

Why is cafe blends destined for success

[Business](#)



Name of the Business: Café Blends.

How you get your funds for it: Café Blends aims to obtain a bank loan amounting to \$ 250, 000 with a payback time of one year. Management will project their Profit & Loss to ensure that the company will have 0 debt by the end of its third year of operations.

What makes you distinct from your competitors?

To make the product lines distinct from those of the competitors, management will be segmenting its menus, depending on the coffee source. Coffee sources will vary. There will be coffee to be imported from Brazil, as well as from Asia. Another key factor is its signature customer service, whereby staffs will be trained to render excellent customer service. There will be a team of service crew who will deliver the food items to the customer dining area.

Form of business and why you choose it.

The business will be established under the sole proprietorship. The owner chose to open a coffee shop due to his immense interest in the food business. He is also a coffee lover and has conducted preliminary research on coffee blends and even on pastry making. His personal influences also contributed to his decision to open a food shop. He has a natural passion for food and would like to continue learning by turning this interest into a profitable business.