



QuickPerk Café

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LETTER OF TRANSMISSION

January 5, 2025

Dr. Mohammad Reyad Hossain

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Subject: Submission of Final Project Report -12.

Dear Sir,

With due respect, we are pleased to submit our Project Report on “**QuickPerk Café.**” It has been an invaluable experience preparing this report, and we have gained significant knowledge throughout the process. While we have made every effort to ensure the accuracy of the report, some errors may have occurred inadvertently. We kindly request your understanding in case of any oversight. We sincerely appreciate your generous support and valuable guidance during the preparation of this report.

We hope you will kindly accept our Project Report and oblige us.

Sincerely yours



Md. Sayem Hossen

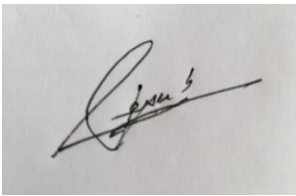
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LETTER OF ACCEPTANCE

This is to certify that Md. Sayem Hossen, ID: 213-45-016, a student of the Bachelor in Innovation and Entrepreneurship program, is enrolled as a regular student in the Department of Innovation & Entrepreneurship under the Faculty of Business & Entrepreneurship at Daffodil International University. He has successfully completed his project report titled “**QuickPerk Café**” as part of his coursework (Project Report-12), which was prepared under my supervision. I wish him every success in life.



.....
Dr. Mohammad Reyad Hossain

Assistant Professor

Department of Innovation & Entrepreneurship

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DECLARATION OF STUDENT

I, Md. Sayem Hossen, from the 21st batch of the Department of Innovation & Entrepreneurship, hereby declare that the project report titled "QuickPerk Café" is my original work. This proposal has been submitted exclusively to Daffodil International University, and no portion of this report has been submitted for any other course, degree, or fellowship, nor has it been published in any journal or magazine.



Md. Sayem Hossen

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Finally, we wholeheartedly acknowledge the unconditional support and patience of our parents, whose constant encouragement and inspiration have been a driving force behind our achievements.

Abstract

QuickPerk Café is a fast-paced, takeaway-oriented café designed to cater to busy individuals with high-quality, quick-service food and beverages. This report outlines the café's business model, financial performance, quality control processes, growth strategies, and long-term vision. With a focused and streamlined menu, efficient cost management, and competitive pricing, QuickPerk Café achieves a remarkable monthly net profit margin of 67.67% and an annual ROI of 365.4%, reflecting strong financial health and growth potential. The café's commitment to quality is evident through its rigorous daily inspections, employee training programs, and premium ingredient sourcing. Targeted marketing strategies and innovative loyalty programs aim to enhance customer engagement while maintaining a competitive edge. Despite challenges such as market competition, economic variability, and operational risks, the business is poised for scalability through franchising, menu expansion, and digital integration. QuickPerk Café envisions becoming a nationwide brand over the next decade by strategically opening multiple outlets, maintaining quality standards, and prioritizing customer satisfaction. This report concludes with an emphasis on the café's strong foundation and sustainable growth plan, positioning it as a key player in Bangladesh's emerging café industry.

Executive Summary

QuickPerk Café is a takeaway-focused café designed to provide high-quality food and beverages for busy individuals. With a streamlined menu of sandwiches, premium espresso beverages, and shakes, the café ensures quick service without compromising quality. Positioned in a high-traffic urban area, the business attracts students, professionals, and commuters seeking convenience and affordability. The financial performance of QuickPerk Café is exceptional, with an average monthly revenue of BDT 900,000, a net profit margin of 67.67%, and an annual ROI of 365.4%. The café achieves this through disciplined cost management, efficient operations, and competitive pricing strategies. Quality control is a key focus, supported by regular inspections, employee training, and the use of premium ingredients. Growth strategies include expanding the menu, introducing catering services, and eventually franchising the brand. Future plans involve nationwide expansion, supported by robust digital integration and strong customer engagement. Despite challenges like market competition and operational risks, QuickPerk Café is well-positioned for long-term success. With a clear vision and focus on customer satisfaction, it aims to establish itself as a leading takeaway café brand in Bangladesh.

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CHAPTER 1: About Company

1.1 Logo



Because our theme is a takeout restaurant, we designed a sophisticated yet understated café atmosphere and logo. Black, grey, and white would be the color patterns used to create a sophisticated appearance.

1.2 Vision

Our vision is to establish a nationwide chain of takeaway cafés within five years, becoming the country's first franchised takeaway café brand.

1.3 Mission

Our mission is to deliver a superior takeaway café experience by ensuring customers can place orders and receive their food quickly without delay. We aim to offer high-quality food at affordable prices within the shortest possible time.

1.4 Our Company's Fundamental Principles

Our goal is to cultivate a culture and community that offers an authentic café experience while upholding strong ethical principles. Our business is committed to supporting the local economy, growing with integrity, paying fair wages to employees, and providing customers with fresh, quality food.

1.5 Business Model

QuickPerk Café Business Model



1.6 Overview of the Business

QuickPerk Café: QuickPerk Café is designed to be a fast-paced, takeaway-focused café, catering to individuals who are always on the go. The primary objective is to serve delicious, ready-to-eat options that provide quick satisfaction without compromising on quality.

Menu Offerings:

Our initial menu will feature:

Ready-Made Cold Sandwiches: A selection of pre-prepared, fresh, and flavorful sandwiches, perfect for those short on time. These will include a variety of options catering to both vegetarian and non-vegetarian preferences.

Automatic Espresso Machine Coffees: High-quality, barista-style coffee beverages prepared with modern, efficient machines. Options will include espressos, lattes, cappuccinos, and more.

Shakes and Smoothies: Refreshing beverages made with fresh ingredients, providing a healthy and indulgent choice for our customers.

In the future, our offerings will expand based on customer demand, incorporating items such as bakery goods like buttery croissants, sweet buns, and other freshly baked delights to pair perfectly with our beverages.

Target Audience and Location:

QuickPerk Café aims to attract busy professionals, students, and commuters who seek quick yet satisfying options during their daily routines. The café will be strategically located in a bustling area with high foot traffic, such as near office complexes, educational institutions, or transit hubs. This ensures maximum visibility and easy accessibility for customers on their way to work, class, or other destinations.

Peak Hours and Demand Patterns: We anticipate the busiest periods to be during morning hours, when people are grabbing a quick breakfast or coffee on their way to start the day, and in the evenings, as they look for convenient snacks or refreshments.

Long-Term Vision: As QuickPerk Café grows, we aim to become a go-to destination for quality takeaway food and drinks. We will focus on customer feedback and market trends to continually

CHAPTER 2: Ownership and Management

2.1 Business Structure of QuickPerk Café

QuickPerk Café will operate as a sole proprietorship, a business structure where a single individual owns and manages the entire enterprise. All investments and financial responsibilities will be undertaken by me as the sole proprietor.

Reason for Choosing a Sole Proprietorship

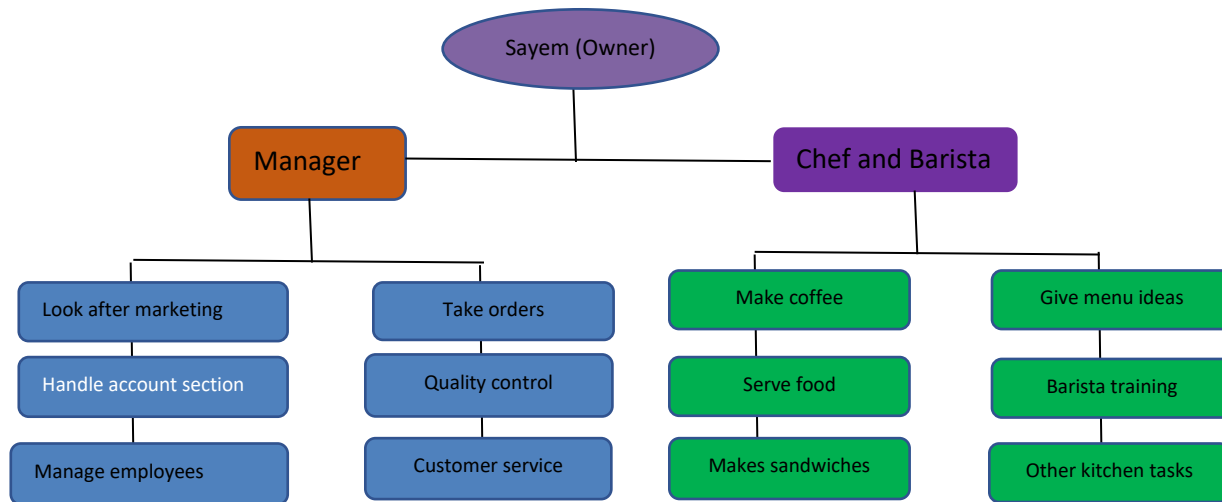
The decision to establish QuickPerk Café as a sole proprietorship stems from the unique advantages this structure offers, particularly in the food service industry. The key factors behind this choice include:

- 1. Simplicity:** A sole proprietorship is one of the most straightforward business structures, ideal for small and emerging ventures. The setup process is hassle-free, with minimal legal formalities and lower administrative requirements.
- 2. Control:** Being the sole owner ensures complete control over all aspects of the business, including decision-making, operations, and finances. This allows for greater flexibility and quicker responses to market demands or challenges.
- 3. Relevance to the Food Industry:** Many small cafés, eateries, and family-run food service businesses successfully adopt the sole proprietorship model. It aligns well with QuickPerk Café's initial scale and goals, enabling us to focus on quality and customer satisfaction while maintaining operational efficiency.

Future Considerations: While a sole proprietorship is well-suited for the launch phase of QuickPerk Café, future growth and expansion may prompt a reevaluation of the business structure. This flexibility will allow us to adapt as the business scales, ensuring continued success and sustainability.

2.2 QuickPerk Café Management Summary (Organogram)

QuickPerk Café will initially operate under my direct supervision, supported by a small team of employees. Since it will be a compact café focused solely on takeout, with no seating area, the management structure will be simple but highly accountable. Despite being a budget-friendly eatery, we are committed to upholding the highest standards of food quality.



2.3 Management Background

Management Background for QuickPerk Café

The management team behind QuickPerk Café is driven by a passion for creating a fast, efficient, and enjoyable dining experience tailored to the needs of busy customers. Our team combines entrepreneurial vision with a solid understanding of the food and beverage industry, ensuring the café's operations run smoothly and deliver quality consistently.

Key areas of expertise include:

Business Operations: Proficient in streamlining daily operations to ensure efficiency in service delivery while maintaining high food and beverage quality standards.

Customer Focus: A deep understanding of customer needs in a fast-paced environment, ensuring QuickPerk Café provides convenient, tasty, and affordable options.

Team Leadership: Skilled in training and motivating a team of professionals to deliver exceptional customer service, fostering a culture of positivity and collaboration.

Financial Management: Experienced in managing budgets, optimizing resource allocation, and ensuring the financial stability of small businesses. The management team will emphasize consistent improvement, leveraging customer feedback and data analysis to refine operations, update the menu, and enhance the customer experience. This proactive and dedicated approach will help QuickPerk Café establish a strong presence in the competitive food takeaway market. With a clear vision and a hands-on management style, QuickPerk Café is set to become a trusted name for quick, delicious, and high-quality food and beverages.

2.4 Management Responsibilities

QuickPerk Café is a takeaway-style café designed to cater to busy individuals seeking quick, high-quality food and beverages on the go. Our concept revolves around convenience, efficiency, and customer satisfaction, offering a streamlined experience that meets the demands of a fast-paced lifestyle. The café's primary offerings include freshly prepared cold sandwiches, premium espresso machine coffees, and refreshing shakes and smoothies. These items are carefully crafted to deliver great taste and value, making them ideal for customers in search of a quick meal or snack. Over time, the menu will expand to include baked goods such as croissants, sweet buns, and other freshly made items, catering to customer preferences and market demand. QuickPerk Café will be strategically located in a busy area, ensuring maximum accessibility for office workers, students, and commuters. With peak traffic anticipated during morning and evening hours, the café will focus on delivering efficient service without compromising on quality. As a sole proprietorship, QuickPerk Café operates with a clear vision under the guidance of its owner, ensuring personalized attention to detail and a commitment to excellence. By continuously innovating and adapting to customer feedback, QuickPerk Café aspires to become a trusted brand for fast, delicious, and reliable takeaway food and beverages.

2.5 Human Resource

Place	2025	2026
Manager	25,000	28,000
Chef full-time	15,000	17,000
Full time Barista	10,000	11,000
Barista part-time	7,000	8,000
Total cost of personnel	57,000	64,000

CHAPTER 3: Production Plan

3.1 QuickPerk Café Product Description

QuickPerk Café offers a variety of products, including:

- Eggs Sando
- Chicken Sando
- Chicken Katsu Sando
- Beef Salami Mayo Sando
- Espresso
- Cappuccino
- Latte
- Mocha
- Shakes (Strawberry, Chocolate, Vanilla)
- Seasonal Fruit Smoothies

3.2 Production Plan

The production strategy at QuickPerk Café focuses on efficient preparation and delivery of menu items, maintaining quality, consistency, and prompt service. This plan is designed to streamline operations, reduce waste, and consistently provide customers with fresh, high-quality products.

Sandwich Preparation (Sando)

Production Method: Sandwiches will be freshly prepared before the café opens each day and will be available until sold out, ensuring optimal freshness for every customer.

Storage: Pre-made sandwiches will be stored in a chiller to maintain freshness throughout the day, adhering to food safety standards.

Sandwich Varieties:

Egg Sando: Freshly boiled eggs with mild seasoning and spread.

Chicken Sando: Grilled chicken with light dressing.

Chicken Katsu Sando: Breaded and fried chicken cutlet with a tangy sauce.

Coffee Preparation

Production Method: Coffee will be made using automated espresso machines, providing quick, high-quality drinks.

Coffee Varieties:

Espresso: Strong, concentrated coffee shot.

Cappuccino: Espresso topped with steamed milk and foam.

Latte: Espresso combined with steamed milk and a touch of foam.

3.3 Product sourcing plan

By sourcing high-quality ingredients from trusted suppliers and utilizing automated equipment, the café aims to provide customers with fast and fresh food and beverages.

Ingredients and Suppliers

To maintain high standards of quality, we will source all key ingredients from reputable suppliers. The bread for our sandwiches will be provided by renowned local bakeries such as Queens or Bread and Beyond, ensuring freshness and excellent taste. The fillings, including eggs, sauces, mayonnaise, and salt, will be sourced from Kawran Bazar, a trusted marketplace for fresh

ingredients. Additionally, the meat for our chicken and beef sandwiches will come from Bengal Meat, known for its quality and freshness. For beverages, we will source our coffee from premium distributors such as Northend or Lavazza to provide a rich and satisfying espresso experience. Milk will be sourced from Aarong Dairy Wholesale, a well-established name in the dairy industry, ensuring a smooth and creamy base for our coffee drinks. Ice cream for shakes will be supplied by Igloo, a renowned brand known for its high-quality frozen desserts.

3.4 Competitive Advantage

- New menu items will be introduced every two months to keep offerings fresh and exciting.
- Special combos featuring coffee and sandwiches will be available.
- A loyalty card program will reward customers with a complimentary sandwich or coffee with every three orders.
- New drink options will be launched bi-monthly to cater to diverse preferences.
- Weekly discounts on selected items will be offered to attract more customers.
- A streamlined menu allows us to maintain strict quality control.
- Automatic coffee machines will expedite service and reduce wait times.
- With no on-site cooking, the café operates with fewer staff, resulting in lower operational costs.

3.5 Suppliers and vendors

We have carefully selected reliable and reputable suppliers and vendors who provide premium ingredients and services to ensure an exceptional customer experience.

Bengal meat: Bengal Meat will be our primary supplier of high-quality chicken and beef, ensuring the meats used in our sandwiches are fresh, tender, and safe. They are known for their consistent quality and ethical sourcing, providing the best ingredients for our protein options.

Kawran Bazar wholesalers: To stock the essential fillings for our sandwiches, such as eggs, sauces, mayonnaise, and seasonings, we will rely on trusted wholesalers in Kawran Bazar.

North end and Lavazza distributor: For coffee, QuickPerk Café will source premium blends from Northend and Lavazza distributors. These distributors supply top-notch coffee beans and

ground coffee, which will be used in our automated espresso machines to deliver high-quality beverages such as espresso, cappuccinos, lattes, and mochas.

Igloo: The ice cream used in our milkshakes will come from Igloo, a trusted brand known for its creamy, flavorful frozen desserts.

Queens, Bread and beyond: We will procure fresh bread for our sandwiches from Queens and Bread and Beyond, two renowned local bakeries known for their high-quality, freshly baked bread. The variety and freshness of their bread are essential in creating the perfect sandwich.

Aarong or Milk Vita: For our coffee and shakes, we will use premium milk sourced from Aarong Dairy or Milk Vita, both established brands known for their high standards in dairy production.

3.6 Channel of Distribution Distribution

Distribution Method: QuickPerk Café's distribution strategy maximizes accessibility and convenience for our customers, ensuring that they can enjoy our products wherever and whenever they need them. By offering both in-store and delivery options and focusing on fast, high-quality service, we aim to provide a seamless and enjoyable experience for our busy customers. Our strategic location and commitment to fresh, made-to-order food further enhance our ability to cater to various needs.

- In-store sales for direct customer interaction.
- Partnering with food delivery apps for convenient access.
- Streamlined ordering process with quick service.
- Strategically located in high-traffic areas.
- Delivering exactly what customers want: fresh and delicious food.

Distribution Channels-

Distributes raw materials to

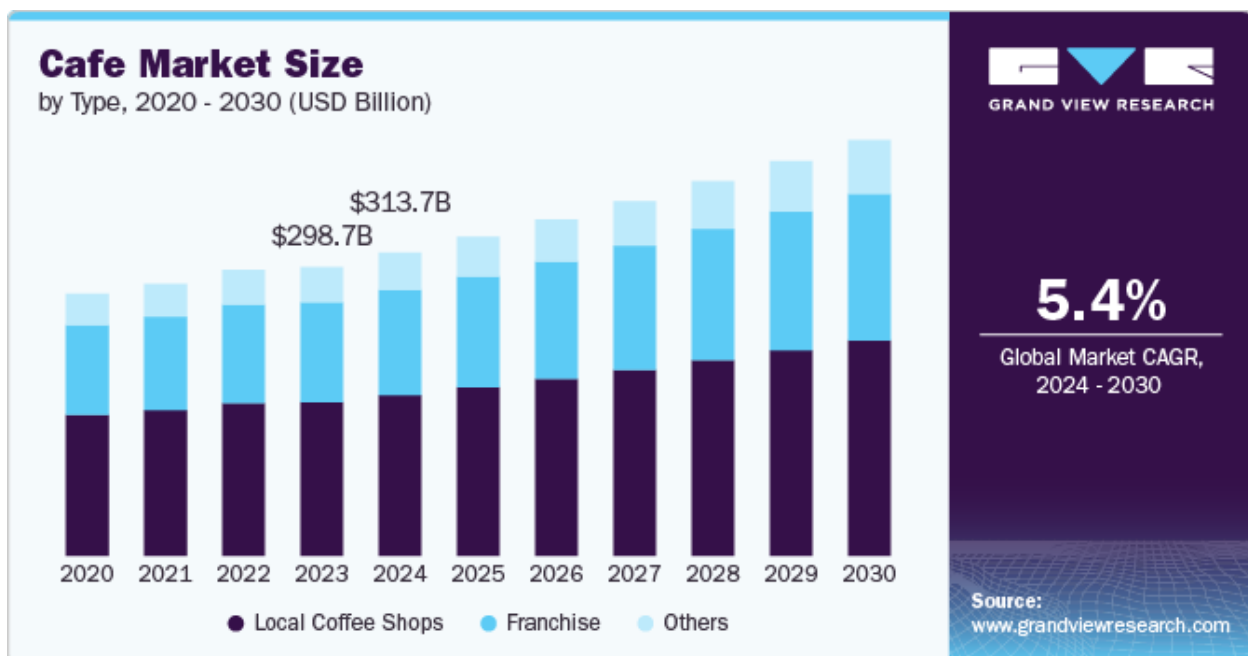


CHAPTER 4: Plan for Marketing and Sales

4.1 Analysis and Research of the Market

Overview of the Industry:

Retail prices for roast coffee in Bangladesh were estimated at USD 129.30 million in 2015. The market is expected to expand at a compound annual growth rate (CAGR) of 10.82% between 2020 and 2025, reaching 364.61 million USD. This represents a minor decline from the 11.66% annual growth that occurred between 2015 and 2019. The average amount of coffee consumed per person was 0.81 USD in 2015. This increased during the next five years at a CAGR of 10.55%. With a predicted CAGR of 9.66% yearly through 2025, growth is anticipated to slow down. Globally, 30%-40% of people consume coffee, and in Bangladesh, total coffee consumption has increased by 50%. With rising demand, the coffee industry is expanding rapidly in the country. Additionally, more consumers are exploring new culinary experiences, and Japanese cuisine is gaining popularity. In response, QuickPerk Café aims to introduce Japanese-style Sando Sandwiches, known for their generous fillings and exceptional taste, alongside high-quality coffee offerings.



❖ Major Competitors:

Our main competitors include:

- All roasted coffee shops in the Dhanmondi area near our location.
- Takeaway restaurants offering similar quick-service options.
- Snack shops catering to casual dining.
- Juice bars providing alternative beverage choices.

Competitors	Starting price
North End Coffee Roasters	220
Crimson Cup	240
Coffee Bean and Tea Leaf	260
Nerdy Bean Coffee Haus	170
Second Cup	230
Bread and Beyond	190

4.2 Target of the Market

❖ Location: Due to the purchasing power of our café, we are focusing on metropolitan regions like Dhanmondi or Gulshan. The location must be close to busy routes so people may stop for coffee or meals while working or travelling. Principal clients (initially) Our primary clientele will include students, office workers, busy people looking to grab a bite to eat, and those seeking freshly brewed roasted coffee at a reduced cost.

4.3 Sales Strategy for QuickPerk Café

1. Loyalty Cards: A loyalty card will be given. For every coffee they buy, they earn a stamp, and after 10 stamps, they get a free coffee. This offer will be displayed on the counter, social media and packaging.

2. Discounts: Attract customers with discounts, like "Festivaal time" during slow times. Offer for student and corporate person discounts or combo deals (e.g., coffee and snack bundles). Mention will be the terms on menus and social media to avoid confusion.

3. Updating the menu: Seasonal drinks and customer favourites will be added. To keep the menu fresh, we will include something different, such as holiday extra flavour drinks. We will use attractive displays and social media to showcase new items with attractive images.

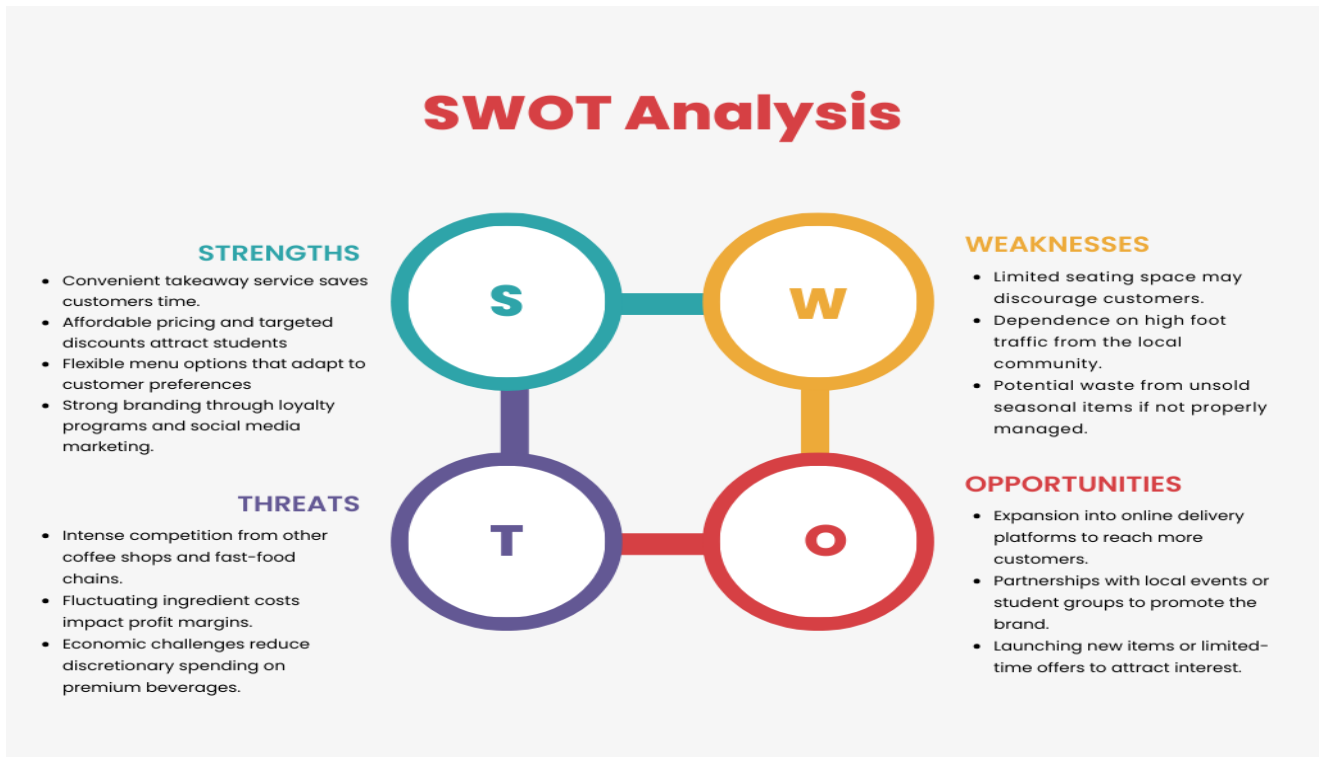
Action Plan:

Promote Offers: Posters, flyers and online advertising will be used to highlight loyalty cards, discounts and menu updates.

Collect Feedback: We will try to adjust the offers by talking to customers and learning what they like.

Social Media: Regular updates about new promotions and items will be posted to reach more customers.

SWOT Analysis for QuickPerk Café



4.4 Selling price/Price Strategy

The pricing strategy for QuickPerk Café is crafted to balance affordability with the premium quality of food and beverages we serve. Understanding our target customers, we've positioned our prices competitively within the local market while still maintaining the integrity of our offerings. We believe in offering value for money, ensuring that customers feel they are getting a quality product at a reasonable price.

Sandwiches:

- Egg Mayo Sando: 120 BDT
- Chicken Mayo Sando: 190 BDT
- Chicken Katsu Sando: 230 BDT
- Beef Bacon Sando: 250 BDT

Freshly Brewed Roasted Coffees:

- Espresso: 120 BDT
- Americano: 130 BDT
- Latte: 150 BDT
- Cappuccino: 160 BDT
- Mocha: 190 BDT
- Caramel Latte: 190 BDT
- Vanilla Latte: 190 BDT

4.5 Comparing Pricing Strategies with Rivals Our pricing strategy prioritizes cost without sacrificing quality. For instance, compared to comparable high-quality products from rivals like North End, Crimson Cup, Nerdy Bean, and Coffee Bean & Tea Leaf, ours are priced about 30% less. Additionally, our sandwiches are far less expensive than those sold by other snack stores.

CHAPTER 5: Promotional Strategy

5.1 Promotional Strategy

Quality and Value Emphasis:

Highlight our slogan “Luxury coffee, pocket-friendly prices” in all materials. Emphasize using premium ingredients while keeping prices affordable to attract and retain customers.

Fast and Tech-Savvy Takeaway:

Promote pre-order options with app or QR code scanning. Advertise quick service through campaigns like “Ready in 2 Minutes.

First-Timer Perks: Give every new customer a Welcome Card with discounts for their next visit, a list of must-try items, and personalized options for drinks named after them.

5.2 Social Media presence and Website development

As part of our launch strategy, we will establish a strong online presence by creating a dedicated website and official pages on Facebook and Instagram. These platforms will serve as key marketing channels to engage and connect with our target audience effectively.

5.3 Promotional Plan

1. Social Media Promotion

Content Creation: Share high-quality images of menu items, restaurant ambiance, and behind-the-scenes moments on platforms like Instagram and Facebook.

Interactive Campaigns: Use polls, giveaways, and hashtags to engage followers.

Paid Promotions: Boost key posts, targeting local audiences with ads highlighting specials and events.

2. Exclusive Offers: Launch attractive deals such as combo meals, discounts on group orders, or limited-time offers. Provide "first-visit" discounts to new customers.

3. **Community Engagement:** Collaborate with nearby businesses or organizations to cross-promote. Host or sponsor local events or seasonal festivals. Distribute brochures and posters in high-footfall areas.
4. **Offline Marketing:** Use banners to promote the restaurant's unique selling points. Distribute flyers in surrounding neighbourhoods, highlighting menu highlights and special offers.
5. **Track Results and Refine:** Regularly measure the success of campaigns using analytics or customer feedback.

5.4 Promotional Budget

The promotional budget for QuickPerk Café is carefully designed to establish a strong online presence and generate local awareness through both digital and traditional marketing efforts. The breakdown of the promotional budget includes key areas that will support customer engagement, visibility, and growth for the café.

Promotions	Price
Facebook page setup	7,000
Google My Business setup	5,000
Instagram business account setup	3,000
Daily Boost	700
Promotional Flyers (1000pc)	5,000
Stand banner (2pc)	1,500
Store Front LED Banner	10,000
Total	32,200

Chapter 6: Budgetary Strategy

6.1 Funding Source

As QuickPerk Café will be a sole proprietorship business, funds management will be handled entirely by myself, the sole owner. I will take investments from my savings and my family which will help me grow my business. The total initial investment for the café will amount to approximately 20,00,000 BDT. This fund will cover various aspects of the café's setup and operational needs, including infrastructure, equipment, inventory, and promotional activities.

6.2 Fixed Asset

The fixed assets total 817,000 and include key items such as space decoration (150sqft) for 110,000, a coffee machine for 300,000, and various kitchen equipment like a professional blender (50,000), fridge (40,000), stove (30,000), and a water filter (12,000). Additionally, the setup features an air conditioner (70,000), a computer for billing (50,000), CCTV cameras (20,000), and a chiller (30,000), along with other miscellaneous assets (5,000). These assets contribute to the efficient functioning of the business.

Fixed Assets	Costs
Space Decoration (150sqft)	110,000
Coffee Machine	300,000
Coffee Equipment	100,000
Professional Blender	50,000
Fridge	40,000
Air Conditioner	70,000
Water Filter	12,000
Restaurant Stove	30,000
Computer for billing (Pos software)	50,000
CC tv Camera	20,000
Chiller	30,000
Other Equipment	5,000
Total	817,000

6.3 Monthly Cost

The monthly operating costs for the business amount to a total of 291,000, covering all essential expenditures required for its day-to-day functions. A significant portion of this cost is dedicated to the space rental, which amounts to 100,000. This expense covers the leasing fee for the physical location, where all business operations such as food preparation, customer service, and management take place. Additionally, the utilities bill, which includes water, electricity, gas, and Wi-Fi, is a crucial monthly cost. These services ensure the smooth operation of the business and total 50,000 per month. Electricity and water, in particular, are necessary for both cooking and basic facilities, while Wi-Fi supports administrative functions and customer service systems. Employee salaries are another essential part of the monthly budget. With three staff members employed at the business, a total of 45,000 is allocated each month to meet their compensation, ensuring they are properly paid for their vital roles in managing and running the operations smoothly. The purchase of food supplies also represents a large portion of the monthly expenditure. This is required for preparing the meals and beverages offered to customers, costing the business 50,000 monthly. These supplies include raw ingredients, packaging materials, and any additional consumables that might be required for daily operations. Further expenses cover miscellaneous items like cups, plastic wrappers, and other packaging products, which collectively cost 40,000 per month. These products are necessary for customer service, helping to package and present food and beverages professionally and practically.

Finally, the VAT tax of 6,000 is paid monthly, fulfilling the legal tax obligations as required by the local government.

Monthly Cost	Price
Rent per month	100,000
Utilities including Water, Electricity, Gas, Wi-Fi	50,000
Salary (3 employees)	45,000
Food items Supplies	50 ,000
Additional items (such as cups and plastic wraps)	40,000
VAT Tax	6,000
Total	291,000

6.4 Fixed Expense

The entire amount of fixed expenses for the business are 516,000. This includes a space rent advance of 5,000,000, which secures the business premises, 10,000 for the necessary trade documentation and licensing fees to ensure legal operation and 6,000 for additional business-related documents. These fixed costs are crucial for establishing the business, ensuring compliance with legal regulations, and providing a stable foundation for its continued operation.

Fixed Cost	Cost
Advance for space rent	5000,0000
Licenses	10,000
Other Business documents	6,000
Total	516,000

6.5 Monthly Earnings Estimate (Predicted)

We expect 30,000tk sales daily, so we forecast 900,000tk monthly on average. To estimate the monthly sales of QuickPerk Café, we assume a daily sales target of 30,000 BDT. This amount will be generated through a combination of sandwich sales, coffee beverages, shakes, and other items offered on the menu.

Daily Sales Target: QuickPerk Café will aim for 30,000 BDT in sales on a daily basis. This amount is based on our pricing strategy, expected foot traffic, and the diversity of offerings, including sandwiches, coffee, and other beverages.

Monthly Sales Projection: With the daily sales target of **30,000 BDT**, we can forecast the monthly sales as follows: $30,000\text{BDT/day} \times 30\text{days/month} = 900,000\text{BDT/month}$
 $30,000\text{BDT/day} / \text{times } 30\text{ days/month} = 900,000$
 $900,000\text{BDT/month} / 30,000\text{BDT/day} \times 30\text{days/month} = 900,000\text{BDT/month}$

Therefore, on average, we expect to generate approximately 900,000 BDT in monthly sales. This is our revenue target for the café during the first few months of operation, taking into account the café’s location in a busy area where demand is expected to be consistent throughout the day, especially during peak times in the morning and evening.

6.6 Major performance measures

Financial Report for QuickPerk Café

QuickPerk Café is performing exceptionally well, with robust revenues, controlled costs, high profitability, and a stellar ROI. The report reflects a well-run business that delivers consistent results and is poised for growth. To sustain this success, the café should consider reinvesting profits, planning for expansion, and mitigating potential risks such as market changes or operational disruptions.

Financial Element	Details	Amount (BDT)
Monthly Revenue	Estimated based on daily sales	900,000
Monthly Costs	Includes Fixed and Variable Costs	291,000
Net Profit (Monthly)	Revenue - Costs	609,000
Net Profit Margin	$(\text{Net Profit} / \text{Revenue}) \times 100$	67.67%
Annual Profit	Monthly Profit \times 12	7,308,000
Return on Investment (ROI)	$(\text{Annual Profit} / \text{Initial Investment}) \times 100$	365.4%

Strong Revenue Generation: With a monthly revenue of BDT 900,000, the café shows solid sales performance, indicating high customer demand. The daily sales model appears to be both reliable and consistent.

Efficient Cost Management: Monthly costs are limited to BDT 291,000, reflecting disciplined management of fixed and variable expenses. This aligns with best practices for maintaining profitability in a competitive market.

High Profitability: A net profit of BDT 609,000 per month, translating into an extraordinary profit margin of 67.67%, indicates a strategic pricing policy, cost control, and significant value delivery to customers.

Impressive Annual Earnings: An annual profit projection of BDT 7,308,000 underlines sustainable financial health and sets the stage for growth opportunities. Such substantial earnings enable reinvestment into operations, staff, or marketing.

Exceptional ROI: A return on investment (ROI) of 365.4% is exceptional and reflects the café's efficient use of its initial capital. This serves as a key metric for attracting investors and stakeholders, demonstrating that the business generates significant value relative to its investment.

Growth Potential: The strong financial position offers opportunities to scale operations, such as opening new locations or diversifying the product portfolio. However, growth must be managed carefully to maintain profitability.

CHAPTER 7: Other Strategies

7.1 Control of quality

In our cafe, we are committed to maintaining the highest standards of quality in every aspect of our operation. To ensure this, we focus on a few key practices that allow us to offer an exceptional experience to every guest:

Focused and Streamlined Menu: We intentionally keep our menu concise to ensure that we can focus on perfecting each dish and beverage. This allows us to continuously improve the quality of our offerings, making sure that every item on the menu meets our high standards.

Employee Training and Satisfaction: We understand that well-trained and motivated employees play a crucial role in delivering quality. Our baristas and chefs undergo individualized training to refine their skills, and we offer competitive salaries to ensure their satisfaction. When our employees are happy and empowered, it reflects in the quality of service and food provided to our customers.

Premium Ingredients: We believe in using only the finest ingredients for our dishes and beverages. By sourcing high-quality products, we can create meals and drinks that stand out for their taste and freshness, elevating the overall dining experience.

Quality checking process: QuickPerk Café follows a robust quality-checking process to ensure excellence in every aspect of its operations. Daily inspections are conducted to verify the freshness of ingredients, cleanliness of the environment, and functionality of all equipment. Standardized preparation guidelines are strictly monitored through regular audits to maintain consistency in recipes and presentation. Customer feedback is continuously collected and analyzed to identify opportunities for improvement and ensure guest satisfaction. Staff performance is regularly evaluated to uphold high service standards, while supplier monitoring ensures that all ingredients meet premium quality requirements. Surprise checks, including mystery shopper visits, provide unbiased insights into real-time operations.

7.2 Growth Strategy

Our growth strategy focuses on both expanding our customer base and continually enhancing our operations to ensure sustained success. We aim to position our cafe as a thriving business in both the short and long term.

Customer-Centric Marketing: Our priority is to build strong relationships with our customers. We will develop targeted marketing campaigns through social media platforms and local promotions to engage with our audience and attract new patrons.

Expanding Menu Offerings and Catering Options: We will continue innovating our menu by introducing seasonal items, limited-time specials, and customization options to keep our offerings fresh and exciting. Additionally, we plan to expand our service by providing catering services for small events, corporate meetings, and parties. This will not only diversify our revenue streams but also introduce our brand to new potential customers.

Expanding to New Locations: Once we have established a loyal customer base at our current location, we will begin exploring the possibility of opening additional branches in areas with a similar demographic. Each new location will be carefully selected to ensure maximum visibility and access to our target audience. Franchise opportunities could also be explored in the long-term to expand our brand further.

Online Presence and Delivery Services: As online food delivery services grow, we will ensure our cafe is available through various delivery apps and platforms, making it convenient for customers to enjoy our food at home or work. In addition, enhancing our website and maintaining a robust social media presence will enable customers to engage with us digitally.

Consistency and Customer Feedback: To ensure we meet the ever-changing needs of our customers, we will regularly gather feedback, either through surveys or direct interactions, and use that information to adjust our offerings and operations. This approach will help us maintain consistency and quality while continuously evolving to meet customer expectations.

7.3 Challenges and Risk Analysis

Operating QuickPerk Café presents several challenges and risks that could impact its performance. Market Competition poses a significant challenge, with many established coffee shops and fast-food outlets targeting a similar customer base. This competition requires sustained innovation and differentiation. Economic Variability and external factors, such as inflation or supply chain disruptions, could affect the cost of raw materials and reduce customer spending. Additionally, Employee Turnover, common in the food industry, may disrupt service quality and increase training costs. Operational Risks, such as equipment breakdowns or inconsistencies in quality, also pose potential setbacks. Lastly, customer preferences may shift, requiring the café to adapt quickly to maintain relevance.

Future Outlook (10-Year Vision)

In ten years, QuickPerk Café envisions becoming a leading takeaway café brand in Bangladesh, with multiple outlets nationwide and successful franchising initiatives. By maintaining quality, scaling operations, and leveraging customer feedback, the café aims to create a trusted name for quick, affordable, and high-quality food and beverages. The plan includes expanding its menu offerings, adopting technological solutions for seamless service, and building a strong online presence to cater to the growing digital consumer base.

Overall Discussion

QuickPerk Café has established a solid foundation with its focus on quality, cost control, and customer-centric services. The streamlined menu, premium ingredients, and competitive pricing create a unique value proposition. Strong financial projections indicate the café's potential for scalability and long-term sustainability. Challenges like market competition and economic variability remain, but proactive risk management and strategic growth planning will ensure continued success. The café's emphasis on innovation, digital integration, and customer loyalty programs will position it as a key player in the competitive market.

Limitations

Despite its success, QuickPerk Café operates within certain limitations. The small-scale business model, though effective for cost control, restricts immediate expansion to new markets. Dependence on a limited number of suppliers might expose the café to supply chain vulnerabilities. Additionally, the focus on takeaway service limits interaction with dine-in customers, potentially reducing customer retention opportunities. Scalability might also be constrained by operational challenges, including ensuring consistent quality across multiple outlets in the future.

Conclusion

QuickPerk Café demonstrates a strong business model rooted in efficiency, quality, and customer satisfaction. With consistent efforts in addressing risks, maintaining quality, and innovating, the café has the potential for sustained growth and market leadership. Its success story so far illustrates how a focus on fundamentals, coupled with strategic vision, can create a scalable and profitable business. By staying attuned to customer needs and market trends, the café is well-positioned to achieve its long-term goals and become a hallmark of excellence in the takeaway food and beverage industry.

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