

COFFEE SHOP BUSINESS PLAN

I. INTRODUCTION AND EFFECTIVE DATE

This Coffee Shop Business Plan and Strategic Agreement (the "Plan") is created and entered into on this ____ day of _____, 20____ (the "Effective Date"), by and between the undersigned owners/principals (the "Owners").

This document serves as the formal strategic roadmap, operational guide, and binding agreement regarding the establishment and management of the coffee shop business described herein.

II. BUSINESS OVERVIEW

Business Name: _____

Principal Business Address:

Legal Structure:

☐ Sole Proprietorship ☐ General Partnership ☐ Limited Liability Company (LLC) ☐
Corporation ☐ S-Corporation

Business Status:

☒ New Business (Startup) ☐ Existing Business (Expansion/Reorganization)

Owners/Principals:

Name: _____

Title: _____

Name: _____

Title: _____

III. EXECUTIVE SUMMARY

The Executive Summary provides a high-level overview of the coffee shop concept, market opportunity, and financial potential.

The Executive Summary of the Business is:

IV. MISSION AND VISION

The mission of the Business is:

The vision of the Business is:

V. PRODUCTS AND SERVICES

The Business will offer the following primary products and services (check all that apply):

☐ Specialty Coffee/Espresso Drinks

☐ Teas and Other Beverages

☐ Pastries and Baked Goods

☐ Sandwiches/Light Meals

☐ Whole Bean Coffee Sales

☐ Merchandise

☐ Catering Services

☐ Other: _____

The pricing strategy for the Business is:

VI. MARKET ANALYSIS

Target Market

The primary target audience for the Business is:

Competitor Analysis

The primary competitors in the local area are:

SWOT Analysis

The Strengths of the Business are:

The Weaknesses of the Business are:

The Opportunities for the Business are:

The Threats to the Business are:

VII. MARKETING AND SALES STRATEGY

The marketing and advertising strategy to attract customers includes:

VIII. OPERATIONAL PLAN

Location and Facilities

The physical location requirements or details are:

Hours of Operation

Monday - Friday: _____

Saturday: _____

Sunday: _____

Staffing Requirements

The Business anticipates hiring the following staff roles:

Suppliers and Sourcing

The strategy for sourcing coffee beans and inventory is:

IX. FINANCIAL PLAN

Startup Capital

The estimated total capital required to launch the Business is: \$

Funding Sources

The capital will be sourced from:

☐ Owner Investment: \$ _____

☐ Bank Loans: \$ _____

☐ Private Investors: \$ _____

☐ Other: \$ _____

Projected Revenue

The projected revenue for the first year of operation is: \$

Break-even Analysis

The Business anticipates reaching the break-even point by:

_____ day of _____, 20____

X. LEGAL AND ADMINISTRATIVE PROVISIONS

1. Confidentiality

The Owners and any recipients of this Plan acknowledge that the information contained herein is

confidential and proprietary. No part of this Plan may be disclosed to third parties without the express written consent of the Business, except as required by law or for the purpose of securing financing.

2. Forward-Looking Statements Disclaimer

This Plan contains forward-looking statements regarding future operations and financial performance. These statements are based on current expectations and projections about future events. Actual results may differ materially from those contained in the forward-looking statements due to various factors, including market conditions, economic factors, and operational challenges.

3. Governing Law

This Agreement and Plan shall be governed by and construed in accordance with the laws of the State of _____ .

4. Severability

If any provision of this Agreement is held to be invalid, illegal, or unenforceable in whole or in part, the remaining provisions shall not be affected and shall continue to be valid, legal, and enforceable as though the invalid, illegal, or unenforceable parts had not been included in this Agreement.

5. Entire Agreement

This document constitutes the entire agreement between the parties regarding the subject matter hereof and supersedes all prior discussions, agreements, or understandings of any kind.

6. Amendments

No modification or amendment to this Plan shall be effective unless in writing and signed by all authorized Owners/Principals.

7. Notices

Any notices required or permitted under this Agreement shall be in writing and shall be deemed delivered when delivered in person or deposited in the United States mail, postage prepaid, addressed to the parties at their respective addresses set forth in Section II.

XI. SIGNATURES

By signing below, the Owners/Principals hereby adopt this Business Plan and agree to the terms and strategic direction outlined herein.

Owner/Principal 1

Signature: _____

Date: _____ day of _____, 20____

Print Name: _____

Owner/Principal 2 (if applicable)

Signature: _____

Date: _____ day of _____, 20____

Print Name: _____

Owner/Principal 3 (if applicable)

Signature: _____

Date: _____ day of _____, 20____

Print Name: _____

XII. NOTARY ACKNOWLEDGMENT

State of _____

County of _____

On this _____ day of _____, 20____, before me,

_____ (Name of Notary Public), the undersigned Notary Public, personally appeared _____ (Name(s) of Signer(s)), proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

Signature of Notary Public: _____

(Seal)

My Commission Expires: _____ day of _____, 20____