

1-PAGE BUSINESS PLAN

Main Street Coffee Shop
Minneapolis, MN
Confidential

As of October 1, 2024



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The following plan for a fictional business
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MAIN STREET COFFEE

Main Street Coffee will be a new, upscale coffee shop that offers high-quality coffee drinks, teas, and locally-made pastries in a home-like, cozy, and comfortable environment. The product line is suitable for those seeking a beverage and light snack.

<p style="text-align: center;">Problem</p> <p>There are no coffee shops in the North Loop that offer premium coffee and a place to meet comfortably, have group discussion, or just work and read and relax.</p> <p style="text-align: center;">Existing Alternatives</p> <p>Local coffee shops designed for short stays or a combination of coffee shop and restaurant</p>	<p style="text-align: center;">Customer & Segments</p> <p>Young professionals Couples Shoppers</p> <p style="text-align: center;">Early Adopters</p> <p>Young professionals</p>
<p style="text-align: center;">Unique Value Proposition</p> <p>Quality menu of premium coffee and pastries Home-like cozy and comfortable environment Expert Baristas and friendly staff</p>	<p style="text-align: center;">Solution</p> <p>Create a unique place where customers can socialize with each other in a comfortable and relaxing environment while enjoying the best coffee or espresso and pastries in town.</p>
<p style="text-align: center;">Channels</p> <p>Website Google My Business Profile Instagram interaction with customers In-store loyalty program</p>	<p style="text-align: center;">Revenue Stream</p> <p>Coffee Espresso Tea Pastries</p>
<p style="text-align: center;">Cost Structure</p> <p>Gross profit margin 65% Sales and marketing expense 4.4% Administration expense 36% Depreciation <1%</p>	<p style="text-align: center;">Key Metrics</p> <p>Sales Gross profit margin Operating expenses Cash flow Customer loyalty</p>
<p style="text-align: center;">Unfair Advantage</p> <p>Only coffee shop with Supreme grade Colombian, Costa Rican Margarita and Cashier beans Pastries from award winning Irene's Old-World Bakery</p>	