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**Abstract of Diploma Thesis
Business plan for proposed new French cafe**

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Summary

The purpose of this diploma thesis is to describe how to create a new business, specifically a café in the French style. This work should give the reader basic knowledge about establishment of the company. The work is divided into two parts theoretical and practical. The first part speaks about different business plans for different purposes and about the steps needed for the creation of business as for example market analysis, financial analysis or marketing research. All the information in the theoretical part are based on literature review.

The second part is dedicated to implementing gained information into a proposed case - Café Rendez-Vous which should be created in Kosmonosy, a small town near MladaBoleslav. The practical part covers chosen steps that will help with the realisation of the business, such as: Description of the company, products and services, analysis of market, marketing research and also financial analysis and possible risks.

Keywords

Coffee, business plan, creation, SWOT analysis, financial analysis, Gantt chart

Objectives of the thesis and methodology

The aim of this thesis is to create a business plan for a French-style café start-up. The proposal is that this coffee house will be established in Kosmonosy, and this thesis will detail the steps needed for the creation of this café and should provide a blue-print for the actual realization of the café.

The first section of the thesis will be dedicated to a literary review of current literature on the topic of starting up a business. The literary review concerns itself with several types of business plans, with writing a business plan, and describing all possible steps that should be taken. The main sources used were printed books, the internet, and the author's own knowledge.

The second section of the thesis will be dedicated to applying the theoretical information to a concrete case study of opening a new café. This section primarily relies on data, such as direct market research. A public survey was used to analyse the potential customers and competitors. Secondary data from the Czech statistical office was used to gather information about the inhabitants and economic situation in Kosmonosy and MladáBoleslav. Strengths, weaknesses, threats, and opportunities will be discovered through a SWOT analysis of the proposed coffee house. A financial analysis will show the estimated sales and profit. And the time management of the whole business is depicted through a Gantt chart.

Conclusion

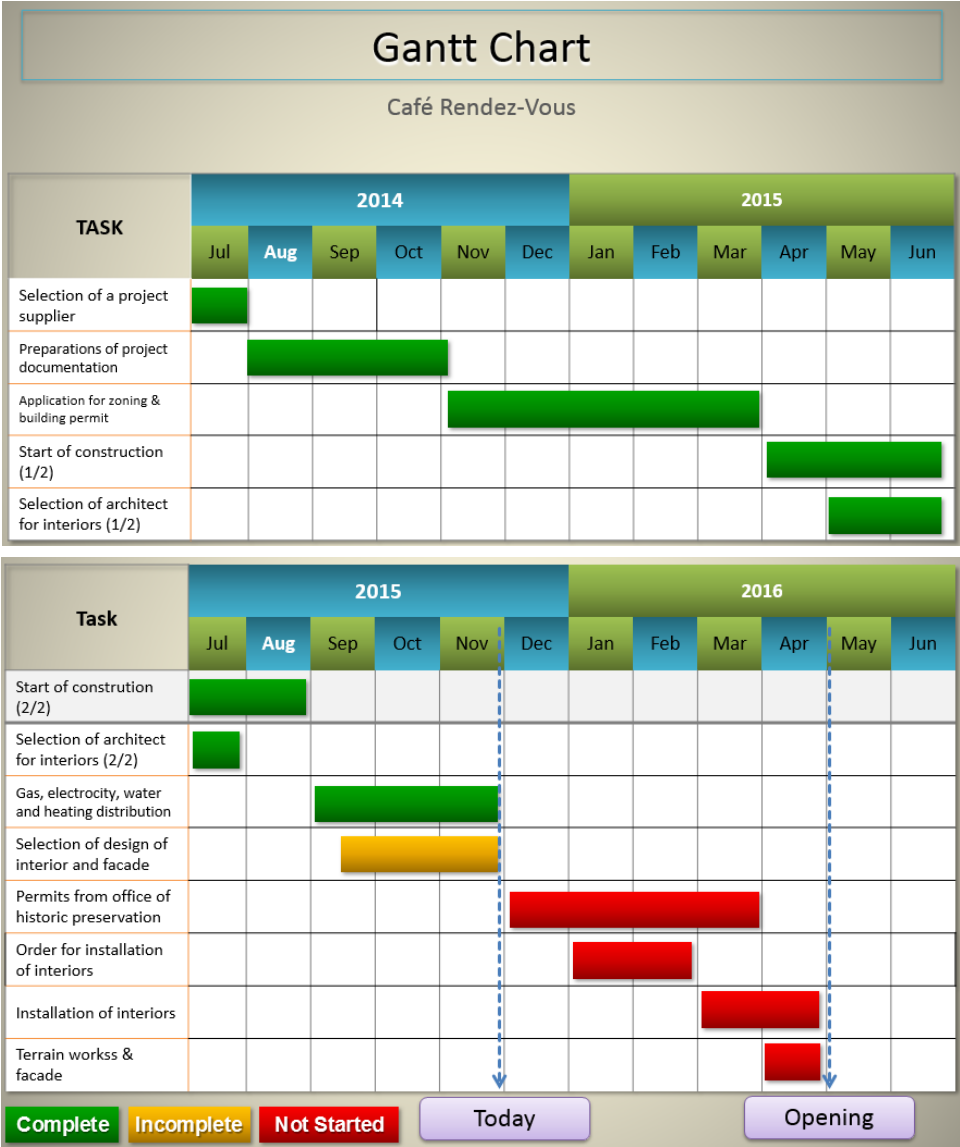
When starting new company a business plan is one of the most important tools that should be used because it helps the author consider all pros and cons of a new enterprise more realistically. A strong business plan enables a businessman to analyse the market to discover the demand for the intended products or services, to detail the capital needed, to identify an ideal location, and to plan for the proper marketing. These factor are especially important as analysing each can help mitigate potential risks.

Café Rendez-Vous will be situated in the centre of town in Kosmonosy near a bus station, post office and town hall. The café will be in the French style and will offer coffee, alcoholic and non-alcoholic beverages, sweet crepes and savorygallettes, baguettes, croissants, and other food and beverages. Based on the competition analysis there is no direct competition.

Market research was done through a questionnaire which contained short questions with multiple choice answers. The number of respondents totalled 56. All respondents live in Kosmonosy, MladáBoleslav or the surrounding villages.

One of the most important things to make the café work is its promotion. People are not used to having such a café available in Kosmonosy and so steps must be taken to inform target customers. These will be fliers, print advertisements, and the café’s website.

In the Gantt chart there can be seen the time management of creation. The opening was set at the beginning of May so far it seems it should be finished by then but there are still some tasks that can postpone the whole project.



There will be employed two full-time workers and two part-time workers, then there will be the manager/owner who will be responsible for the whole organization and a deputy to help in the absence of the manager. The café will be established based on a trade licence and the estimated overall start-up costs will be approx. 2,000,000 CZK.

It follows that if we keep to several steps, the whole project should work. In the evaluation of this business plan there are several things to be cautious of: the calculations of sales were set with the assumption of a constant number of customers, high quality personnel, and desirable products and services. A problem-solving attitude and approach should be adopted as this can help identify any issues early and solve them quickly to ensure the company is as prosperous as possible. In conclusion this plan for the establishment of Café Rendez-Vous shows the project to be both feasible and economically viable.

Selected Resources

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