

# [Your Business Name Here]

*Gourmet Coffee & Espresso Shop*  
**SAMPLE BUSINESS PLAN TEMPLATE**

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**Business Plan**

**Contact Name**

**Contact Information**

**Chapter 1: Executive Summary**

**Chapter 2: Operations Plan**

**Chapter 3: Products and Services**

**Chapter 4: Market Analysis**

**Chapter 5: Sales and Marketing Plan**

**Chapter 6: Company Management**

**Chapter 7: Financial Plan**

**Chapter 8: Appendices**

## 1.0 Executive Summary

[Your Business Name Here] strives to provide the highest quality products and services to our customers. We believe in customer focused decision making that involves voice of customer feedback in everything we do, from the products we offer to the way we reach the market and the community, Our number one goal is to make our customer happy, no matter the cost, so that they feel confident and motivated to recommend us to their network of family, friends, and colleagues.

### The Products and Services

[Your Business Name Here] will provide our customers with high quality coffees, espresso, cappuccino, hot teas, and small food items and desserts. We will seek out and purchase our own products for sale in the store from local, regional, and national distributors. From gourmet coffees to fresh baked goods and snacks, our gourmet coffee shop will offer a wide range of drinks and food targeted at our target market including professional men and women.

### The Industry

#### **722213 Snack and Nonalcoholic Beverage Bars**

This U.S. industry comprises establishments primarily engaged in (1) preparing and/or serving a specialty snack, such as ice cream, frozen yogurt, cookies, or popcorn or (2) serving nonalcoholic beverages, such as coffee, juices, or sodas for consumption on or near the premises. These establishments may carry and sell a combination of snack, nonalcoholic beverage, and other related products (e.g., coffee beans, mugs, coffee makers) but generally promote and sell a unique snack or nonalcoholic beverage.

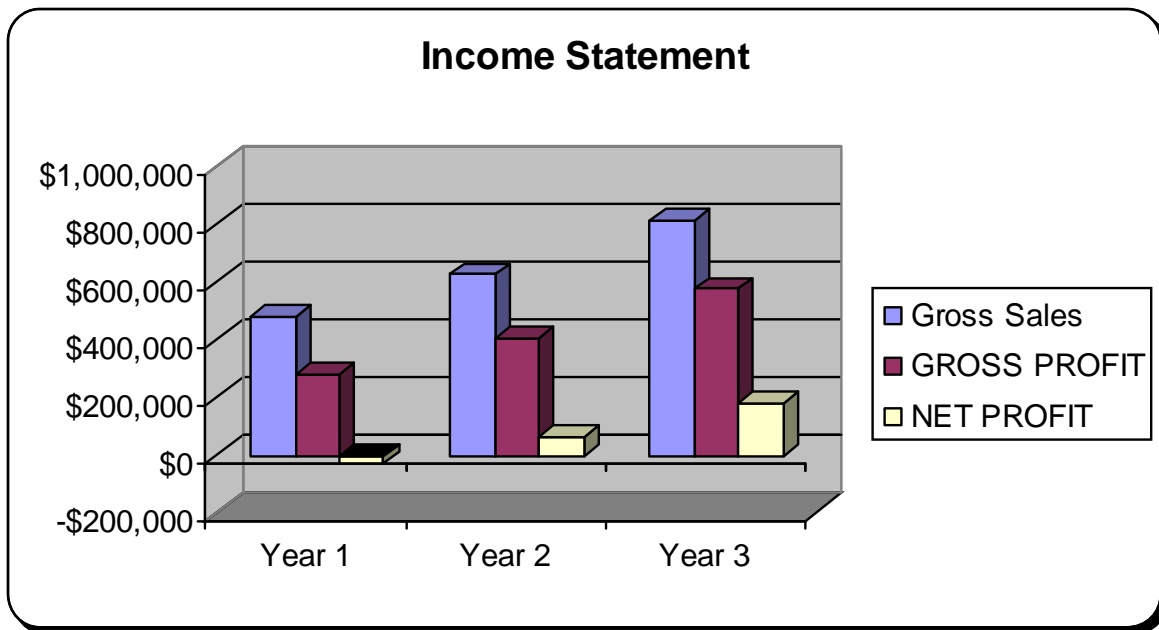
<http://www.census.gov/epcd/ec97/industry/E722213.HTM>

NAICS code	NAICS Title (and link to definition)	Estab- lish- ments	Sales (\$1,000)	Annual payroll (\$1,000)	Paid employees
72	<a href="#">Accommodation &amp; foodservices</a>	545,068	350,399,194	97,007,396	r 9,451,226
722	<a href="#">Foodservices &amp; drinking places</a>	486,906	251,941,763	70,333,544	r 7,754,567
7222	<a href="#">Limited-service eating places</a>	214,774	107,788,072	27,483,082	r 3,327,001
72221	<a href="#">Limited-service eating places</a>	214,774	107,788,072	27,483,082	r 3,327,001
<b>722213</b>	<b><a href="#">Snack &amp; nonalcoholic beverage bars</a></b>	<b>36,498</b>	<b>10,511,105</b>	<b>2,651,569</b>	<b>r 310,397</b>
7222131	<a href="#">Ice cream &amp; soft serve shops</a>	9,753	2,120,143	488,082	69,425
7222132	<a href="#">Frozen yogurt shops</a>	1,582	304,191	73,379	11,422
7222133	<a href="#">Donut shops</a>	6,792	2,329,466	604,078	61,421
7222134	<a href="#">Bagel shops</a>	3,926	1,445,838	399,348	45,972

7222135	<a href="#">Coffee shops</a>	6,843	2,001,380	467,197	56,592
7222136	<a href="#">Cookie shops</a>	1,798	412,655	100,003	10,908
7222137	<a href="#">Other snack &amp; nonalcoholic beverage bars</a>	5,804	1,897,432	519,482	r 54,657

**Financial Considerations**

[Your Business Name Here] will fund its startup with a capital loan from an investor in the amount of \$100,000, which is enough startup capital to purchase all necessary equipment and provide enough working capital to cover any cash flow deficits during the startup phase. The loan will be paid back over a 3 year period and a 10% equity stake in the company will be offered as consideration.



[Your Business Name Here] objective is to startup and launch a successful gourmet coffee shop in the [your market location here] which will provide top notch service and high quality food and beverages in a relaxing and comfortable atmosphere.

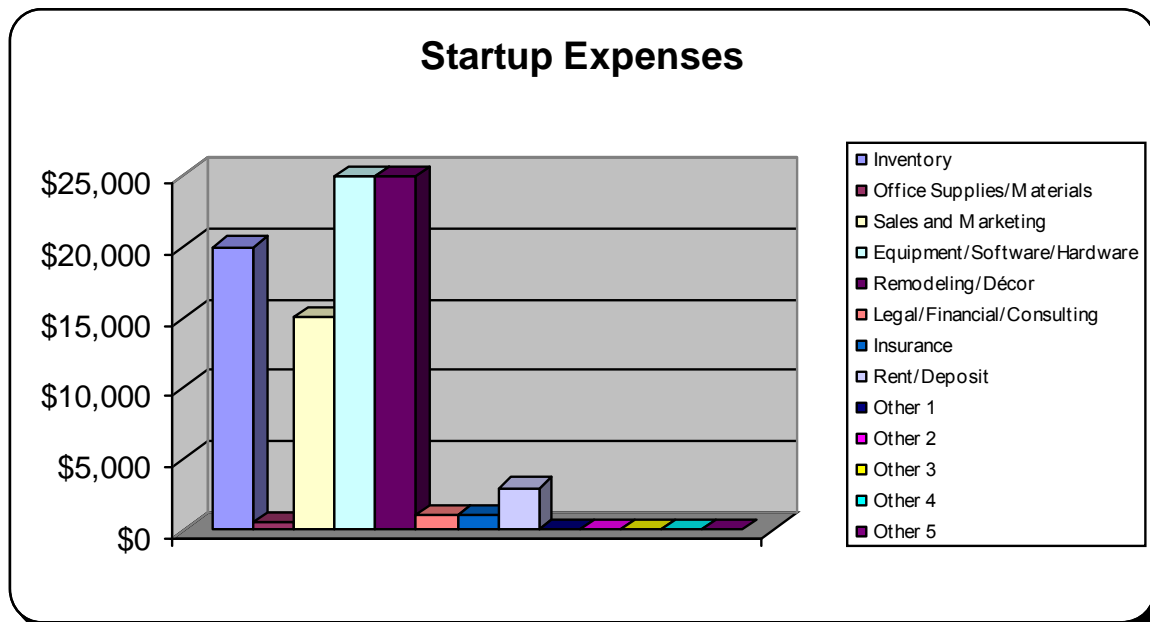
The keys to the success of [Your Business Name Here] include prompt, courteous service and quality food and drinks, strong relationship building and maintenance, keeping our customers happy no matter the cost, smart marketing and advertising, and steady growth generated through a firm understanding of our customers and their respective value drivers and tastes.

## 2.0 Operations Plan

[Your Business Name Here] strives to provide the highest quality products and services to our customers. We believe in customer focused decision making that involves voice of customer feedback in everything we do, from the products we offer to the way we reach the market and the community, Our number one goal is to make our customer happy, no matter the cost, so that they feel confident and motivated to recommend us to their network of family, friends, and colleagues.

Serving [Insert Your Geographic Area Here] with a total population of [Insert Population Here] and served market coverage of [Insert Number of Square Miles Here] we will be able to profitably provide our products and services for our customers.

[Your Business Name Here] has elected to operate as a Limited Liability Corporation (LLC). An LLC is easy to set up, has lower state taxes, is more flexible, the owners have limited liability for the actions and debts of the company, and it is suitable for smaller companies with a single owner. As an LLC, [Your Business Name Here] can elect to be taxed as a sole proprietor, partnership, S corporation or C corporation, providing much flexibility. Upon comparing different entities of business and for valid business reasons, [Your Business Name Here] will elect to execute a tax-free merger into an S-Corp. This provides for less administrative paperwork and record keeping, while still allowing for the financial benefit of pass-through taxation.



<b>Startup Expenses</b>	
Inventory	\$20,000
Office Supplies/Materials	\$500
Sales and Marketing	\$15,000
Equipment/Software/Hardware	\$25,000
Remodeling/Décor	\$25,000
Legal/Financial/Consulting	\$1,000
Insurance	\$1,000
Rent/Deposit	\$3,000
Other 1	\$0
Other 2	\$0
Other 3	\$0
Other 4	\$0
Other 5	\$0
<b>TOTAL STARTUP EXPENSES</b>	<b>\$90,500</b>

[Your Business Name Here] will operate out of a rented retail business location to keep capital startup investments low. Our operating headquarters are located at [Insert Your Address Here] which is centrally located to the served market and is equipped to provide our products and services in a comfortable and clean atmosphere.

## 3.0 Products and Services

[Your Business Name Here] will offer the following core products to our customers, with additional products added as demand and feedback from our customers indicates.

- Gourmet coffee and espresso
- Cappuccino, Lattes, and Mochas
- Sandwiches and Sides
- Pastries and Cookies
- Soda, Juice, and other beverages
- Soups and Salads
- Other Items as identified during startup and based on supplier offering

[Your Business Name Here]'s competitors in our served geographic market, including their respective strengths and weaknesses, include:

1. Competitor #1
  - a. Strengths
    - i. Website
    - ii. Time in Business
    - iii. Relationships with customers
    - iv. Variety of menu offered
    - v. Price
    - vi. Atmosphere
    - vii. Economies of scale
  - b. Weaknesses
    - i. Customer service
    - ii. Product offering
    - iii. Marketing and Advertising
2. Competitor #2
3. Competitor #3

[In this section, enter your market's top 3 unique competitors and list their strengths and weaknesses. Example strengths and weaknesses are listed above under Competitor #1.]

A collection of sales literature, listed below, will be developed to ensure [Your Business Name Here] presents a consistent image to the market and to effectively communicate the value of the products offered to potential customers in an integrated marketing campaign.

- 8.5x11" Full Page 4 Color Flyer
- 8.5x11" Tri-Fold 4 Color Brochure
- 4 Color Postcard
- Business Card Design
- Envelope Design with Business Name and Logo
- Fax and Letter Head Design
- Location Signage
- Website

Supplies required to operate the business on a day-to-day basis will be procured from local suppliers. These supplies include office supplies, packaging, condiments and supplies, cups, lids, napkins and other paper items, marketing materials, merchandising displays, and other tangibles required to service our customers, display the products, and execute the services we offer.

Equipment will be procured from local distributors and retailers and store improvements will be contracted out to local tradesmen.

Ingredients for our menu will be procured from local and regional suppliers.



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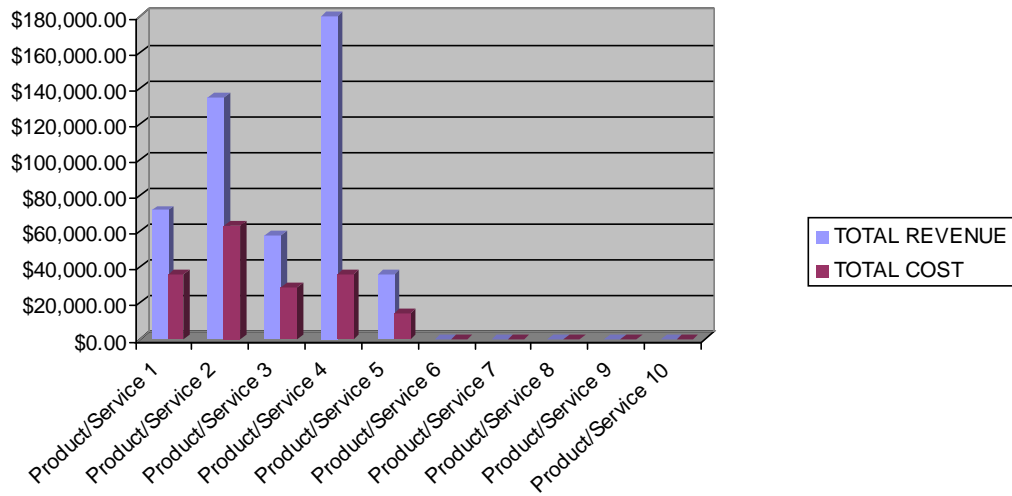
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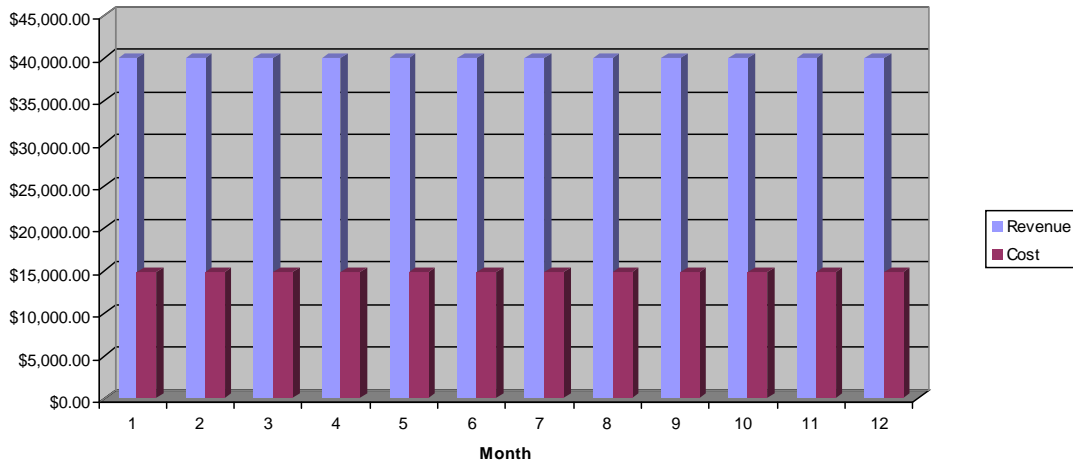
[Your Business Name Here] will market its services to lower and middle aged men and women as they are determined to be the primary frequent visitors to gourmet coffee shops where they can enjoy a delicious snack, coffee, and entertainment in a relaxing and friendly environment.

[In this section, you can also put demographic information about your target market including population size, income demographics, level of education, etc. based on your location and served geographic area.]

**Annual Revenue and Cost by Product Category**



**Monthly Revenue and COGS**



[Your Business Name Here] will offer our products and services to the target markets identified above.

We will reach our target market segments in the following ways:

1. Advertising in the yellow pages, both print and online.
2. Direct Mail marketing campaigns to our target market.
3. Signage on our building and all vehicles used
4. Advertising in local newspapers and other media
5. Website – 5 page with online menu
6. Business cards, flyers, and brochures handed out to potential customers as opportunities present themselves.

Our company will be competing with other restaurants and cafes throughout the area including those that offer a similar menu to their customers.

We will provide our customers with a comfortable, safe place to grab a coffee and light snack or just have a drink while enjoying the relaxing environment and courteous service.

## 5.0 Sales and Marketing Strategy

[Your Business Name Here] will achieve or exceed its sales forecasts through an aggressive marketing and advertising campaign, relationship building, and competitive business structure that offers additional value to our customers compared to other local coffee bars, restaurants and cafes.

Our competitive edge will be our high quality and affordable menu and prompt, courteous service. By offering great tasting food, high quality service, and dependable results all in a relaxing and comfortable environment we can offer more value to our customer than the competition.

We will launch an integrated marketing campaign that is specifically developed to showcase the strengths of our business model and menu, our guarantee of quality and satisfaction, and our value proposition that offers more value to the customer than available alternatives. We will develop and market an image of a high quality provider of our products and services. This image will be presented in our marketing materials, sell sheets, signage, website, and the presentation and attitude of our employees. Service will be completed with a smile, and the customer will receive unparalleled service and response to questions, problems, or requests.

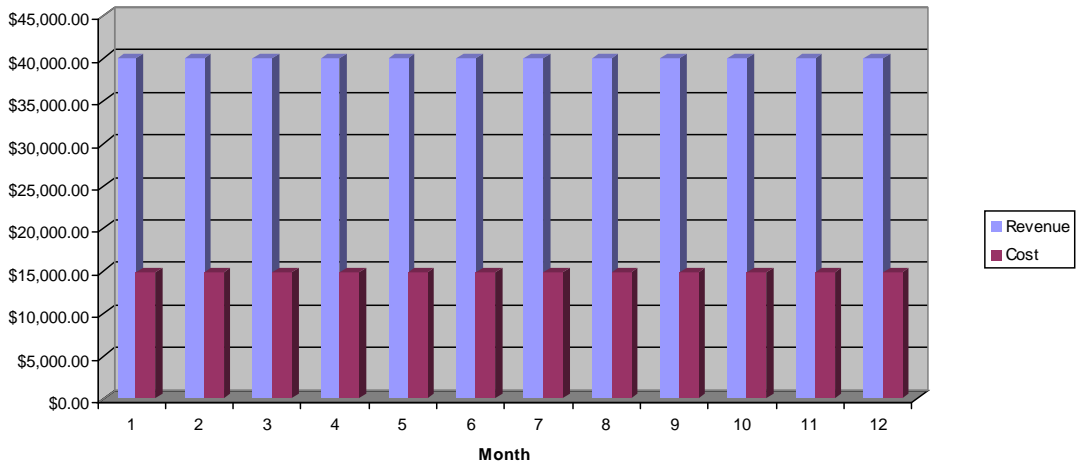
In addition to actively and aggressively pursuing new customers, [Your Business Name Here] will also operate with the knowledge that effective marketing achieves positive scale when current customers are 100% satisfied and recommend our bar to their network of friends, family, and associates. By developing a strong reputation for exceptional style, quality, and value we can be assured that current customers will not have a reason to look elsewhere and readily recommend us to their friends, family, and associates.

[Your Business Name Here] will identify the geographic target market segment. We will then execute a multi level marketing and advertising campaign, consisting of direct mail and advertising in local newspapers and other media.

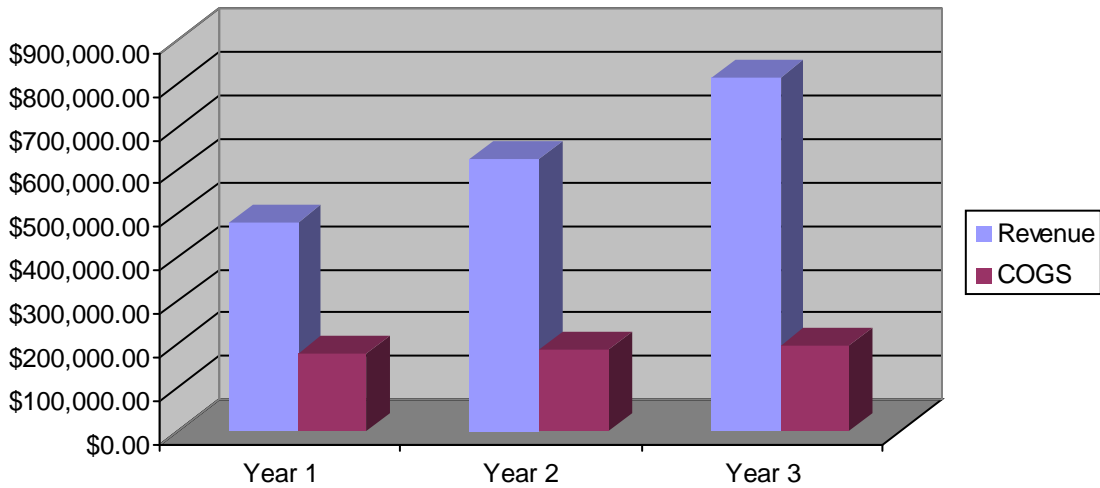
All marketing and advertising media will be consistent and professional, presenting an image of a well established and successful Pizzeria restaurant.

The chart and table below illustrates the forecasted sales revenue anticipated by [Your Business Name Here]. Year over year growth for the first three years is 10%, and this high growth rate is reflective of a new business penetrating the market aggressively through a highly targeted and well executed marketing campaign. Subsequent annual growth is forecasted to be around 5% which is based on economic growth within the targeted geographic market and new customers.

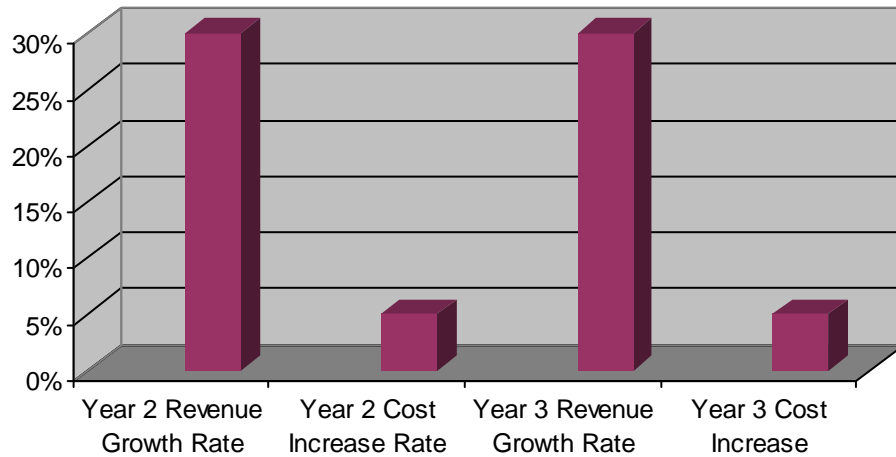
Monthly Revenue and COGS



Year Over Year Growth Revenue and COGS



### 2nd and 3rd Year Anticipated Revenue Growth and COGS Increase



[Your Business Name Here] will offer competitive pricing on its items to their customers that are in line with other competitors. This is important to secure the business and to meet our sales forecasts, and to ensure that our customers become repeat visitors to our Pizzeria restaurant. Price elasticity has been proven to exist to some degree in the industry, so if a business charges too much for their products they will experience a drop in sales, at least short term until the customers get used to the increase, which exceeds the value of the additional margin made in the sales.

Although our pricing strategy will be competitive with our competition, our shop's printed price will be slightly higher and we will run sales and offer coupons to bring our price in line with the rest of the market, such as punch cards to receive free product, special deal drinks, and daily specials. This will be done so the customer feels they are getting a deal on our product and are receiving extra value. This is a proven, valid strategy in the price competitive market we are operating in, and generates a repeat customer base that will be critical to our long term success.

Below are the top level milestones in the startup and launch of [Your Business Name Here] in [Enter Year of Launch Here], starting [Enter Start Date of Timeline].

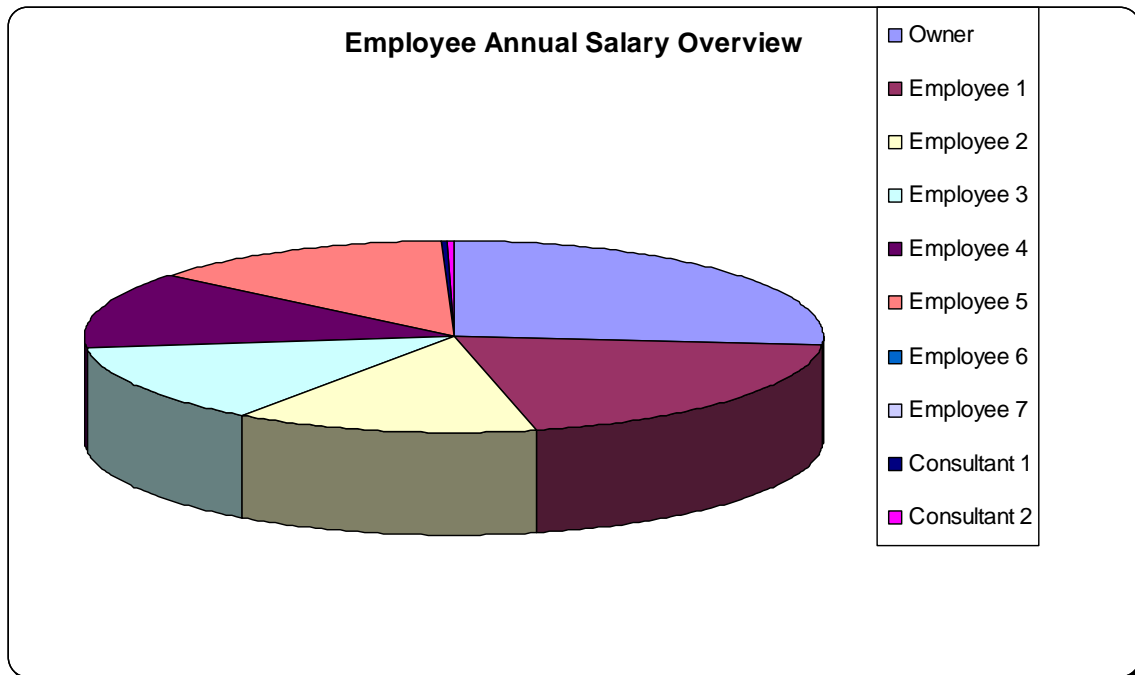
<b>LAUNCH TIMELINE MILESTONES</b>				
<b>Task #</b>	<b>Description</b>	<b>Owner</b>	<b>Due Date</b>	<b>Complete</b>
1	Complete Business Plan	President/CEO	6 weeks	
2	Complete Marketing Plan	Marketing Team	4 weeks	
3	Business Formation / Legal Setup	Legal Consultant	4 weeks	
4	Operations Plan and Process Development	Operations Team	4 weeks	
5	Secure Funding	President/CEO	8 weeks	
6	Develop Marketing Materials / Web	Marketing Team	12 weeks	
7	Procure Startup Inventory	Operations Team	10 weeks	
8	Hire/Train Employees	Operations Team	12 weeks	
9	Setup Office	Operations Team	2 weeks	
10	Pilot All Processes	Operations Team	4 weeks	
11	Launch Marketing Plan	Marketing Team	2 weeks	
12	Post Review and Corrective Plans	Team	1 week	

## 6.0 Management Summary

[Your Business Name Here] will be structured around the following core disciplines.

1. Owner – Operator
  1. Sales, Marketing
  2. Operations
  3. Finance
  4. Strategy Development and Deployment
2. Cashier and Staff

[Owner - Operator Name] – [Add detail about what they bring to the business as the owner-manager, including strengths, experience, age, education, etc.] Optional – Add a picture





## EMPLOYMENT PLAN - MONTHLY AND ANNUAL TOTALS

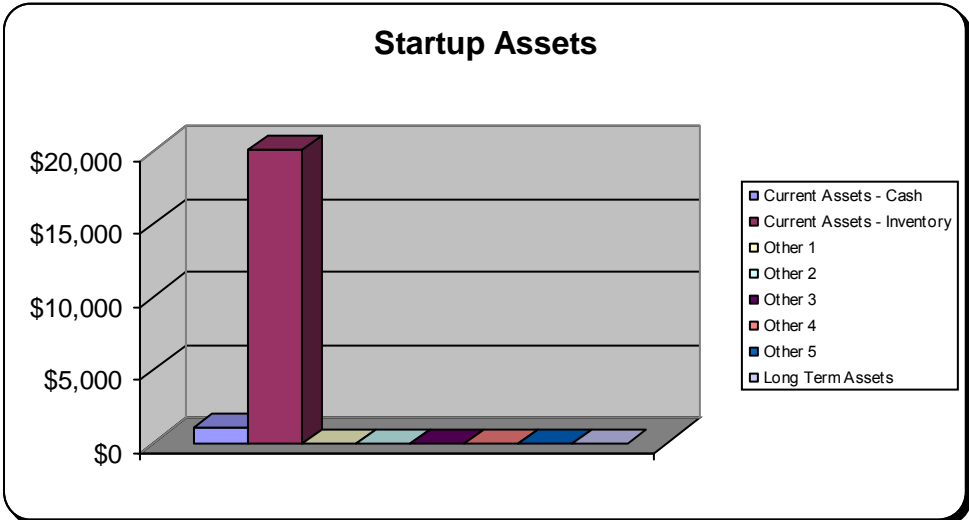
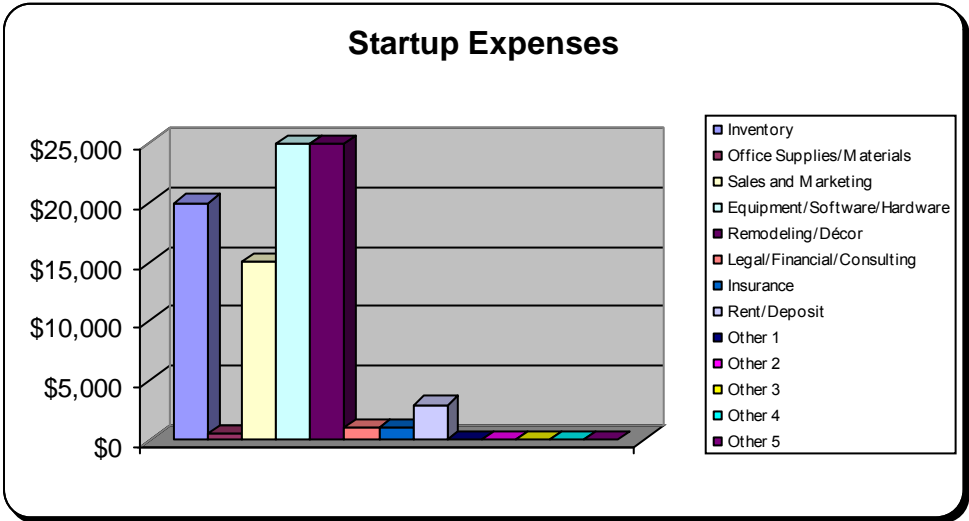
January - December	Monthly Salary	# of People	TOTAL SALARY
Owner	\$5,000.00	1	\$60,000
Employee 1	\$3,750.00	1	\$45,000
Employee 2	\$2,500.00	1	\$30,000
Employee 3	\$2,500.00	1	\$30,000
Employee 4	\$2,500.00	1	\$30,000
Employee 5	\$2,500.00	1	\$30,000
Employee 6	\$0.00	1	\$0
Employee 7	\$0.00	1	\$0
Consultant 1	\$50.00	1	\$600
Consultant 2	\$50.00	1	\$600
<b>TOTAL</b>			<b>\$226,200</b>

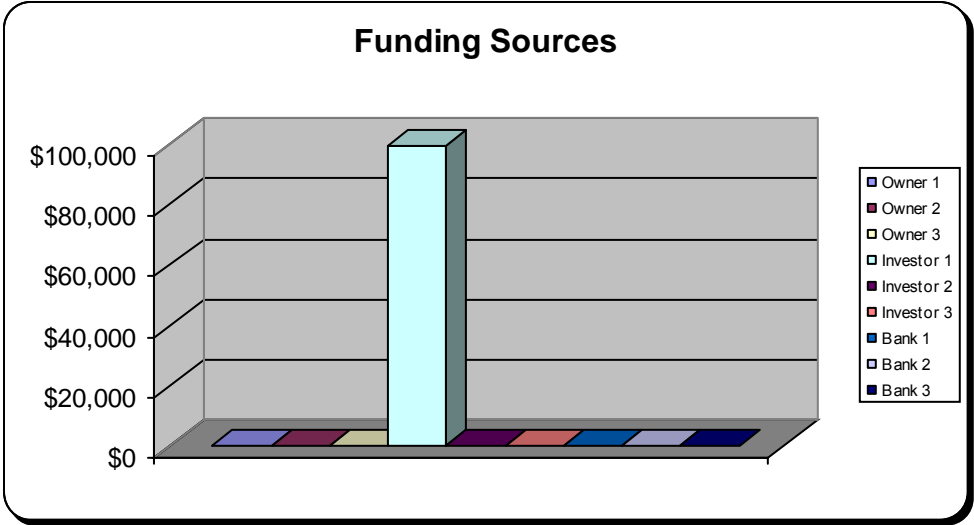
## EMPLOYMENT PLAN - ANNUAL GROWTH RATE

	Year 1	Year 2	Year 3
<b>Growth Rate (%)</b>	<b>0.00%</b>	<b>3.00%</b>	<b>3.00%</b>
Owner	\$60,000	\$61,800	\$63,654
Employee 1	\$45,000	\$46,350	\$47,741
Employee 2	\$30,000	\$30,900	\$31,827
Employee 3	\$30,000	\$30,900	\$31,827
Employee 4	\$30,000	\$30,900	\$31,827
Employee 5	\$30,000	\$30,900	\$31,827
Employee 6	\$0	\$0	\$0
Employee 7	\$0	\$0	\$0
Consultant 1	\$600	\$618	\$637
Consultant 2	\$600	\$618	\$637
<b>TOTAL</b>	<b>\$226,200</b>	<b>\$232,986</b>	<b>\$239,976</b>

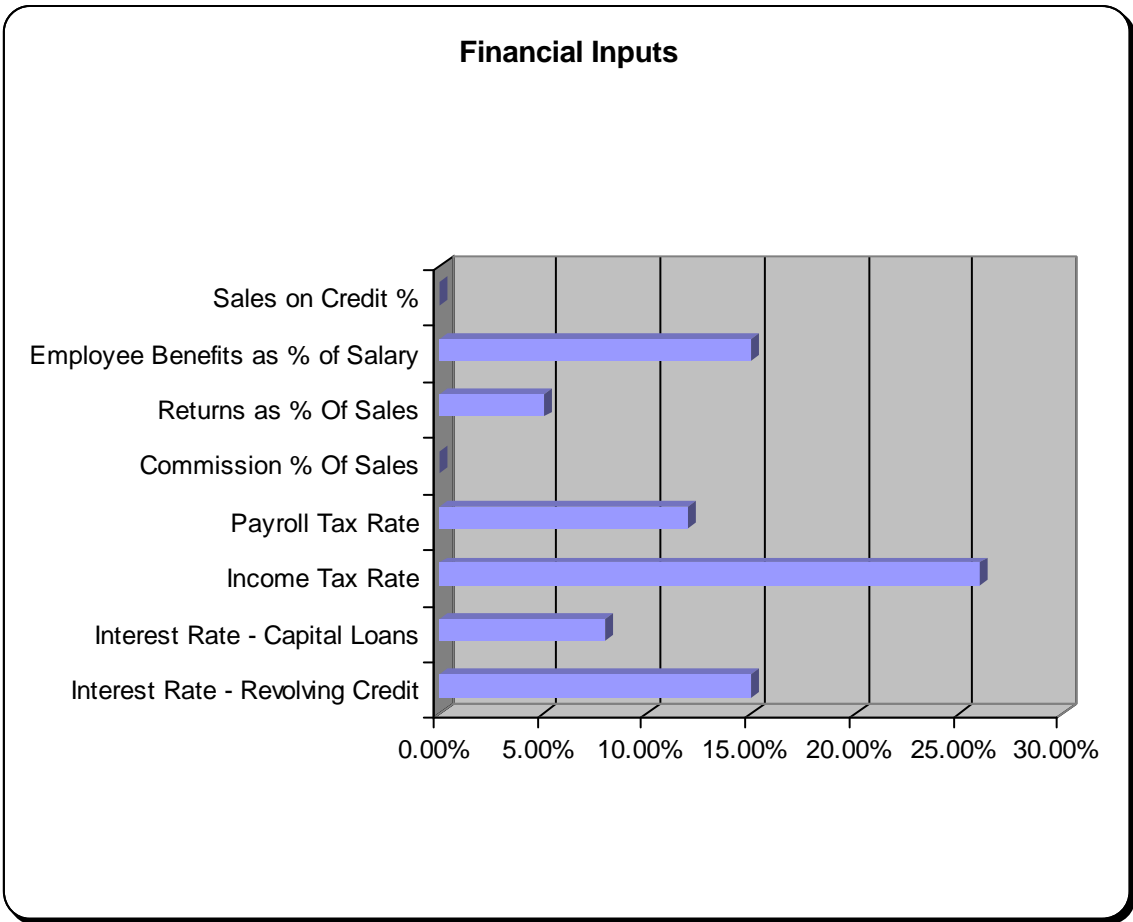
[Your Business Name Here] will fund its startup with a capital loan from an investor in the amount of \$100,000, which is enough startup capital to purchase all necessary equipment and provide adequate working capital during the startup phase. The loan will be paid back over a period of 3 years and a 10% equity stake in the company will be offered as consideration.

**7.1 Start-up Summary**





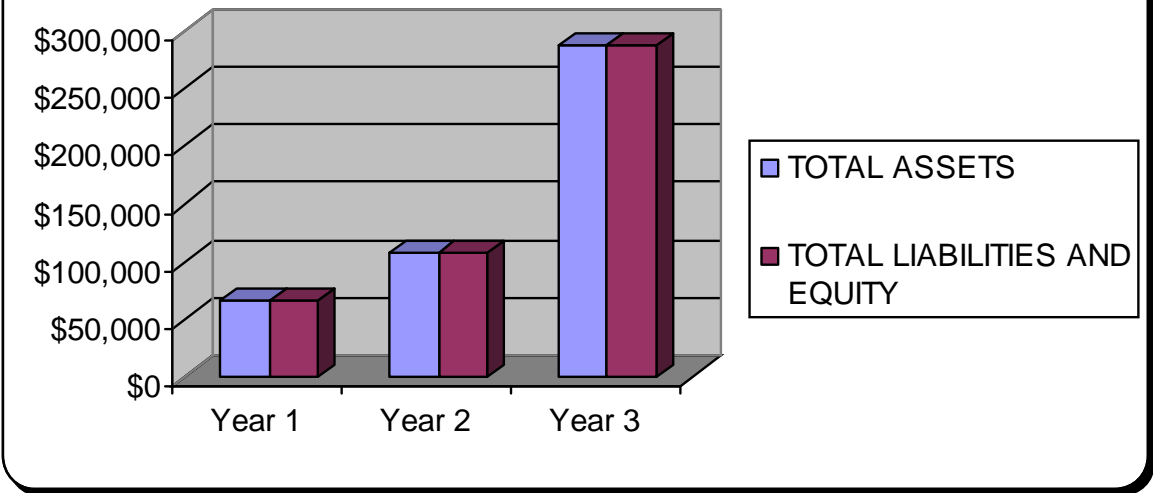
## 7.2 Financial Inputs



### 7.3 Balance Sheet

<b>BALANCE SHEET</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
<b>ASSETS</b>			
<b>Current Assets</b>			
Cash	\$20,321	\$82,436	\$262,826
Accounts Receivable			
Inventory	\$20,000		
Other Current Assets			
<b>Total Current Assets</b>	\$40,321	\$82,436	\$262,826
<b>Fixed Assets</b>			
Land			
Facilities			
Equipment	\$25,000	\$25,000	\$25,000
(Less Accumulated Depreciation)			
<b>Total Fixed Assets</b>	\$25,000	\$25,000	\$25,000
<b>Other Assets</b>			
<b>TOTAL ASSETS</b>	\$65,321	\$107,436	\$287,826
<b>LIABILITIES</b>			
<b>Current Liabilities</b>			
Short Term Notes Payable			
Income Taxes Due	0	\$21,649	\$63,204
Other Current Liabilities			
<b>Total Current Liabilities</b>	\$0	\$21,649	\$63,204
<b>Long Term Liabilities</b>			
Long Term Notes Payable			
Other Long Term Liabilities			
<b>Total Long Term Liabilities</b>	\$0	\$0	\$0
<b>NET WORTH</b>			
Paid In Capital	\$1,000		
Retained Earnings	\$64,321	\$85,788	\$224,621
Total Equity	\$65,321	\$85,788	\$224,621
<b>TOTAL LIABILITIES AND EQUITY</b>	\$65,321	\$107,436	\$287,826

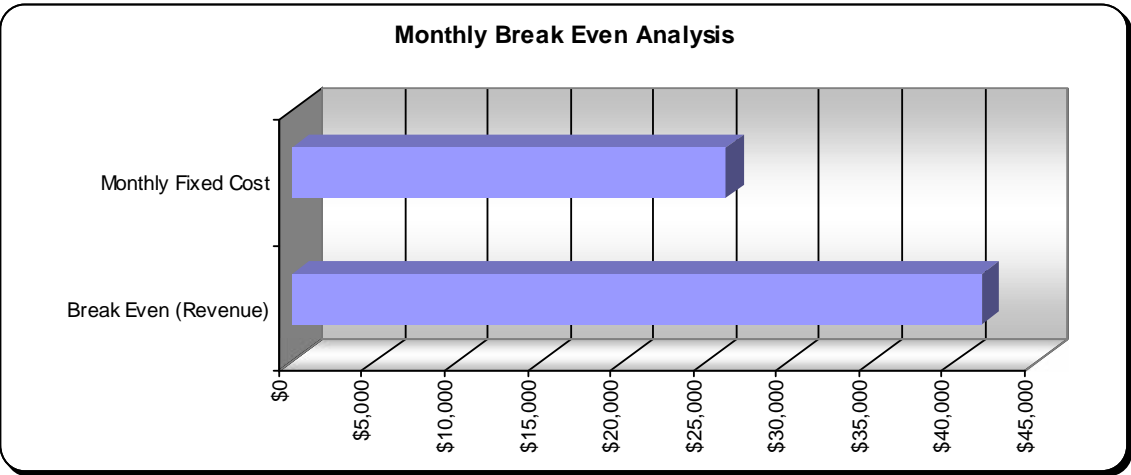
### Balance Sheet

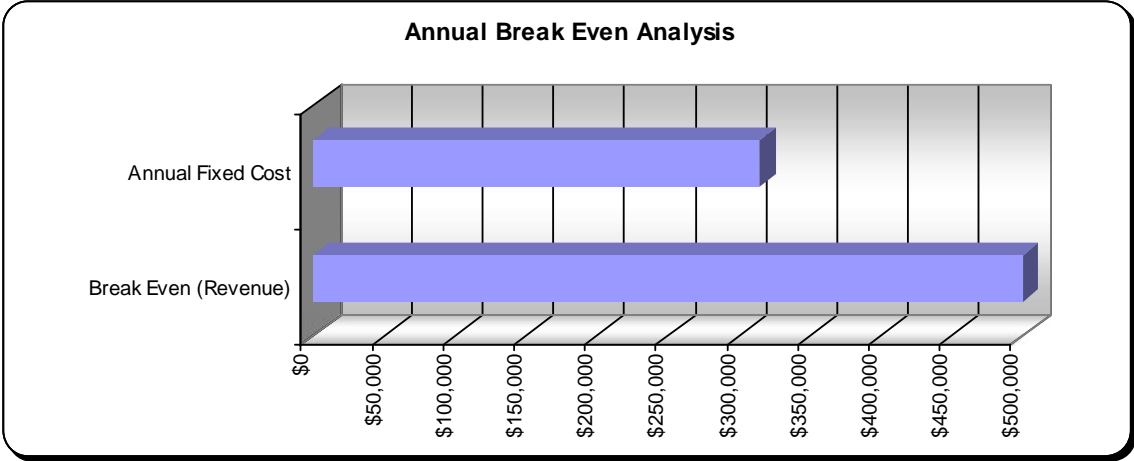


### 7.4 Break-Even Point

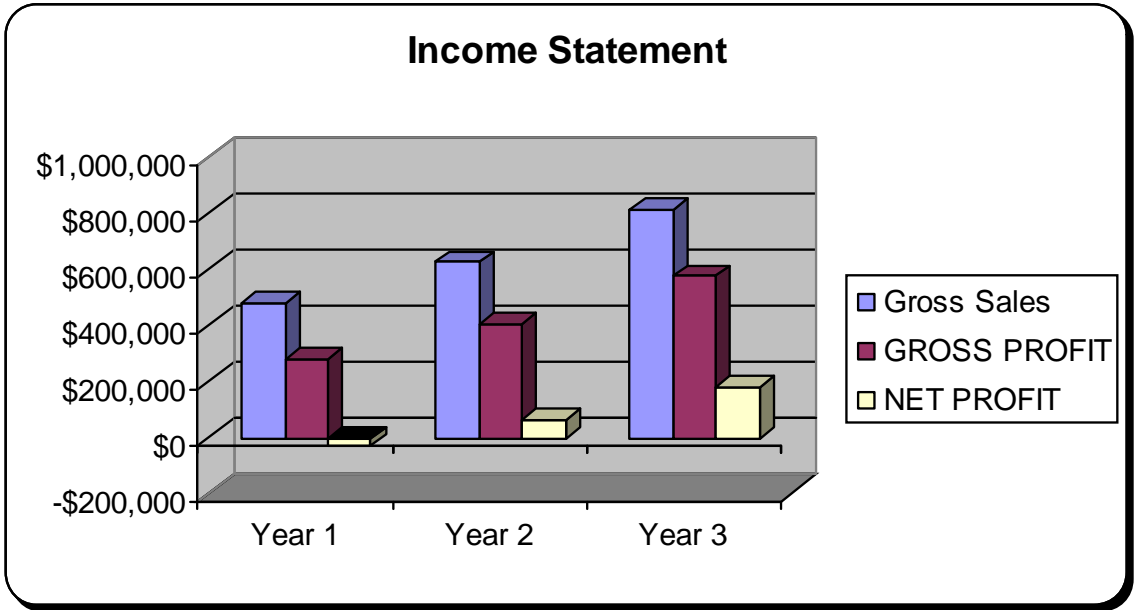
A key factor will be the success of the securing customers cost effectively to achieve the sales forecasts. In this business it often takes time to develop a consistent customer and referral base, and a positive name in the community.

### Monthly Break Even Analysis

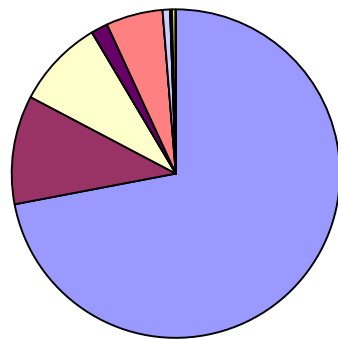




**7.5 Income Statement**



### G&A Expense Breakdown



- Salaries and Wages
- Employee Benefits
- Payroll Taxes
- Professional Services
- Marketing and Advertising
- Rent
- Equipment Rental
- Maintenance
- Depreciation
- Insurance
- Utilities & Phone
- Office Supplies
- Travel & Entertainment
- Entertainment
- Interest on Loans
- Professional Design Services
- Cleaning Services

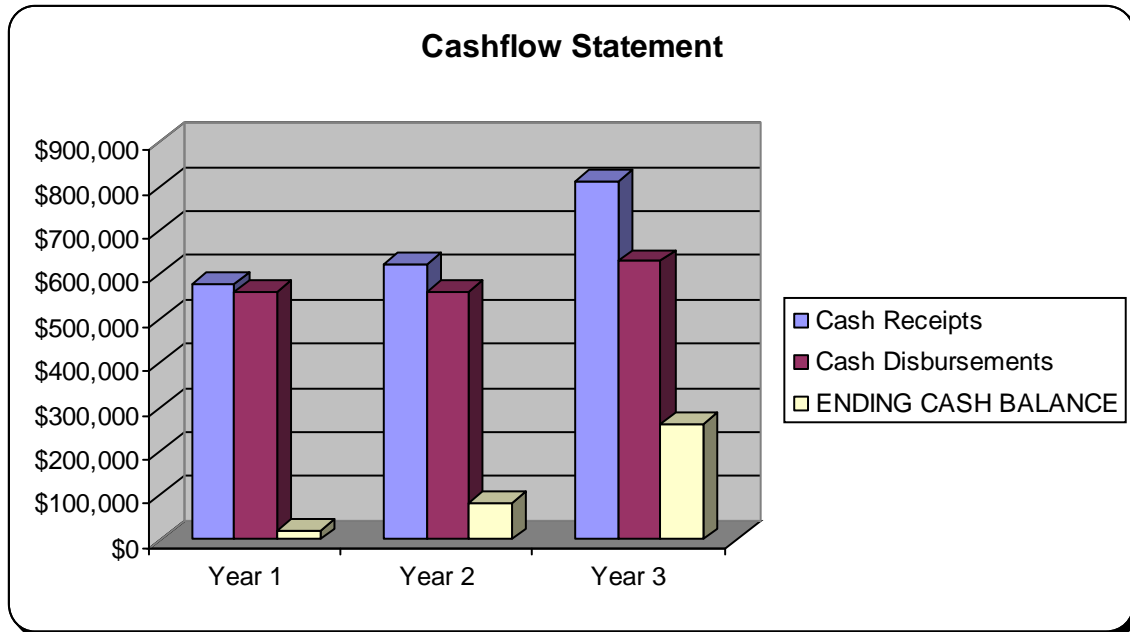
INCOME STATEMENT	Year 1	Year 2	Year 3
<b>Income</b>			
Gross Sales	\$480,600	\$624,780	\$812,214
(Commissions)	\$0	\$0	\$0
(Returns and Allowances)	\$24,030	\$31,239	\$40,611
<b>Net Sales</b>	\$456,570	\$593,541	\$771,603
(Cost of Goods)	\$178,200	\$187,110	\$196,466
<b>GROSS PROFIT</b>	\$278,370	\$406,431	\$575,138
<b>Expenses (General and Administrative)</b>			
Salaries and Wages	\$226,200	\$232,986	\$239,976
Employee Benefits	\$33,930	\$34,948	\$35,996
Payroll Taxes	\$27,144	\$27,958	\$28,797
Professional Services	\$250	\$250	\$250
Marketing and Advertising	\$5,000	\$5,000	\$5,000
Rent	\$18,000	\$18,000	\$18,000
Equipment Rental	\$0	\$0	\$0
Maintenance	\$2,000	\$2,000	\$2,000
Depreciation	\$500	\$500	\$500
Insurance	\$500	\$500	\$500
Utilities & Phone	\$1,000	\$1,000	\$1,000
Office Supplies	\$25	\$25	\$25
Travel & Entertainment	\$0	\$0	\$0
Entertainment	\$0	\$0	\$0
Interest on Loans	\$0	\$0	\$0
Professional Design Services	\$0	\$0	\$0
Cleaning Services	\$0	\$0	\$0
<b>TOTAL EXPENSES</b>	\$314,549	\$323,167	\$332,044
Net Income Before Taxes	-\$36,179	\$83,264	\$243,094
Provision for Taxes on Income	-\$9,407	\$21,649	\$63,204
<b>NET PROFIT</b>	-\$26,772	\$61,615	\$179,889

## 7.6 Cash Flow Statement

Cash is king, and it is critical to our success that we maintain a positive cash position throughout our term of business.

<b>CASHFLOW STATEMENT</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
<b>CASH RECEIPTS</b>			
<b>Income From Sales</b>			
Cash Sales	\$480,600	\$624,780	\$812,214
Collections			
<b>Total Cash From Sales</b>	\$480,600	\$624,780	\$812,214
<b>Income From Financing</b>			
Interest Income			
Loan Proceeds			
Equity Capital Investments			
Total Cash From Financing	\$100,000		
Other Cash Receipts			
<b>TOTAL CASH RECEIPTS</b>	\$580,600	\$624,780	\$812,214
<b>CASH DISBURSEMENTS</b>			
Inventory	\$20,000		
Operating Expenses	\$492,249	\$509,777	\$528,009
Commissions>Returns/Allowances	\$24,030	\$31,239	\$40,611
Capital Purchases	\$25,000		
Loan Payments			
Income Tax Payments	0	\$21,649	\$63,204
Investor Dividend Payments			
Owner's Draw			
<b>TOTAL CASH DISBURSEMENTS</b>	\$561,279	\$562,665	\$631,825
<b>NET CASH FLOW</b>			
Opening Cash Balance	\$1,000	\$20,321	82436.197
Cash Receipts	\$580,600	\$624,780	\$812,214
Cash Disbursements	\$561,279	\$562,665	\$631,825
<b>ENDING CASH BALANCE</b>	\$20,321	\$82,436	\$262,826





### 7.7 Ratios

Ratio Analysis	Year 1	Year 2	Year 3
<b>Liquidity Ratios</b>			
Current Ratio	#DIV/0!	3.81	4.16
Quick Ratio	#DIV/0!	3.81	4.16
<b>Efficiency Ratios</b>			
Fixed Asset Turnover	19.22	24.99	32.49
Total Asset Turnover	7.36	5.82	2.82
<b>Profitability Ratios</b>			
Gross Margin	0.58	0.65	0.71
Net Profit Margin	-0.06	0.10	0.22
Return On Assets	-0.41	0.57	0.62
Return On Equity	-0.41	0.72	0.80
<b>Solvency Ratios</b>			
Debt To Equity	1.53	1.17	0.45
Debt To Assets	1.53	0.93	0.35
Coverage Of Fixed Costs	0.88	1.26	1.73

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