

2012 Business Plan

The Café “English Tea”

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- **Purpose of the business:** getting of profit, providing people with English food.



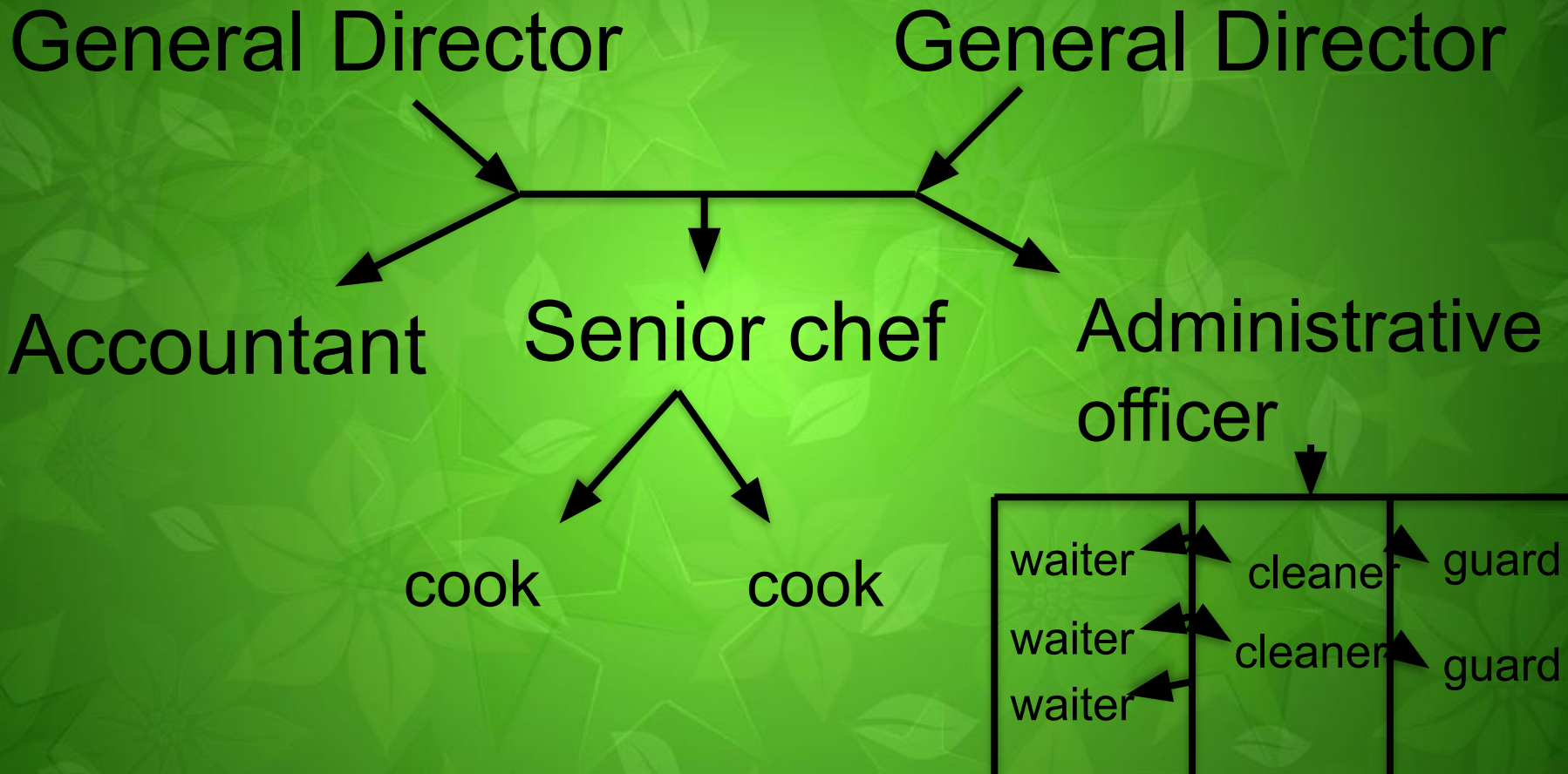
- **Name of business:** “English tea”
- **Type of business:** partnership
- **Occupation:** selling English national tea and dishes



- We plan to make our cafe a “family one” - for parents and their children.



Personnel



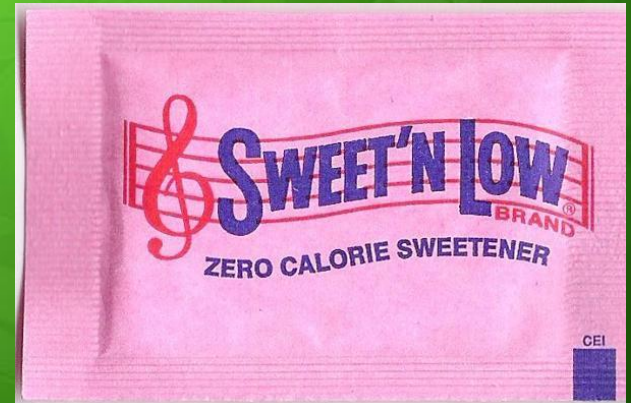
- “English tea” will offer high quality tea with milk. We will also sell English dishes such as:
Yorkshire Pudding,
Toad-in-the-Hole
Bubble & Squeak,
English breakfast.



Toad in the Hole



- We will offer five kinds of sweetener: sugar, honey, Splenda, Equal, Sweet



- **Our customers** will be people of all ages and pockets.



- **The main competitors** are cafes which offer coffee.



Marketing

- English songs and prospects with advertising English traditions
- label of announcements on entrances
- advertising in the Internet
- advertising in the newspapers
- system of bonuses on service to major customers.



Let's see our advertising!!



The Cafe

“English Tea”





Come, try,
take a
pleasure and
advice!!



The most luxurious food you`d ever eaten

- English cakes
- English tea
- Yorkshire Pudding
- English breakfast



Well trained stuff



Special offers:

- free delivery
- banquets
- children's birthday parties
- wi-fi
- parking
- taxi
- fireplace



Our address is:

- Sovetskaya str., 39



Our working ours:

- from 9 a.m. till the last costumer



*We are waiting
for you*



- “English tea” will be located at the cross of the streets because it will add us 45% of the profit.



- The Business Plan of “English tea” is focused on creation the café on 12 tables for what there will be enough **30-50 meters premises.**



- We'll serve tea only in ceramic teapots.



Objectives

- The creation of a unique, upscale café with unusual dishes;
- We want to show people a real example of quality and taste what is really very seldom nowadays;
- Be available for people with different pockets;

**Thank you for your
attention!!**

