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Business Plan: The Vintage Hub

Author's Name

Name of Institution

Course

Date

**Business Description**

*The Vintage Hub* will be an Internet cafe oriented mainly towards intelligent urban youth that offers its visitors both coziness and a wide variety of opportunities to communicate, work, and be entertained. *The Vintage Hub* will be a great place to spend an evening with friends, browse the Web while having a snack, or just briefly dropping in to check a work email and drink a cup of espresso. Clients will recognize *The Vintage Hub* as a quiet haven, in the center of a bustling city, where one can take a half-an-hour break or so and simply relax.

**Business Vision and Clientèle**

*The Vintage Hub* will focus on two main components: its atmosphere and quality of service. The interior is designed to be one the most significant distinguishing features of *The Vintage Hub*, in comparison to several other cafes offering similar services, namely, eCafe, HotSpot Cafe and @Coffee - which have been identified as possible business competitors for our target audience. The interior and exterior will reflect the American 1960s style and incorporate rock'n'roll music, pop-art and the atmosphere of a road house.

The other key aspect will be the quality of service. It will find its expression in providing clients with easy and full access to the Internet - FTP, WWW, email and to other applications. In addition, *The Vintage Hub* will offer a variety of popular, delicious coffee brews together with light snacks and a bakery. Coffee will be bought from the world's most reliable distributors, while the bakery will be

operated by the cafe itself. Besides, it is our intention to hire a barista, which will be another factor in favor of *The Vintage Hub*. The cafe is geared toward young men and women below 30 years who appreciate the classic spirit of American culture of the mid-twentieth century.

### **Mission and Goals**

The mission of *The Vintage Hub* is to become a perfect place for work and entertainment for its clientèle. *The Vintage Hub* will also cultivate and maintain a social environment, where active and creative youth would not simply meet and spend their free time, but also engage each other on the basis of common interests and hobbies.

### **Business Strategies**

To achieve success in the market among our competitors, *The Vintage Hub* will rely on the following means:

- Powerful computers and high-speed Internet
- Unique interior, creating the vibrant and cozy atmosphere of the American 1960s
- Employ friendly and polite personnel
- Always have fresh pastries for every taste and the most popular varieties of quality coffee
- A social environment conducive to communication and making new friends
- Intense advertising campaign, both online and external

## **Promoting**

The advertising campaign of *The Vintage Hub* will consist of three main stages:

*Stage 1.* Attracting the interest of potential visitors.

Three weeks before opening of the cafe, ads will be placed across the city in various advertising media. The method of ambient advertising is preferable, but with the approach of the opening date, information will be submitted more and more to the point.

*Stage 2.* Informing potential clients about the actual opening of the cafe.

At this stage, announcements should be made on FM radio, especially on those stations which specialize in broadcasting rock and jazz music. The Internet is also a good means for informing the clientèle (creating our own website and a massive campaign on social networks, such as Facebook and Twitter).

*Stage 3.* Finally, an unobtrusive way to increase visitors' loyalty to a new cafe should be developed. For example, during the first two months, significant discounts could be provided, or some contests organized.

## **Funds Requirements**

The funds needed for the development of the business will be derived from the

savings of the owner.

**Expenses (in U.S. dollars)**

Consulting services – 30,000

License and registration – 3,500

Technological design – 45,000

Engineering design – 55,000

Decoration expenses – 25,000

Kitchen equipment – 100,000

Computer equipment – 160,000

Web domain registration - 500

Software – 40,000

Printing materials (menus, fliers, leaflets) – 10,000

Personnel – 350,000

Promotion and advertising – 200,000

*Total Expenses* – 1,019,000

**Income Projections and Explanation**

*The Vintage Hub's* income will be based on the profit gained from providing clients with access to the Internet and from selling coffee and pastries. A flexible system of discounts for regular clients will also be introduced. In addition, all clients will receive a 10% discount for using the Internet at night (from 12am until 6am). During the first year, the number of regular clients is expected to be

about 700. During the second year, it will rise to about 2000 and in year three, 5500 clients are expected to visit *The Vintage Hub*.

Therefore, our cafe is expected to bring in a revenue of  $700 \times 360 = \$252,000$  in year one;  $2000 \times 360 = \$720,000$  in year two; and  $5500 \times 360 = \$1,980,000$  in year three. The net amount in year three will be  $1,980,000 - 1,019,000 = \$961,000$ .

These values may vary due to the seasonality in the cafe's activity, which is also contemplated. Due to the fact that *The Vintage Hub* is oriented towards youth, particularly students, and that its location is supposed to be near an educational institution, in the period from September to June, a growth in income is expected. Conversely, a reduced income is forecasted in the summer months.

### **Future Prospects**

Starting from a single cafe, *The Vintage Hub* will gradually become a network of cafes across the state. It will be recognized mainly for its corporate identity and hospitality towards clients. We intend to diversify and expand the scope of the business' activities, spending a part of its profit, for instance, on conducting various cultural events, or exhibiting works of contemporary artists.



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