

One-Page Coffee Shop Business Plan

Business Name & Vision

- **Business Name:** (Coffee Shop Name)
- **Vision:** To create a warm and inviting space where customers can enjoy high-quality coffee and community interactions.

Mission Statement

To serve premium coffee and provide exceptional customer service in a cozy, welcoming environment.

Objectives

1. Achieve monthly revenue of \$10,000 within 6 months.
2. Gain 500 loyal customers in the first year.
3. Expand to catering or events by Year 2.

Target Market

- Young professionals, students, and remote workers in the local area.
- Individuals seeking premium coffee and a relaxing atmosphere.

Value Proposition

Providing ethically sourced coffee and a personalized café experience with free Wi-Fi and comfortable seating.

Products/Services

- Specialty coffee (espresso, lattes, cappuccinos).

- Fresh pastries and sandwiches.
- Seasonal drinks and local merchandise.

Marketing & Sales Strategy

- Social media promotions and local advertising.
- Loyalty programs to encourage repeat visits.
- Partnerships with local businesses and community events.

Operations Plan

- Daily operations: brewing coffee, preparing food, and serving customers.
- Partnerships with local roasters for quality beans.

Financial Summary

- **Startup Costs:** \$50,000 (rent, equipment, inventory).
- **Revenue Streams:** Coffee sales, baked goods, and catering.
- **Profit Goals:** 20% profit margin by the end of Year 1.