

Coffee Shop

Business idea:

My business idea is to open a small coffee shop that has it's own brand of roasted coffee. The coffee will be roasted weekly and will have different degrees of intensity and flavours. The shop will be opened in a business office area.

	High potential	Low potential
Market	X	
Harvest	X	
Competitive		X
Management	X	
Fatal flows	X	

From the market point of view I believe it has high potential because it is something unique that it isn't found at every coffee shop. Also people that work for corporations are usually coffee drinkers and most likely passionate ones.

For harvest, it also has high potential because the shop won't only sell the already made coffee, but also bags with grounded coffee or beans for home. Possibly some merchandise depending on the theme of the shop.

Competitively speaking this will not be a high potential due to the more affordable coffees that can be found in this kind of areas.

This kind of business doesn't require a large number of employees, as it is a small business. Starting with 2 or 3 employees and hiring more with the prospect of expanding.

Regarding this business I do not foresee fatal flows, as tried and true business model.