

Coffee Shop Business Plan Sample

Executive Summary

Brew Haven Coffee is a specialty coffee shop located in the heart of downtown Seattle. Our mission is to create a warm and welcoming environment where customers can enjoy high-quality, ethically sourced coffee and freshly baked pastries. We aim to generate \$300,000 in annual revenue within the first two years and expand to multiple locations by year five.

Company Description

Brew Haven Coffee was founded in 2024 by Sarah Johnson, a coffee enthusiast with over a decade of experience in the food and beverage industry. The coffee shop focuses on serving premium coffee sourced directly from small-scale farmers and roasting it in-house to ensure freshness. In addition to coffee, we offer a variety of teas, smoothies, and baked goods made from locally sourced ingredients.

Market Analysis

The coffee industry in Seattle is valued at \$4 billion and continues to grow as more consumers seek high-quality, artisanal beverages. Our target customers include young professionals, college students, and tourists who value aesthetic ambiance and premium products. Despite competition from large coffee chains, Brew Haven Coffee's focus on community engagement and sustainability gives it a competitive edge.

Organization and Management

Brew Haven Coffee is managed by Sarah Johnson, who oversees daily operations, product development, and marketing. The team includes a head barista, three part-time baristas, and a pastry chef. We also partner with a local bakery for additional baked goods.

Products and Services

Our menu includes:

- Specialty coffee drinks such as lattes, cappuccinos, and pour-overs
- A variety of teas, including herbal and organic blends
- Freshly baked pastries, including croissants, muffins, and cookies
- Seasonal beverages and limited-edition pastries to attract repeat customers

Marketing and Sales Strategy

Brew Haven Coffee will attract customers through social media marketing, influencer partnerships, and local events. We will offer loyalty programs and discounts to encourage repeat visits. Our prime downtown location ensures high foot traffic, and the shop's inviting design and free Wi-Fi will appeal to both casual customers and remote workers.

Operational Plan

The coffee shop operates from a leased 1,200 sq. ft. space in downtown Seattle. We use high-quality equipment for brewing and baking and source coffee beans directly from farmers in Ethiopia, Colombia, and Brazil. Daily operations include early morning preparation, customer service during business hours, and cleaning after closing.

Financial Plan

Brew Haven Coffee seeks an initial investment of \$150,000 to cover startup costs, including equipment, leasehold improvements, and initial inventory. We project the following financial outcomes:

- Year 1 Revenue: \$200,000
- Year 2 Revenue: \$300,000
- Operating Costs: \$120,000 annually
- Net Profit (Year 1): \$30,000

Appendix

Supporting documents include:

- Owner's resume and qualifications
- Supplier agreements and coffee sourcing details
- Floor plan and interior design mockups
- Marketing materials and projected advertising budget