



ARTISANAL CAFE BUSINESS PLAN

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UNDERSTANDING BUSINESS PLANS

A business plan refers to a company's plan for generating revenue and making a profit. It outlines what products or services the company plans to offer and how it intends to market and manufacture them.

A business plan is a company's core strategy for profitably doing business

Models include information like products or services, the business plans to sell, target markets, and any anticipated expenses.

WHY DO YOU NEED A BUSINESS PLAN?

Business Model is important because it provides a framework for creating and capturing value. A good business model can help companies differentiate themselves from their competitors and provide a clear understanding of how they create value for their customers.

It can also help companies identify potential challenges and opportunities that they may face in the market, enabling them to develop strategies for overcoming these challenges and taking advantage of opportunities.

Moreover, a well-defined business model can help companies secure funding, as it provides investors with a clear understanding of how the company intends to generate revenue and make a profit.

By having a solid business model in place, companies can also make more informed decisions about resource allocation and growth strategies, which can help them achieve long-term success.

OPPORTUNITY GAP

Coffee Market in India



\$1.6B in 2020



\$4.05B in 2027



4.5K INR in 2022



6.2K INR in 2027

Café Chain Market in India



A SNAPSHOT OF THE BUSINESS MODEL

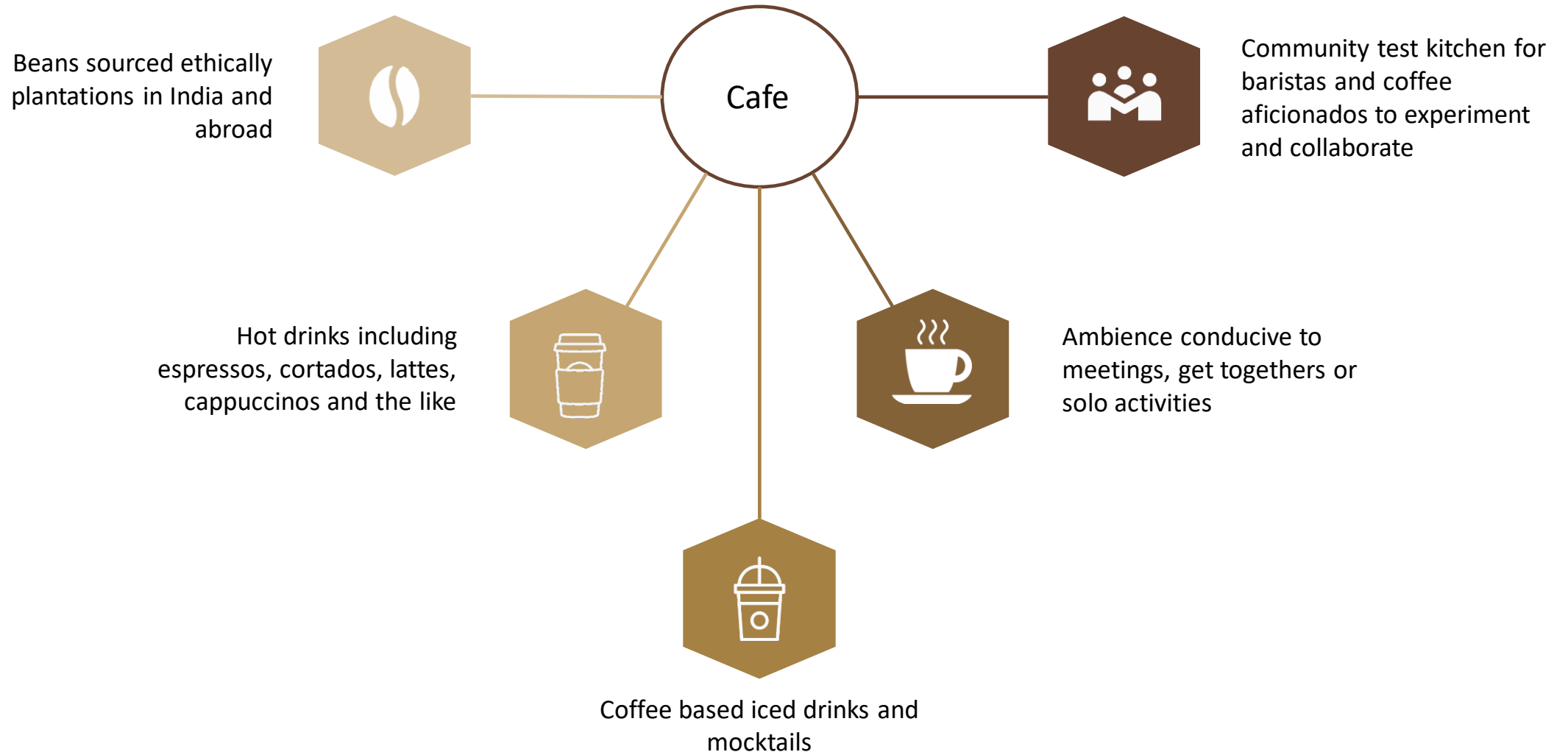


THE SOLUTION

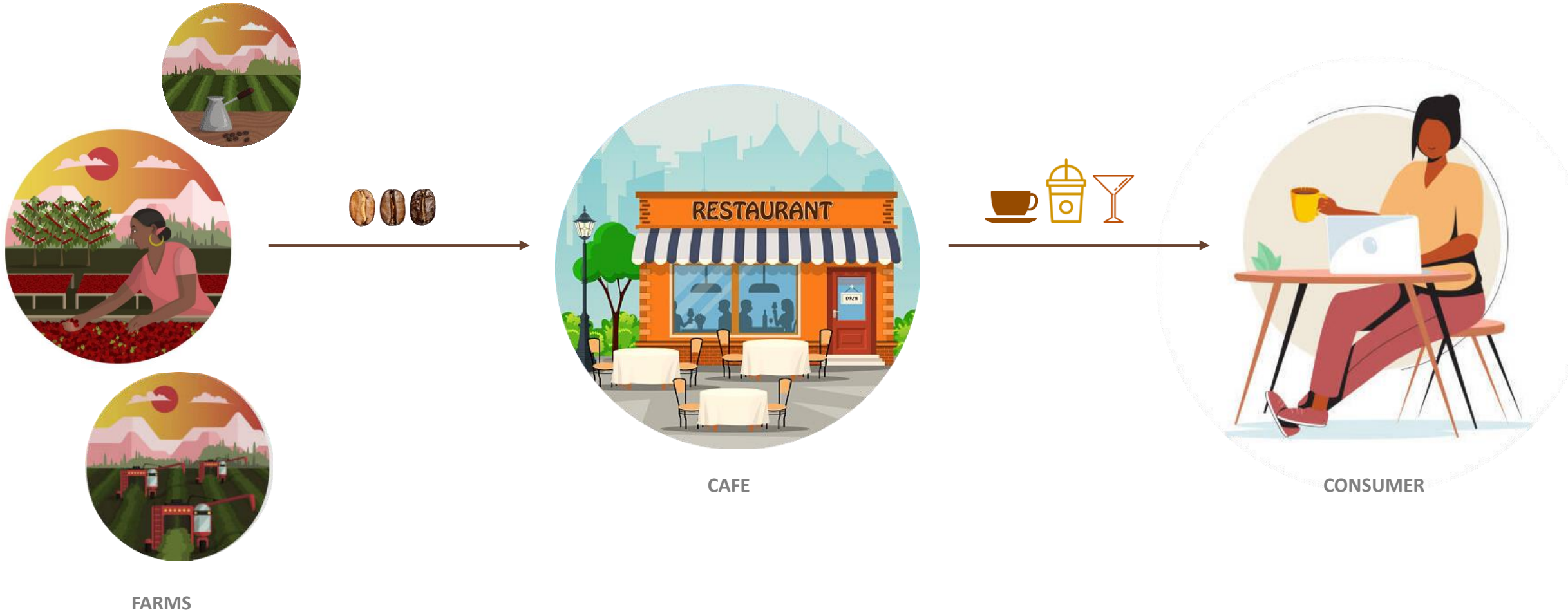


- An artisanal boutique café that celebrates artisanal coffee from different parts of the world and caters to different palettes
- A go-to place for coffee connoisseurs, professionals and general café goers
- A test kitchen for baristas to try out different brews and techniques

THE SOLUTION



BUSINESS MODEL



BUSINESS MODEL CANVAS

Key partners

What are your key partners to get competitive advantage?

Coffee farmers (Indian and Abroad)

Customers

Key activities

What are the key steps to move ahead to your customers?

Ethical procurement of coffee from Indian and Abroad

Roasting own coffee

Curating menu and test kitchen for baristas

Key propositions

How will you make your customers' life happier?

Authentic coffee experience from beans all around the world

Test kitchen for baristas for experimenting on brews

Providing experience to customer who are keen about process of coffee making

Customer relationships

How often will you interact with your customers?

Social media marketing

Ads

Word of mouth

Customer segments

Who are your customers? Describe your target audience in a couple of words.

Professional

Connoisseurs

General coffee lovers

Key resources

What resources do you need to make your idea work?

Human Resources

Intellectual property

own roasting machine

Channels

How are you going to reach your customers?

Website

Instagram account

Cost Structure

How much are you planning to spend on the product development and marketing for a certain period?

Procurement of coffee beans

Procurement of roasting and brewing machines

B2C marketing

Revenue Streams

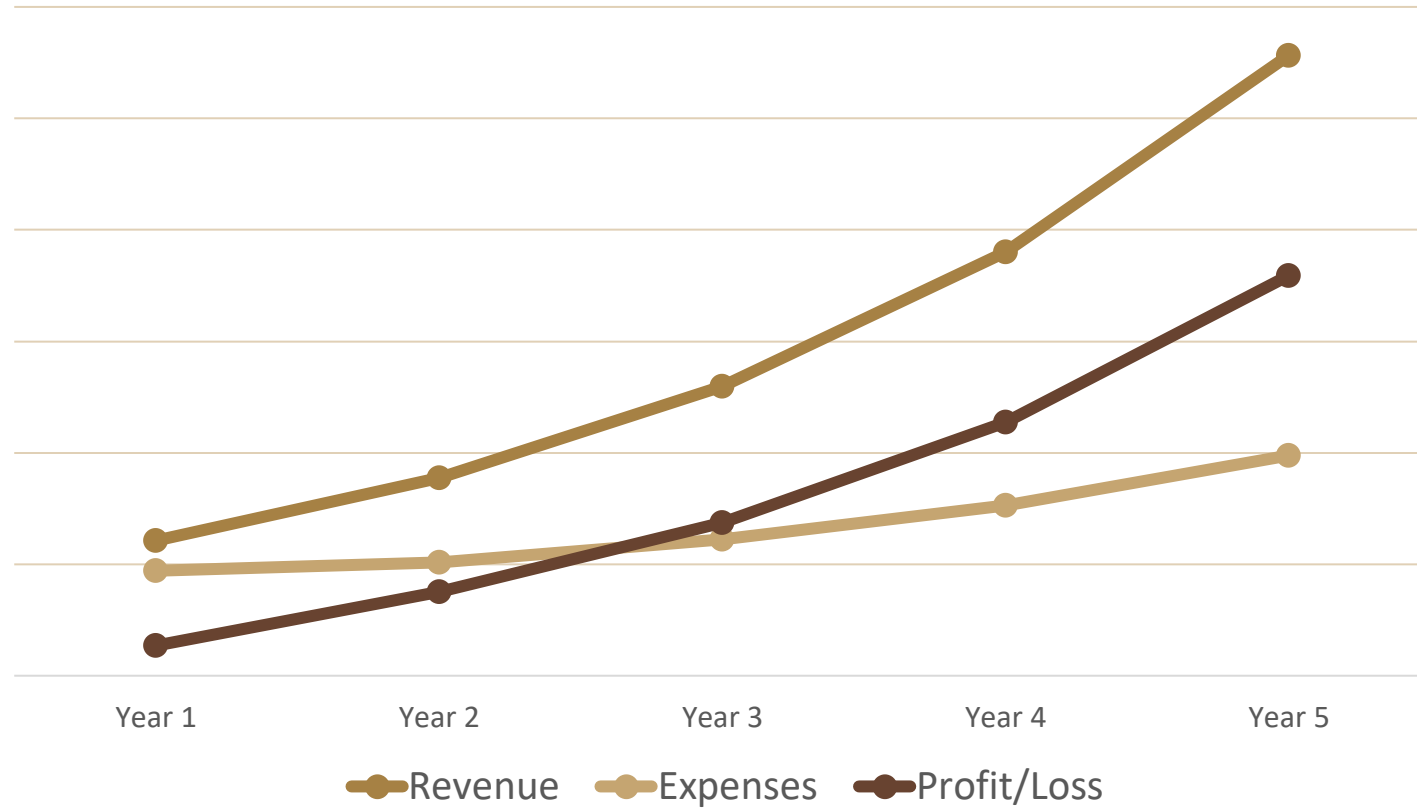
How much are you planning to earn in a certain period? Compare your costs and revenues.

Selling coffee

Bakery goods

Providing test kitchen for experimenting as well as brewing and roasting workshop

PROJECTIONS



ADDITIONAL DOCUMENTS FOR BUSINESS PLAN

- **Market Research-** Delivering actionable insights through meticulous research and analysis to fuel business growth and maximize market potential.
- **Competitive Research-** Getting a deep understanding of competitors' strategies, tactics, and performance to take informed decision and stay ahead in the market.
- **Consumer Mapping-** Unlocking valuable consumer insights and mapping their preferences, needs, and behaviors to optimize marketing strategies, enhance customer experiences, and drive business success.
- **5 Year Financial Planning-** Harnessing the power of financial foresight to develop a robust and flexible 5-year plan, aligning financial resources, and optimizing performance for sustained growth and financial stability.
- **Team Structure-** Designing a cohesive team structure that leverages individual strengths, promotes diversity, and encourages innovation, to foster a high-performing team culture and drive organizational excellence.

ADDITIONAL DOCUMENTS FOR BUSINESS PLAN

- **Operations Plan**- Creating a strategic roadmap for operational success, encompassing key objectives, timelines, and performance metrics, to guide decision-making, streamline operations, and achieve operational excellence.
- **Licenses & Registrations**- Navigating the complex landscape of licenses and registrations with expert guidance and meticulous compliance, ensuring legal and regulatory adherence for business operations.
- **Go To Market Strategies**- Creating a winning go-to-market strategy that encompasses market analysis, target segmentation, positioning, pricing, and distribution, to successfully launch products or services and capture market share.
- **Miscellaneous (Website/App Development, Marketing & Advertising, etc.)**- Offering comprehensive and flexible miscellaneous services designed to address unique business requirements, optimize operations, enhance performance, and achieve desired outcomes.



THANK YOU