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# *Case : Café Karaygua*

# *Introduction*

Café Xaraygua, a start-up coffee shop, is now facing the choices in their growth strategy. As the number of customers continues to grow and more niches to occupy, the café is looking for the ways to improve its functioning and visibility.

# *Business Challenges*

Growth at Café Xaraygua has been incredibly rapid, and with that growth, follows several issues. The café experiences problems with supply chain that results to its lack of organizational, inter-organizational and operational control.



# *Opportunities*

That way, Café Xaraygua has various prospects which this writer can suggest: A proper inventory management policy is play an important role in managing inventories and providing products to consumers while responding faster than competitors.

# Conclusion

First, Café Xaraygua can be regarded as a company which is ready for the growth, but to turn this statement into reality the company has to solve a set of problems which hinder its development. With proper augmentation the café must be able to improve the service delivery in order to meet the needs of its customers while at the same time posing itself for future gains especially in the coffee markets.

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