

# 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

General Director

General Director

Accountant

Senior chef

Administrative  
officer

cook

cook

waiter

cleaner

guard

waiter

cleaner

guard

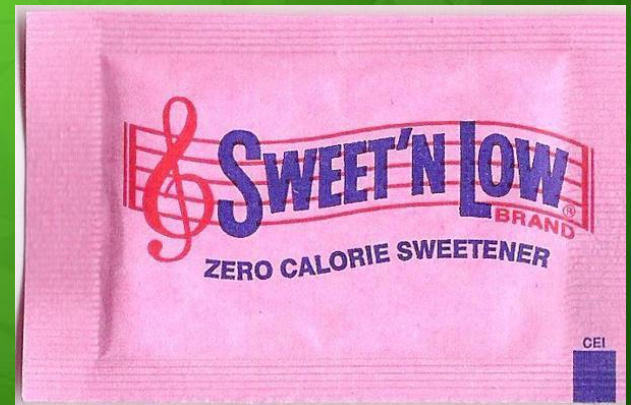
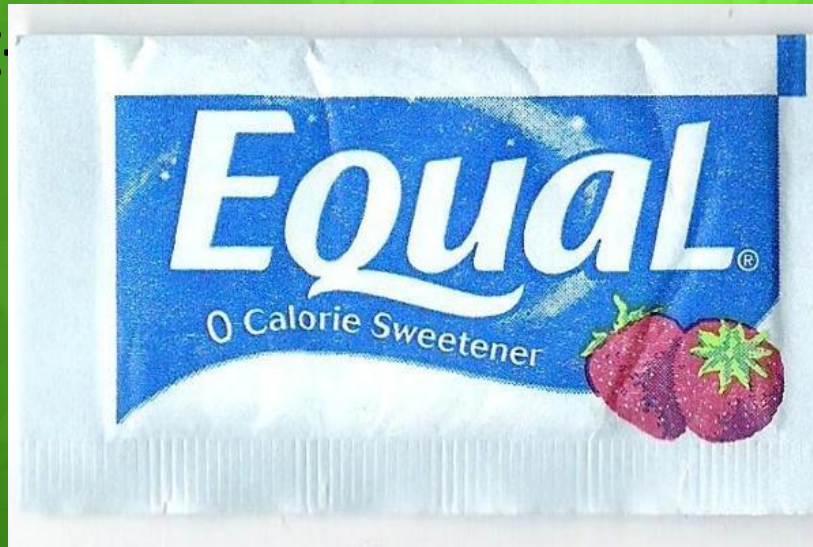
waiter



- “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.



- 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!!

