

Name: _____

MY BUSINESS PLAN (example)

01. Business summary and description

Describe your business: It provides a warm and inviting 24/7 gathering space.

Product: 24/7 café services and group menus.

Description of your product: Freshly prepared meals, premium beverages, exceptional services.

Business name: Auntie's Cafe.

Business goal: Quality food and service, 24/7, community connections.

02. Market analysis

Customers: Late-night crowd, early risers, corporate clients.

Location: Strategic location with easy access for both foot traffic and deliveries.

03. Funding

- Personal savings + family and friends. Roughly 25000\$.
- Crowdfunding campaign, community events, sponsorships. Roughly 25000\$.
- Loan. Roughly 50000\$.

04. Financial projections

Expenses: Location rental and renovations, equipment, staffing, marketing, initial inventory. Roughly 100000\$.

Pricing: Competitive pricing ensuring sustainability with group menus and loyalty programs.

Profit: Break-even point within 12-18 months.

Are you hiring?: Hiring skilled chefs, baristas, servers, and a dedicated event coordinator for group catering.



05. Marketing strategy

- Online presence (user-friendly website).
- Social Media marketing (Instagram, etc.).
- Local partnerships (collaboration with local businesses, event organizers and community groups for cross-promotions and events).

