

Redheart cafe in the heart of atlanta

Business



The presentation is all about my business plan for a café. The café is Red Heart Café which is located in midtown Atlanta. It is expected that by locating it in a densely populated area with heavy foot traffic, it would be more exposed to potential customers. It is a business that can be segmented in the food and hospitality industry since RedHeart provides excellent healthy food that would lessen the risk of having heart disease. Its tagline is "Good food and superb service straight from the heart".

The unique selling proposition of the restaurant is its authentic Asian cuisine that is considered healthy as well as promotional strategies for couples and singles too. The business would be mainly financed by my own money (savings); however, a loan would also be secured to ensure that all the physical set-up of the place as well as operational expenses would be covered for the first six months of operation. The planning part is executed well since the owners have already prepared a reasonable budget. There is also a need to spend on marketing by hiring a public relations agency that can suitably promote the restaurant to its target market. The café can be considered competitive for three good reasons 1) the food selection that is considered healthy for the heart 2) the cozy and intimate ambiance that is different from other competitors since our café has a love theme 3) excellent service to the customers.