Start up cafe bar: business plan. Edition No. 1

Description: During the last 15-20 years, the number of food and beverage outlets has increased significantly. Some of these outlets have unfortunately not lasted long enough in the highly competitive market to break even, and return their capital investments. This, in most cases, may be accredited to poor preparation and planning, especially when it comes to market research, financial planning and marketing needs. This project is a business plan through which a successful and, more importantly, very profitable cafe bar has been opened. The project provides a detailed process from an idea, through detailed financial, market, and marketing analysis to a grand opening day and return on capital investment, and may be used as a guideline for the development of future food and beverage businesses. This paper contains and analyses all the major aspects of a successful business plan and will definitely help individuals who are planning on starting a food and beverage outlet or who want to make revisions on a company already in the market.


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