal Cost	0.00	114000.00	114000.00	114000.00	114000.00	114000.00
Total Operating Expenses	0.00	140989.37	146223.60	147984.30	150012.65	150724.91
Personal Tax	0.00	9120.00	9120.00	9120.00	9120.00	9120.00
Sales Tax (8%)	0.00	42542.98	50917.76	53734.87	56980.25	58119.85
Interest	0.00	0.00	0.00	0.00	0.00	0.00
Land	0.00	0.00	0.00	0.00	0.00	0.00
Building	0.00	0.00	0.00	0.00	0.00	0.00
Equipment	15000.00	0.00	0.00	0.00	0.00	0.00
Furniture and fixtures	20000.00	0.00	0.00	0.00	0.00	0.00
Other fixed assets	2500.00	0.00	0.00	0.00	0.00	0.00
Total Start Up Expenses	9500.00	0.00	0.00	0.00	0.00	0.00
Loan Payment	0.00	0.00	0.00	0.00	0.00	0.00
Payment to Investor	0.00	0.00	0.00	0.00	0.00	0.00
Other malicious expenses	500.00	6000.00	6000.00	6000.00	6000.00	6000.00
<b>Total out</b>	47500.00	445599.17	485379.34	498760.65	514176.17	519589.30
<b>Closing Balances</b>	13000.00	112188.13	375468.86	548394.13	746471.04	953379.89

## Balance Sheet

Particulars	Opening	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Current Assets</b>						
Cash in Hand	6500.00	112188.13	375468.86	548394.13	746471.04	953379.89
Investment	17500.00	0.00	0.00	0.00	0.00	0.00
Account receivable	0.00	531787.30	636471.94	671685.92	712253.09	726498.15
Inventory	0.00	0.00	0.00	0.00	0.00	0.00
Other Current Assets	2500.00	0.00	0.00	0.00	0.00	0.00
<b>Total Current Assets</b>	<b>26500.00</b>	<b>643975.43</b>	<b>1011940.80</b>	<b>1220080.04</b>	<b>1458724.12</b>	<b>1679878.04</b>
<b>Fixed Asset</b>						
Land	0.00	0.00	0.00	0.00	0.00	0.00
Building	0.00	0.00	0.00	0.00	0.00	0.00
Equipment	15000.00	15000.00	15000.00	15000.00	15000.00	15000.00
Furniture and fixtures	20000.00	20000.00	20000.00	20000.00	20000.00	20000.00
Other fixed assets	2500.00	2500.00	2500.00	2500.00	2500.00	2500.00
<b>Total Fixes Assets</b>	<b>37500.00</b>	<b>37500.00</b>	<b>37500.00</b>	<b>37500.00</b>	<b>37500.00</b>	<b>37500.00</b>
<b>Other Assets</b>						
Deposits	0.00	0.00	0.00	0.00	0.00	0.00
Good Will	0.00	0.00	0.00	0.00	0.00	0.00
other	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total other Assets</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
Depreciation	0.00	7000.00	7000.00	7000.00	7000.00	7000.00
<b>Total Assets</b>	<b>64000.00</b>	<b>674475.43</b>	<b>1042440.80</b>	<b>1250580.04</b>	<b>1489224.12</b>	<b>1710378.04</b>
<b>Current Liabilities</b>						
Account Payable	10000.00	393936.19	425341.58	435905.77	448075.93	452349.44
Interest	0.00	0.00	0.00	0.00	0.00	0.00
Tax	0.00	51662.98	5193.57	5282.24	5282.24	5282.24
Short term debt	0.00	0.00	0.00	0.00	0.00	0.00
Other current Liabilities	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Current Liabilities</b>	<b>10000.00</b>	<b>445599.17</b>	<b>430535.15</b>	<b>441188.02</b>	<b>453358.17</b>	<b>457631.69</b>
<b>Long term</b>						
Bank loan Payable	0.00	0.00	0.00	0.00	0.00	0.00
Payment to Investor	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total long term</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Owner Equity</b>						
Invested Capital	54000.00	54000.00	54000.00	54000.00	54000.00	54000.00
Retain Earning	0.00	174876.25	557905.65	755392.03	981865.96	1198746.35
<b>Total Owners Equity</b>	<b>54000.00</b>	<b>228876.25</b>	<b>611905.65</b>	<b>809392.03</b>	<b>1035865.96</b>	<b>1252746.35</b>
<b>Total Liabilities and Equity</b>	<b>64000.00</b>	<b>674475.43</b>	<b>1042440.80</b>	<b>1250580.04</b>	<b>1489224.12</b>	<b>1710378.04</b>