



700 E. 5th Street
Connersville, IN
47331
Haley Davidson
Owner/Manager

Executive Summary

- My mission is to will provide a friendly, comfortable atmosphere where the customers can receive quality food, drinks, and service at a reasonable price.
- My café will offer a variety of choices to the customers. Cappuccinos, lattes, espressos, smoothies, regular coffee, soft drinks, and tea of all sorts will be available.
- The café will also serve deli-style breakfast sandwiches with the freshest ingredients, muffins, croissants, cinnamon rolls, coffee cake, and other tasty treats.
- Coffee Spot Café will be open from 6:00 A.M. to 4 P.M. Sunday-Saturday.





Goals and Strategies

- Short-term goal: Use the quality of our service and advertising to soon become well-known throughout Connersville.
- Long-term goal: Expand the business to other locations and include catering.
- Strategy: Work hard to have the best-tasting coffee, treats, and service in town and surrounding areas.



SWOT Analysis

- Strengths: Reasonable prices, wide variety of coffee and drinks, a lot of home-made treats
- Weaknesses: Turn down in the economy, start-up costs, new business, no reputation
- Opportunities: Job opportunities for the many unemployed in Connersville, catering
- Threats: Gas stations, McDonalds, Brian's Bookstore, and other local restaurants



Intellectual Property



Location

- The location of my business will be where Dunn's Steak n Buffet is at 700 E. 5th Street in Connersville. They have recently built a small room towards the front of the building where my coffee shop will be.
- I will not have to pay rent and this will eliminate around \$150,000 that I had planned on purchasing a building with.



Legal Structure

- My business will be run as a sole proprietorship.
- All debts and liabilities of this business will be my responsibility.
- I will pay personal income taxes on the profits made. This will make accounting much simpler.
- With having a sole proprietorship, I can also deduct my business losses to the extent of my total income that I may have from all sources.



Accounting and Legal

- For daily accounting, the system I will use will be QuickBooks Pro.
- I will use Sheryl Myers for my tax accountant, and I will be responsible for periodic financial statement analysis.
- I will retain Kenneth Faw for an attorney.



Market Analysis

- Target Market: My target market will be to anyone who enjoys coffee, but I will mainly target people age 18 and older, both male and female, and who are of the working class. The total population of Connersville is 15,411, and the number of males and females are about the same. There are 11,813 residents over the age of 18.
- Competition: My major competitors would be Brian's Bookstore which is located on Central Avenue in Connersville. One of the strengths of Brian's Bookstore would be that they serve coffee along with selling books. They have also been in Connersville since 1998 and they are well-known. People may also be brand loyal to their coffee.
- Market Trends: Coffee is the drink of choice for many people across the world. Every morning millions of people rely on their morning fix to get going for the day.
 - The US Department of Agriculture's estimate of the 2006/07 world coffee production has increased to 128.6 million bags, up 4.9 million bags from its June 2006 estimate.
 - 17% of the adult population consumed a gourmet beverage on a daily basis in 2008 compared with 14% in 2007.



Marketing Strategy

- I will do as much as I can to get my business name known throughout Connersville. I plan to make flyers to put on cars that have my business name, logo, and address on them. It will also list the day of opening and will state that if you bring the flyer in through the first week of opening you can get 20% off any drink of any size. I will also have two coupons in the local newspaper for \$1.00 off any purchase. I will have reasonable prices, but they will not be too high or too low.



Start-up Costs

• Incorporating	176.72
• Licenses and Permits	239.88
• Insurance	700.00
• Legal	500.00
• Bean Grinder	795.00
• Food supplies	900.00

» 3,311.60



Summary of Financial Needs

- I will not be applying for financing. I plan on using my graduation money and some of the money I have saved in the bank. I have about \$5,000 in my savings account. If something goes wrong, I have back-up money and more than enough for my start-up costs. I do not have to pay rent because my mom is the manager of Dunn's and is letting me use the room, cash register, telephone, and supplies for no cost. I hope that after a few years of being open that I have enough money to buy my own building.



Products

Espresso Drinks

- Americano
- Breve
- Cappuccino
- Latte
- Mocha
- Macchiato



Other Drinks

- Hot Chocolate
- Hot Tea
- Chai Tea Latte
- Kid's Hot Cocoa
- Fountain Drinks
- Juice
- White and Chocolate Milk



Coffees

- Daily Brew-Reg./Decaf.
- Organic French Roast
- World Tour Blend



Products Continued

Bakery

- Croissants
- Bagels
- Assorted Brownies and cookies
- Pie and Cakes by the slice
- Muffins
- Cinnamon Rolls
- Breakfast Sandwiches
- Scones



Smoothies

- Fruit
- Blended Ice Coffee Drinks



Iced Drinks

- Coffee
- Jumpin' Java
- Iced Tea



Break-even Analysis

- $3,311.60 / (1.45 - .50)$
– $= 3,485.89$
- I need to sell 3,485 cups of coffee to break even.



Supporting Documents/Sources

- My facts came from the National Coffee Association of U.S.A's website
- Logoease.com helped me make my business logo
- I also received some ideas for my pricing and products from Starbucks.
- Www.citytowninfo.com/places/indiana/connersville
- All pictures of my products came from google.com/images

