

A close-up photograph of coffee beans, with a white scoop resting on top of them. The image is overlaid with a semi-transparent red and purple gradient. The text 'Coffee Club' is centered in white, bold font.

Coffee Club

POWERPOINT PRESENTATION

Our Mission



To create an ideal environment:

To inspire and nurture the human spirit – one person, one cup and one neighborhood at a time.

To provide the world’s ultimate coffee shop experience with the highest-quality products, most inviting stores, friendliest staff and best value.

To be in a class above our competitors by providing personalized service and excellent performance with dignity for ourselves and our customers.

To create vibrant cafes that reflect, improve, and inspire our communities.

Services Overview



Coffee Club will be a coffee house and café that offers pastries, seasonal ice-creams, sorbet, wine, and quick menu items. Coffee Club will focus on providing a healthful fare with selections supplied by local bakers, using quality ingredients and minimally processed foods.



The Coffee Club will also feature a section for book lovers where books can be read, and beverages, desserts, and pastries can be consumed. The book section will have a range of books such as table books, guidebooks, kid's books, beach reads, and great classics for patrons to read and purchase.



The Café will offer a comfortable and inviting atmosphere with an emphasis on clean eating, hospitality, and service to build a core clientele. The coffee house will be open from 8 am – 9 pm Monday through Sunday. The Café will have daily specials and seasonal menu items that change according to availability and season.



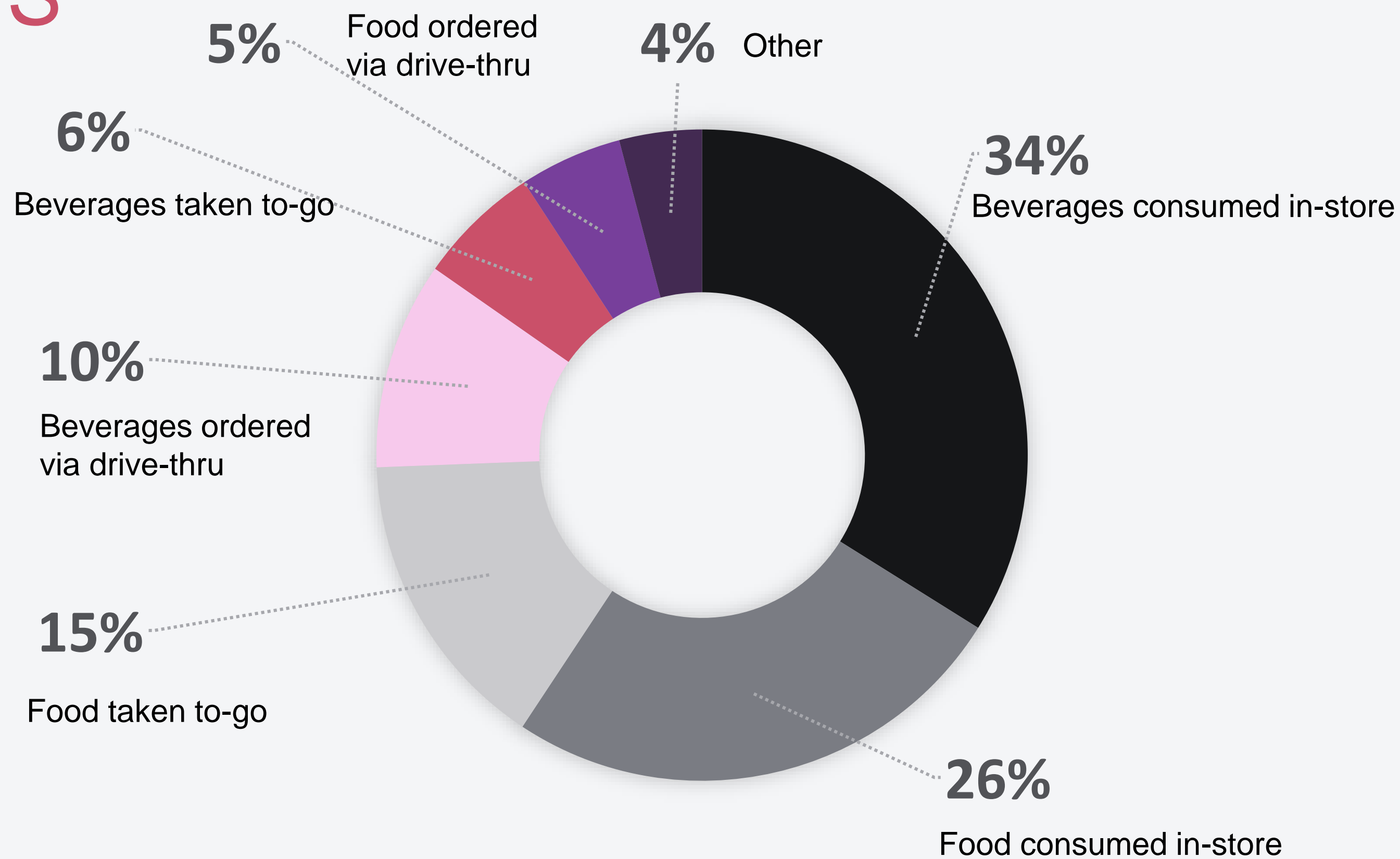
Market Overview

The Company is entering the market at a time when the industry in which it operates is experiencing substantial growth. According to market research firm IBIS World, the Coffee & Snack Shops Industry has seen an average annual growth rate of 5.8% over the last five years, positioning industry revenue to be around \$47.7 billion in 2018. The Coffee & Snack Shops industry is projected to see an average annual growth rate of 1.4% over the next five years, placing industry revenue at \$51 billion in 2022.

Market Analysis Summary:

COFFEE & SNACK SHOPS

The Coffee and Snack Shops industry has taken advantage of the rising economic tide over the five years to 2018, posting substantial growth in each year since 2013. As one of the nimblest industries within the broader foodservice sector, coffee, and snack shops have been able to adjust to changing consumer preferences as spending has picked up and consumers have increasingly opted for more convenient and affordable menu items. Stores that once specialized in catering to the unhealthy whims of consumers have strategically shifted to provide healthier, gourmet menu items. Since gourmet foods normally come with higher price tags, industry operators serving higher-value cuisine have experienced a surge in profit; however, a larger majority of Over the five years to 2018, industry revenue is expected to increase at an annualized rate of 5.8% to \$47.7 billion. This growth is anticipated to slow during the five-year period, with revenue only growing an estimated 1.6% in 2018. The industry has continued to benefit from rising household incomes and the resulting increase in spending on food prepared outside the home.



PRODUCTS AND SERVICES SEGMENTATION

Target Market

The target market of Coffee Club is as follows:



High School Students and Professionals

Coffee Club anticipates its food and beverage customers will be high school students aged 17-18 years and professionals aged between 25 to 59 years working in the proximity of anticipated location.

Regarding employment scenario, 68% of people aged between 15 and 64 in the US had a paid job, and out of which, around 73% of men had a paid job in comparison to 63% of women.



Household

The target market also includes households that are earning more than \$30,000 within the five-mile radius of the anticipated location. The demand for wholesome food has increased amongst household families, as they want a wholesome cuisine in a casual environment.

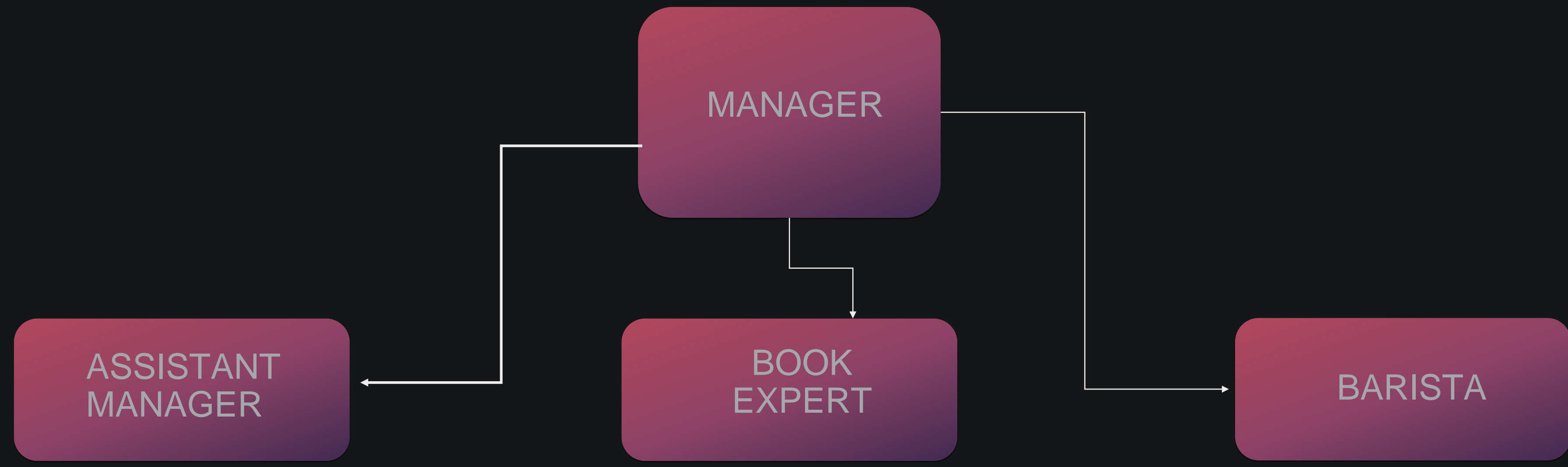


Beer & Wine

The target market for the wines will be male and female over the age of 21-years-old. According to the US Census Bureau, the number of millennials currently represents a greater percentage of the US population than the Baby Boomer generation, and these younger consumers will all be of legal drinking age over the next decade. As a result, industry operators will cater to a growing market of new, young consumers whose tastes are entirely different from consumers in other age groups.



Organizational Structure



Competitive Analysis



Beans 'n Cream Cafe

WWW.BEANSNCREAM.COM

Location: 1582 Myra Street, Warwick,
RI 02887
Timing: 7 AM to 2 PM

Menu Items:

- Tea (\$2.5 to \$5.5)
- Espresso (\$3.5 to \$4.5)
- Coffee (\$2.5 to \$3.5)
- Smoothies (\$5.5 to \$6.75)
- Super Smoothies (\$6.95 to \$9.5)
- Green Smoothies (\$7.5)



Americano

WWW.AMERICANO.COM

Location: 4150 Winding Way Newport,
RI 02840
Timing: 6 AM to 6 PM

Menu Items:

- Breakfast: (\$6 to \$10)
- Lunch: (\$6 to \$10)



Café Ingles

WWW.CAFEINGLES.COM

Location: 3433 Hickory Heights Drive
Adamsville, RI 02801
Timing: 7 AM to 7 PM

Menu Items:

- Specialty Drinks: (\$4.5 to \$5)
- Coffee: (\$2 to \$4.5)
- Precision Brewed: (\$3.75 to \$5)
- Breakfast: (\$6.25 to \$8)
- Tahoe Toast: (\$6.25 to \$7.25)
- Panini: (\$7.5)
- Salad: (\$12)
- Small Plates: (\$10)
- Platters: (\$18 to \$48)



Starbucks

WWW.STARBUCKS.COM

Location: 4000 S Lake Tahoe Blvd, 24,
Salinas, CA 93905 (Located in Tahoe
Crescent V Shopping Center)
Timing: 4:30AM to 11:00PM

Menu Items:

- Espresso, Coffee & Tea (\$1.85 to \$4.75)
- Frappuccino, Refreshers & Iced Coffee (\$2.25 to \$5.25)
- Bakery, Breakfast & Lunch (\$2.95 to \$6.25)

Competitive Advantages

The following is a listing of the primary competitive advantages of the Company upon entering the market.

- Congenial customer service
- A central location with greater foot traffic
- Parking facility available for customers
- Soothing ambiance for calm eating
- Excellent visibility from the Main Road
- Aggressive marketing campaign
- Understanding visitors' food choices and integrating the same in the menu
- Inviting feedback from customers
- Key understanding of trends and flavor
- The company will hire experienced management and staff

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STRENGTHS

- experience and knowledge of the owner
- customer service commitment
- scope and quality of menu items
- restaurant specializing in wholesome food
- intended location is an ideal location having excellent visibility from the main road
- new concept for book lovers
- high foot traffic area
- regular improvement and creativity
- offering competitive prices
- parking and takeaway facility
- appealing display of the food and beverage served
- the eye-catching ambiance of the shop with a book reading section

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WEAKNESSES

- the company needs funding and working capital for a successful launch
- as a new business, the company must build its credibility

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OPPORTUNITIES

- opportunity to franchise business operations
- opportunity to add more trending menus

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THREATS

- instability of the us economy leads to unpredictable market activity
- larger companies that have more resources and the ability to reach deeper into the market

Marketing Strategies

Social Media

The company will set up profiles on platforms such as Facebook, Twitter, and Instagram. These will be used to engage its target audience through photos, videos or information on upcoming deals, discount and the new arrival.

Website

A well-optimized website with proper site structure, page layout, and clear and easy navigation, along with targeted keywords embedded throughout the site will be constructed and will ensure proper search engine placement and saturation. The Company's website is an important marketing asset. Along with SEO, the website will be easily navigable, highly informative and will serve as a platform to generate new business.



Networking

Registration in local business referral networks

Establish a network of suppliers, complementary businesses and potential companies with the ability to become bulk buyers especially for the books

Grand Opening

To attract clientele, the company will host a grand opening advertising involving the following:

- Sales discount
- Host ribbon cutting and invite local vendors
- External sign packages on promotional items such as balloons, and directional board at the parking lot.

Listing in local directories

The company will create company profiles on local directories such as Google My Business, Yahoo Local, Bing Local, Yelp, Yellow pages, Insider pages, and more. This will make it easy for customers to find the store or website.

Word of mouth marketing

In order to build a loyal client base, the company will incentivize all recommendations or referrals from loyal customers to others by creating a loyalty program. This can be done by client reviews on the website or social media, local food and book lover or influencers.

**Community outreach**

The company will participate in local community events through sponsorships or otherwise in order to build a strong brand name against its competitors.

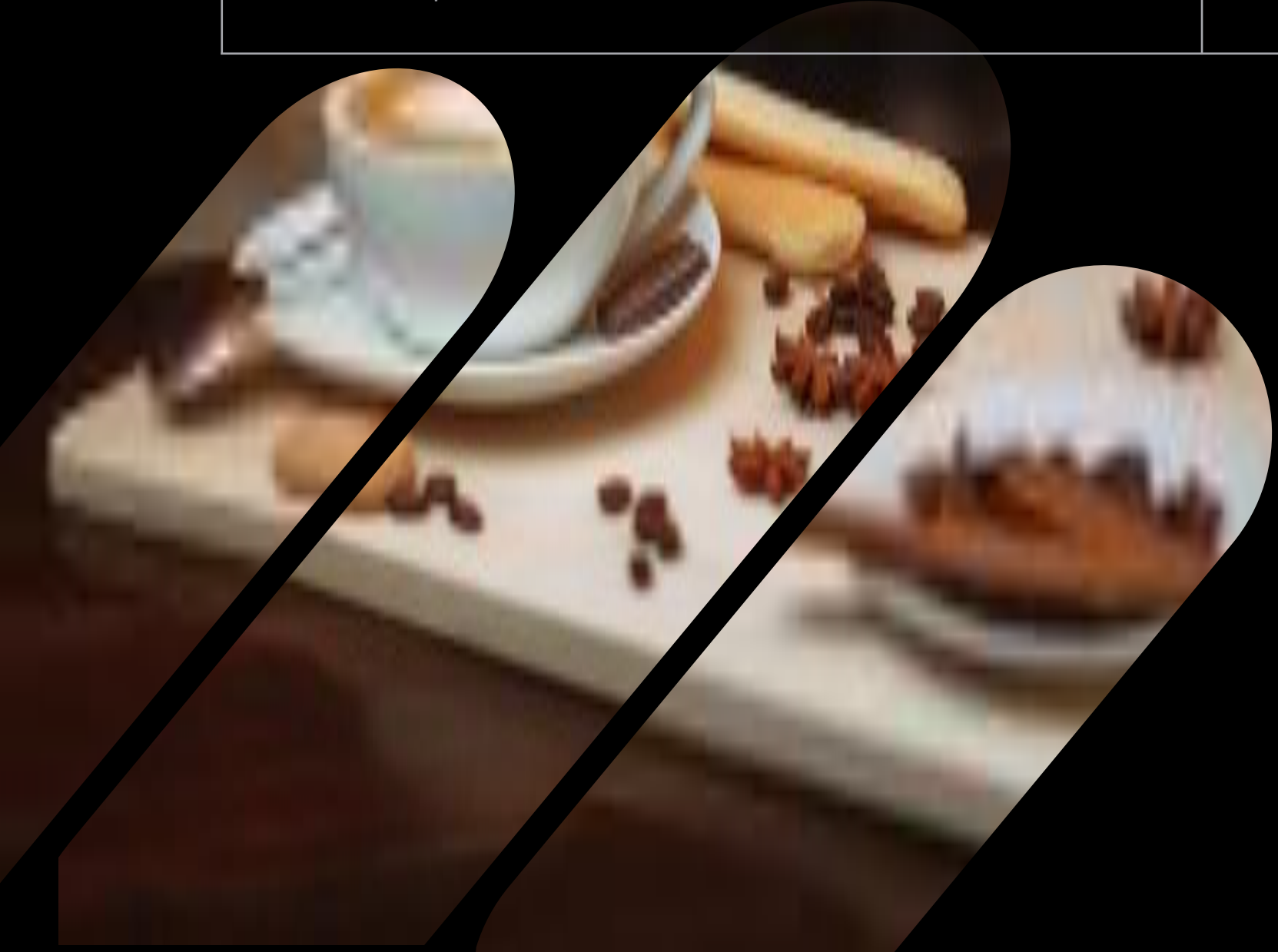
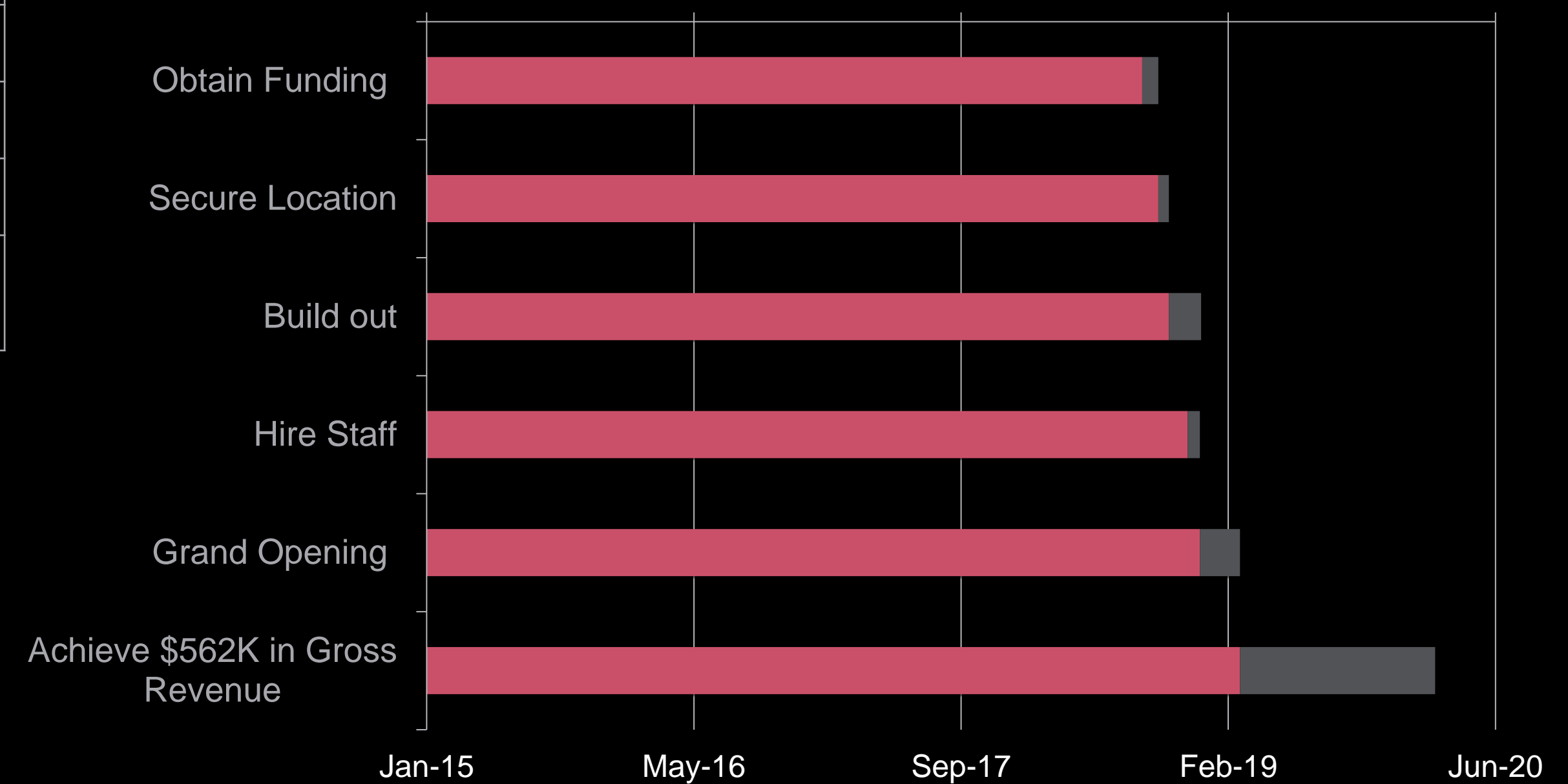
Promotional advertisement

By organizing regular sales, discounts, or coupons, the company will ensure repeat visit by its patrons.



The tentative milestones are shown below. Management reserves the right to make changes to this schedule as needed.

MILESTONES		
	START DATE	DURATION(DAYS)
OBTAIN FUNDING	09/01/2018	30.00
SECURE LOCATION	10/01/2018	20.00
BUILD OUT	10/21/2018	60.00
HIRE STAFF	11/25/2018	23.00
GRAND OPENING	12/18/2018	75.00
ACHIEVE \$562K IN GROSS REVENUE	03/03/2019	365.00



Milestones

Fund Requirement



Total Source & Use of Funds

Start-up Summary

Use of Start Up Funding	
Expenses	
Legal Fees	\$2,900
Wine License	\$5,100
Grand Opening Advertising	\$2,200
Website Development	\$1,400
Branding	\$1,100
Professional Fees	\$4,800
Architecture & Interior Designer	\$11,500
Store Build out and Furnishing	\$100,100
Prepaid Insurance	\$1,900
Total Start Up Expenses	\$131,000
Long Term Assets	
Furniture & Fixture	\$17,400
POS, Computer & Accessories	\$4,900
Coffee Machines	\$20,000
Glassware	\$7,500
Signage	\$8,100
Office Equipment	\$6,100
Total Long Term Assets	\$64,000
Short Term Assets	
Working Capital	\$74,600
Inventory	\$21,000
Deposits & Other Assets	\$9,900
Total Short Term Assets	\$105,500
Total Expenses & Assets	
Total Start-up Expenses	\$131,000
Total Start-up Assets	\$169,500
Total Funding Requirements	\$300,500

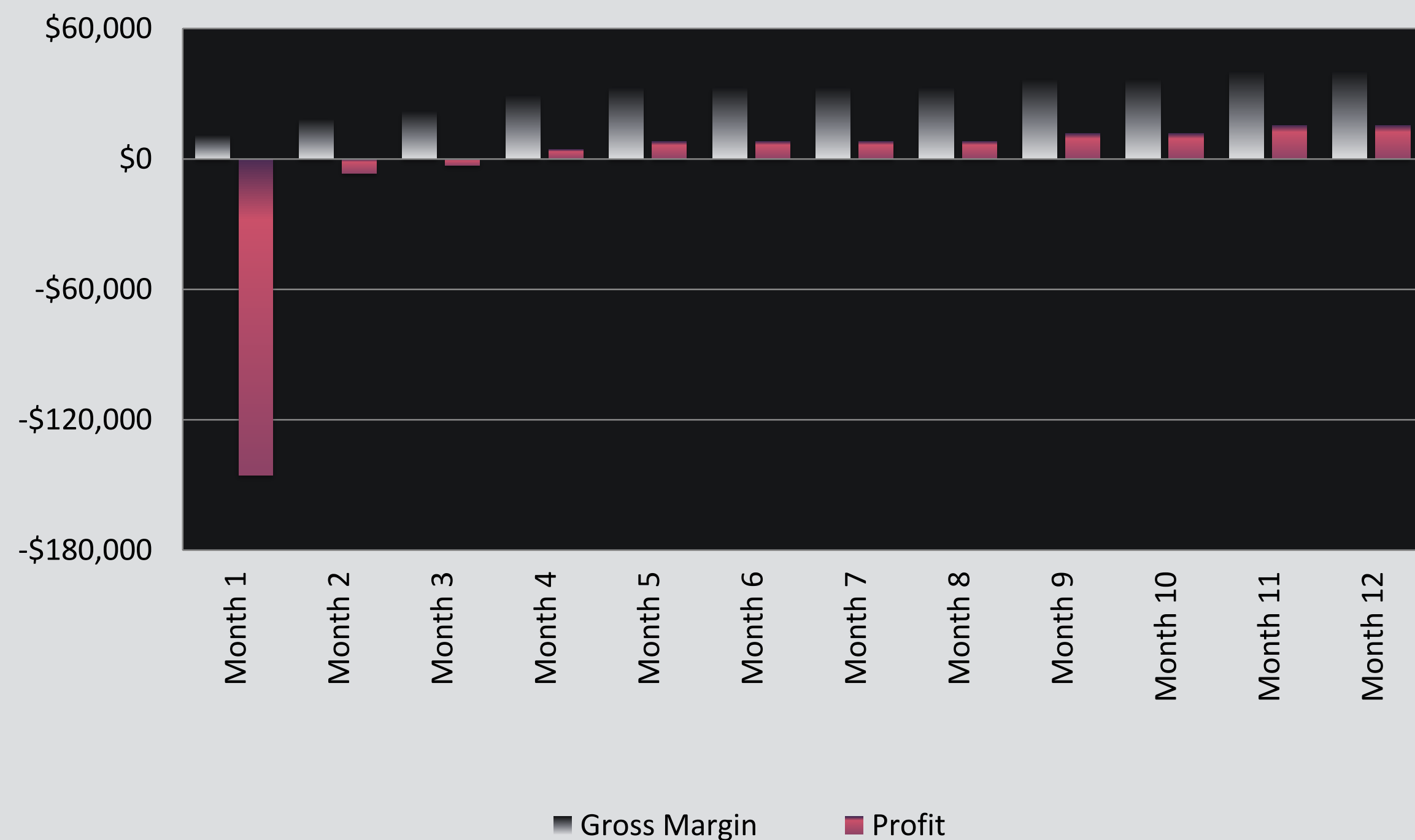
As shown in the charts above and the graph below, the total start-up funding needed to successfully implement this venture is **\$298K**. The owner will invest **\$58.9K** in personal funds. As depicted above, **\$131K** will be used for start-up expenses; **\$64K** will be used to purchase long-term assets; **\$21K** will be used for purchasing inventory, and **\$9.9K** will be used for deposits & other assets. The remaining balance of **\$74.6K** will be used for working capital.

Total Start Up Funding	
Total Amount Being Requested	\$239,000
Total Fund Already Received	\$59,000
Total Funding	\$298,000
New Start-up Funding Being Requested	
Bank Amount Being Requested	\$239,000
Total Amount Being Requested	\$239,000
Star-up Funding Already Received	
Owner Contribution	\$58,900
Total Funding Already Received	\$58,900
Start-up Capital And Liabilities	
Loss at Start-up(Start-up Expenses)	(\$131,500)
Total Fund Received And Requested	\$297,900
Cash Balance on Starting Date	\$104,500

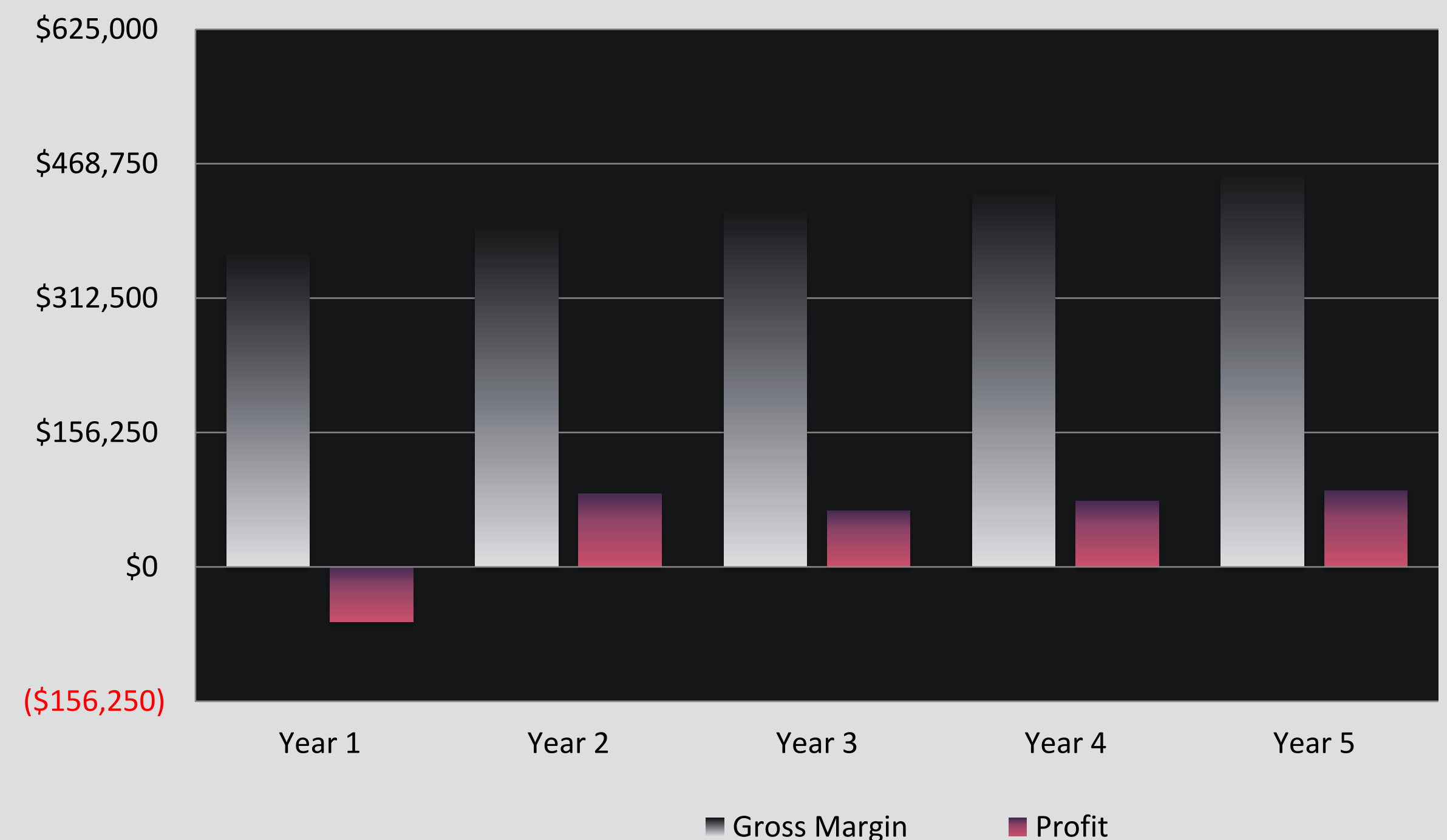
Projected Income Statement

Coffee Club intends to deploy its funding to maximize growth and profitability. In the Income Statement table below, gross margin equals sales minus direct costs. The “bottom line” or profit (as measured before and after interest, taxes, depreciation, and amortization) equals gross margin minus operating expenses.

Gross Margin & Profit Monthly



Gross Margin & Profit Yearly



Disclaimer Statement

The market analysis and financial projections presented herein represent the Company's best judgment and reasonable assumptions of future events and circumstances; all other information contained herein has been obtained from sources deemed reliable. However, no warranty or representation, expressed or implied, is made as to the accuracy or completeness of any information contained herein, and same is submitted subject to errors and omissions, and no representations or warranties of future company performance or market trends are intended, and such are expressly disclaimed.

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