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Assignment of the Bachelor thesis

Business Plan for a Chosen Business

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Abstract

Bachelor thesis focuses on the issue of opening a new Coffee shop in Prague. The main objective of this bachelor thesis is to create and critically evaluate real business plan on opening a Coffee shop in Prague with regard to legal, administrative and business requirements.

Bachelor thesis compiles several research methods. The first part is the result of literary research. As business sphere is rather dynamic environment, the main literature sources must be up-to-date and covering all aspects of doing business. The analytical part of the thesis contains of quantitative and qualitative researches. First, the research focuses on the analyses of successful business ideas and enterprises in the sphere of food and beverage services. Secondly, qualitative research contains interview with one of the managers of similar coffee shop in Prague in order to understand necessary legal, administrative and financial framework for conducting food and beverage business.

Key words: Business plan, entrepreneurship, PEST, SWOT analyses, franchise, marketing and financial plan, budget estimations.

Introduction

Coffee shop business is sort of enterprise, which relates to leisure activities and amusement. A modern Coffee shop is not just a place to have a cup of coffee, it is a place where one can listen to music, enjoy communication with friends and colleagues, spend his free time, read daily newspapers or arrange a meeting. It is a stylish, modern and well-equipped facility, which is popular among young generation of people, business individuals and freelancers. Those are the main factors why consider Coffee shop business a perspective business.

However a good idea is never sufficient for successful performance. The strong will, good knowledge and proper practical skills be also required to run your own business. This is not just the matter of financial knowledge, but necessity to understand the complicity of the business and its key factors: financial, marketing, administrative and legal aspects. That is why thesis contains theoretical and analytical part with description of processes.

Conclusion

In the current conditions of globalization, the degree of competition between companies tends to grow at a very rapid pace. As a result, companies are forced to seek substantial market

advantages to withstand the impact of their competitors and further expand their market activities. In such circumstances, innovations and entrepreneurial skills play a prominent role in reaching success on the market.

Entrepreneurial skills assume that the founders of business need to invest their own talent, creativity, and analytical abilities for the purpose of driving their entities' growth. Without the initiative and audacity inherent of entrepreneurs, it would be impossible for businesses to effectively compete on the market, and therefore this factor is essential in the activities of companies as of today.

Main findings and conclusions

In the practical part, we have analyzed the example of the Russian coffee chain Coffee House from the perspective of its potential activities on the Czech market. This brand isn't yet represented on the local market, but it fits well for the Czech business environment, and therefore opening a coffee shop of the chain in Prague would potentially be an effective option for the corporation.

We have tested this affirmation by drawing up a financial plan for Coffee House Prague's activities on the Czech market. The figures obtained show that the company's activities on the Czech market could be very effective, and even despite the large amount of initial investment required, already in the second year of its business operations in Prague, the company will be likely to reach the break-even point. By compiling this financial plan, we have proven that Coffee House should indeed consider the possibility of launching its coffee shop in Prague, as such activities could bring significant financial benefits.