# Business Plan for Coffee Roasting LLC

### 1. Vision/Mission

### Coffee Roasting LLC wants to bring coffee drinkers a more convenient way to drink coffee, but also keep the quality of a great cup as well. The way we are doing that is roasting the beans in small batches with our added flavors in the roast. Not only will you get a great cup of coffee and the convenience, but you will also be able to pick a coffee pack with added flavors. To sum it all up in one sentence, you can get a delicious cup of coffee with a benefit while supporting a Nebraska business.

### 2. Offer and Value Proposition

Coffee Packs-The value of the products is a coffee shop quality product you can make at home. You will also be able to save money by making the quality coffee shop coffee at home.

### 3. Audience and Ideal Customer

Ideal Customer-Coffee Drinkers

Broader Audience-People that don’t take time to learn about coffee, but want the great coffee.

### 4. Revenue Streams, Sales Channels and Marketing

**Revenue Streams**: Buy Nebraska, Facebook, Google Merchant, Instagram, TikTok, Pop Ups, Fairs, Farmers Markets

**Direct Sales Channels:** Venmo or Shopify

**Marketing and Advertising:** Social Media

For the first few years, my business will focus only on pop up stores and online shopping.

### 5. Structure, Suppliers and Operations

* **Business structure:** Limited Liability Company
* **Permits:** EIN, Certificate of Liability Insurance
* **Roles and responsibilities:** Susy Smith (Owner)
* **Supply chain:** Buy Wholesale to package products

###

### 6. Financial Forecasts

**Cost Forecast** \*\*enter estimated startup and ongoing costs; edit table as needed\*\*

|  |  |  |  |
| --- | --- | --- | --- |
| **Business Need** | **Startup Cost** | **Ongoing Cost** | **What is it for? (Explain what you are purchasing.)** |
| Business organization (DBA, LLC, etc) | $500 | $461.20 | For LLC |
| Liability Insurance (Yearly @ $10000 Gross Sales) | $350 | $0 | To get COL |
| E-commerce website/POS System  | $348/Year | $0 | For Shopify Site |
| Production/office equipment | $220.53 | $0 | Explain what |
| Cost of goods (projected) | $353.36 | $22 | First Order Cost |
| Packaging, bags and shipping supplies | $113 | $0 | For first order of Shred, Tape, Tissue, and Bubble Wrap |
| Business cards and print marketing | $18 | $0 | First order of Business Cards |
| Online and social media advertising | $115 | $0 | First order of Advertising on a selected social media app and stickers for packaging |
| Business bank account | $0 | $0 | No Cost To Open |
| Quickbooks | $360/Year | $0 |  |
| Pop Up Shops | $129.98 | $0 | Table For Pop Up Shops |
| Grinder For Coffee | $44.99 | $0 |  |
| Commercial Kitchen  | $360 | $0 | $30/Month |
| Shelving | $159.98 | $0 |  |

**Summary of Cost Of Good for Jars: (Do this section to figure out your cost per item.)**

|  |  |  |  |
| --- | --- | --- | --- |
| **Item** | **Count** | **Total Cost** | **Price/Jar** |
| Jars | 30 | 45.98 | 1.53 |
| Flavoring | 1 Bag (4oz) | 11.99 | 1 |
| Coffee | 1 Bag (16oz) | 11 | 1 |
| Tape | 100ft | 6.99 | 0.15 |
| Labels (Front and Back) | 240 | 225 | 1.07 |
| Time | Per Item | - | 3 |
|  |  | Total | 7.75 |

**Summary of Cost Of Good for Pouch:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Item** | **Count** | **Total Cost** | **Price/Jar** |
| Pouches | 100 | 15 | 0.15 |
| Flavoring | 1 Bag (4oz) | 11.99 | 1 |
| Coffee | 1 Bag (16oz) | 11 | 1 |
| Labels (Front and Back) | 240 | 225 | 1.07 |
| Time | Per Jar | - | 3 |
|  |  | Total | 6.22 |

**Gross Profit Projections-(Make sure to figure out your cost of goods per item before doing this section)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Product or Service-Jars** | **Retail Price** | **(Cost)** | **Gross Profit** | **Margin** |
| Flavor 1 Coffee Pack | $11.99 | ($ 8 ) | $3.99 | 49.8% |
| Flavor 2 Coffee Pack | $11.99 | ($ 8) | $3.99 | 49.8% |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Product or Service-Pouches** | **Retail Price** | **(Cost)** | **Gross Profit** | **Margin** |
| Flavor 1 Coffee Pack | $9.99 | ($ 6.50 ) | $3.49 | 53.6% |
| Flavor 2 Coffee Pack | $9.99 | ($ 6.50) | $3.49 | 53.6% |