

**FREE VERSION OF GROWTHINK'S  
ULTIMATE COFFEE SHOP BUSINESS PLAN  
TEMPLATE**

**[Company Logo]**  
(if applicable)

**[Company Name]**  
**BUSINESS PLAN**  
**[Current Month], [Year]**

**[Name]**  
**[Title]**  
**[Company Name]**  
**[Address 1]**  
**[Address 2]**  
**[City, State Zip]**  
**Tel: [ ]**  
**Fax: [ ]**  
**Email: [ ]**  
**Website: [ ]**

**CONFIDENTIAL**

*No offering is made or intended by this document. Any offering of interests in [Company Name] will be made only in compliance with Federal and State securities laws.*

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**PLEASE READ THIS FIRST:**

**NOTE: this is the Free version of Growthink's Ultimate Coffee Shop Business Plan Template. Much of the information from the paid version, including the integrated financial graphs and charts have been removed from this version.**

The real version of Growthink's Ultimate Coffee Shop Business Plan Template is much more than a fill-in-the-blanks template.

That template professionally guides you step-by-step so you can quickly, easily and expertly complete your business plan.

Perhaps most importantly, it includes complete financial projections. You simply enter some numbers (for example the # of products/services you expect to sell and the price), and Growthink's Ultimate Coffee Shop Business Plan Template automatically builds your 5-year Income Statement, Balance Sheet and Cash Flow Statement. This service alone would cost thousands of dollars if you hired an accountant to complete it for you.

**To upgrade to the full, paid version of Growthink's Ultimate Coffee Shop Business Plan Template, please go to <https://businessplantemplate.growthink.com/coffee-shop/>**

# **I. Executive Summary**

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## **Key Questions to Answer:**

- *What does your business do?*
- *What market need does your business solve?*
- *What are 4-7 reasons why your business will be successful?*
- *How much capital, if any, are you seeking for your business?*

## ***Sample from Growthink's Ultimate Coffee Shop Business Plan Template:***

Company Name], located at [insert location here] is a new, hip coffee shop focusing on providing a variety of high-quality coffee drinks and teas, locally-made pastries, and snacks. Our product line fits nicely for those who seek a snack and drink to take to go or to sit in our seating area.

### **Products and Services**

[Company Name] will offer a wide range of coffees and coffee drinks, teas, and a selection of food items. A small seating area will allow social meetings within the coffee shop. Several products on the menu will be highlighted as being our specialties, using recipes developed by the coffee shop's founders.

## **II. Company Overview**

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### ***Company Profile***

- *Where are you located?*
- *When were you formed?*
- *What is your legal entity form?*

### ***Company Vision/Mission Statement***

- *What goals is your company trying to achieve?*

### ***Past Accomplishments***

- *What successes has your company already achieved?*

### ***Sample from Growthink's Ultimate Coffee Shop Business Plan Template:***

[Company Name], located at [insert location here] is a new hip coffee shop focusing on providing a variety of high-quality coffee drinks and teas, locally-made pastries, and snacks. Our product line fits nicely for those who seek a snack and drink to take to go or to sit in our seating area.

[Company Name] was founded by [Founder's Name]. While [Founder's Name] has been in the foodservice business for some time, it was in [month, date] that he decided to launch [Company Name]. Specifically, during this time, [Founder] took a trip to Fort Lauderdale, FL. During his trip, [Founder's Name] frequented an independently-owned coffee shop that enjoyed tremendous success, even in the neighborhood of a Starbucks. After several discussions with the owner of the restaurant, [Founder's Name] clearly understood that a similar business would enjoy significant success in his hometown.

Specifically the customer demographics and competitive situations in the Fort Lauderdale location and in [insert location here] were so similar that he knew it would work. Furthermore, after surveying the local population, this theory was proven.

## **III. Industry Analysis**

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### ***Market/Industry Overview***

- *In what market(s) do you compete?*

## ***Market/Industry Trends***

- *What are the key market trend(s) and how does that effect you?*

## ***Relevant Market Size***

- *How large is your relevant market (the # of customers who can realistically buy from you)?*

## ***Sample from Growthink's Ultimate Coffee Shop Business Plan Template:***

The following industry statistics bode well for [Company Name].

- According to CoffeeResearch.org, there are over 108 million coffee consumers in the United States who spend an average of \$164.71 per year on coffee.
- 54% of the adult population in the United States drinks coffee daily.
- An additional 25% of Americans drink coffee occasionally, but not daily. This represents a \$9.2 billion retail industry.
- Among coffee drinkers, coffee consumption in the US is 3.1 cups of coffee per day
- Men drink 1.9 cups per day on average and women drink 1.4 cups per day on average
- 17% of adult U.S. population consumes a gourmet beverage on a daily basis
- Consumption of iced coffee has risen significantly in recent years
- 61% of coffee drinkers believe coffee improves their mental acuity.

## **IV. Customer Analysis**

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### ***Customer Needs***

- *What are the key needs of your target customers?*

### ***Target Customer Profile***

- *Who are your target customers? Give a detailed demographic profile.*

### ***Sample from Growthink's Ultimate Coffee Shop Business Plan Template:***

[Company Name] will serve the residents of [company location] and the immediately surrounding areas as well as those who work in [company location].

The area residents and workers we serve are affluent and hard-working and are expected to drink coffee more often and regularly than the national averages.

The precise demographics of the town in which our retail location resides is as follows:

## **V. Competitive Analysis**

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### ***Direct Competitors***

- *Who are your direct competitors? What are their strengths and weaknesses?*

### ***Indirect Competitors***

- *Who are your indirect competitors? What are their strengths and weaknesses?*

### ***Competitive Advantage***

- *What are your competitive advantages? Are these sustainable (can competitors emulate them)?*

### ***Sample from Growthink's Ultimate Coffee Shop Business Plan Template:***

The following retailers are located within a 2-mile radius of [Company Name], thus providing either direct or indirect competition for customers:

#### **Joe's Coffee Shop**

Joe's Coffee Shop is described by local press reviews as "a working man's coffee shop" and has been in business for 32 years. Joe's offers basic options for coffee and drinks, as well as sandwich options.

Joe's offers lunch which encourages those on a meal break or taking a meal for the day at work, but has limited beverage options. Joe's is also located on the outskirts of town and caters primarily to commuters who enter the town for work. It is not characterized as a sit-down establishment, with a focus on to-go service from the counter.





## **VI. Marketing Plan**

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### ***Branding***

- *What is your desired brand positioning?*

### ***Promotions Plan***

- *How do you plan to promote your company's products and/or services?*

### ***Sample from Growthink's Ultimate Coffee Shop Business Plan Template:***

The Marketing Plan describes the type of brand [Company Name] seeks to create and the Company's planned promotions and pricing strategies.

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### **The [Company Name] Brand**

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The [Company Name] brand will focus on the Company's unique value proposition:

- Offering high-quality beverage and food items including coffee, teas, iced drinks, pastries, and more
- Offering a unique and wonderful house coffee blend
- Offering a convenient location that offers both eat-in or take-out options.
- Providing excellent customer service

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### **Promotions Strategy**

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[Company Name] expects its target market to be individuals working and/or living within a quarter mile radius and living within a 2-mile radius of its café. The Company's promotions strategy to reach these individuals includes:

#### **Direct Mail**

[Company Name] will blanket neighborhoods surrounding its locations with direct mail pieces. These pieces will provide general information on [Company Name], offer discounts and/or provide other inducements for people to frequent the restaurant.

#### **Public Relations**

We will contact all local and area newspapers and television stations and send them a press release describing the opening and unique value proposition of [Company Name].

## **VII. Operations Plan**

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### ***Key Operational Processes***

- *What are the key operational processes that your organization needs to accomplish on a daily basis to achieve success?*

### ***Business Milestones***

- *What milestones will you need to accomplish over the next 1-3 years in order to achieve success?*

### ***Sample from Growthink's Ultimate Coffee Shop Business Plan Template:***

In order to execute on [Company Name]'s business model, the Company needs to perform many functions including the following:

#### Administrative Functions

- General & administrative functions including legal, marketing, bookkeeping, etc.
- Sourcing and storing ingredients
- Hiring and training staff

#### Kitchen Functions

- Food preparation
- Coffee brewing and blending

## **VIII. Management Team**

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*The Management Team section of the business plan must prove why the key company personnel are “eminently qualified” to execute on the business model.*

### ***Management Team Members***

- *Who are the key members of your management team?*

### ***Management Team Gaps***

- *Who do you still need to hire?*

### ***Sample from Growthink’s Ultimate Coffee Shop Business Plan Template:***

[Company Name] is led by [Founder’s Name] who has been in the foodservice business for 20 years.

While [Founder] has never run a coffee shop himself, he has taught cooking classes as the local culinary institute for 5 years. Two courses that he taught included:

- How To Cook for Everyday Eating
  - This course was designed to give students an overall understanding of basic dishes that could be cooked for everyday healthy home-style meals
- Coffee Blending for Connoisseurs
  - This course was designed to give students an overall understanding of how to grind and blend coffee beans to create distinctive flavors

## **IX. Financial Plan**

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### ***Revenue Model***

- *In what ways do you generate revenues?*

### ***Financial Highlights***

- *What are your topline 5-year financial projections?*

**Go to <https://businessplantemplate.growthink.com/coffee-shop/> for the paid template that automatically generates your 5-year financial projections**

### ***Funding Requirements/Use of Funds***

- *How much money do you need to start and/or run your business? What are the primary uses of these funds?*

### ***Sample from Growthink's Ultimate Coffee Shop Business Plan Template:***

[Company Name]'s revenues will come primarily from the sale of drinks and food to its customers.

The Company will have eat-in and takeout systems to cater to a broad spectrum of customers in its target market.

The major costs for the company will be food and drink supply costs, salaries of the staff, and rent for a small, but prime location. In the initial years, the company's marketing spend will be high, as it establishes itself in the market.

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### **Capital Requirements and Use of Funds**

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[Company Name] is seeking a total funding of \$360,000 to launch its coffee shop. The capital will be used for funding capital expenditures and location build-out, hiring initial employees, marketing expenses and working capital.

Specifically, these funds will be used as follows:

- **Coffee shop design/build:** approximately \$180,000
- **Working capital:** approximately \$180,000 to pay for marketing, salaries, and lease costs until [Company Name] is cash-flow positive

## Key Assumptions & Forecasts

	FY 1	FY 2	FY 3	FY 4	FY 5
<b>Revenues</b>					
Hotel	\$1,980,125	\$2,832,031	\$3,409,160	\$3,783,447	\$4,100,713
<b>Total Revenues</b>	<b>\$1,980,125</b>	<b>\$2,832,031</b>	<b>\$3,409,160</b>	<b>\$3,783,447</b>	<b>\$4,100,713</b>
<b>Expenses &amp; Costs</b>					
Cost of goods sold	\$455,429	\$623,047	\$681,832	\$718,855	\$738,128
Lease	\$0	\$0	\$0	\$0	\$0
Marketing	\$149,006	\$141,602	\$170,458	\$189,172	\$205,036
Salaries	\$721,095	\$797,115	\$1,014,687	\$1,119,408	\$1,164,185
Initial expenditure	\$50,000	\$0	\$0	\$0	\$0
<b>Total Expenses &amp; Costs</b>	<b>\$1,375,530</b>	<b>\$1,561,763</b>	<b>\$1,866,977</b>	<b>\$2,027,436</b>	<b>\$2,107,349</b>
<b>EBITDA</b>	<b>\$604,595</b>	<b>\$1,270,268</b>	<b>\$1,542,183</b>	<b>\$1,756,011</b>	<b>\$1,993,364</b>
Depreciation	\$372,760	\$372,760	\$372,760	\$372,760	\$372,760
<b>EBIT</b>	<b>\$231,835</b>	<b>\$897,508</b>	<b>\$1,169,423</b>	<b>\$1,383,251</b>	<b>\$1,620,604</b>
Interest	\$164,782	\$144,184	\$123,586	\$102,988	\$82,391
<b>PRETAX INCOME</b>	<b>\$67,054</b>	<b>\$753,324</b>	<b>\$1,045,837</b>	<b>\$1,280,263</b>	<b>\$1,538,213</b>
Net Operating Loss	\$0	\$0	\$0	\$0	\$0
Use of Net Operating Loss	\$0	\$0	\$0	\$0	\$0
Taxable Income	\$67,054	\$753,324	\$1,045,837	\$1,280,263	\$1,538,213
Income Tax Expense	\$23,469	\$263,663	\$366,043	\$448,092	\$538,375
<b>NET INCOME</b>	<b>\$43,585</b>	<b>\$489,661</b>	<b>\$679,794</b>	<b>\$832,171</b>	<b>\$999,839</b>
Net Profit Margin (%)	2.2%	17.3%	19.9%	22.0%	24.4%

## **X. Appendix**

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### ***Sample from Growthink's Ultimate Coffee Shop Business Plan Template:***

The following pages present detailed financial projections for [Company Name] over the next five years. The specific tables to follow include:

- Startup Costs
- 5 Year Annual Income Statement
- 5 Year Annual Balance Sheet
- 5 Year Annual Cash Flow Statement
- Quarterly Income Statement for First 3 Years
- Quarterly Balance Sheet for First 3 Years
- Quarterly Cash Flow Statement for First 3 Years

**Attention Entrepreneurs:** Now, if you want to finish your business plan FAST and you don't want to struggle with your financial model, then you're in luck...

# "Finish Your Business Plan Today With Growththink's Fully Customizable Coffee Shop Business Plan Template."



As seen in: **FORTUNE** THE WALL STREET JOURNAL The New York Times **Entrepreneur** **Forbes** **VentureBeat**  
**BusinessWeek** **SmartMoney** **FOX** **Deal** **Los Angeles Times** **Inc.**

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