



J&J'S BEYOND
BREWS

04 | 2024

Cafe Business Plan

Bringing life to cafes



Presented To: Potential Investor Presented By: Jana & Julius

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Executive Summary

Mission

To craft joy through warm ambience and lively flavors.

Vision

To invite customers to savor comfort in every sip and connection.

The Product	We offer classic and signature coffee products and light meals with cheerful drinks that customers can enjoy in a clean, friendly, and modern space.
The Leadership	Janarathanan Manogaran and Julius Ong are the founder of the cafe and will carry on managerial duties.
The Overall Industry	The food and beverage industry continues to grow boasting a vibrant heritage, serving a range of tastes, now favoring artisanal and gourmet creations. J&J's Beyond Brews aims to elevate the cafe experience by offering high-quality sourced coffee and delicious dishes.
The Financial Status	We require \$100 thousand to build our cafe from the ground up and operational for 6 months.
Future Plans	We are targeting a 5% profit increase by our 5th year. One of our goals is to open a second store in 10 years.



The Organization



Janarthanan Manogaran
Owner

Job Description

Responsible for overseeing the daily operations of the business and managing key administrative tasks. With one year of Food and Beverage (F&B) experience, currently pursuing a degree at Embry-Riddle Aeronautical University.



Julius
Owner

Job Description

coordinating and directing the day-to-day activities of the organization, ensuring the seamless execution of operations while handling various administrative responsibilities. Alongside my professional commitments, I am furthering my education by pursuing a degree at Embry-Riddle Aeronautical University.



Business Description



About J&J's Beyond Brews

Our café stands out for its welcoming vibe, serving up various light meals and refreshing beverages perfect for any mood. Among our proudest offerings are our wide array of ice creams, a delight in the heat that characterizes our locale, and our popular Filled Waffles, a crowd-pleaser from our selection. Whether it's a drink or a quick bite, our diverse menu caters to an array of tastes and preferences. We cater to a varied clientele that includes residents, working professionals, and students, always prioritizing their needs and desires above everything else—an approach that distinguishes us in the bustling café landscape. Looking ahead, we're excited about the possibility of enriching our menu even further and making the most of our café space to enhance the customer experience. This vision for growth reflects our commitment to providing a place where everyone can find something they love, in an ambience that's both invigorating and soothing.



Product List

Classic Espresso Coffees

The quintessential brew made with the specialty coffee beans of the day - iced option available.

\$ 4.50

Filled Waffles

Hot crunchy waffle on the outside , moist filled richness on the inside - filling options available.

\$ 3.80

Ice Creams

Indulge in our diverse selection of sweet and savory ice creams, switched out Bi-weekly, generously served in your choice of cup or cone

\$ 4.50

Ice Cream Shakes

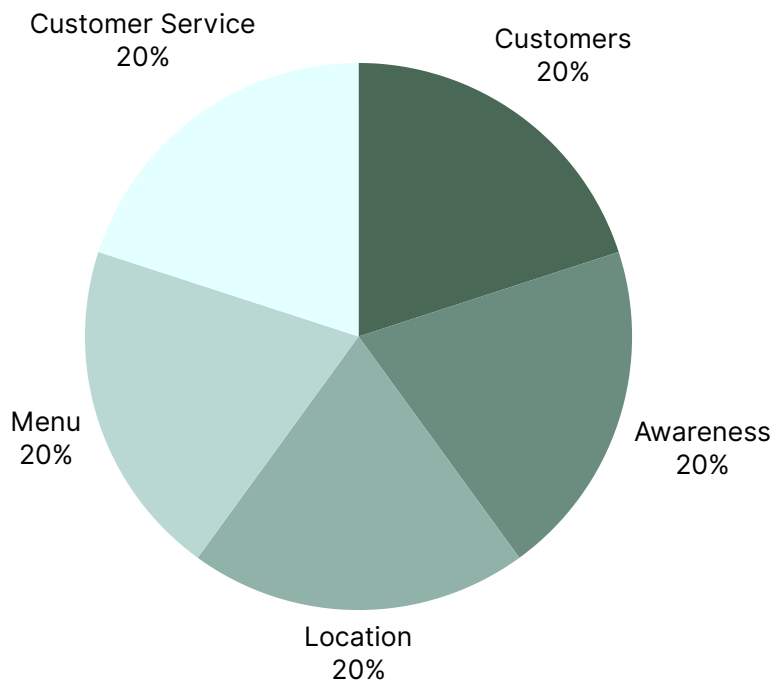
Enjoy our rich, velvety ice cream shake, expertly crafted with premium ingredients and a delightful medley of flavors and toppings

\$ 5.50

*The above product list is the most popular items in the menu. It is only a fraction of the items sold. Refer to page 16-18 for the whole menu.



Industry Background



Success Factors

These are the key components that contribute to the success of our cafe in our target area.

About The Industry

Our cafe operates within the food and beverage industry, nestled in the vibrant district of Toa Payoh North. Spanning approximately 300 square feet, it embodies a cozy and inviting ambiance. Our menu offers a delightful array of products including Ice Creams, Filled Waffles, Espresso Coffees, Teas, Ice Cream Shakes, and Brownies. The F&B industry has a rich history of catering to diverse tastes, with trends shifting towards artisanal and gourmet offerings. We anticipate a continued rise in demand for quality, locally-sourced ingredients, and a growing preference for unique and experiential dining. As consumer preferences evolve, we are poised to introduce innovative flavors and experiences to meet the dynamic landscape of the industry.



Market Analysis

Our Target Market

Our cafe targets a diverse market, focusing on school children from the adjacent secondary school and corporate professionals from nearby companies. Situated in Toa Payoh North, our physical location caters to individuals of all genders, races, and backgrounds seeking a delightful culinary experience. By offering a range of appealing products and services, we aim to create a welcoming space that resonates with our varied customer base, enhancing their dining pleasure.

Our Roadmap To Success

In order to successfully reach our audience, our marketing strategy makes use of both offline and internet channels. In addition to selling a couple of food products directly at the school, we would also utilize internet advertising, posters, and banners for surrounding companies to spread awareness. We will serve innovative food products, such as our unique filled waffle, which makes us stand out, in addition to a varied menu and top-notch customer service. We provide affordable prices, chilled drinks for hot days, and warm drinks for colder periods, all while understanding the objectives of our consumers. These tactics seek to create a compelling value offer that will capture our target market and increase sales.



Marketing Plan

The 4Ps of Marketing

Product - Mainly Ice creams , Filled waffles , Espresso coffees

- To freshen up and something to munch on
- The items addresses tiredness and hunger
- The price, service and the store compelling customers to buy the items

Price - Seasonal discounts, bundles

- Value of items starts as low as \$3.20 and as high as \$7.50
- There are established price points for these items or in the market?
- Prices of the items are lower compared with competitors?

Promotion - Print ads, Social media, On-site ads, Banners

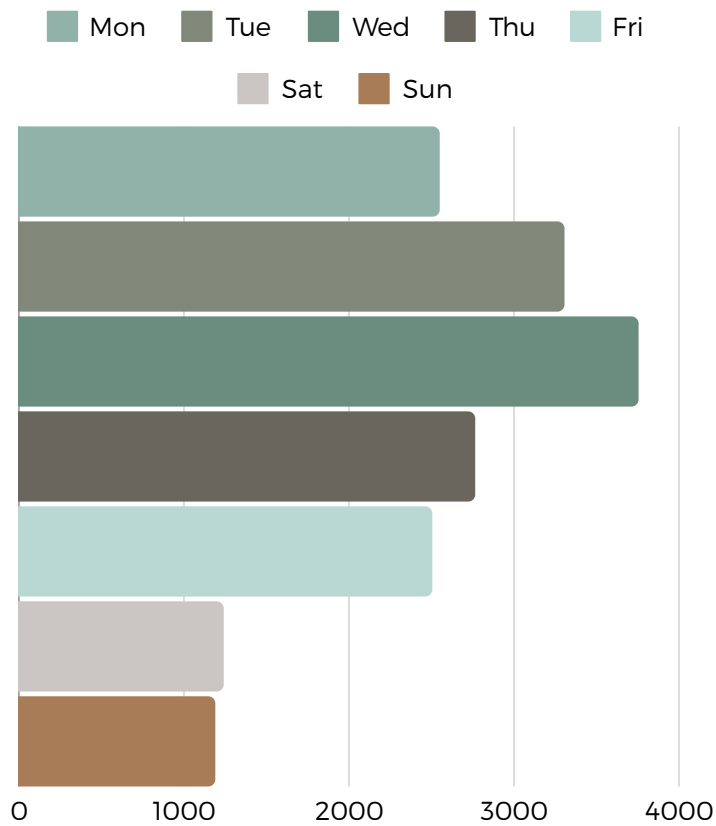
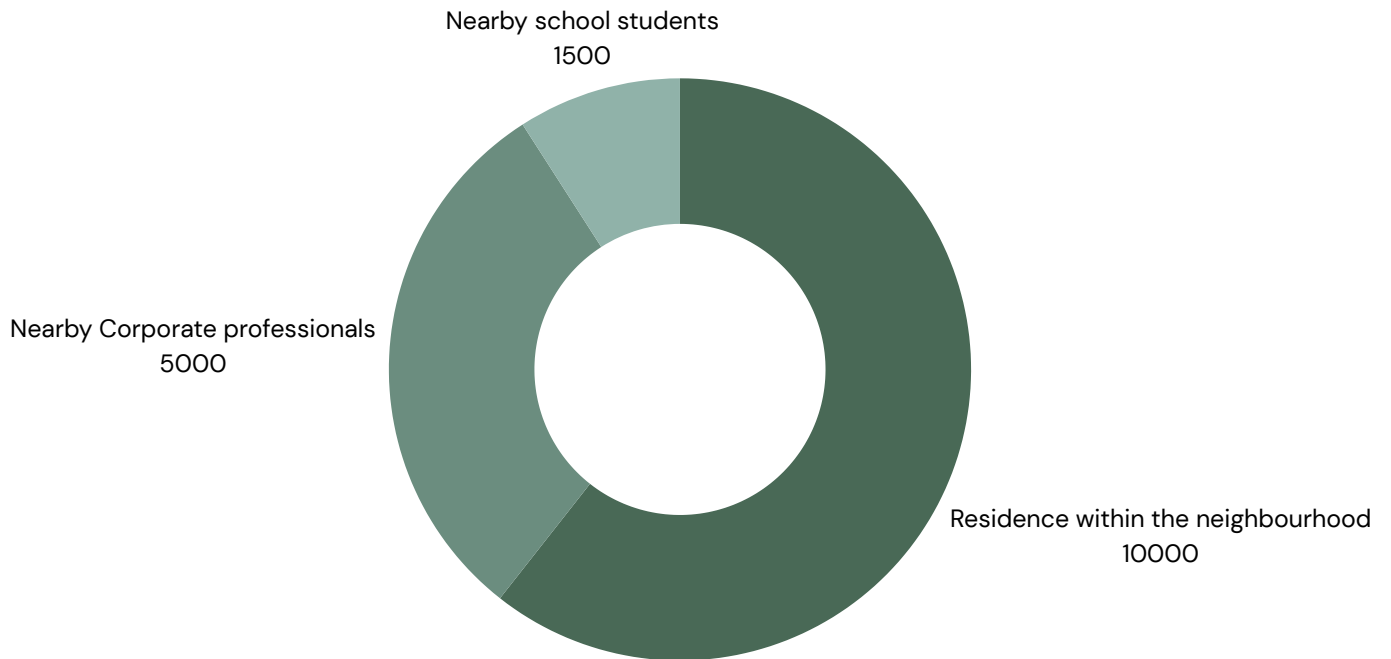
- We will get the word out about our cafe using Social media , Advertisements , Word of mouth
- Social media & Banners are promotional approaches are most familiar to our audience
- Phones , Papers and contacts for banners are our resources for promotion

Place - physical store

- It will be a physical store.
- Currently , the store will be at Toa Payoh North
- Direct distribution channel , Cafe to customers



Demographics and Traffic of Customers



Financial Plan

Capital Requirements

	Value	Percentage
Rental	\$18,000	18%
Employee Pay	\$24,500	24.5%
Renovation	\$15,000	15%
Inventory	\$13,000	13%
Equipment and Machinery	\$9,000	9%
Electricity and Water	\$6,000	6%
Research and Development	\$1,000	1%
Miscellaneous	\$1,000	1%
Advertisements	\$300	0.3%
Immediate Cashflow	\$12,200	12.2%
TOTAL	\$100,000	100%



Return On Investment

AVERAGE CROWD NUMBERS FROM 9AM - 9PM	2976
ESTIMATED CUSTOMERS QUOTA	8%
ESTIMATED CUSTOMERS TO SHOPS	238
CHEAPEST/MOST POPULAR COST OF MENU ITEM	\$3.50
TOTAL REVENUE PER DAY	\$833.34
TOTAL REVENUE PER MONTH	\$20,000.06
LESS : RECURRING ESTIMATED RENTAL COST	-\$3,000
NET PROFIT	\$17,000.06
LESS : RECURRING EMPLOYEE COST	\$2,640.00
NET PROFIT	\$14,360.06
LESS : RECURRING ESTIMATED ELECTRICITY AND WATER COST	\$1,000.00
NET PROFIT	\$13,360.06
LESS : RECURRING ESTIMATED INVENTORY COST	\$2,165.10
NET PROFIT	\$11,194.96
LESS : RECURRING DEBT COST	\$2,058.33
PROFIT OF THE MONTH	\$9,136.63
ROI	9.14%



Investment Proposal

Total Asking Investment	\$100,000
Total Returns	\$123,500
Investment Gain	\$23,500
Total ROI	23.50%
Annualised ROI	4.31%
Loan Tenure	5 years from Date of Investment
Monthly Loan Payment	\$2058.33



Future Plans & Milestones

2 Years



Increase customer retention

We will use client-focused strategies to expand our customer base.

5 Years



Increase profit by 5%

We will grow our business through high-quality coffee, food, and customer service based on feedback through the store and online means.

8 Years



Become a top player in the area

We will become the go-to cafe in Toa Payoh when we get an expansion of our current space.

10 Years



Expand the business

We will open a second store in another residential area to expand our market, currently looking at Tengah.

Elevating And Expanding Our Brand

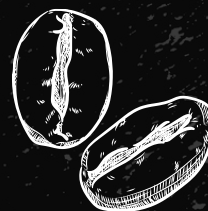
In this conclusive segment, we envision the future trajectory of our cafe business with ambition and foresight. This roadmap includes expanding the cafe's physical footprint, introducing delectable offerings like specialty cakes and artisanal mocktails, and forging pivotal partnerships with leading coffee brands and beverage suppliers. We delve into the transformative impact we aim to make within the industry, demonstrating a clear vision for growth and innovation. By illustrating these strategic objectives, we hope our potential investors are invited to share in with our optimism for the promising future of our enterprise.





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COFFEE

	HOT	ICED
Flat White	\$4.30	\$4.80
Cappuccino	\$4.30	\$4.80
Double Espresso	\$3.20	-
Latte	\$4.50	\$5.00
Americano	\$3.80	\$4.30
Long Black	\$3.80	\$4.30
Affogato	\$6.00	-



TEA



Chrysanthemum	\$4.10
Rose Black	\$4.10
Oolong	\$4.10
Tangerine peel pu'er	\$4.10
Iced Tea	\$5.00





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Beyond Brews



DESSERT

SINGLE SCOOP

DOUBLE SCOOP

Classic Ice-Cream	\$3.50	\$6.00
Super Premium Gelato	\$4.50	\$7.50
Sorbet	\$4.00	\$7.00
Brownie	\$4.50	



WAFFLE



Plain	\$3.50
Cheese Filling	\$3.80
Redbean Filling	\$3.80
Peanut Butter Filling	\$3.80
Biscoff Filling	\$4.00
Nutella Filling	\$4.00

ICE-CREAM SHAKES

Classic Ice-Cream Shake	\$5.50
Premium Ice Cream Shake	\$7.50
Sorbet Smoothie	\$6.00



Contact us for
further inquiries

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