



The Coffee Press

BUSINESS PLAN
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Benjamin & Marnie Carvalho
280 S. Green Valley Pkwy.
Henderson, Nevada 89012

Company History

The Coffee Press is an independently and locally owned and operated espresso café, which offers fresh locally roasted coffee beans and is proud to support other local businesses in the community. The café is currently offering great coffee, fresh sandwiches, and baked goods.

Business Model

The business model of The Coffee Press will primarily be business to consumer (b2c), and as such will organize efforts to appeal to customers in this target market.

Business to Consumer Market

The key customer base for The Coffee Press ranges from young professionals working/studying remotely in the Green Valley area, to retirees seeking the comfort and convenience of a café attached to the library as a one stop destination for meet-ups and get-togethers while enjoying one of the Library's many programs which the Paseo Verde location provides.

Location & Market

The Coffee Press is located at 280 S. Green Valley Pkwy., Henderson, NV. It is located within a 500 sq. ft. space zoned for commercial use. Adjoined to the Paseo Verde Library in Henderson, there is frequent foot traffic with direct access via a common area building entrance. This combined with an ongoing marketing strategy to boost customer count by not only being a convenience for library patrons and book lovers, but a unique destination in itself for gourmet espresso café seekers, creates a perfect blend for this business opportunity.

Summary Statement

We will establish The Coffee Press as a destination in the community for espresso lovers who prefer to work, study, or just relax while enjoying what we are cultivating at The Coffee Press; inside the Paseo Verde Library. We support local. We intend to continue to offer locally roasted coffee beans, as well as continue partnerships with local bakeries to supply our fresh baked pastries. We will continue to build ties within our community and as part of our "support local" initiative, partner with local and student forms of artistry where their talents may be welcomed by scheduled event invitation for the enjoyment of our guests.

Mission Statement

The Coffee Press will provide a stimulating experience by offering a relaxed space where exceptional locally roasted coffee, gourmet goods, and local culture may be enjoyed.

Personal Introduction and Management Qualifications Background

Benjamin and Marnie Carvalho have been in business operations management for 20+ years. Both starting their professional careers in retail management, they each successfully worked their way up from clerk to operations/general manager at individual store locations prior to 2006 for a national retail chain. Marnie in Orange County, California, and Benjamin in Laguna Beach, California and Las Vegas, Nevada markets. Responsible for approximately \$1.5 million annually per individual location, each were accountable for all components of store operations. From implementing and regulating all human resources procedures and policies, to managing staffs of 30+ employees and establishing positive staff morale, to collaborating with sales representatives to forge mutually beneficial working relationships, to managing over 500,000 inventory skus while dramatically improving inventory results, to ultimate customer satisfaction.

Most recently, beginning in 2007 Marnie has moved on to become a successful Patient Coordinator for a top veterinary surgical practice, while Benjamin has spent the last 10 years as Chief Operations Officer for a home automation technology firm overseeing all facets of the business from HR, accounts payable, accounts receivable, inventory management, design & engineering, sales, purchasing, national supply chain logistics, scheduling, and end customer's ultimate product and experience satisfaction. With their combined management experience, they now turn their attention towards a unique business opportunity close to home; the opportunity to transfer ownership of the Coffee Press within the Carvalho family name. The combined experience of both Benjamin and Marnie make them ideal candidates for the Coffee Press. Benjamin and Marnie feel they can continue to build on the café's successes while improving the café to meet the library's and community's needs and expectations. Both have successfully completed the mandated Southern Nevada Course for Food Safety Operations. Since Benjamin has been working at the Coffee Press daily for the past 6 months as a managing partner of the business, sales have been trending upwards.

Current Products and Services

The Coffee Press will continue to offer espresso/coffee beverages and products, pastries, fruit smoothies, and gourmet made-to-order sandwiches. Coffee beverages will be our main seller and sold by the cup in three sizes. We will continue partnerships with local coffee bean roasters such as Mojave Java. Although these beans come at a premium price, it ensures the highest quality gourmet coffee for our guests. We will also continue partnerships with Coca-Cola products and Illy gourmet espresso. We would like to continue offering the favorite items on the menu. We have continued interest in the feedback of the library patrons and staff and wish to continue to conduct optional online surveys from time to time. We want to retain their favorite items on the menu, and wish to stay open to trying new new items as well. Our goal is to listen to our customers to provide a menu and other offerings that match the needs and desires of the library and surrounding community. We also feel that there is a continued need to offer a small non-foods section in the café. Offering items such as high quality office supplies, book bags, and flash drives. We would only want to bring in items that are congruent with the library and café patron. These items would be a convenience to the library staff and patrons, and help broaden the merchandise selection available at the café.

We wish to continue partnerships with library programs, bundle promotions, continue to offer our bookmark rewards program, offer catering services for special events, and provide teamwork and contributions to the library community.

Future Product and Services

While continuing to offer the favorite items on the menu, we also wish to integrate new gourmet and specialty seasonal items. Seasonal menu changes will offer variety while eliminating menu fatigue. We feel that there is a strong interest in introducing unique seasonal items from fresh salads & soups, to gourmet desserts like fudge and pies. Pastries will continue to be purchased from local favorite bakeries including family owned Great Buns and Donut Mania, both of which have agreed to supply The Coffee Press on favorable terms.

A website is crucial to any business these days, and we plan to build and integrate a website into business operations in 2018. We plan to offer new products such as gift cards, mobile service patron orders where pickup/delivery may be coordinated, as well as pre-order forms. Refurbishment schedule planned in 2018; to include wifi accessible espresso bar seating fully equipped with charging ports, and improved point of sales counter. We wish to offer more consistency with local programs and artistry events, such as “Coffee With a Cop”, acoustic performances, and off-site catering services.

Employee Staffing and Management

Having the best staff is one of our primary roles as business owners. Well-trained employees who provide excellent customer service are a critical element in any successful customer-based business. We feel strongly about recruiting, training, and retaining associates who truly care about the customer's experience.

We have extensive experience in identifying, interviewing, screening, training, motivating, and counseling employees. Since we do not believe that an employee can be trained to "care", we realize the importance of hiring and retaining only those associates who demonstrate a true passion to help and serve others. Those with the spirit of customer service can be trained in the mechanics of the job.

We have an Employee Handbook that outlines our expectations of each and every employee. When it becomes necessary to discipline, we understand the importance of documentation and corrective actions. We also foster a team-centered environment that keeps the focus on providing the best customer service possible.

It is our philosophy to have a "hands-on" approach to managing a business. We want our employees to enjoy coming to work every day and not thinking of their role as just a job but part of a team effort that makes the business the most successful it can possibly be. To this end, we will continue to lead by example by being present in our business, doing many of the same duties that we ask of our employees.

Café Marketing

At this time we do not intend to change the name of the café. The Coffee Press will market its products and services through the following methods and vehicles:

- Social Media
- Internet Ads
- Seasonal Marketing
- Business to business cross promotion
- Email marketing
- Posters/Fliers

We intend to attract existing customer base by continuing to offer our best selling pastries and flavored drinks. We intend to also attract a new customer base by social media campaign, driving website traffic, while advertising new seasonal offerings.

We feel that social media is not only the preferred media of most library and café patrons today, but one that is expected. Therefore, we plan to have a continued strong presence on social media platforms. We want to have a strong connection with the community and have the ability to quickly and on a mass scale, inform customers of current promotions, specials, and exciting events at the library and café. We would also welcome any continued cross marketing that the library would be interested in that would help increase traffic to both the library and the café. To strengthen our relationship with the community we are also planning on joining the Henderson Chamber of Commerce.

To continue encouragement of repeat and frequent visits to the library and café, we will continue with our VIP loyalty cards, also known as our bookmark rewards program. These cards allow a customer to track the purchase of six prepared drinks, and then receive the next for free. We wish to continue cross promotions such as the “free cookie” with purchase of a coffee on the day of new library card acceptance for patrons.

Financial forecast

The Coffee Press expects to generate \$140,000 in sales revenue by the end of 2018, first year operations. The company expects to continue to turn a profit month to month per current trend.

Business Summary

We always operate our businesses at the highest possible level. We will welcome the introduction of new fresh food items in the café. We promote new items through outside signage and marketing inside the business. Customer acceptance is achieved through offering samples of new products and encouraging customer feedback.

Cleanliness is critical in any fresh food program. There is no substitute for a continual and thorough cleaning program of all food service related equipment and areas. We utilize shift schedules to ensure areas such as the ovens, refrigeration cases, bakery cases, and the dining room are always food service clean. We emphasize cleanliness to our employees, and provide continuous training tools for employee improvement.

We expect all of our employees to accept only the highest food service standards. We take inventory of all fresh food items on a daily basis to make certain that only the freshest food is available to the customer. Inspection and maintenance of the fresh food areas are part of the daily tasks. Inspections include removing any food items immediately upon their expiration date, as well as an inspection of refrigeration and ovens that proper temperatures are always maintained. We pride ourselves in ensuring that temperature logs are completed, at a minimum, of twice per day. In addition, we are also personally involved in all areas of food service to ensure that every aspect meets our standards.

In summary, we have no intention of taking over the café and making changes for change's sake. We are very interested in maintaining what customers like best about the café, and will continue to build on that foundation with new specialty and seasonal gourmet items, providing a comfortable atmosphere where technology is in place for basic needs while enjoying these items, all while strengthening our ties in the community with a focus on supporting local artistry.