

SEAVIEW CAFE

SEAVIEW CAFE

PROPOSAL

ABOUT US

We are two friends both born and raised in Serbia; Vanja Turanjanin and Monika Meic Capin. Having grown up on organic and healthy foods from our grandparents gardens, good quality of produce was standard and normal for us.

After moving to the US we noticed the difference in quality of fresh produce, which was something unfamiliar to us. Exploring local farms with organic produce we could taste our childhood and recognize the same quality that we grew up on. Since we met, our dream was to open little cafe with healthy, organic and locally sourced food. The quality of our lives and our children's health depends on the quality of food we consume and we believe in providing that level quality.

It would be a dream come true for us to support REC center and their mission to have strong and healthy community.

CONCEPT

We envision a small cafe providing the REC center community with healthy nutrition and high quality fresh products with local-sourced ingredients. Having in mind that lots of people and children have dietary restrictions and allergies, we would provide nut-free, gluten-free, and dairy-free options.

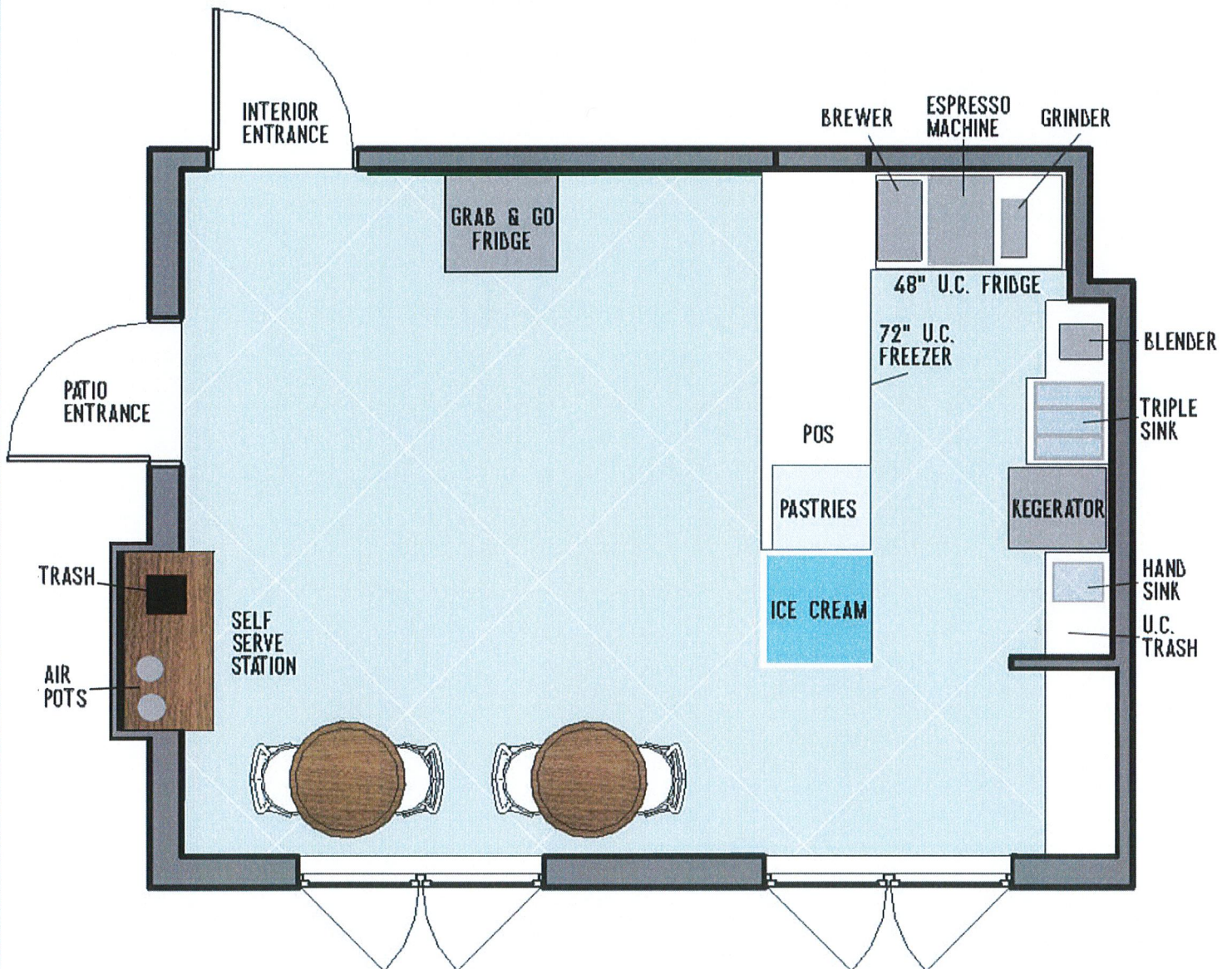
We believe in good food and good energy. Our priority is giving the best service and providing the best quality products and food that will support REC center vision of healthy lifestyle and well being of the community.

The Seaview Cafe would be a convenient spot where someone could get a fresh juice or smoothie after a workout, a class, or tennis match; or where a parent could get a cup of coffee while waiting for the kids to finish their sports activity; or a staff member to get quick lunch or pick-me-up coffee in the middle of the day; or kids from the schools and playground can get a nutritional lunch or scoop of ice cream.

SEAVIEW CAFE

PROPOSAL

MOCK FLOOR PLAN



SEAVIEW CAFE

PROPOSAL

3D VISUAL - Interior



SEAVIEW CAFE

PROPOSAL

3D VISUAL - Exterior



Seaview Cafe

FINANCIAL STATEMENTS

INCOME STATEMENT	2022	2023
Revenue Total	207,000	207,000
Cost of Goods Sold (COGS) Total	62,100	62,100
Gross Profit	144,900	144,900
Salaries Exp	19,200	19,968
Sales and Marketing	15,800	10,560
Other Fixed Costs	36,079	56,529
EBITDA	65,800	107,697
Interest Exp	576	523
Depreciation & Amortization	4,100	4,100
EBT	61,700	103,597
Taxes	9,255	15,540
Net Income	68,275	88,057

BALANCE SHEET	2022	2023
Cash	72,393	149,547
Fixed Assets	23,900	19,800
Total Assets	96,293	169,347
Liabilities	18,259	16,464
Total Liabilities	18,259	16,464
Equity Capital	20,000	78,034
Less Drawings	-10,241	-13,209
Retained Earnings	68,275	88,057
Shareholder's Equity	78,034	152,883
Total Liabilities & Shareholder's Equity	96,293	169,347

Check

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CASH FLOW STATEMENT	2022	2023
Opening Balance	0	72,393
Net Income	68,275	88,057
Plus: Depreciation & Amortization	4,100	4,100
Add Interest Exp	576	523
Operating Cash Flow	72,951	92,681
Equipment	20,000	
Leasehold Improvements	10,000	
Licences and permits	3,000	
Investing Cash Flow	33,000	0
Capital	20,000	
Loan	20,000	
Loan Repayment	-2,317	-2,317
Drawings(Owner)	-10,241	-13,209
Financing Cash Flow	27,441	-15,526
Net Change in Cash Flow	72,393	149,547

Seaview Cafe

ASSUMPTIONS

Startup Costs

Name	Head	Amount
Equipment	PPE	\$ 20,000.00
Inventory	Inventory	\$ 5,000.00
Leasehold Improvements	PPE	\$ 10,000.00
Licences and permits	Intangible Assets	\$ 3,000.00
Total Cost		\$ 38,000.00

Total Revenue & COS (FY 2022)

Basic Data	Sep-2022	Oct-2022	Nov-2022	Dec-2022	Jan-2023	Feb-2023	Mar-2023	Apr-2023	May-2023	Jun-2023	Jul-2023	Aug-2023
Number of Customers	900	900	1,500	1,500	1,500	1,500	1,500	900	900	900	900	900
Average Ticket Item	15	15	15	15	15	15	15	15	15	15	15	15

Revenue Item	Sep-2022	Oct-2022	Nov-2022	Dec-2022	Jan-2023	Feb-2023	Mar-2023	Apr-2023	May-2023	Jun-2023	Jul-2023	Aug-2023
Total Revenue	13,500	13,500	22,500	22,500	22,500	22,500	22,500	13,500	13,500	13,500	13,500	13,500
Less Cost of sales	4,050	4,050	6,750	6,750	6,750	6,750	6,750	4,050	4,050	4,050	4,050	4,050
Gross Profit	9,450	9,450	15,750	15,750	15,750	15,750	15,750	9,450	9,450	9,450	9,450	9,450

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Less Cost of sales	4,050	4,050	6,750	6,750	6,750	6,750	6,750	4,050	4,050	4,050	4,050	4,050
Gross Profit	9,450	9,450	15,750	15,750	15,750	15,750	15,750	9,450	9,450	9,450	9,450	9,450

Town of Palm Beach
Recreation Department
Proposal for the Seaview Cafe

Terms:

1. Not less than one initial three (3) year term with the option to extend for not less than three (3) additional years.
2. Abatement to “rent” during first fifteen (15) months; thereafter six percent (6%) of gross revenue to TOPB.
3. “Operators” to be responsible for initial build-out of cabinets, counters and other works spaces and installation/maintenance of appliances.
4. TOPB to supply at its expense hot/cold running water hookup to the Premises.
5. Operators will operate the Cafe during the same hours of operation as the Mandell Recreation Center.
6. We planed to be opened by the end of September 2022.
7. We would install grab and go refrigerator, under counter refrigerator and freezer, coffee machine, ice machine, ice cream freezer and blender for smoothies.

COFFEE

ESPRESSO	\$4
LATTE	\$6/\$7
AMERICANO	\$5/\$6
CAPUCINO	\$6/\$7
CORTADO	\$4
ADD ONS	\$1

SMOTHIES

	\$10
ADD ONS	\$1

FRESH PRESSED JUICES

Carrot apple	\$9
Green	\$9
Beet	\$9

TREATS

Muffins, crossants	\$4
Cookie	\$4

Chia pudding	\$6
Overnight oatmeal	\$6

SALADS

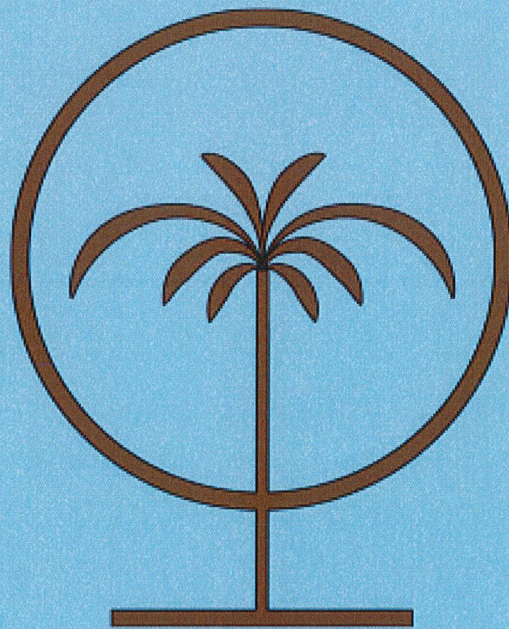
Mix green salad	\$11
Grain bowl	\$11
Broccoli cressar	\$11

SANDWICHES/WRAPS

Curry chicken salad wrap	\$12
Grilled vegetable sandwich	\$9
Smoked salmon sandwich	\$14

ICE CREAM

1 Scoop	\$5
2 Scoops	\$9



SEAVIEW CAFE

Business Plan

Contact Information:

turanjanin.vanja@gmail.com

Business Address: 340 Seaview Ave, Palm Beach, FL, 33480

Confidentiality Agreement

This document contains proprietary and confidential information. All the data in this document is provided to the receiving party in faith that the receiving party consents not to disclose or utilize any information contained herein in any capacity except in the context of its business dealings with **Seaview Cafe**.

The receiving party agrees to inform its present and future partners and employees who have access to or have viewed the document's content of its confidential nature. The receiving party agrees to instruct their partners and employees that they cannot disclose any information concerning this document to other parties except in cases where such matters are known and available to the public or when the court of law requires them not to withhold information.

The receiving party also accepts not to distribute, duplicate or permit others to distribute or reproduce any material contained herein without the express written consent of **Seaview Cafe**.

BY ACCEPTANCE OF THIS DOCUMENT, THE RECIPIENT AGREES TO BE BOUND BY THE AFOREMENTIONED STATEMENT.

Signature:_____

Date:_____

Name:_____

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EXECUTIVE SUMMARY

Seaview Cafe is a small venture that will operate at a sports complex in Palm Beach, Florida. Two friends will launch the venture to provide good food and good energy. Seaview Cafe believes in offering organic and high-quality items for a robust and healthy community. Seaview Cafe will serve various healthy and great-quality fresh food with locally sourced ingredients, including grab-and-go items, smoothies, ice cream, and snacks. Seaview Cafe's success will be delivering excellent services and high-quality products and items that complement the REC center's objective of a healthy lifestyle and community well-being.

COMPANY OVERVIEW

Seaview Cafe, a small cafe established in Florida, is on a mission to help the REC center community achieve its goal of living a healthy lifestyle. This aim can be achieved by providing nutritious food and high-quality, freshly prepared items. The business operates in a sports complex, allowing the Cafe to target consumers looking for nutritious items after an exercise, class, or match. This Cafe's location will be convenient for parents, employees, athletes, and children. Seaview Cafe offers a wide choice of organic and healthy items, including grab-and-go items, snacks, ice cream, and coffee, to meet the needs of these consumers.

Seaview Cafe also supports any dietary restrictions customers may have due to allergies. Customers with dietary restrictions or allergies will be able to order products that are nut-free, gluten-free, and dairy-free at Seaview Cafe. Monika Meic Capin and Vanja Turanjanin are the co-founders of this venture who utilizes their expertise in similar fields. Seaview Cafe aims to generate around \$150,000 in its first year of operations.

MARKET OVERVIEW

Cafes play a significant role in any society. Cafes usually design their menus around a theme, ranging from various cuisines to a particular culture's cuisine. Similarly, the theme of Seaview Cafe is organic and healthful items. The goal of this venture is to recreate the flavor of our childhood and recognize the same high-quality food that we experienced as kids.

The business of global organic food has seen tremendous expansion in the past few years, despite facing pandemics. According to the Organic Trade Association, sales of organic food and non-food items in the United States reached an all-time high in 2020. The output of the US quick-service cafe (QSR) industry has expanded by more than 50% since 2007, reaching an all-time high of about 283 billion US dollars in 2020 as a critical contributor to the worldwide cafe market. In 2020, organic sales in the United States were estimated to be \$61.9 billion. Organic food sales are expected to increase by 13% by 2020, reaching \$56.5 billion. The surge in health consciousness and customers' focus on healthy food intake to strengthen their immunity and gut health during the pandemic has boosted demand for organic food and beverages.

One primary reason for the growth in the healthy and organic food industry is customers' growing environmental concerns about using toxic chemicals in agriculture and farming and their adverse health impacts on consumers. Customers are increasingly drawn to a healthy and high-quality food lifestyle to reduce their risk of chronic diseases such as cancer, diabetes, and cardiovascular problems. These disorders also contribute to an increase in healthcare cost burden and a rise in health-consciousness trends.

ORGANIC CAFE TREND IN THE USA:

Coffee shops come in various forms, but typically, they are facilities that serve ready-to-drink coffee, tea, and other hot beverages. Many coffee shops have recently begun to compete with cafes in the quick-service category by offering baked goods, sandwiches, salads, ice cream, and other snacks. The organic coffee market was worth \$6.8 billion in 2018 and is predicted to reach \$12.6 billion by 2026, growing at an 8.2 percent CAGR from 2019 to 2026. In terms of organic coffee market share, the Arabica category led in 2018 and is likely to maintain its dominance throughout the forecast period.

COMPANY DETAILS

BASIC DETAILS

- Company Name: Seaview Cafe
- Legal Name: Seaview Cafe LLC
- Legal Structure: Limited Liability Company
- Business email address: turanjanin.vanja@gmail.com
- Business Address: 340 Seaview Ave, Palm Beach, FL, 33480
- Target Market: Palm Beach, Florida
- Owners: Monika Meic Capin and Vanja Turanjanin

MISSION STATEMENT

Two friends who believe in good food and good energy. Seaview Cafe aims to become the prime choice for food lovers by serving them the best embracing characteristics in their services:

- High-Quality Food
- Creative Presentation of Food

- Admirable Ambiance
- Fair Prices
- Customer Satisfaction

BUSINESS VISION

Our Vision statement is

“We believe in good food and good energy. Our priority is giving the best service and providing the best quality products and food that will support REC center's vision of a healthy lifestyle and the community's well-being..”

BUSINESS OBJECTIVES

The Business has the following objectives:

- To provide customers with delicious and nutritious foods keeping the food healthy with a delightful taste.
- To be welcoming for customer diversity and serve all customers with dignity irrespective of their ethnicities.
- To deliver high-quality services by charging affordable prices from the customers and giving them value for money.
- To keep the service and food consistent with what we currently offer.
- Implementing new delicious menu items along with bakery counter.

PRODUCTS

Seaview Cafe will be offering a wide range of products to its customer. The cafe will be serving its customers nutritious and delicious food. The chefs will not only focus on the taste and nutrition, but they will be very articulate when it comes to presenting the food and displaying it creatively. The staff is competent and provides the best services to the customers to keep them comfortable and satisfied. Despite all that, the prices are very fair and affordable to the customers.

Our menu includes items for all the times of the day. We will also improve the online delivery system to deliver all the food items mentioned in the menu, and work is to be done on the speed of service. We are envisioned to benefit more and more people with the ethnic & mouth-watering dishes of the cafe and spread it to the farthest.

The products are divided into the categories mentioned below. With time, more variety is intended to be added to the menu. The menu is attached below.

QUALITY CONTROL

Quality control policies and procedures are very strictly followed in the cafe. The staff has to abide by the policies described by the management. There is no compromise in terms of food safety by the cafe. This is a strong point of our cafe that helps it satisfy customers with quality food and retain them for the long term.

OUR EARNING MODEL

The earning model of the business is very clear. The revenue is generated by direct sales of products to the audience of Palm beach, Florida.

PRICING STRATEGY

Our pricing strategy is quite simple. It should be economical and affordable for the customers with all the competitive facilities provided by the other cafes in the vicinity of the Sports complex, Palm Beach, Florida.

DISCOUNTS

Timely discounts will be offered to customers on festivals and occasions in the state to enhance the customers' pleasure. We will offer discount to the REC center employee.

CUSTOMER LOYALTY PROGRAMS

We anticipate offering customer loyalty cards with a fixed discount on every purchase to retain our loyal customers. Some exclusive promotions and deals will also be rewarded to the customers under this program.

UNIQUE SELLING POINT

The unique selling point of Seaview Cafe is its delicious salads and sandwiches, muffins, and wraps. The combination of spices with the meat makes the taste of wraps irresistible for the eaters. Similarly, the muffins of the cafe are ingrained with the authentic taste of the special items we use, and customers find it blissful to cherish that taste.

The cafe's customers love the original tastes with proper nutrition, creative presentation of the food, and the peaceful ambiance of the cafe. The customers have always appreciated online deliveries with unique packaging.

MARKET PROBLEM AND SOLUTION

PROBLEMS

Finding the cafe of your choice, where you can enjoy the food and ambiance simultaneously, is not easy. Below, we will discuss some problems that the people of Florida have been facing in the past few years in the vicinity of Sports Complex, Palm beach, i.e., our cafe's location:

- There are very few options for diversified and good quality cafes in the target area
- Similar items and dishes are being offered in most cafes and bakeries.
- People are more conscious and concerned about food safety.

OUR SOLUTIONS

We studied the market requirements and thought to project solutions with a customer-centric approach and fulfill the needs of the people in the target market. Following are the solutions that we are willing to install in the Seaview Cafe:

- As very few cafes serve cafe items throughout the day as demanded by the time in the vicinity, it will be a great opportunity to attract the target audience. Also, we are simultaneously serving multiple cuisines, so it is already a charm to the customers who love a variety of foods.
- As the popular dishes of the cafe and food desserts are already being served, we intend to introduce more delicious cuisines to add variety to the menu.
- We will strictly abide by the policies for food safety described by the FDA. Hygienic food will be served to customers in the cafe. We will show up with the above implementations against the competitors and can grow further in the target market.

MANAGEMENT

MANAGEMENT

Seaview Cafe will be managed by Monika Meic Capin and Vanja Turanjanin. The two friends will be the owners of the company.

External Support

To run the business smoothly, we would need to hire additional people on a contract basis. We will need the following individuals on a freelancing basis.

- Lawyer
- Insurance Broker
- Accountant
- Marketing Team

EMPLOYEE RECRUITMENT STRATEGY

The industry solely depends on human capital, from preparing food to serving it. The cafe's employees are our biggest assets. We would not change our existing employees, but we have an employee recruitment strategy in case we need to hire more people. There are different channels that we will use to staff our cafe.

1. Hiring Through The Word Of Mouth

This is especially true in the case of our junior employees. Our cafe employees recommend their colleagues or friends they had worked with before and had a good experience. They will also spread the word about our opening at their cafes.

2. Hiring Through Ads And Posts On Social Media

Social media has emerged as one of the most successful ways of reaching out and has proven successful in acquiring cafe staff. Facebook will be the digital tool penetrating all age groups with relevant expertise.

There are also thriving communities and groups on Facebook where like-minded people interact. We will use these cafe industry-specific groups to find and hire the best employees. It is also easy to share post job vacancies on such platforms.

3. Hiring Through cafe Recruitment Consultants

Recruitment agencies or consultants will be our final resort for cafe staffing. If all fails, we can easily hire a human resource for our cafe through these. The agency shortlisted the candidates, and we can choose the ones suiting our requirements

KEY TO SUCCESS

Key To Success Plan: We plan on giving the best service and providing the best quality products and food that will support the REC center's vision of a healthy lifestyle and well-being of the community. This will cover the road plan for developing a well-established business. We will incorporate a strategy for capturing people's attention through healthier and more nutritious meals.

Quality Food: We've worked hard to provide and maintain high-quality dishes to please customers. Our cafe will be well-known for its taste at affordable rates. We constantly look for strategies to enhance new and existing recipes to provide our consumers with the greatest quality possible. Our customers will remain loyal to our dishes once they arrive and enjoy the dining experience. For this, we spend a lot of time and money refining quality and developing wonderful recipes to ensure that our customers have a great experience. We're trailing efforts to provide more nutritious cuisines, including partnerships with local farms.

Guest Experience: Customer satisfaction is always of the utmost importance to us. We educate our employees on the importance of being patient and calm while interacting with customers. Our client service includes the overall customer experience, including everything from the staff's courtesy and supportiveness to the customers in how quickly the meal arrives, the pricing of the dishes, the cafe's ambiance, and other customer experience services. Our staff is efficient and professional, making a lasting impression on our customers. We manage wait times by maintaining backup capacity, cross-training, and, most importantly, communicating with customers to ensure that wait time doesn't turn into hate time.

Sanitation: One of the most crucial components of our cafe is sanitation. It is a requirement for us to maintain a sanitary environment throughout the cafe. We use cleaning chemicals to disinfect floors, tabletops, bathrooms, and kitchens. Daily, we guarantee that our employees are cross-contamination trained and capable of completing various cleaning tasks.

Stay on Top of the Trends: To remain on top of industry news and trends, we keep our cafes up to date. We serve the most popular meals among today's diners. Customers benefit from our ease of booking and availability. We also offer online services for the convenience of our customers. To get a competitive edge, we must constantly be one step ahead of the competition. By remaining up to date on the newest trends, we ensure that our company stands out from the crowd.

Adequate capitalization: We design a five-year business plan to develop a well-established company strategy. We will spend the first year developing the business, the second and third years fine-tuning the business, and the fourth- and fifth years maximizing profits. Then, to reorganize our consumers, we must reinvent our company. We have at least six months of operating capital to get our company off the ground in the first year.

Marketing: Our company utilizes advanced marketing strategies and tools to grab people's attention. A functional Facebook, Twitter, and Instagram account will directly contact existing and new clients. We will also capitalize on our owner's partnerships across the city and her relations with key individuals holding political offices to advance our business. In case of a complaint or grievance, they will always be able to reach you.

CUSTOMERS

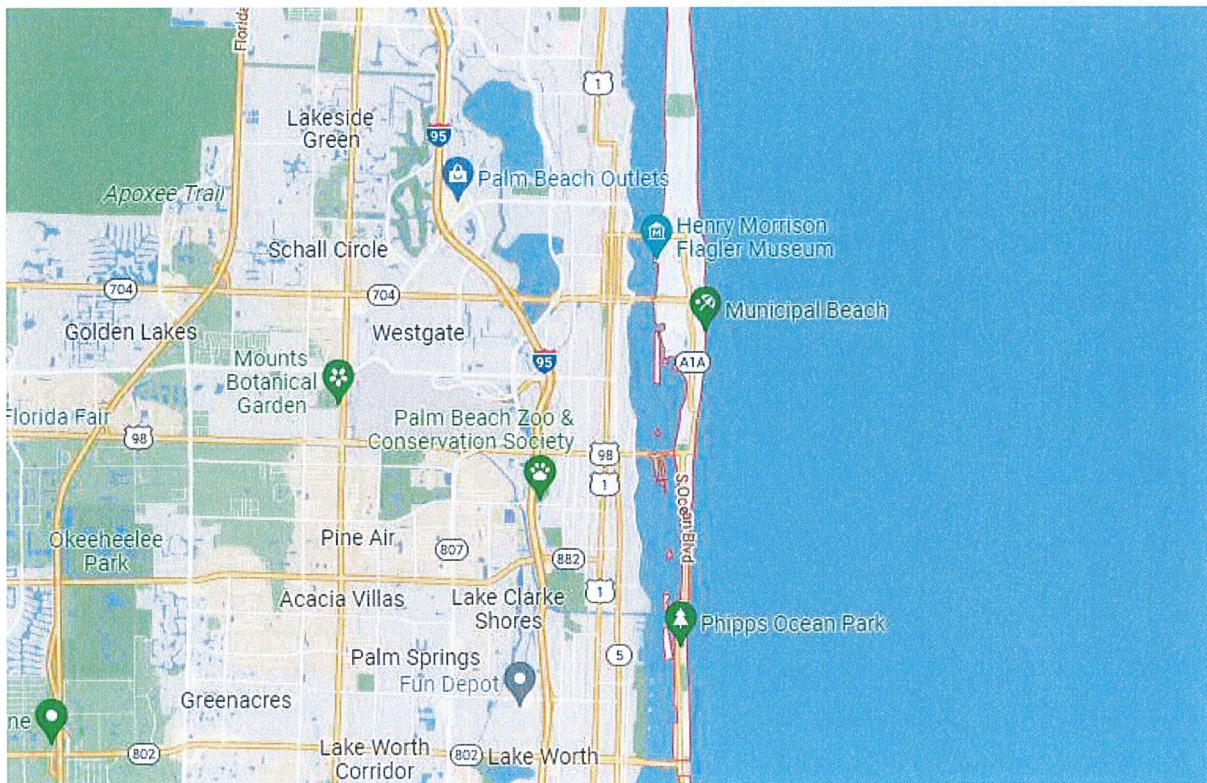
WHO IS THE CUSTOMER?

The current customers of **Seaview Cafe** are residing in Palm Beach, FL. We will also include communities living in the neighboring regions to extend the audience of the business.

The area is continuously evolving, and multiple projects are pipelined to develop the area. Many societies, apartments, schools, and malls are under construction. Soon, a huge influx in the population is expected after completing the projects creating an incredible opportunity for our cafe.

CUSTOMER CONCENTRATION

Our customer concentration is around Palm Beach, Florida.



CUSTOMER CHARACTERISTICS

Segmentation Bases		Targeted Customers
Geographic	Regional	Palm Beach, Florida
	Density	Urban/Suburban
Demographic	Age	All ages
	Gender	All
	Social Status	Middle class, working-class, and upper class.
	Livelihood	Bachelors, Professional, married people.
	Lifestyle	Aspiring, Healthy, Fast Pace
Psychographic	Characteristics	Foodie, Outgoing, looking to try different foods
	Attitude	Seeking value for money, Trying different food.
Behavioral	Benefits	High quality and good service
	Persistence	Regular users

CUSTOMER RELATIONSHIP MANAGEMENT

To maintain a customer relationship, we will send a personalized email to our customers with warm wishes, congratulation notes, etc. On the eve of their birthdays, festivals like Easter or anniversaries.

CUSTOMER LOYALTY PROGRAM

The cafe will give incentives to repetitive buyers, including discounts and coupon codes, to ensure that our clients are satisfied with their affiliation with Seaview Cafe. Forming partnerships with different brands and payment partners will help the Cafe attract new and old buyers alike.

CUSTOMER ATTAINMENT STRATEGY

Our customer attainment strategy is to provide top-notch food with quality service, which will help us in word-of-mouth advertisement and returning customers. We will also use social media platforms such as Facebook and Instagram for customer attainment by promoting our unique dishes with a broad audience. We would not reinvent the wheel and ensure that old customers return while adding to them.

INDUSTRY RISKS

Businesses that cannot balance efficiency with quality risk losing their customer base, triggering a chain of adverse outcomes. In a saturated marketplace like Florida, it is crucial for us to proactively address the potential risks and proceed with a strategy that outlines these risks. We can face these common risks.

- Covid-19 restrictions
- Excess inventory
- Lower margins and profits
- Increased product waste
- Higher operating costs
- Cross-contamination

COMPETITOR'S STRENGTH

The prominent feature of all competitors is their market penetration, brand influence, and variety of dishes. Being in the market for a time, the consumers believe they are a decent cafe. Individuals often prefer cafes with a better sitting environment, diverse recipes, and taste, irrespective of the brand name.

COMPETITOR'S WEAKNESS

The cafe market is subpar according to any food standards countrywide. Some of the cafes are decent with taste but at the same time lack in customer handling. For instance, according to Google reviews, customers remarked that they felt they had made a mistake in dining in some local cafes on experiencing customer dealing by their staff.

From a food perspective, cafes are repeatedly accused and proven to serve leftover food whose texture portrays its bad taste. Similarly, in most prominent cafes, some dishes are undercooked or not carefully cooked, due to which people prefer delivery from other cafes.

The cafe's aesthetics aside, the prices are high compared to the food served in taste, freshness, presentation, and customer satisfaction. Although there's a lot of debate between which cafe is better in taste and diverse options, one thing that certainly needs consideration is customer handling.

COMPETITIVE ADVANTAGE

Firstly, we will market ourselves as a cafe philosophizing around better services with exceptional taste throughout Palm Beach, FL. The first few months will be crucial in establishing a brand base in the minds of targeted customers. For that, we will use third-party delivery services such as Uber Eats, Postmates, DoorDash, and Grub Hub and allow deliveries of our food. We will take advantage of the traffic of such platforms in generating our sales. By this, people will get to know better quality entrants in the market.

Secondly, we will cater to the market shortcomings of subpar food in terms of taste, freshness, & hygiene and establish a system that focuses on these major issues. **Seaview Cafe** will ensure that the services remain high stature through proper check and balance of raw materials, quality standards, and service feedback.

This will further be used for marketing motives for the infuriated customers interested in trying new cuisines. Moreover, they portray visible dominance. Our staff will be specially trained to greet, welcome, and serve the customers, followed by professional service and in-between follow-up. Although these are the standards for any good cafe, considering the outset of initiation, these measures will be given due consideration.

SWOT ANALYSIS

STRENGTHS

- Competent Management
- Unique Product Offering
- Established business
- Recurring customer base

WEAKNESSES

- Lacking in social media presence
- High cost of entry
- Lower margins
- Competitive market

OPPORTUNITIES

- Growing local industry
- New segments
- Social media presence is improving with brand update

THREATS

- Competitors actions
- Economic Conditions
- Covid-19 Restrictions

PORTER'S FIVE FORCES ANALYSIS OF THE MARKET

SALES STRATEGY

Our sales strategy will be to connect with the customers through storytelling and promoting a healthy lifestyle. We would market ourselves as a cafe where people are excited to eat. **Seaview Cafe** will use the following sales strategies to remain relevant in the market.

- We would use digital marketing to drive traffic to our website, where customers can order directly from their online ordering platform or book a table at the cafe.
- We will use third-party delivery services such as Uber Eats, Postmates, DoorDash, and Grub Hub and allow deliveries of our food. We will take

advantage of the traffic of such platforms in generating our sales. Doing This will ensure that the business won't be missing out on potential customers in various places.

- We will offer top-notch food quality with excellent service to ensure customer retention and generate sales.
- We will be open to changing and updating our menu depending on the season market trends to remain relevant throughout the year.
- We would get repetitive customers to increase our margins and give equal importance to customer acquisition.
- We would host events in the cafe to generate traffic.
- We would work on customer experience and retention.
- We would use storytelling to connect with our customers and convey a positive customer vision.
- We will position our products in the market to be more attractive and provide more value to our customers.

MARKETING STRATEGY

INITIAL MARKETING GOALS

Following will be our initial marketing goals:

- **CUSTOMER ACQUISITION**

Seaview Cafe's initial marketing goal will be to acquire repetitive customers.

- **BRAND AWARENESS**

Our initial marketing will make people aware of the brand and our company name.

- **CUSTOMER RELATIONSHIP MANAGEMENT**

We would use marketing tactics to connect with our customers. We would try to retain our current customers and bring in new ones.

LONG TERM MARKETING GOALS

- **Increasing Sales**

Our long-term marketing goals are to generate sales and make sure that the business has a recurring customer base and is profitable.

- **BRAND RECOGNITION**

Brand recognition, just like awareness, will be deemed successful when consumers identify Seaview Cafe through visual or aural clues like logos, slogans, packaging, colors, or jingles rather than being directly exposed to the company's name. So our focus will be to increase brand awareness by social media, participation, promotions, advertisements, etc.

- **MARKET LEADERSHIP AND EXPANSION**

Our long-term marketing goal will be to become the market leader in the Organic coffee market.

DIGITAL MARKETING STRATEGY

SOCIAL MEDIA MARKETING

Social media marketing uses social media platforms, i.e., Facebook, Instagram, and TikTok, to promote our food to existing customers and reach new ones. Social media marketing, compared to traditional marketing, has tremendous results. We can pinpoint our desired audience regarding likes, dislikes, preferences, and interests online and reach the audience with a few clicks with excellent chances of securing a sale. There's also an option of selecting specific gender, age, and location-wise reach, which makes it even more favorable for Seaview Cafe to impact the market.

We would work on growing organically on social media by posting regular content about our cafe and would also engage with customers by providing

information and sharing their content on our platforms. When needed, we would also use paid advertisement features to attract customers.

INFLUENCER MARKETING

We can use influencers to promote our foods to a larger market in Influencer marketing. Influencers like famous or trending YouTubers, Instagram models, or Tik-Tok celebrities are opinion leaders with a vast social following base. They appear as experts or trustworthy sources of information and can help us sell like crazy.

Sponsoring them in our testimonial videos, calling for food reviews at our cafe, or even shout-outs can work as a catalyst to acquire a significant number of sales. We can have food influencers for Seaview Cafe promotion.

EMAIL MARKETING

Email marketing can be used to advertise our company's products while incentivizing client loyalty. We would use email marketing to reach out to our customers, offer them deals, and inform them about the events in our cafe.

WEBSITE

In the age of technology, having an online presence is recommended to ensure business success. A legit site that ranks amidst competitors will attract an organic audience from the web. Websites convey helpful information to potential prospects online, turning to customers after getting valuable insights.

We would use our website to generate sales. Our customers will have an option to book a table or order food from us directly through our website. We would also use google ads to acquire customers.

TRADITIONAL MARKETING STRATEGY

PROMOTIONAL EVENTS, PROMOTIONAL OFFERS

We can organize events in our cafes to invite the respective audience to attend the event and enjoy the food. This will help us stand out from the competing cafes while conveying a good brand image at the same instance.

We would host events in our cafe on both popular and unpopular holidays. On unpopular holidays, not many cafes host events, giving us a competitive advantage.

We would also give our regular customers special discounts, offers for valentine, mother or Father's Day or even birthdays.

WORD OF MOUTH ADVERTISEMENTS

Included in our offline marketing strategy is to ensure that the quality and taste of our food are top-notch to attract customers. This will ensure a quality experience for our customers and help us with word-of-mouth advertisement.

People are more likely to buy something they know is great, so we will ensure that our customers are our most prominent influencers.

We would encourage our customers to share their feedback on social media by tagging us. We would then reshare it on our profile. This will help build a relationship with customers & increase word-of-mouth marketing.

Exit Strategy

Seaview Cafe has planned some exit strategies if business operations do not meet predetermined milestones. Following are our preferred exit strategies.

MERGER

Our preferred exit strategy is to merge with other cafes. The business supports the possibility of a merger. The business supports a horizontal merger.

ACQUISITION

Other businesses can acquire our business to increase their production and sales. We prefer an acquisition by a competitor as we might get a higher price in that case. We would be open to both friendly and hostile acquisitions.

LIQUIDATION

If cash flow draws down to a point where business operations are no longer sustainable, and an external capital infusion is no longer feasible to maintain operations, a planned termination of operations and a liquidation of all cafe assets will be done to limit further losses.

APPENDIX

CITATIONS

- <https://www.statista.com/topics/1670/coffeehouse-chain-market/#dossierKeyfigures>
- <https://www.alliedmarketresearch.com/organic-food-beverage-market#:~:text=According%20to%20the%20Organic%20Trade,reach%20%2456.5%20billion%20in%202020.>
- <https://www.alliedmarketresearch.com/organic-coffee-market-A06085#:~:text=The%20organic%20coffee%20market%20size,dominance%20throughout%20the%20forecast%20period.>