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GROUP 2 - THE COZY CORNER CAFÈ

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1.0 INTRODUCTION

1.1 EXECUTIVE SUMMARY

The Cozy Corner Café is more than just a café, it's a space designed for people to unwind, enjoy great coffee and connect with others in a comfortable setting. Our mission is simple, to offer high quality coffee, specialty teas, fresh pastries and light meals in an environment where customers can feel at home, whether they're catching up with friends, studying or getting some work done. With a focus on creating a cozy atmosphere, The Cozy Corner Café will be the go-to spot for those looking for a break from the daily grind. Located in a vibrant urban area, ideally close to universities and office buildings, the café will attract students, young professionals and anyone who needs a quiet space to relax. The menu will feature a range of beverages including espresso based drinks like lattes and cappuccinos, specialty teas and smoothies. On the food side, we will serve fresh pastries, sandwiches and salads, something for every taste. Our aim is to create a menu that is simple but delicious with items that keep people coming back for more. The target market for The Cozy Corner Café includes university students, working professionals and families who want more than just a quick coffee. We are creating a space where people can relax, socialize or focus on their work in peace. The first year will be all about building a loyal customer base, offering great service and creating a place where people feel comfortable and welcome. What sets The Cozy Corner Café apart from other cafés is our commitment to the experience. It is not just about offering a cup of coffee, it is about providing a space where people feel they can truly relax, enjoy their time and make the café their own. The layout will be designed to encourage people to stay longer with comfy seating and a welcoming atmosphere. We are also committed to offering excellent customer service, making sure every visit feels special. To get the business off the ground, we will need funding for the initial setup, including equipment, renovations and inventory. A strong marketing plan will be essential to drive awareness and bring customers in. With a solid plan and a unique approach to the café experience, The Cozy Corner Café is positioned to become a favorite hangout spot in the community.

2.0 ADMINISTRATION PLAN

2.1 INTRODUCTION TO THE ADMINISTRATION

2.1.1 VISION

The vision of The Cozy Corner Café is to become one of the most loved and trusted cozy cafés in the local community. It is meant to be a place where anyone, no matter their background, can feel a sense of peace, comfort, and connection in a warm and friendly space. The goal is not just about serving coffee, but creating a spot where people can truly enjoy their time whether they are students trying to focus, professionals working remotely, or families spending time together. The café wants to offer good food and drinks, but also a meaningful environment for people to relax or socialise. In the future, The Cozy Corner Café hopes to grow into a lifestyle brand that stands for comfort, simplicity, and a feeling of togetherness.

2.1.2 MISSION

Our mission is to create a café experience that feels like a second home to our customers. We are committed to providing high-quality coffee, specialty teas, and fresh light meals in a comfortable, relaxed, and welcoming atmosphere. With a focus on good service, appropriate space layout, and consistent quality, The Cozy Corner Café aims to be a place where people can take a break from their daily routine, connect with others, or enjoy some alone time in comfort.

2.1.3 OBJECTIVES

1. Revenue Target

The Cozy Corner Café aims to generate stable income through dine-in, takeaway, and delivery services (Specific). This will be tracked by monitoring monthly revenue trends (Measurable), and is achievable given the café's strategic location and expected customer demand (Achievable). It aligns with the goal of long-term financial sustainability (Relevant), and is expected to be accomplished within the first 12 months of operation (Time-bound).