

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%