

Coffee Shop Management

N.Sumathi, Kavi Kerusiha V, Manne Gnanadeep Venkata Sai Phanendra, Raji Sivani M, ShyamKashyab S, Swathi V
Dept of Aerospace Engineering, Amrita School of Engineering, Coimbatore, Amrita Vishwa Vidyapeetham, India

Abstract - Almost 80% of the population are coffee lovers. Kaffinite sunshine café is guaranteed to become the daily necessity for all the coffee addicts. A place with good ambience where people can escape from their daily stress and cherish with a morning cup of coffee. Our café offers home style delicious breakfast and snacks. We focus on finding the most aromatic and exotic coffee beans. We have our branches in many cities of Tamil Nadu. We have a romantic ambience which attracts youth. Our café has spectacular interior designs with stupendous taste of coffee. We have attached our menu which contains multi-cuisines at attractive prices. In this paper, we have done SWOT analysis of our café to know our strengths and weaknesses. We have also analyzed our opportunities and threats from the external environment

I. INTRODUCTION

Our coffee makes our customers feel happy and warm like perfect rays of sunshine. With the best sorted coffee beans from across the country, we strive to provide the most refreshing coffee. To offer exquisite tastes, from classic-retro flavors to the most trending ones to all coffee lovers under one roof is our aim.

With a broad customer base, aspire to become the favorite coffee brand of the people. At our cafe, we want to make our customers feel like it's a Sunday morning even on a Monday. Whether it is to kick-start the day, relax after a long day, Kaffinate Sunshine is the place to be. The tagline which we have chosen is "expresso yourself". It creates a first impression about the coffee shop.

Branches:

1. Chennai
2. Coimbatore
3. Ooty
4. Madurai
5. Thanjavur



Fig. 1 Location of various branches of our café across Tamil Nadu

II. VISION

We are today's sunrise and tomorrow's sunshine. Coffee is our sunshine. Our vision is to bring the coffee from the bean to the cup. In every bean, we see the future of each day waiting to be set free. We will be a developing, salt of the earth company that actively participates in the society, providing a unique and friendly welcoming experience for patrons and staff members alike. We intend to bring out people with different backgrounds and thoughts together.

Our idea is to mold ideas into realities. Our coffee shop will bring forth new ideas like local music nights and with Tuesday night storytelling to make the people feel our shop like their home. "Work for a cause not for applause", as said we are devising to give a portion of our profits for a social cause helping the needed.

III. MISSION

Our mission is to provide our customers fresh and first-rated roasted coffee beans with top-notch service at a price that is reasonable to our customers, creating an extraordinary coffee experience and to become an innovative coffee trade model that is imperishable, authentic, fair and passionate where utmost customer satisfaction is our united priority. Quality is our non-negotiable obligation. We go all out to touch hearts and move markets.

IV. KEYS TO SUCCESS

- Right from the coffee that we serve to the cater that we provide, we decide all aspects of our shop with an eye on excellence.
- World is moving in a fast phase with more and more innovative ideas. In our café we introduce different flavored brews with the best taste to make our customers try out new flavors each time they visit our place. We roast our own special blends of coffee and also the old-time cherished ones.
- We value each and every person who visits our cafe, and approach every relationship with a respectful and caring nature. Everyone has a seat at our cafe.
- We use eco-friendly and energy efficient products and all the products sold in our café are manufactured only by environmentally friendly companies. We donate a portion of the profits from the sales to eco-friendly and social causes.
- The atmosphere in our cafe is clean and bright with plenty of natural light and comfortable seating

environment and with an outdoor courtyard space which makes a huge attraction during seasons.

- We also provide free Wi-Fi access to our customers.

V. DESIGN PLAN

A. Layout

The shop is two-storied rectangular shaped coffee bar. The length of the ground floor being 15 meters, where 5 meters of the length is specified for the cooking purpose. The second floor excluding the area for staircase has a length of 12 meters, and covered with a sloppy roof made of canvas sheets. The width of both the floors are maintained to be 10 meters. The height of the ground floor being 3 meters. The kitchen equally divided for snacks section and the coffee machines. A store room is dedicated at the backyard. The store is centrally air conditioned.

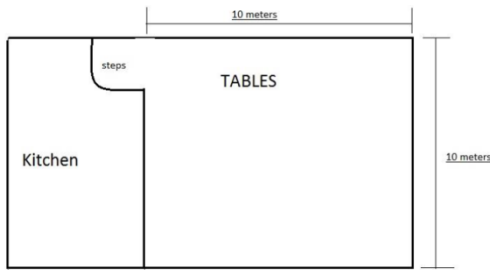


Fig. 2 Ground floor

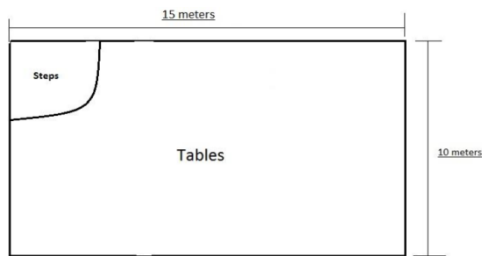


Fig. 3 First floor

B. Interior Design

The interior is the most attractive part of the coffee shop. A lot of care is taken and different artistic styles are used to design the same. The top floor is an open roof top and is typically designed for couples.



Fig. 4 Ground floor – tables



Fig. 5 First floor - tables

In the ground floor we have the photos of different coffee making styles like making of filter coffee to the American gourmet coffee in a way of travelling of coffee from east to west on one side and on the other being benefits of having a cup of coffee.



Fig. 5 Wall Decors

C. Kitchen and its Compartments

The kitchen is split into the quick bites and the coffee section. Not just pure coffee but also milkshakes could be made. Two machines for the exotic coffee styles, one dedicated for the traditional filter coffee and a separate milk boiling bowl with an induction stove. Then comes our crockery and cutlery, we

have different types of glasses like tall glasses for the couples who want spend more time with a cup of ice-cold coffee, for the oldies we have the traditional filter coffee set, for those who love hot chocolate we have a special bowl, similarly for espresso shots we have shot glasses and usual cup and saucer for the others. In the snack bar we have spoon and forks, both metallic and disposable, as well as plates of both china glass type and disposable. Checking on the environmental factors the disposables are made of bio-degradable materials.

D. Kitchen Appliances



Fig. 6 Double oven with stove



Fig. 7 Fridge - for display

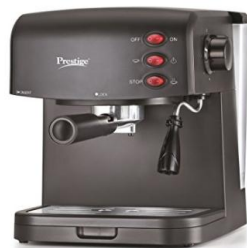


Fig. 10 Coffee machine



Fig. 9 Dish washer and dryer



Fig. 8 Fryer



Fig. 11 Blender and mixer

VI. CAFÉ MENU

The below menu shows a list of various items served at our café. Apart from coffee, we also make smoothies, cakes and quick bites. The price for the items in the menu is exclusive of CGST (Central goods and service tax) and SGST (State goods and service tax).

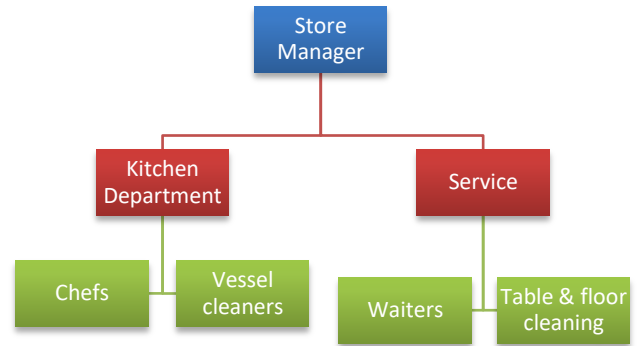
| MENU | |
|----------------------|-----|
| classic coffee | 40 |
| filter coffee | 40 |
| sunshine special | 60 |
| cappuccino delight | 90 |
| toffee latte | 110 |
| choco latte | 110 |
| choco delight | 80 |
| green tea | 70 |
| kashmiri chai | 50 |
| tea | 40 |
| sizzling cold coffee | 100 |
| chilled latte | 120 |
| chocolate lava | 120 |
| ice berg | 120 |
| lemonade | 80 |
| caramel coffee | 100 |
| Granita in coffee | 180 |
| beans eye | 150 |
| Grandmaa coffee | 120 |
| frozen tea | 120 |
| couple special | 200 |
| vintage special | 120 |

| MENU | |
|----------------------------|-----|
| pancakes | 250 |
| redvelvet | 100 |
| chocolava | 100 |
| rasberry cake | 120 |
| silicon chocolate | 150 |
| cheese cake | 120 |
| death by honey | 150 |
| double chocolate fantasy | 150 |
| chocolate granita | 150 |
| chocolate vanilla granita | 180 |
| rasberry cheese cake shots | 180 |
| spl chocolate love cake | 180 |
| strawberry delight | 180 |
| pancake banana shots | 180 |
| indian masala pancakes | 180 |
| honey apple love | 180 |
| love brownies | 200 |
| smoothies | |
| red velvet smoothie | 150 |
| banana smoothie | 150 |
| death by chocolate | 150 |
| crispy crunchy choco chip | 150 |
| rasamalai smoothie | 150 |
| vanilla smoothie | 150 |
| broken oreo smoothie | 150 |

| MENU | |
|------------------------------|-----|
| cheesy chicken roll | 100 |
| cheesy mess wrap | 100 |
| chicken in blankets | 120 |
| masala chicken wrap | 120 |
| fried chicken wrap | 150 |
| chicken mayo wrap | 150 |
| chilli chicken wrap | 150 |
| butter chicken burst | 150 |
| smokey american chicken | 150 |
| jumbo chicken wrap | 150 |
| overloaded chicken | 150 |
| mutton wrap | 150 |
| crispy prawns and mayo cambo | 150 |
| paneer wrap | 100 |
| hell with the cheese | 150 |
| chesse melt panner wrap | 100 |
| double cheese meat balls | 150 |
| cheese potato wraps | 100 |
| crispy corn roll | 120 |
| masala paneer wrap | 120 |
| jumbo veg wrap | 200 |
| veg forest | 200 |
| pizza wrap | 200 |
| veg cheese burst | 200 |
| potato wedges | 100 |

VII. STAFFING AND DEPARTMENTATION

Pictorial representation of various departments in one of the branches of our coffee shop is given below:



A. Store Manager

Each branch of our café is under the charge of a manager who ensures proper functioning of the shop. The manager is responsible for the overall performance of his branch. The availability of goods required for each of the department is checked by the manager. And he must give orders to suppliers whenever necessary. He must ensure proper functioning of his branch by considering the opinions of his sub-ordinates. It is essential that the manager has a good level of experience in finance management as he also takes care of the billing and accounts section.

Number of managers to be hired per branch = 1

B. Kitchen Department

1) *Chefs*: The chef must have vast knowledge about international coffee varieties. It is preferable that he has hands-on experience on machines like espresso making machine, smoothie maker and oven used in coffee shops.

Number of chefs to be hired per branch = 3

2) *Vessel Cleaners*: They must be able to handle the dishwashing equipment. Vessel cleaners are responsible for maintaining a clean cooking environment so that the dishes prepared are hygienic.

Number of vessel cleaners to be hired per branch = 2

C. Service

1) *Waiters*: The waiters have to be friendly to the customers and very patient. They must have basic knowledge about the items on the menu. This helps to earn a good name from the customers.

Number of waiters to be hired per branch = 4

2) *Tables and floor cleaners*: They must maintain clean environment within the shop. They have to clean the

respective table after a customer leaves. Floors, doors and walls must also be cleaned on a daily basis.

Number of table & floor cleaners to be hired per branch = 3

VIII. MARKETING

The target market of our coffee shop is youth. So special concessions are given to students. This familiarizes the shop among the target customers. Free Wi-Fi is also provided to attract more youngsters. A gift coupon is given to a customer so that he uses it on his next visit. The purpose of the coupon is that the customer visits the shop again.



Poster shown above is also be distributed along with books, magazines, etc. Advertisements are posted on newspapers and online sites to help promote the sales.

IX. SWOT ANALYSIS

SWOT stands for Strengths, Weaknesses, Opportunities, and Threats. SWOT analysis is a brief description of a business' strengths, weaknesses, opportunities, and threats. It is helps in developing a strong business plan and strategy.

A. Strengths

- Located in a business area.
- High quality and taste.
- Excellent and friendly service.
- Many varieties of coffee, drinks and fast food available

- Free Wi-Fi availability

B. Weaknesses

- Less popularity and reputation.
- Finance shortage. More funding required from loans
- Expensive
- Inexperienced and new to the field

C. Opportunities

- Advertisement through media
- Targets mainly on youth population which is huge in India.
- Growing demand for cafes.
- Opportunities for business expansion

D. Threats

- Highly growing competition
- Raising dairy costs
- Change in market trend and tastes
- Increase in tax rates
- Electricity bills and rent

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