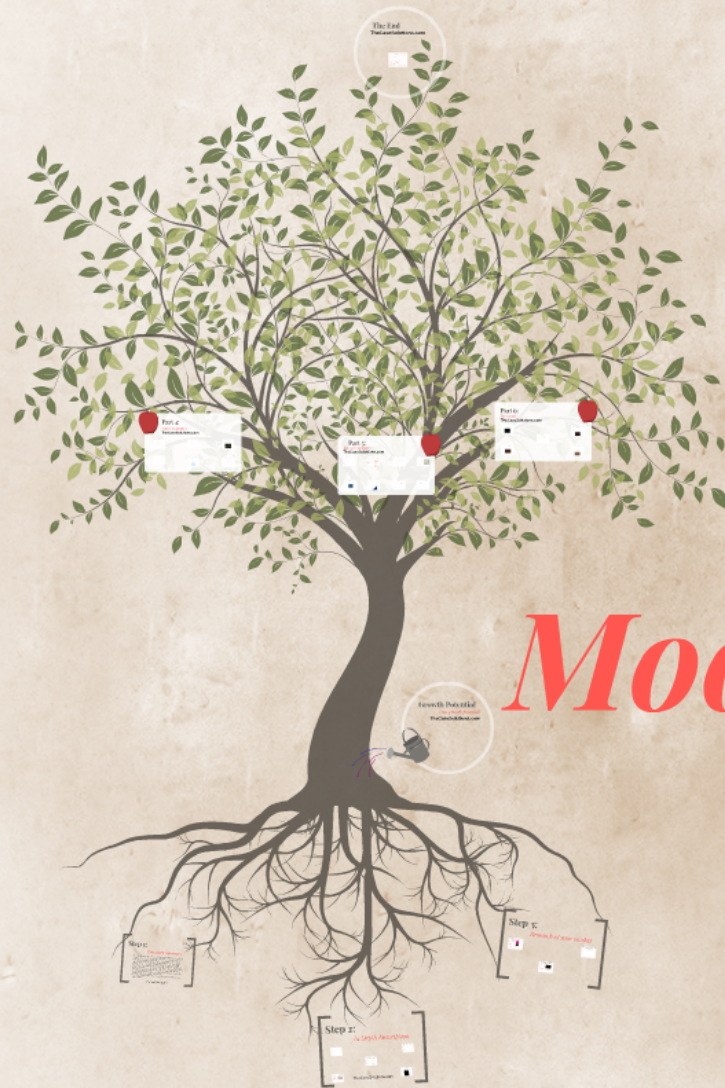


Moods of Norway

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Step 1:

Executive Summary

The Coffee Shop's goal is to become a daily necessity for local coffee addicts, as well as a place to relax, unwind and escape the daily stresses of life. The Coffee Shop will provide quality coffee, tea and smoothies to a variety of customers. Books and magazines will be available for you to read while sipping your coffee. I wanted to start this business because there aren't many "coffee shops" in Hallowell and I would like to offer one. I think that it will be successful because if you go for a run on the rail trail in the morning, you could just stop in and have a cup of coffee after. I would market this product to customers of many ages and genders. There would be smoothies for younger customers as well as decaf coffee.

I would be the manager and owner of the business and I would have a few other employees.

Step 2:

In Depth Description

My Logo:



The Coffee Shop
Specialty, Organic and Fair Trade

What are the benefits for consumers?

Healthy option



Low prices

What is it's most important feature?

Organic



Vegan

Comfortable and welcoming atmosphere

What factors that will give you competitive advantage (what makes you unique)?

Advantages:
Organic, vegan, locally sourced, delivery available, low prices



Disadvantages:
Smaller space

How will you price your product?

Single Price



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Part 4:

Your Customers

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Age Range

Infants - Senior Citizens



Gender

Both genders



Location

London, Holland



Income Level

A variety of incomes



Education Level

Variety of education levels



Social Demographics

Anyone!



Part 5:

Barriers to Entry

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Start up cost:
 Rental of assembly machine \$1,500
 Inventory \$1,500
 Other (licenses) \$100

Rent
 Equipment
 Inventory
 Licenses
 Marketing
 Shipping
 Training
 Insurance
 Utilities
 Salaries
 Taxes
 Other

Total: \$3,100

Production Costs:

Raw materials
 Labor
 Overhead
 Packaging
 Shipping
 Marketing
 Training
 Insurance
 Utilities
 Salaries
 Taxes
 Other

Marketing Costs:

Advertising
 Promotions
 Sales
 Distribution
 Shipping
 Training
 Insurance
 Utilities
 Salaries
 Taxes
 Other

Training and skills:

Education
 Experience
 Licenses
 Certifications
 Other

Shipping Cost:

N/A

Patent:

No

Government Regulations:

Intellectual Property
 Labor
 Environmental
 Safety
 Health
 Other

How will you overcome these?

Innovation
 Marketing
 Customer Service
 Other

Part 6:

Personnel

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Number of employees:

6



Type of labor:

Enrolled



Qualifications:

Communication skills

Basic Mathematics



Rate of pay upon hiring:

\$9.75 an hour



How new employees will be trained:

They will be trained to use the cash register and to make coffee, tea and smoothies.



Growth Potential

Low growth potential

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The End

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