

Arabic Coffee Shop

	ATTRACTIVENESS	
	HIGH POTENTIAL	LOW POTENTIAL
Market	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Harvest	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Competitive	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Management	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Fatal Flaws	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Market: Romania ranks 30th in the world for coffee consumption.

Harvest: The return in the coffee business had proved over the time that it has high return, study shows that the Romanians drink about 2 coffee per day.

Competitive: The coffee business is a highly competitive business; studies show that Bucharest has one specialty café per 52000 inhabitants.

Management: The coffee shop business is relatively easy to manage and to maintain if the coffee supply-chain is manageable.

Fatal flaws: One of the most concerning flaws it could happen is the stop of the supply-chain since the business idea is based on the quality of the coffee beans if the supply-chain is interpreted by any reason the business could defunct.