

Coffee Shop Business Plan

Sample plan for Common Grounds Coffee (fictional example)

Prepared by: [Owner name]

[Business address]

[Phone] | [Email] | [Website]

Date: [Month, Year]

How to use this sample: the business name, figures and descriptions are a fictional example to show what a finished plan looks like. Replace everything in [brackets] and every example number with your own research before you share it. Cost ranges are rough planning figures and vary widely by location.

1. Executive Summary

Common Grounds Coffee is a new coffee shop business based in [City, State]. We will serve morning commuters and remote workers and students, offering espresso drinks and drip coffee, tea, cold brew and seasonal drinks and pastries and light food. Our goal is to become the go-to choice for [your target customer] in [your area] by [your key difference, such as quality, speed, price or specialty].

We project first-year revenue of about \$380,000, growing to \$546,000 by year three. Startup costs are estimated between \$89,000 and \$315,000. We are seeking \$202,000 in [loan / investment / owner funds] to cover startup costs and working capital. [Add one or two sentences on the owner's experience and any early traction such as signed customers, pre-orders or a secured location.]

2. Company Description

Coffee shops sell a low-priced product many times a day, so the plan hinges on traffic, ticket size and speed. Your plan should show who walks past the location each morning, how many drinks you can make per hour at peak, and how food and retail items raise the average ticket.

Item	Details
Legal name	[Common Grounds Coffee LLC]
Legal structure	[LLC / sole proprietorship / corporation / partnership]
Location	[Address or service area]
Owners	[Names and ownership %]
Stage	[Idea / pre-launch / operating since 20XX]

Mission statement

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3. Products and Services

Offering	Description	Price	Cost to deliver
Espresso drinks and drip coffee	[Describe]	[\$]	[\$]
Tea, cold brew and seasonal drinks	[Describe]	[\$]	[\$]
Pastries and light food	[Describe]	[\$]	[\$]
Retail beans and merchandise	[Describe]	[\$]	[\$]
Office coffee catering	[Describe]	[\$]	[\$]

Revenue streams:

- Beverage sales
- Food sales
- Retail beans and merchandise

4. Market Analysis

Target customers:

- Morning commuters
- Remote workers and students
- Neighborhood regulars
- Local offices ordering catering

Market	Estimate	Source
Potential customers in our area	[#]	[Census data, local reports]
Customers we can realistically reach	[#]	
Target share in year one	[%]	

Industry trends affecting our business

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5. Competition

Competitor	Strengths	Weaknesses	Price range
[Competitor 1]			
[Competitor 2]			
[Competitor 3]			

Why customers will choose us

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6. Marketing and Sales

Planned marketing activities:

- Grand opening free drink day
- Loyalty app or punch card
- Partnerships with local roasters and bakeries
- Events like open mic or art shows

Channel	Monthly budget	Goal
Grand ...	[\$]	[#]
Loyalty ...	[\$]	[#]
Partnerships ...	[\$]	[#]

7. Operations

Location, facilities and equipment

Suppliers and day-to-day operations

Licenses, permits and insurance to obtain:

- Food service permit [] obtained
- Business license [] obtained
- Health inspection [] obtained
- Signage permit [] obtained
- Music licensing if playing recorded music [] obtained

Requirements vary by state and city. Confirm with your local licensing office.

8. Management and Staffing

Name	Role	Experience
[Owner name]	Owner / manager	[Relevant experience]

Hiring plan for the first three years

9. Key Performance Indicators

Metric	Why it matters	Our target
Transactions per day	The core volume driver for most cafes.	[Target]
Average ticket	Food attachment raises this quickly.	[Target]
Cost of goods percentage	Coffee shops often run 25 to 35%.	[Target]
Labor percentage	Staffing to traffic patterns keeps this in check.	[Target]

10. Risks and How We Will Manage Them

Risk	How we will reduce it
Heavy competition from chains	[Your plan]
Morning-only traffic patterns	[Your plan]
Rent that is high relative to ticket size	[Your plan]
Equipment downtime	[Your plan]

11. Financial Plan

Estimated startup costs

Startup cost	Typical low	Typical high	Our estimate
Lease deposit and build-out	\$30,000	\$150,000	[\$]
Espresso machine and grinders	\$15,000	\$40,000	[\$]
Other equipment and refrigeration	\$10,000	\$30,000	[\$]
Furniture, decor and POS	\$10,000	\$30,000	[\$]
Permits and licenses	\$1,000	\$5,000	[\$]
Opening inventory	\$3,000	\$8,000	[\$]
Training and pre-opening payroll	\$5,000	\$12,000	[\$]
Working capital reserve	\$15,000	\$40,000	[\$]
Total	\$89,000	\$315,000	[\$]

Three-year projection (illustrative)

	Year 1	Year 2	Year 3
Revenue	\$380,000	\$475,000	\$546,000
Cost of sales	\$114,000	\$142,500	\$163,800
Gross profit	\$266,000	\$332,500	\$382,200
Operating expenses	\$252,700	\$277,970	\$300,208
Net income before tax	\$13,300	\$54,530	\$81,992

Example assumptions: 70% gross margin, revenue growth of 25% in year two and 15% in year three. Replace these with your own numbers. Our free Excel financial projections template at BusinessPlanDownload.net builds this table from your assumptions.

12. Funding Request

We are requesting \$202,000 to fund startup costs and working capital. [Explain loan term or investor terms, how much the owners are investing, and how the funds will be repaid.]

Use of funds	Amount
Lease deposit and build-out	[\$]
Espresso machine and grinders	[\$]
Other equipment and refrigeration	[\$]

Furniture, decor and POS	[\$]
Permits and licenses	[\$]
Opening inventory	[\$]
Training and pre-opening payroll	[\$]
Working capital reserve	[\$]

Appendix

Writing tips for a coffee shop plan:

- Count morning foot traffic at the location and include it.
- Show your drink menu with cost per cup.
- Explain how afternoon sales will be built.

Attach: owner resumes, lease or letter of intent, equipment quotes, permits, market research, photos and detailed financial statements.