

Table of Contents

Executive Summary	Pages 4 - 6
The Big Picture	Section 4.1
Mission Statement: Name	4.2
Location and Growth	4.3
Think Local “Not Like The Chains”	5.1
Our Menu	5.2
Our Focus in Perfection	5.3
Impassioned about Customer Service	6.1
Legal Structure, Finance and Management	6.2
Industry Advisor: Bellissimo Coffee Advisors	6.3
 Details of The Business	 Pages 7 - 9
Our Ambiance and Décor: Example	Section 7.1
Caring about the World and Our Community	7.2
A Focus on Technology	7.3
Our Staff: Passionate and Well-Trained	8.1
Hours of Operation	8.2
Name’s Goals for the First Year of Operation	9.1
Our Keys to Success	9.2
 Our Product	 Pages 10 - 11
Quality Assurance	Section 10.1
Flavor and Style	10.2
World-Class Roasted Coffees	10.3
Non-Coffee Beverages	10.4
Baked Goods	11.1
Food	11.2
Teas	11.3
Beer and Wine	11.4
Ancillary Items	11.5
 Location	 Page 12
Overview	Section 12.1
 Company Principals	 Page 13 - 14
Overview	Section 13.1
Owner Name	13.2
Bellissimo Coffee Advisors and The American Barista & Coffee Workshops	
14.1	

Table of Contents

Staffing Strategy	Page 15
Staffing Plan	Section 15.1
Register/POS (Point of Sale)	15.2
The Barista	15.3
The Floater	15.4
Additional Expertise	Pages 16 - 17
Bellissimo Coffee Advisors	Section 16.1
Bruce Milletto	16.2
Matt Milletto	17.1
Accounting and Legal	17.2
Target Market	Page 18
Name's Target Market	Section 18.1
Local Residents/Commuters	18.2
Offices & Workers	18.3
Retail and Shopping	18.4
Competition	Page 19
Overview	Section 19.1
Marketing Techniques	Pages 20 - 21
Product Quality	Section 20.1
Employees	20.2
Customer Service is a Focus	20.3
Image and Publicity	21.1
Web Site, Advertising and Social Networking	21.2
Market Trend Analysis	Pages 22 - 24
Customer Profile	Section 22.1
Trends	23.1
Market Breakdown	23.2
The Overall Market	23.3
Market Segments	24.1
Sample Beverage Menu	Page 25

EXECUTIVE SUMMARY

The BIG Picture

4.1 From the LA Weekly, an article authored by Jonathon Gold, Pulitzer Prize winning food critic:

“The first wave of American coffee culture was probably the 19 century surge that put Folgers on every table, and the second was the proliferation, starting in the 1960s at Peet’s (San Francisco) and moving smartly through Starbucks grande decaf latte, of espresso drinks and regionally labeled coffee. We are now in the third wave of coffee connoisseurship, where beans are sourced from farms instead of countries, roasting is about developing flavors rather than incinerating the unique characteristics of each bean, and the flavor is clean and hard and pure.”

Mission Statement: Coffee, Customer Service and Community

4.2 Name will be a coffee shop located in City, State. Name will source extraordinary coffees from a local roaster and serve traditional baked goods and food items. Name will prepare traditional coffee beverages to the highest standards, and serve those beverages in a space that invites customers to socialize and relax, while catering to the quick service nature of retail coffee.

For the vast majority of the world, coffee is a commodity. For those among us who are coffee lovers - fanatics even - coffee is an experience. The experience is profound and multi-layered, but can become even more so with additional exploration and thought. **The mission of Name is “mission statement”**. The coffee we serve will be of uncommon quality, passionately prepared and skillfully presented in unique and comfortable surroundings. Our food menu will be simple, with a focus on high quality baked goods and lunch and evening food items, as well as a curated beer and wine menu. A visit to Name will provide patrons with a memorable experience that will excite the palate, satisfy the senses and create opportunities to make new friends or have a quick business meeting while we satisfy the social need for great coffee in the neighborhood and surrounding areas.

Location and Growth

4.3 We feel the coffee house culture in the City, State area can improve in three major areas: product knowledge, customer service and passion for the quality coffee movement. We feel there is a strong demographic of coffee drinkers looking for a consistent, convenient and quality product.

In addition to focusing on the under-served coffee market, Name will also fill the need for more options for light food, fresh baked pastries and lunch items in this area. This location is prime for our concept, which will cater to a diverse population of office workers, residents, students, shoppers, locals and commuters combined.

EXECUTIVE SUMMARY

Think Local “Not Big Chains”

5.1 For a growing slice of the population, “Walmart,” “Starbucks” and “chains” have become mundane words, while local, independent and unique have become core values. Local ownership and creating community are key components in successful coffee retailing today. In an effort to compete with the independents, Starbucks has opened two test coffeehouses in Seattle, and other cities, modeled after the stores of independent retailers. With the growing demand for specialty coffee and amazing service, we will capitalize on the local community of City, State and surrounding zip codes to build a core group of repeat customers.

Our Menu:

5.2 Name is a progressive, quality focused cafe, focusing on quality, quick service beverages and food. No other coffee shop in the area will provide the unique range and of coffee drinks, tea, iced beverages, and other products that Name will. The quality of our coffee, pastries and food items will be superior to our competition.

Name will take advantage of the popularity of operations that have benefited consumers over the years by providing quick and convenient access to various beverages. So in addition to hand crafted coffee and espresso-based beverages, Name will offer traditional teas, specialty bottled juices, specialty sodas, and hot chocolate and chai lattes. We will also offer “made-to-order” coffee beverages, utilizing different brewing techniques, and will focus on educating our customers on how to brew coffees.

Beverage selections will be complemented by a full line of fresh lunch and evening items. Catering to the needs of our customers, as well as the consistent flow of business clientele, we will have a selection of sandwiches (hot and cold), wraps, salads and other options which can be consumed on premise, or taken to go for a quick quality meal option.

Focus is Perfection

5.3 Name is aware of how quality ingredients, great customer service and a distinctive ambiance can create a superior product and atmosphere that can distinguish a business from its competition. To this end, we will focus on perfection in everything we do: we will serve the best coffee, baked goods and light food items and dazzle our clientele with the best customer service. We will accomplish this through our commitment to product quality and by elevating espresso to its true potential as an art form. We will also implement unique ordering systems to accommodate high volume, and enhance the speed of service and overall customer experience. All of our baristas will be trained to pour “latte art,” a technique that combines the perfect espresso extraction with properly textured milk to create a gourmet presentation that can only be found in the select few highest quality cafes in the world. Our coffee beverages will be made fresh and served immediately to ensure a quality product.

DETAILS OF THE BUSINESS

Name's Goals for the First Year of Operation

9.1

- Create a unique, dynamic and inviting coffee bar atmosphere.
- Serve top quality coffee, specialty beverages, and light food items.
- Become a renowned "**third place**" (a place outside of work and home) among the local population and known as a destination point for local workers, shoppers and visitors.
- Become the place of choice among local business and commercial establishments for quick to-go coffee, as well as conducting business and pleasure in an informal atmosphere.
- Maintain a high profit margin and positive cash flow within six months from opening.
- Expand local job growth in the community
- Develop brand awareness

Our Keys to Success

9.2

- A high-traffic location with easy morning access and visibility.
- Store design that will be both visually attractive and unique to customers and designed for fast and efficient operations.
- A unique and local "third-place" theme that will distinguish us from our competition.
- Employee training to ensure the best coffee preparation techniques, knowledge, technical support and customer service.
- Drink preparation featuring specialty coffee beverages and "latte art."
- Serve excellent locally sourced food items that will complement our coffees and beverages.
- Marketing strategies targeted to the nearby business populations, aimed at building a solid base of loyal customers, and maximizing the sales of high-margin products, such as espresso drinks and food.
- Cost control measures that will help us maintain a high profit margin; yet allow us to order excellent products and materials from quality local suppliers at good prices.
- Provision of mobile and customized ordering platform and providing an in-store WI-FI wireless network.
- Flexibility with our concept and ability to develop quickly.

MARKETING TREND ANALYSIS

Market Segments

24.1

1. Coffeehouses/Cafés (beverage retailers with seating) = 66.5% of total market
2. Coffee Kiosks and Drive-Thrus (beverage retailers without seating) = 14.6% of total market
3. Coffee Carts (mobile beverage retailers) = 7% of total market
4. Coffee Bean Roaster/Retailers (roasting on premises) = 8% of total market
5. Food, Drug & Mass Merchandiser Specialty Bean Sales = 4.0% of total market

The growth of specialty coffee and espresso has exploded in the past 30 years. The factors that fuel this spectacular swell are the high gross profit margin that selling by the cup offers, espresso-based beverages are difficult to reproduce in the home, and existing food service locations are slow to adapt to this new demand. By targeting the specialty coffee mix most popular with the public a coffee business will be able to maximize its share of the market. Total retail sales were estimated to be over \$20 billion annually.