**📄 Executive Summary**

**Business Name**: Brew Beans  
**Founder**: Pruthvi Raj  
**Location**: M.G. Road, Vijayawada (with plans for airport and mall kiosks)

**Business Concept**:  
Brew Beans is a modern, mid-range coffee shop designed to serve high-quality coffee, tea, and quick bites in a cozy, welcoming environment. With a focus on remote workers, students, and coffee lovers, Brew Beans offers a unique ambiance featuring Wi-Fi, books, music, and games. The brand aims to blend comfort, creativity, and community into every cup.

**Target Market**:  
Young adults aged 18–40, including students, working professionals, and middle-to-upper income groups who value experience, quality, and social spaces.

**Unique Selling Proposition (USP)**:  
Affordable-premium pricing, a creative and inclusive menu, and a community-driven atmosphere that sets Brew Beans apart from large chains like Starbucks and CCD.

**Financial Highlights**:

* **Startup Cost**: ₹8,00,000
* **Monthly Revenue**: ₹3,60,000
* **Monthly Profit**: ₹1,60,000
* **Break-even Point**: 5–6 months
* **Year-End Cash Balance**: ₹27,20,000

**Funding Strategy**: Primarily self-funded, with options for small business loans or angel investment for future expansion.

**Vision**:  
To become the go-to neighborhood coffee shop known for quality, creativity, and community engagement.