

Alpha cafe essay sample

[Business](#), [Company](#)



In this generation, day and night seems to be the same. So coffee arises to be one of the daily necessities for local coffee addicts. It makes everyone to feel alive doing work at night like those call center agents, group studying or self cramming at night, relaxing and removing stresses coming from work. So coffee shops find its space in our busy and flourishing economy. Coffee shop is a place to dream of as you try to escape the daily stresses of life and just a comfortable place to meet your friends or to read a book, all in one.

Seeing students studying in a coffee shop is common scenario nowadays. The researcher wants to study and offer the concept of having a library in a coffee shop. It will offer its customers the best prepared coffee in the area that will be complimented with pastries, as well as free books that its patrons can read to enjoy their visit. It will provide books from young customers, students, young professionals, business minded people and adults. It will also provide a division where a business conference can be held.

The researcher will study on how feasible the concept will be. The researcher also wants to know on how Taguig City will benefit from the business proposal by conducting surveys and interviews, online researching and other sources. STATEMENT OF THE PROBLEM

This study aims to determine the feasibility of establishing a Filipino coffee shop along Gen. Santos Avenue Central Bicutan. Putting up a library in that establishment would be feasible. It also aims to determine the most preferred type of coffee drinks the residents are willing to purchase, the consumer's spending capacity, the most desired locations for coffee shop and the rate of profitability.

Specifically, the study seeks to answer the following questions:

MANAGEMENT ASPECT

1. 1 How will the partnership get the most efficient strategy to run the business?

1. 2 When is the best time to start the operation?

1. 3 MARKETING ASPECT

2. 1 How to ensure good quality of coffee?

2. 2 What is the most efficient marketing strategy to be used in the business?

2. 3 How will the company satisfy the needs of customers and prospect consumers? TECHNICAL ASPECT

3. 1 How will the company set the qualifications for applicants including the barista, baker and etcetera?

3. 2 What kind of interior design is appropriate in a coffee shop with library now a day? FINANCIAL ASPECT

4. 1 How to keep the prices of the products in coffee shop, more affordable than buying in other stores?

4. 2 How much would be the operating expenses for this business?

4. 3 How much would be the profit?

OBJECTIVES OF THE STUDY

The objective of this study is to undertake a detailed investigation of the technical, market, the existing competition, protect location, investment cost and financial feasibility of putting up coffee shop in thickly populated Brgy. Lower Bicutan and eventually in other places in Taguig City.

Marketing Aspect

To be able to determine the most effective marketing strategy that can be used in a coffee shop business. Management Aspect:

To be able to promote the most appropriate method for the management in operating the business. Technical Aspect:

To be able to acquire the new concept of coffee shop that will meet the expectations and needs of the prospect customers. Financial Aspect:

To be able to determine possible ways of maximizing the company's profit while minimizing its cost. Socio-Economic Aspect:

To be able to prove that the proposed business will provide benefits to people as well as to the government.

SIGINIFICANCE OF THE STUDY

This study aims to give a very fruitful result to everyone especially those who will need this in another study. This study will give them information that can be used to solve a particular issue in an organization. To the future researchers, who will engage in doing a research related on this study in the near future.

This study also serves as a useful guidance in doing a study related to the proposed project. To the students and readers, this study will help them to be wise by having the new concept of the project.

They will be more aware of the benefits that a coffee shop with library inside can give. To the investors, this study will help them in decision making. It will provide them information that can be used as their basis in venturing a business. To the managers, this study will give such ideas and strategies of handling organization properly and progressively. This study aims to provide

efficient managing strategy that will help an organization to perform well with a cool atmosphere.

SCOPE AND DELIMITATION

This study aims to establish a coffee shop business. This study will be based in management, marketing, technically, socio-economic, and financial aspect of business. The scope of the study shall cover another type of respondent who will be the future target market. The location of the proposed business will be in the corner of Gen. Santos Ave. and Dir. A. Bunye. The respondents will come from different institutions; they are students of different schools, employees of different companies, residents of Taguig City and others who are near the proposed location within the vicinity.

REVIEWER OF RELATED LITERATURE

Local Literature

Cool Beans Library Cafe, which is located at Maginhawa Street in Quezon City. This cafe is owned by my friend Lot and her partner Scott. According to her they planned it long before they even got funding. The idea of serving highland coffee came during a trip to Baguio when lot instantly fell in love with the taste of Kalinga, Sagada and Benguet coffee. The books was a no-brainer since knowing Lot, it's the one she will bring with her once exiled on an isolated island. At first they only plan to display just a few favorites, but as luck would have it, the placed they rented used to be a storage area for books previously rented by a literature professor.

When they bought the lease of the place, they also acquired the books filled a total of sacks. It was then that the idea of library cafe came about.

Designing the interior of the place was hands-on as both Lot and Scott took the lead in applying their artistic talents in making the place look like as it is today. As Lot said, “Cool Beans came about after two frustrated artists found an outlet to create a hung out place conducive to create thinking”. Last April 23, all their hard work paid off as the first Library Cafe in the Philippines open its doors to coffee and books addicts. Books and Coffee – you can’t think of any other perfect combination than that. Not of the wholesome kind at the least.

Book Latte: the first Library café in Ilo-ilo is library café where you can read books and drink your latte. The place was really pleasant with cool designer’s chairs and tables and a section of a mini library available to the members. Since I am a reader of good books myself, I immediately signed up for their membership just to have the opportunity to borrow and read their books. In fact, being a member of Book Latte you got a lot of perks and privileges like an access and usage of their mini library section, borrowing books from their collections and a 10% discount in every order. You can even rent selected books for a week at a very affordable price. Book Latte also offers delectable set of pastries and unique flavors of hot and iced coffee. A really must try is their alcoholic cakes. These are cakes made with a mix of selected alcoholic drinks to add an exciting flavor to it.

Foreign Literature

The Library Coffee Bar at Avenue K Enviably photogenic, The Library Coffee Bar has finally opened at Avenue K, looking to lure the city’s legion of caffeine-lovers. Come on weeknights, perhaps at 7pm; that’s when The

Library seems to be at its calmest, free of crowds. As the sun sets, this place is transformed into the sort of urban sanctuary that's not often found in shopping malls, surprisingly soothing & spacious. To eat: Waffles, warm & savoury ones with beef pastrami, egg, horseradish sauce & onion rings or sweet ones with blueberries & whipped cream, made to order so they taste fresh enough to satisfy. To drink: Coffee cocktails.

There's an espresso martini spiked with vodka & kahlua, a mocha ice-blended with baileys & our favourite, the creamy-dreamy espresso shake with kahlua. The Library Coffee Bar is expected to open its second outlet next month at Nexus Bangsar South. The folks here say they use 100 percent organic, fair-trade certified coffee beans for their beverages.

Balzac's Toronto Reference Library. Balzac's is honoured to be the coffee company selected for the recently revitalized Toronto Reference Library, an iconic Toronto institution whose vision is to become "Toronto's foremost public centre for lifelong learning, the exchange of ideas and community involvement." This café opens into the Library's main public space as well as Yonge Street creating a micro-community of book and coffee lovers alike. A winning combination as Balzac himself knew all too well. There is a Tim Hortons down the street and a Starbucks just past it, but this is a natural place for Sharon Chau to sip coffee and tuck into *What Got You Here Won't Get You There* by Marshall Goldsmith.

It's a library book, after all, and she's in the library — sort of. Chau is sitting at the long wooden communal table at the newly opened Balzac's Coffee at the Toronto Reference Library on Yonge St. It is the first full-blown storefront

coffee shop in a public library in the city of Toronto. “ It’s good, because sometimes you want a coffee and you don’t want to go outside,” said Chau, who works in the banking industry. “ It’s convenient ... It’s pretty spacious here.” The coffee shop opened last Thursday and features Parisian-style woven chairs, a bar built for people-watching, and of course, a variety of caffeinated beverages. It’s also part of a push to make some money off free books. Balzac Coffee has signed a multi-year lease for the space, based on the market rate for 1, 900 square feet. “ It’s a win for all of the participants,” said Linda Mackenzie, director of research and reference libraries.

“ It generates a consistent revenue stream for the library,” she said, adding that she couldn’t divulge the details of the lease. It joins other profitable ventures, including the Bram & Bluma Appel Salon, a venue used for library events that can also be rented out. A gift shop is also expected to open next year, which could potentially sell everything from cards to reading glasses to historical maps. “ We have wonderful images in our public and we would be able to brand merchandise for people to purchase,” said Mackenzie. Last month, the library issued a request for proposals to sell ads on the back of date-due slips, and for other advertising opportunities.

The coffee-shop addition is part of a five-year, \$34. 5 million renovation scheduled to end this year. The trendy Stoney Creek-based Balzac now has four locations in Toronto, including another new shop at Ryerson University. “ All of our cafes are in a building with some sort of significance,” said James Smithson, an accountant at Balzac’s. “ We’re very selective about where we would go.” He said the library is a high-traffic area and meshes with the

interests of the company, which carries a coffee design by Margaret Atwood. (And for the record, you can bring coffee into the library.) For art history professor Kim Wahl, the new café is a pleasant place to break from her research into 19th century artistic dress, with a latte and zucchini walnut muffin. She's not convinced the coffee shop will draw people into the library, but thinks it will help retain people who are already there. " It has to become a place of leisure again," she said. " Books aren't enough anymore."(By: Laura Stone Staff Reporter, Published on Tue Aug 14 2012)

DEFINITION OF TERMS

Chapter II

MANAGEMENT ASPECT

NAME AND LOGO OF THE BUSINESS

Figure 1. 1

The name of the coffee shop business comes from the word " alphabet" and " cafe". " Alpha" means beginning it simply connotes that drinking coffee makes one's mind function like how it performs from the start. In ancient history, " alpha" means first or number one, like what the researcher aims for the business. " Cafe" refers as the coffee shop itself.

LOCATION

Figure 1. 2

The researcher locates the business in the corner of Gen. Santos Ave and Dir. A. Bunye Road. With this kind of place where lots of schools and establishments surround the business, it will surely attract every student and

employee who will pass by along the street. Prospect customers will surely be captivated by the ambiance of the store, promoting the new concept of a coffee shop. The coffee bar's open and clean interior design with modern wooden decor will convey the quality of the served beverages and books free to browse, and will be in-line with the establishment's positioning as an eclectic place where people can relax and enjoy their cup of coffee. The clear window displays, through which passerby will be able to see customers enjoying their beverages, and outside electric signs will be aimed to grab the attention of the customer traffic. TYPE OF BUSINESS OWNERSHIP

Limited partnership – one formed by two or more persons having one or more general partners and one or more limited partners, who as such are not bound by the obligations of the partnership. The word “ limited” or ltd” is added to the name of the partnership to inform the public that it is a limited partnership. BUSINESS REGISTRATION

Documentary Requirements:

- i. Name verification slip
 - ii. Articles of Partnership
 - iii. Written joint undertaking to change corporate name signed by two (2) incorporators/Directors
 - iv. Clearance/endorsement from other government agencies, if applicable
- Application Procedure

For Online Registration

- i. Verify/reserve proposed name via internet using SEC i-register
 - ii. If reservation is complete, register the company via internet using the SEC i-register
- Note 1: File directly to SEC if clearance from other government

agencies is required. iii. If online registration completed, system prompts the applicant to pay the filing fees (online or through the SEC cashier)

iv. Download/Print the Articles of Partnership

v. Pays the required fee

vi. Presents the signed and notarized documents to CRMD

vii. Claims certificate recording from the releasing unit of HRAD Filed directly with SEC

i. Verify/reserve propose name

ii. Buy articles of partnership forms from express lane

iii. Get endorsement from other government agencies if needed iv. Presents accomplished forms/docs for pre-processing at CRMD v. Pay filing fees to cashier

vi. Claims certificate of Incorporation from the Releasing Unit, Records

Division Processing Time: Within 24 hours from filing

MANAGEMENT OF THE STUDY

Mission

To be more convenient to the consumers and offers a great quality product and efficient service to satisfy their needs. Vision

To provide the best and most satisfying coffee experience in the Philippines through focusing on customer satisfaction and to benefits small and local communities.

CORE VALUES

- Accountability
- Learning

- Passion
- Honesty
- Access
- Communication
- Accommodating
- Freedom
- Excellence

ORGANIZATIONAL STRUCTURE

Figure 2. 1

OFFICERS AND KEY PERSONNEL

Partnership

Each partner must act in good faith toward the other partners and must not take any advantage over the other partners by misrepresentation or concealment. Each partner owes a duty of loyalty to the partnership, and this duty bars the making of any secret profit at the expense of the firm and bars the use of the firm’s property for personal benefit. A partner cannot promote a competing business, and if he does so, he can be liable for any damages sustained by the partnership.. Barista

Prepare and serve coffee and other specialty beverages.

Carry out instructions given by the management team.

Deliver excellent customer service, at all times.

Keep up to date with current promotions and new products.

Make customers aware of offers on our great food and drink range. Speak to

customers to ensure that they are satisfied with their meals. Be involved and contribute at team meetings.

Carry out instructions given by the management team.

Service Crew

Delivers food and beverages.

A server is responsible for all billing and payment processing. Clean tables and/or counters after customer have finished dining. Stock service areas with supplies such as coffee, food, tableware. Provide guests with information about local areas, including giving directions. Maintain clean and orderly checkout areas.

They will keep the library area organize.

Cashier

To count money before the shift is over to ensure no mistakes were made in transactions. Responsible for providing customer service.

Count money in cash drawers at the beginning of shifts to ensure that amounts are correct and that there is adequate change. Greet customers entering establishments.

Compute and record totals of transactions.

Maintain accurate records of transactions.

Process payments according to company procedure.

Accountant

One of the limited partner.

Responsible for the validity of the financial statements they work on, and

must perform their duties in accordance with all applicable principles, standards and laws. Prepare, examine, and analyze accounting records, financial statements, and other financial reports to assess accuracy, completeness, and conformance to reporting and procedural standards. Report to management regarding the finances of establishment. Establish tables of accounts, and assign entries to proper accounts. Develop, maintain, and analyze budgets, preparing periodic reports that compare budgeted costs to actual costs.

Store manager

Monitor and maximize retail budgets and product inventory, purchasing and sales, work closely with regional managers and store owners to coordinate and determine the most cost-effective marketing and hiring strategies and store managers use company software to draft proposals, recruit employees and research and track products. Sales and “ bottom-line” profits of the store.

Recruit, hire, train, evaluate and counsel store employees. Schedule, organize and direct assignments. Maintain, encourage and possess “ ownership mentality”. Develop and implement employee performance evaluations and improvement plans. Effectively manage employee turnover. Provide a positive working environment and handle employee issues appropriately and in a timely manner. Resolve customer problems or complaints by determining optimal solutions. Sales and “ bottom-line” profits of the store.

Recruit, hire, train, evaluate and counsel store employees. Schedule, organize and direct assignments. Maintain, encourage and possess “ownership mentality”.

Develop and implement employee performance evaluations and improvement plans. Effectively manage employee turnover. Provide a positive working environment and handle employee issues appropriately and in a timely manner. Resolve customer problems or complaints by determining optimal solutions. Sales and “bottom-line” profits of the store.

Recruit, hire, train, evaluate and counsel store employees. Schedule, organize and direct assignments. Maintain, encourage and possess “ownership mentality”.

Develop and implement employee performance evaluations and improvement plans. Effectively manage employee turnover. Provide a positive working environment and handle employee issues appropriately and in a timely manner. Resolve customer problems or complaints by determining optimal solutions. Manage speed of service results, controls inventory that is used for service orders, and is responsible for the overall organization and appearance of the service center. Manage speed of service results, controls inventory that is used for service orders, and is responsible for the overall organization and appearance of the service center.

Responsible for preparation of work schedules.

Conduct regular store meetings.

Ensure employee awareness of safety and emergency procedures. Maintain and utilize surveillance equipment.

Execute and monitor loss prevention and shrink programs.

Management of all store operational issues, to include store housekeeping, store administrative duties, physical inventories, price changes.

MANAGEMENT POLICIES

We think it's important to take a stand on issues to support our business and how we operate. That's why we believe we have a responsibility to advocate both internal and public policies that support the health of our business, our partners (employees) and the communities we serve. The policies and positions below demonstrate our commitment to being a responsible business. They range from global ethical business standards to our own guidelines for doing business. From how we buy our coffee to how we ensure the best possible workplace for our partners.

Social Responsibility

Standards of Business Conduct – our commitment to ethical business practices
Menu Labeling Position – giving customers access to information to make informed decisions

Our workplace

Global Human Rights – our commitment to basic human rights as a core component of the way we do business and how we engage our partners
Equal Employment Opportunity – our non-discrimination policy
Health Care – our support for healthcare reform that allows us to continue to offer affordable coverage to our partners

Ethical sourcing

Supplier Code of Conduct – our expectations for suppliers to operate in a

responsible and ethical manner Coffee and Farmer Equity – our sustainable coffee guidelines for producers Cocoa Practices – our sustainable cocoa guidelines for producers Social Responsibility Standards for Manufactured Goods and Services – our sustainable manufactured goods and services guidelines for producers