

Business Plan Example

Café Aroma

Business Overview

- Specialty coffee shop in Biskra
- Offers premium coffee, pastries, sandwiches, and cozy seating
- Target customers: students, professionals, coffee enthusiasts

Mission & Vision

- Mission: Provide high-quality coffee and a welcoming environment
- Vision: Become the leading specialty café in Biskra within 5 years

Products & Services

- Specialty coffee (locally sourced beans)
- Pastries & sandwiches
- Seasonal drinks & loyalty program

Market & Marketing

- Location near university for high foot traffic
- Promotion: social media, flyers, opening event
- Pricing: competitive (400–800 DZD per coffee)

Competitors & Competitive Advantage

- Coffee Corner: strong brand, limited seating
- Java Express: fast service, low quality
- Advantage: unique blends, eco-friendly, cozy atmosphere

SWOT Summary

- Strengths: quality products, prime location, trained staff
- Weaknesses: new brand, limited marketing budget
- Opportunities: growing coffee culture, student population
- Threats: competitors, rising rent costs

Human Resources

- Owner/Manager: 5 years café experience
- 2 Baristas
- 1 Part-time cashier

Operations & Production

- Orders → Preparation → Quality check → Serve/Deliver

- Inventory monitored weekly
- Peak-hour scheduling for efficiency

Suppliers

- Local coffee roasters and bakery partner
- Backup suppliers ready to avoid shortages

Financials (First Year)

- Start-up costs: 2,500,000 DZD
- Monthly operating costs: 800,000 DZD
- Revenue forecast: 1,500,000 DZD
- Break-even: 18 months

Risk Management

- Property: insured
- Personnel: confidentiality agreements
- Customers: liability insurance
- Competitors: continuous monitoring
- Pricing: regular review

Exit Strategy

- Expand to 3 branches in 5 years
- Potential sale to larger café chain if targets met