**Company Name/Suggestions**

|  |  |
| --- | --- |
| * Pruthvi |  |
| * Ratna Garba |  |
| * Pravarna |  |
| * Sugotram |  |

**Coffee Shop Name/Suggestions**

|  |  |  |
| --- | --- | --- |
| **Brew Beans** | **Ah! Coffee** | **Brew Heaven** |
| **Coffee Bean Company/Corp** | **Espresso Cafe** | **Coffee Brewery** |
| **Brew Time** | **Brewing Bond** | **Brewing Palace** |
| **Brew it** | **Brewcation** | **Brew Master** |
| **Brew\ Brewer’s hub** | **Coffee & ME** | **Brewers Spot** |
| **Coffee Cartel** | **Coffee Connect\s** | **Caffeine Club** |

**LOGO**



**Mission:** To provide a cozy and welcoming environment with high quality coffee, quick bites, tea, breakfast (idly, dosa) (oats, millets), Pancakes and a great vibe for remote workers, students and coffee lovers.

**Concept:** A mid-range, modern cafe serving specialty coffees, teas, pastries, breakfast and quick bites. Cozy interiors with Wi-fi, books and music, games and play area for a possible extension.

**Location:** High footfall area M.G Road (Vijayawada)

* Airport Store
* Malls [Micro, To-Go Counters]

**Other ideas**

* Medium / Large Coffee Shop
* With Play zone for kids & adults
* Books
* Board Games, Card Games.

**Vision:** To be the go-to neighborhood coffee shop for quality comfort and creativity.

**Values**

* Deep desire to make a difference.
* Build a strong Coffee community.
* Offering a Creative menu
* Honest pricing, respectful service and ethical sourcing of all products
  + Quality First
  + Community
  + Sustainability
  + Eco-Friendly
  + Creativity
  + Integrity
  + Trust building

**Objectives**

* To grab trust of the customers
* To maintain high market capitalization
* To become market Leader
* To provide best service
* To satisfy the customer’s needs and wants
* To diversify across the globe
* Generating employment opportunities

**Reasons for Success**

* Growing Coffee Culture
* Effective Use of Social Media
* Loyalty & Word of mouth
* Strategic Location
* High Margins on Beverages
* Focused Target Market
* Scalable Model
* Ethical Appeal

**Characteristics**

* Reliability
* Lean & Agile
* Innovation Driven
* Scalable Foundations

**SWOT Analysis**

**Strengths**

1. Untapped Market Potential
   * Few high-quality coffee shops
   * Early entry into developing coffee culture
2. Unique Brand identity
3. Cost Advantage
   * Offering premium quality at affordable price

**Weaknesses**

1. Brand Awareness
2. Customer Expectations
3. Operational Challenges

**Opportunities**

1. Rising Urbanization
2. Community Engagement

**Threats**

1. Established Competitors
   * Starbucks, CCD
2. Weather Factor [300+ sunny days]
3. Economic Fluctuations
4. Cultural Mindset

**Market Research**

* Target Audience:
  + 18–40-year-olds
  + Students, working professionals.
  + All income groups [Middle and above]
* Market Trends:
  + High growing coffee culture
  + Customers seek experience, more than coffee.
  + Instagramable > for photos

Business details:

* Management:

|  |  |
| --- | --- |
| Pruthvi Raj | Founder & CEO |
|  | Manager |
|  | Operations in charge |
|  | Store Manager |
|  | HR |
|  | CA/Accountant |

* Personnel required:
* **Baristas** (2–3) – To prepare and serve coffee and beverages.
* **Kitchen Staff** (1–2) – For food preparation and kitchen maintenance
* **Cashier** – To handle billing and customer transactions.
* **Cleaning Staff** – To maintain hygiene and cleanliness.

**Legal Compliance:**  
The coffee shop is legally registered and operates in full compliance with all applicable government regulations. We strictly adhere to the norms set by FSSAI and other relevant authorities to ensure safety, hygiene, and quality.

Permissions and Certificates needed.

|  |
| --- |
| 1. GST 2. FSSAI License 3. Shop and Establishment License 4. Trade License 5. Fire Safety Certificate 6. Music License 7. Labor license |

|  |  |
| --- | --- |
| Location (place) | Blender |
| Size of the Shop(micro/medium/large) | Freezer |
| Tables/chairs | Glasses |
| Interiors | Refrigerator |
| Coffee machine espresso machine | Microwave oven |
| Ceramic mugs cups plates | Straws |
| Coffee beans grinder | Sandwich griller |
| Counter **POS machine / billing system** | Kitchen setup-utensils |
| Paper cups and lids | Togo boxes |

Requirements to start the business.

Material required.

|  |  |
| --- | --- |
| Coffee beans | Milk/powder |
| Almonds/nuts | Sugar/jaggery |
| Breads/buns | Ghee/oil |
| Cocoa powder | Eggs |
| Ice-cream | Fruits/dates |
| Froth maker | Tea powder |
| Idly/dosa mix millet preferably | **Condiments** (salt, pepper, ketchup, etc. |
| Napkins & tissues | **Veggies (tomato, onion, lettuce, etc.** |
| Cheese |  |

**Business Model (Coffee Shop)**

**1. Value Proposition**

* High-quality coffee, tea, and quick bites in a cozy, welcoming environment.
* Focus on remote workers, students, and coffee lovers.
* Unique ambiance with Wi-Fi, books, music, and games.

**2. Customer Segments**

* Age group: 18–40 years
* Students and working professionals.
* Middle-income and above

**3. Channels**

* Physical stores in high-footfall areas (e.g., M.G. Road, Vijayawada)
* Airport kiosks and mall counters (micro/to-go formats)
* Social media and word-of-mouth marketing

**4. Customer Relationships**

* Loyalty programs
* Community engagement
* Personalized service and ambiance

**5. Revenue Streams**

* Sale of beverages (coffee, tea, etc.)
* Sale of food items (breakfast, quick bites, desserts)
* Potential merchandise or branded products in the future

**6. Key Resources**

* Skilled personnel (baristas, kitchen staff, managers)
* Equipment (espresso machines, grinders, kitchen appliances)
* Ingredients and supplies (coffee beans, milk, condiments, etc.)
* Cozy interiors and ambiance elements

**7. Key Activities**

* Beverage and food preparation
* Customer service and engagement
* Marketing and promotions
* Supply chain and inventory management.

**8. Key Partnerships**

* Ethical suppliers for coffee and ingredients
* Local vendors for fresh produce
* Licensing and compliance authorities (FSSAI, GST, etc.)

**9. Cost Structure**

* Startup costs (equipment, interiors, licenses)
* Operational costs (salaries, rent, utilities, supplies)
* Marketing and promotional expenses

|  |
| --- |
|  |

# Financial Planning for Brew Beans

## 1. Startup Costs (Initial Investment)

Total Estimated Startup Cost: ₹800000

**1. Startup Costs (Initial Investment)**

| **Category** | **Estimated Cost (INR)** |
| --- | --- |
| Rent Deposit & Advance | ₹1,50,000 |
| Interiors & Furniture | ₹2,00,000 |
| Coffee Machines & Equipment | ₹1,50,000 |
| Kitchen Setup & Appliances | ₹1,00,000 |
| Initial Inventory (Raw Materials) | ₹75,000 |
| Licensing & Legal Compliance | ₹25,000 |
| Branding & Marketing (Launch) | ₹50,000 |
| Miscellaneous | ₹50,000 |
| **Total Estimated Startup Cost** | **₹8,00,000** |

|  |
| --- |
| Startup Costs |
| A graph of blue bars with white text  AI-generated content may be incorrect. |

## 2. Monthly Operating Expenses

Total Monthly Expenses: ₹200000

| **Expense Category** | **Monthly Estimate (INR)** |
| --- | --- |
| Rent | ₹30,000 |
| Salaries (5–6 staff) | ₹1,00,000 |
| Utilities (Electricity, Water, Internet) | ₹10,000 |
| Raw Materials & Supplies | ₹40,000 |
| Marketing & Promotions | ₹10,000 |
| Maintenance & Misc. | ₹10,000 |
| **Total Monthly Expenses** | **₹2,00,000** |

## Monthly Operating Expenses

A graph of a monthly operating expenses

AI-generated content may be incorrect.

3. Revenue Projections

Daily Revenue: ₹12000

Monthly Revenue (30 days): ₹360000

Monthly Profit (before tax): ₹160000

| **Metric** | **Estimate** |
| --- | --- |
| Avg. Daily Customers | 80 |
| Avg. Spend per Customer | ₹150 |
| **Daily Revenue** | ₹12,000 |
| **Monthly Revenue (30 days)** | ₹3,60,000 |
| **Monthly Profit (before tax)** | ₹1,60,000 |

## Revenue vs. Expenses

A green and red squares

AI-generated content may be incorrect.

**4. Break-Even Analysis**

Break-even Point: Approx. 5.00 months

* **Break-even Point**: Approx. **5–6 months** (based on ₹8L investment and ₹1.6L monthly profit)

|  |
| --- |
|  |

## 5. Funding Strategy

* **Self-Funding:** Initial capital investment from personal savings
* **Bank Loan:** Secure small business loans from national or private banks.
* **Angel investors**
* **Personal loan**

**Cash flow Forecasting.**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Month** | **Opening Balance** | **Revenue** | **Expenses** | **Net Cash Flow** | **Closing Balance** |
| Month 1 | 800000 | 360000 | 200000 | 160000 | 960000 |
| Month 2 | 960000 | 360000 | 200000 | 160000 | 1120000 |
| Month 3 | 1120000 | 360000 | 200000 | 160000 | 1280000 |
| Month 4 | 1280000 | 360000 | 200000 | 160000 | 1440000 |
| Month 5 | 1440000 | 360000 | 200000 | 160000 | 1600000 |
| Month 6 | 1600000 | 360000 | 200000 | 160000 | 1760000 |
| Month 7 | 1760000 | 360000 | 200000 | 160000 | 1920000 |
| Month 8 | 1920000 | 360000 | 200000 | 160000 | 2080000 |
| Month 9 | 2080000 | 360000 | 200000 | 160000 | 2240000 |
| Month 10 | 2240000 | 360000 | 200000 | 160000 | 2400000 |
| Month 11 | 2400000 | 360000 | 200000 | 160000 | 2560000 |
| Month 12 | 2560000 | 360000 | 200000 | 160000 | 2720000 |

**Balance Sheet (End of Year 1)**

**Assets**

* **Equipment: ₹1,50,000**
* **Inventory: ₹75,000**
* **Cash: ₹27,20,000**
* **Total Assets: ₹29,45,000**

**Liabilities**

* **Total Liabilities: ₹0**

**Equity**

* **Owner's Equity (Capital + Retained Profit): ₹29,45,000**
* **Total Equity: ₹29,45,000**

**✅ Accounting Equation Check:**

**Assets (₹29,45,000) = Liabilities (₹0) + Equity (₹29,45,000) ✔️**

**Risk Analysis**

* **Operational risks (e.g., equipment failure)**
* **Market risks (e.g., competition)**
* **Financial risks (e.g., inflation)**
* **Mitigation strategies**

**Technology Needs**

* **POS System: For billing and inventory tracking**
* **Wi-Fi Infrastructure: For customers and internal operations**
* **CCTV & Security Systems**
* **Inventory Management Software**
* **Employee Scheduling Tools**
* **Digital Payment Integration (UPI, cards, wallets)**

**🔄 Supply Chain Management**

**Only raw materials are listed, but no strategy.**

* **Vendor Selection Criteria: Local, ethical, cost-effective**
* **Inventory Replenishment Cycle: Weekly/bi-weekly.**
* **Storage & Handling: Cold storage for perishables, dry storage for beans**
* **Contingency Planning: Backup suppliers, seasonal adjustments**
* **Sustainability Practices: Eco-friendly packaging, waste reduction**

**Product-Details(ref:** [**https://pruthvirajdarapu.github.io/coffeeshop-testing/menu.html**](https://pruthvirajdarapu.github.io/coffeeshop-testing/menu.html)**)**

* **Products offered.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Espresso\shots** | **Americano** | **Iced Americano** | **Cold brew** | **Cold Brew flavored** |
| **Mocha\ iced** | **Coffee frappes** | **Filter coffee** | **Tea-types** | **Summer drinks** |
| **Bullet Coffee** |  |  |  |  |

**☕ Pricing Strategy for Brew Beans**

**1. Pricing Objectives**

* **Penetration Pricing: Attract customers with competitive prices initially.**
* **Value-Based Pricing: Price based on perceived value (ambiance, quality, experience).**
* **Price Markup: Prices are set by applying a consistent markup over the cost of ingredients and preparation.**

**2. Pricing Model**

| **Product Category** | **Example Items** | **Price Range (INR)** |
| --- | --- | --- |
| **Espresso Drinks** | **Americano, Mocha, Latte** | **₹120 – ₹180** |
| **Cold Beverages** | **Cold Brew, Frappes** | **₹150 – ₹220** |
| **Breakfast Items** | **Idly, Dosa, Pancakes** | **₹80 – ₹150** |
| **Quick Bites** | **Sandwiches, Pastries** | **₹100 – ₹160** |
| **Specialty Drinks** | **Bullet Coffee, Summer Mix** | **₹160 – ₹250** |

**3. Competitive Benchmarking**

* **Starbucks: ₹250+ for premium drinks**
* **CCD: ₹150–₹200 range**
* **Brew Beans: Positioned as affordable-premium (₹120–₹200)**

**✅ *Goal*: Offer premium quality at a more accessible price point.**

**4. Promotional Pricing**

* **Opening Offers: Buy 1 Get 1 Free, 20% off first week**
* **Loyalty Program: Every 6th coffee free**
* **Student Discounts: 10% off with ID**
* **Weekly Deals: Thursday offer**

**5. Psychological Pricing**

* **Use prices like ₹149 or ₹199 instead of ₹150 or ₹200 to make them feel more affordable.**

**☕ Unique Selling Proposition (USP)**

**✅ 1. Customize Your Own Coffee**

**At Brew Beans, we believe coffee should be as unique as the person drinking it. That’s why we offer a “Customize Your Own Coffee” experience — allowing customers to choose their preferred beans, milk type, sweetness level, flavors, and toppings. Whether it’s a classic espresso or a creative cold brew with a twist, every cup is crafted to match individual tastes.**

**✅ *Why it stands out*: Unlike standardized menus at large chains, Brew Beans empowers customers to co-create their beverage, making every visit personal, memorable, and share-worthy.**

**♻️ 2. Bring Your Own Cup – Get 10% Off**

**We care about the planet as much as we care about your coffee. That’s why we encourage sustainability with our “Bring Your Own Cup” initiative.**

* **Bring your own reusable cup or tumbler**
* **Get 10% off on all beverages**

**Why it stands out: It’s a small step toward reducing single-use waste — and a rewarding one for our eco-conscious customers.**