

EMPOWERING SUDANESE WOMAN THROUGH COFFEE SHOP BUSINESS (TASNEEM CAFE: A BUSINESS PLAN)

Tasneem Mohammed Makki, Leonida D. Javillo, DBA

Future University, Khartoum, SUDAN.

Eng.tasneem2015@gmail.com, leonidajavillo@yahoo.com

ABSTRACT

This study aimed to assess the feasibility and profitability of investing in a coffee shop business. The idea of opening such a coffee shop is a very good and to know this will be a profitable business, most especially that in the earlier years, coffees are served only to men, either young or old men in the coffee shoppes in Sudan, but lately, it is already served to the any individual whether to the women or ladies but also younger generation nowadays already and not only in the coffee shop but it is also now served for any older member of the family. The proposed coffee business will be located in in Al Amarat 41 Street, Khartoum, Sudan wherein there are plenty of future customers as the place is crowded of residential and offices.

The management and staff of the coffee shop is composed of eleven (11) employees to work as a team with high standard of performance with previous cliber highly related work experience in the same field to attain the high satisfaction of customers.

It will be a sole proprietorship type of business .The initial budget for this project is 400,000 Sudanese pounds. Part of it will be used for pre-operational expenses like business permits, prepaid rentals and it will also includes for the purchasing of mixing and cooking equipments. The rest is for the working capital for the first three months of operation. Financial projections for the project are taken for one year from the date of the start-up.

Keywords: Business Plan, Empowering, Businesswoman, Coffee, Shop, Beans

INTRODUCTION

Our life is an odd mixture of different moments of actions and decisions. Work is at the root of a meaningful life, the path to individual independence, and a necessity for human survival and flourishing. And work is morally good.

Coffee and tea culture is a central part of both social and political life in some parts in Africa like the Republic of Sudan. You can find people every corner of the street drinking coffee or tea. While coffee blends and brands are expanding globally, their culture remains until at present.

Tasneem Cafe is a baby project of the researcher who wants soon to be in reality. The researcher chose this business to make a business plan, as it is one of the most highly recommended small business enterprise that generates profit tremendously. For that reason, the average net income of a coffee business, is about 2.5 percent of sales except FOR the

owner's salary. In addition to the plain coffee, it also offers different varieties, such as Espresso coffee, Cappuccino, Black coffee and other coffee of different kinds. There are other offers also like specialized coffee processed from the best coffee equipment with distinctive aroma and delicious flavors. In order for the coffee to have a pair, the business will also be offering the Special Pies and desserts, by contracting with the best sweets suppliers to bring the finest types of sweets and fresh pies. To attract more customers, the place is filled with decorations fitted for coffee drinkers for the customers to feel relax and comfortable at the same time.

The idea of this project coffee shop will soon be housed in Al Amarat 41 Street, Khartoum, Sudan. It will operate from 10am until 12midnight as this is the right time for the Sudanese people awake and to go to coffee shops. In one corner, it has a small library where cusotmers will find lots of old and modern books, internded for customers who are intellectual researchers and bookworms. In the other side, you wil also find other elements of games/entertainment like playing chess and updated word of games for cusotmers who ae inclined for games.

The workers of the business are chosen from the best applicant with an excellent related work exprience to help in the preparation of coffee. The business will get an order the best importer of coffee beans from Ethiopia, one of the countries wherein you can find the best coffe beans in the world to be used in the business. The cafe shop will start its business operation after a year of preparation of this business plan. It will be a sole proprietorship type of business .The initial budget for this project is 400,000.00 Sudanese pounds and part of this will be used for pre-operating expenses and for purchasing the equipment and furniture and fixtures for the business, and the rests are intended for the working capital. Financial projections for the project are to be taken for one to two years from the date of the start-up.

Most likely the cafe shop will get a big share in the market because it has the competitiveadvantage over their competitors. Discounts will be given on the first day of business operations of every month. Free WiFi, updated world of games and fun to excite the customers, also includes a mini Library for reading while having a sip of coffee. The decorations inside the coffee shop will be change every quarter. With these, it will attract and gain the loyalty of their customers.

The location is so strategic for it is just near to an ice cream shop and chicken house only. There is no coffee shop around. Prospective customers are coming from the restaurants nearby, the mass goers from the christian church and the mosque, and the people from Greenyard sports area at the airport Road and from the Hamburger stand. Therefore, there would be a tendency of having an expansion of this coffee shop in the future as there is no competitor around the area.

This cafe shop envisioned to be the most sophisticated internet cafe in Khartoum, Sudan. Guided by its vision, Tasneem Cafe aims to achieve the following:

- i. To offer a sophisticated kind of cafe to all types of customers;
- ii. To provide an easy to reach price for our classic products;
- iii. To contribute in the preparation of the business the unskilled workforce through trainings/workshops to keep updated with the needs of the labor market;
- iv. To enhance Sudanese women their love of managing a business specifically cafe business.

The objectives of the Tasneem Cafe are the following:

- i. To build a strong employee-employer relationship;

- ii. To enhance more customer on the love of their coffee culture;
- iii. To create more job opportunities to elevate the economic status of employees and their families.

On Marketing Aspect

- i. To open a well-equipped and sophisticated cafe business that will attract the customer to come and buy the product;
- ii. To build a strong business-and-customer relationship to gain their loyalty.
- iii. To let the business grow for possible branch expansion.

On Organizational and Management Aspect

- i. To recruit professional and skilled staff who will make up the counter and in the operation section;
- ii. To give a clear job descriptions to all employees in order for them to know what is supposed to be done;
- iii. To determine the duties, responsibilities and professional skills of each employee.

On Operational Aspect

- i. To ensure the business operation will run smoothly;
- ii. To achieve the best quality of the product offered and to serve to the customer;
- iii. To ensure the viability and profitability of the business;
- iv. To ensure the success of the business.

On Social Aspect

- i. To create job opportunity and extra income of the employees and constituents;
- ii. To help the employees to become soon an entrepreneur.

On Financial Aspect

- i. To project the viability of the business.
- ii. To know whether the expected Return of Investment (ROI) be back in due time.
- iii. To forecast the possible profits of the business.

Organizational and Management Aspect

The Management of the Tasneem Cafe starts by creating an organizational structure. After defining how many items/positions needed for the business, the next is organizing and staffing. In this stage, it needs to identify the employees' job description and job qualifications, create the business' policies and regulations.

The management has a plan of recruiting eleven (11) employees including the Manager.

Table 1. Management Team

Job Title	Number of employees
General Manager	1
Financial Manager	1
Maintenance Manager	1
Manager/Supervisor Cafeteria	2
Cashier	1
Coffee Shop Staff/Employee	3
Security Manager/Security Guard	1
Cleaners/Janitors	2
Total	11

Organizational Structure

The Organizational Structure shows the hierarchy of employees in the Cafe business organized into some kind of structure to coordinate with the different activities assigned to each individual employees and to be fully responsible to the designated tasks.

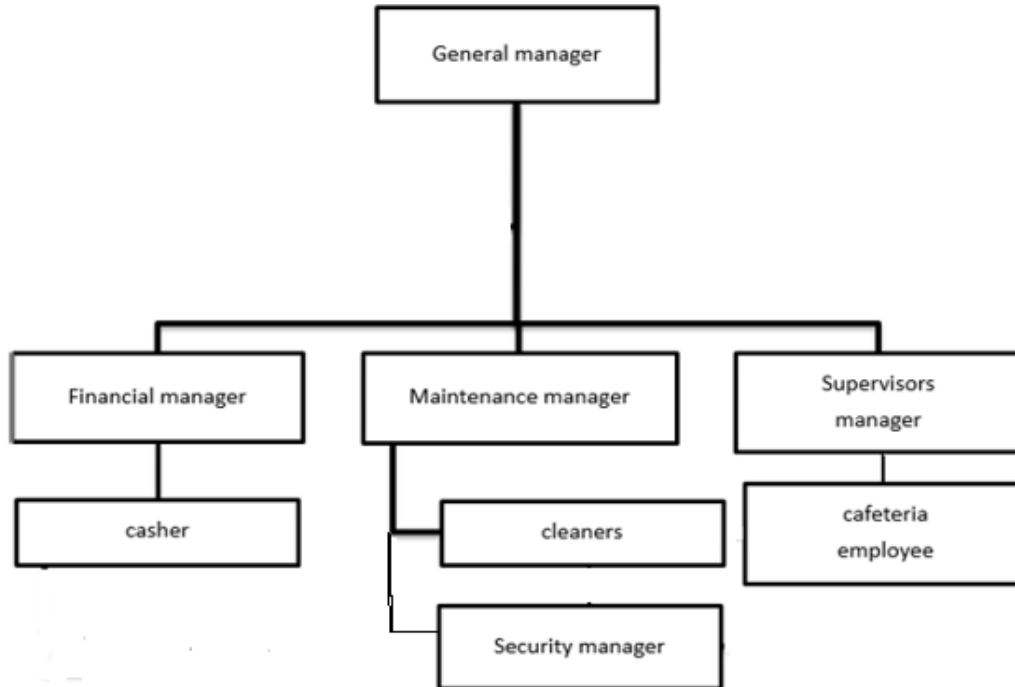


Figure 1. Proposed Organizational Chart

JOB QUALIFICATION

General Manager

- Must be a graduate of Master in Business Administration or other relevant field.
- Experience in management.
- Understanding of general human resources policies and procedures.
- Good knowledge of employment and labor laws.
- Excellent communication skills.
- Aptitude in problem-solving.
- With computer skills. Training

Maintenance Manager

- Varies by employer, ranging from high school diploma or equivalent to graduate-level degree in facility management or similar field.
- With skilled craft skills training.

Supervisors

- High school diploma
- Good mathematics skills.
- Work experience as a Cafe Supervisor
- Customer service attitude.
- Hands-on experience with professional coffee machines.
- Excellent communication skills with the ability to manage and motivate a team.
- Availability to work within opening hours (including weekends and holidays)

- Additional certification (e.g. in Business Administration or Hospitality) is a plus

Cashier

- **Work** experience as a retail **cashier** or in a similar **role** in sales.
- Basic PC knowledge.
- Familiarity with electronic equipment, like cash register and POS.
- Good math skills.
- Strong communication and time management skills.
- High school diploma
- Customer satisfaction-oriented.

Coffee Shop Staff

- High School Diploma or equivalent.
- Experience in food and beverage preparation or customer service preferred.
- Training and willingness to continue learning about food and beverage preparation.

Security Guard

- Minimum age of 18 (21 years of age if applying for an armed position)
- With computer skills. Training
- Ability to read, write and speak English
- Willingness to participate in our pre-employment screening process (drug screen and background checks)

Janitor

- With computer skills. Training
- Able to read and write.
- Willing to work multi-tasking job.
- With good reputation and hardworking.

COMPENSATION AND BENEFITS

Table 2 illustrating the salaries and wages of employees in Golden Arts Training Center.

- Social Insurance 8% from Salary.
- Tax 10% from salary.

Table 2. Compensation and Benefits of Employees (in SDG/Month)

Position	Salary	Social Insurance 8%	Tax 10%	Net Salary
General Manager	15,000	1,200	1,500	12,300
Financial Manager	12,000	960	1,200	9,840
Maintenance Manager	12,000	960	1,200	9,840
Manager/Supervisor Cafeteria	12,000	960	1,200	9,840
Cashier	11,000	880	1,100	9,020
Coffee Shop Staff	8,000	640	800	6,560
Security Manager/Guard	8,000	640	800	6,560
Cleaners/Janitors	8,000	640	800	6,560
TOTAL	86,000	6,880	8,600	70,520

PRODUCT/SERVICE**Table 3. Description of the Product/ Services**

Product/Service	Description	Price SDG
Coffee	Espresso coffee, Cappuccino, American Coffee, Latte Coffee, Arabic coffee, Turkish Coffee, Mocha, auleh coffee, Risterato coffee	Espresso coffee: 75 Cappuccino: 76 American Coffee: 65 Latte Coffee: 65 Arabic coffee: 62 Turkish Coffee: 62 Mocha: 78 Auleh coffee: 65 Risterato coffee: 65
Tea	Tea (Green, Red)	GreenTea: 50 RedTea: 50
Donuts and Sweets	Donuts (vanilla, chocolate, cinnamon). Cookies, cheese cake, Cake (Chocolate, Pineapple) Apple pie, Honey Pie	Donutsvanilla: 95 Donutschocolate: 95 Donutscinnamon: 95 Cookies: 75 Chocolatecake: 92 Pineapplecake: 92 Cheese cake: 98 Apple pie: 84 Honey Pie: 83

MARKETING ASPECTS**Marketing Mix**

The marketing mix in marketing strategy: Product, price, place and promotion. The marketing mix is the set of controllable, tactical marketing tools that a company uses to produce a desired response from its target market. It consists of everything that a company can do to influence demand for its product. (Kotler, P., Armstrong, G., Cunningham, P.H. (2005). *Principles of Marketing*. Toronto: Pearson Education Canada. pp. 67-70)

Market Position

The coffee shop is situated Al Amarat, Khartoum, Sudan wherein there is no such shop like this business. It is near to an ice cream shop but no coffee shop around only the Chicken House and Fish Restaurant. Customers are expecting to be coming from the nearby restaurant from the, those mass goers and the green area from the airport street. So there is a tendency of having an expansion of this coffee shop in the future as there is no competitor around the area.

Pricing Strategy

There are several types of pricing strategy but below is the one used by Tasneem Cafe:

Penetration Pricing

This type of pricing is designed to capture market share by entering the market with a low price as compared to the competition. It is used in order to attract more customers and to

make the customer switch from current brands existing in the market. The main target group is price sensitive customers. (https://en.wikipedia.org/wiki/Pricing_strategies).

Market Research

Coffee is one of the most favorite beverages to be served in the Cafes. Ethiopia is the main source of imported coffee in Sudan. Coffee production in Ethiopia is a longstanding tradition. Ethiopia is where *Coffea arabica*, the coffee plant, originates. The plant is now grown in various parts of the world; Ethiopia itself accounts for around 3% of the global coffee market. Coffee is important to the economy of Ethiopia; around 60% of foreign income comes from coffee, with an estimated 15 million of the population relying on some aspect of coffee production for their livelihood. Ethiopia produces some of the most unique and fascinating coffees in the world. The three main regions where Ethiopia coffee beans originate are Harrar, Ghimbi, and Sidamo (Yirgacheffe).

(<http://www.coffeeresearch.org/coffee/ethiopia.htm>)

Table 4. S.W.O.T. Analysis

Strengths - Excellent location and high traffic. -It is the only café in the city that offers multiple types of coffee. -It contains many entertainment free. -It provides coffee shop bookshelves for lovers of reading.	Weaknesses -There are several coffee shops in the area. -70% of the main income depends on coffee.
Opportunities -Demand for coffee is on the rise. -The increasing growth of the population, especially of young people. -There is a promising market that can expand from which.	Threats -The increase in coffee prices and dairy products. -Growing awareness of the caffeine damage.

PRODUCTION PROCESS

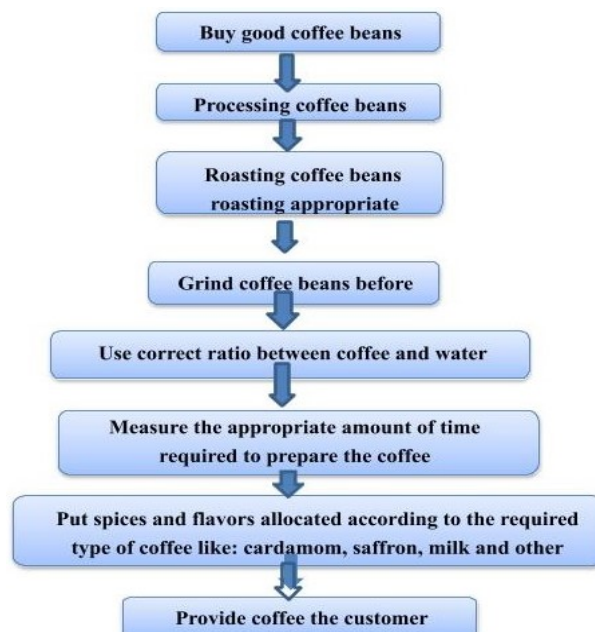


Figure 2. Production Process

The Main Competitors

Competitors in the Alamarat area does not constitute risk to the cafe because the products and services we offer are considered distinctive and attractive to customers, compared with the rest of the neighboring cafes located in the other roads like the following:

Table No. 5 Competitors Location

Competitors	Location
1. Star café	Al amarat Street 41 near the Flight Naas Company
2. Lalone Café	Al amarat41 Street near the Ice Cream 41
3. Spectra café	Along Airport Road



Figure 3. Location of Target Market

The Main Competitors Location



Figure 4. The Main Competitors Location
(Source: www.maps.google.com)

Business Licenses and Permits

Virtually, every business needs some form of license or permit to operate legally. However, licensing and permit requirements vary depending on the type of business you are operating, where it's located, and what government rules apply. (<https://www.sba.gov/starting-business/business-licenses-permits/state-licenses-permits>).

The following are the Business licenses and permits to be taken from the government offices when you open a new business: (<https://www.entrepreneur.com/article/38882>)

Table 6. Business and Licenses

Sr. No.	Name of License	Government office issuing the Business License/Permit	Amount SDG
1	Business License	Govt. Agency: Commercial Registrar of Companies	550
2	Notarize the Memorandum and Articles of Association	Agency: Notary Three copies of the Memorandum and Articles of Association, must be completed according to the rules contained under the preliminary approval.	500
3	Food Service License	Ministry of Food and Health: Food service licenses are generally issued by the city or county health department.	200
4	Safety Permits	Fire and Security Department: Depending on your location and industry, you may need either a permit or an inspection from your local fire department.	150
5	Sign Permit	To avoid costly mistakes, check regulations and secure the written approval of your landlord (if you rent a house or apartment) before you go to the expense of having a sign designed and installed.	125
6	Taxation Permits	Agency: Taxation chambers:	1400
7	Apply for a Tax Identification Number (TIN)	(Agency: Taxation chambers): Completed registration forms <ul style="list-style-type: none"> Company resolution delegating a person to act on the company's behalf 	100
TOTAL			3,025

Inventory

Inventory of the raw materials, work-in-process products and finished goods that are considered to be the portion of a business's assets that are ready or will be ready for sale. Inventory represents one of the most important assets of a business because the turnover of inventory represents one of the primary sources of revenue generation and subsequent earnings for the company's shareholders. (<http://www.investopedia.com/terms/i/inventory.asp>).

TASNEEM CAFE
Projected (Comparative)
Balance Sheet For the Years
2018, 2019, 2020

	2018	2019	2020
Assets			
Current Assets			
Cash	335,028	321,788	328,912
Fixed Assets			
Machine ,Equipment	99,700	99,700	99,700
Total Assets	434,728	421,488	428,612
Liabilities and Capital			
Capital			
Beginning	0	0	0
Add: Investment	400,000	400,000	400,000
Net Income	34,728	21,488	28,612
Total Liability and Capital	434,728	421,488	428,612

Financial Analysis

1. Break even Analysis

Break-even analysis entails the calculation and examination of the margin of safety for an entity based on the revenues collected and associated costs.

Formula:

Sales at the Break-Even Point = Fixed Expenses + Variable Expenses
(expressed as a % of sales)

$$254,688 = 190,461 \text{ "75\%"} + 64,224 \text{ "25\%"}$$

$$(190,461 \div 254,688 = 75\%) + (64,224 \div 254,688 = \mathbf{25\%})$$

2. Payback period

The payback period is the length of time required to recover the cost of an investment. The payback period of a given investment or project is an important determinant of whether to undertake the position or project, as longer payback periods are typically not desirable for investment positions.

Formula:

Payback Period = Initial Investment ÷ Cash Inflow per Period

$$\text{Payback Period} = (400,000 \div 300,300) = 1.332$$

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