

[Your business name] — Business Plan

Coffee shop in [Your city] · Startup plan

Executive summary

[Your business name] is a new coffee shop in [Your city] serving espresso drinks, drip coffee and tea; pastries and light breakfast items; whole-bean coffee and merchandise; and mobile order-ahead for pickup. The plan is a well-chosen corner, an excellent morning rush, and a room people come back to.

Startup budget: \$138,250 across 12 items, with funding still to be decided.

Twelve months from now, success looks like this: [What success looks like twelve months from now]

Products and services

[Your business name] is built around espresso drinks, drip coffee and tea, with the rest of the menu kept short enough to serve fast and consistently. Food and retail exist to lift the average ticket, not to compete with the coffee.

- Espresso drinks, drip coffee and tea
 - Pastries and light breakfast items
 - Whole-bean coffee and merchandise
 - Mobile order-ahead for pickup
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Market analysis

The customers are the people who pass the door every day: commuters before work, remote workers who need a second place, and the weekend crowd from the surrounding streets.

- Morning commuters and regulars within a few blocks
 - Remote workers and students who stay for a second cup
 - Weekend brunch and afternoon walk-in traffic
 - Nearby offices ordering coffee and pastries for meetings
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Marketing strategy

Most customers will find [Your business name] on Google and through word of mouth — searching for coffee near them, then bringing a friend next time. The Google Business Profile carries the hours, photos

and reviews; the website carries the menu, order-ahead and the story of the shop.

- Google Business Profile and Google Maps — “coffee near me” and the neighborhood name
 - Word of mouth and regulars who bring friends
 - Instagram for the space, the drinks and seasonal specials
 - Local partnerships — the gym, the bookshop, the coworking space next door
 - A website with the menu, hours, order-ahead and the story behind the shop
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Operations plan

The shop opens early and staffs the morning rush properly. Baristas are cross-trained, inventory on beans, milk and cups is counted weekly, and the pastry case is supplied by a local bakery until baking in-house makes financial sense.

- Opening early — the 6:30 to 10 a.m. window is where most coffee shops make their day
 - One or two baristas per shift, cross-trained on register and bar
 - Pastries from a local bakery until in-house baking pays for itself
 - Weekly inventory counts on beans, milk and cups — the three costs that drift
 - A loyalty program and order-ahead to speed up the morning line
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Startup costs

What it will take to open the doors, with funding still to be decided.

Startup costs

ITEM	AMOUNT
Lease deposit and first months' rent	\$12,500
Build-out and renovation	\$50,000
Espresso machine and grinders	\$16,500
Brewers, refrigeration and small equipment	\$10,000
Furniture, fixtures and decor	\$12,500
POS and payments	\$2,000
Opening inventory (beans, milk, syrups, cups)	\$4,000
Permits, licenses and health inspection	\$3,000
Signage and branding	\$5,000
Insurance (first year)	\$2,750
Website and online ordering	\$0
Working capital (first three months)	\$20,000
Total	\$138,250

Typical range to start a coffee shop in the US: \$60,500–\$217,500. Your list is what you decided to spend — replace estimates with real quotes as you get them. Website and online ordering: Your Zarla plan includes the website — a designer typically charges \$1,500 or more to build one. Budget only for an ordering app if you want one.

Financial plan

The numbers below come from your own startup list and typical monthly costs for a coffee shop in the US. Rent and labor decide the outcome, so check both against a realistic daily ticket count before committing to a lease.

Typical monthly operating costs for a coffee shop: \$12,350–\$35,050 a month, before the owner's own pay.

Add a monthly sales target and the plan will show how long it takes to recover the startup budget.

Typical monthly operating costs

COST	TYPICAL RANGE
Rent	\$2,000–\$8,000
Baristas and staff	\$6,000–\$15,000
Beans, milk, pastries and cups (about 25–35% of sales)	\$3,000–\$8,000
Utilities	\$500–\$1,500
Insurance	\$150–\$350
Card processing and software	\$200–\$600
Marketing	\$200–\$800
Equipment service and supplies	\$300–\$800

US ranges for a small operation; replace with your own figures as you learn them.

Risks and honest downsides

Every coffee shop plan should say out loud what can go wrong. For [Your business name], the real risks are:

- Rent and labor are fixed before sales exist — a slow first year can't cut them
- The morning rush is most of the revenue; a bad location kills the model before the coffee matters
- Build-outs run over budget and over time more often than not
- Margins are thin unless food, retail and order-ahead lift the average ticket
- Long hours and early mornings for the owner, especially in year one

Licenses, permits and insurance

What [Your business name] needs before it can legally trade in the US. Rules vary by state and city — confirm each item with your local licensing office and an accountant.

- Business registration and EIN — Register with your state and get a free EIN from the IRS.
 - Food service establishment license — From the county or city health department in the US, with an inspection before opening and regular re-inspections.
 - Food handler and food manager certification — At least one certified manager; requirements vary by state.
 - Sales tax registration — A seller's permit or sales tax license from your state.
 - Certificate of occupancy, building and sign permits — Anything you change in the build-out usually needs a permit and a final inspection.
 - Music licensing — Playing music in a US shop needs licenses from performing-rights organizations, or a licensed business music service.
 - Outdoor seating and alcohol permits — Only if you add a sidewalk patio or serve beer and wine.
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Milestones: the next 30 days

The first month's to-do list for [Your business name], in order:

- Register the business, get an EIN and open a business bank account
 - Walk your shortlisted locations at 7 a.m. and 2 p.m. on a weekday and count foot traffic
 - Get a build-out estimate and a lease term sheet before signing anything
 - Get quotes for the espresso machine, grinders and refrigeration
 - Apply for the health permit and check the build-out permit list with the city
 - Choose a roaster and a bakery partner and taste everything
 - Set up a free Google Business Profile and put your website live with the opening date
 - Start an Instagram account and post the build-out — the neighborhood should know you before you open
 - Write the opening menu and price every drink from your costs
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Appendix: what a lender will ask for

This plan tells the story and shows the numbers. If you take it to a bank, expect to be asked for these documents as well:

- Two years of personal tax returns and a personal financial statement
- A month-by-month 12-month cash-flow projection
- The lease or letter of intent for the location
- Contractor and equipment quotes for the build-out
- Licenses and permits — issued, or the applications in progress
- Your credit report and anything you can offer as collateral
- A résumé or a short summary of your café and management experience

Template: replace every [bracketed] line and every estimate with your own figures. Written with Zarla's free business plan generator — zarla.com/business-plan-generator writes it from five questions.

Written with Zarla · zarla.com/business-plan-generator