

Vinyl and Coffee Shop

My business idea is to open a **vinyl shop that is also a coffee shop**. I think that it can be a place where people with interests into music can spend their time by searching for some vinyls from many different musical genres, old and new tracks. In this location the customers are able to play the products on our pickups and to drink a coffee listening to our selected music. The customer experience will be completed by some events from time to time, when several DJs will come and play some music live.

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

In my point of view, I see a low potential regarding the **market** because in our country there are not so many potential customers as the culture of vinyl is not that developed. Even so, I think that new people can become our customers if we show to them a complete experience of listening to the music in a high-quality way and a proper environment.

In terms of **harvest**, I see a high potential because there are so many musical genres, so many cultural elements that can be implement into this business, like we can start selling also pickups or musical instruments, we can sell merchandise products and with good connections, we can organize bigger events and maybe stream them online.

The **competition**, in my opinion, is pretty slow cause in Bucharest are not so many vinyl shops that have new music and I think that if I make some good collaborations with many vinyl distribution companies, I can guarantee a big diversity and the best quality of music. So, I see a high potential here.

In terms of **management**, I think this business has a high potential because it's not necessary to be a big place, with lots of employees. In my opinion 2-3 employees should be enough to establish a good experience for the customer, including here a cashier, a barista and someone responsible for creating the events and to keep the place organized.

About the **fatal flows**, I don't really see that it is applicable in this case. There are lots of these markets all over the big cities around the world that managed to keep the business alive. Some facts that can kill this business instantly are the situations where music is not recorder anymore

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on vinyl or the one where people from our country refuse to accept this kind of culture and to buy these kinds of products.