



CAFÉ D. POWND Harvard Case Solution & Analysis

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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.

What are the benefits for consumers?

Healthy option

Low prices



Number of employees:

6



Type of labor:

Unskilled



Qualifications:

Communication skills

Basic Mathematics



How new employees will be trained:

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

