



ORGANICA

BY PORUS, CLARA, SALAMA, AHMAD, MOUNA, NOORA



WHAT IS ORGANICA?

- ❑ Organica is an organic café that focuses on selling organic coffee and organic food.
- ❑ Organica is aimed for people who are looking for healthier options.
- ❑ The business will work with and promote the very distinct and healthy lifestyle choices within the community(s) it operates in.



VISION STATEMENT

- ❑ To be a coffee shop that focuses on selling and focuses on the well-being of its customers. Organica Café would be selling high-quality drinks and foods to ensure a healthy, safe, and long life for customers.



MISSION STATEMENT

- ❑ Organica aims to provide the customers with the highest quality of organic ranges. These organic items include coffee and related food products which helps to promote not only a healthy lifestyle but a message to preserving our resources for the betterment of the community in the future.



GOALS & OBJECTIVES

- ❑ To expand the business in the future (Sustained Growth)
- ❑ To provide high quality organic coffee and beverages (Suppliers)
- ❑ To offer discounts and a loyalty program (Loyalty Card and Seasonal Discounts)
- ❑ To ensure a comfortable atmosphere
- ❑ Loyal employees (Fringe Benefits)
- ❑ Increase efficiency
- ❑ Increase profit margins



ORGANICA BUSINESS DETAILS

- ❑ We aim to provide excellent quality organic coffee and organic food products to the customers that are looking for a healthier option. The products that we sell ranges from cappuccinos, late, espresso, sandwiches and beverages.
- ❑ Organica is going to be located within a community mall in Dubai. This will help customers to gain easy access to the organic café as it is near a large community. It will be right next to an existing café that does not sell organic products like Organica.

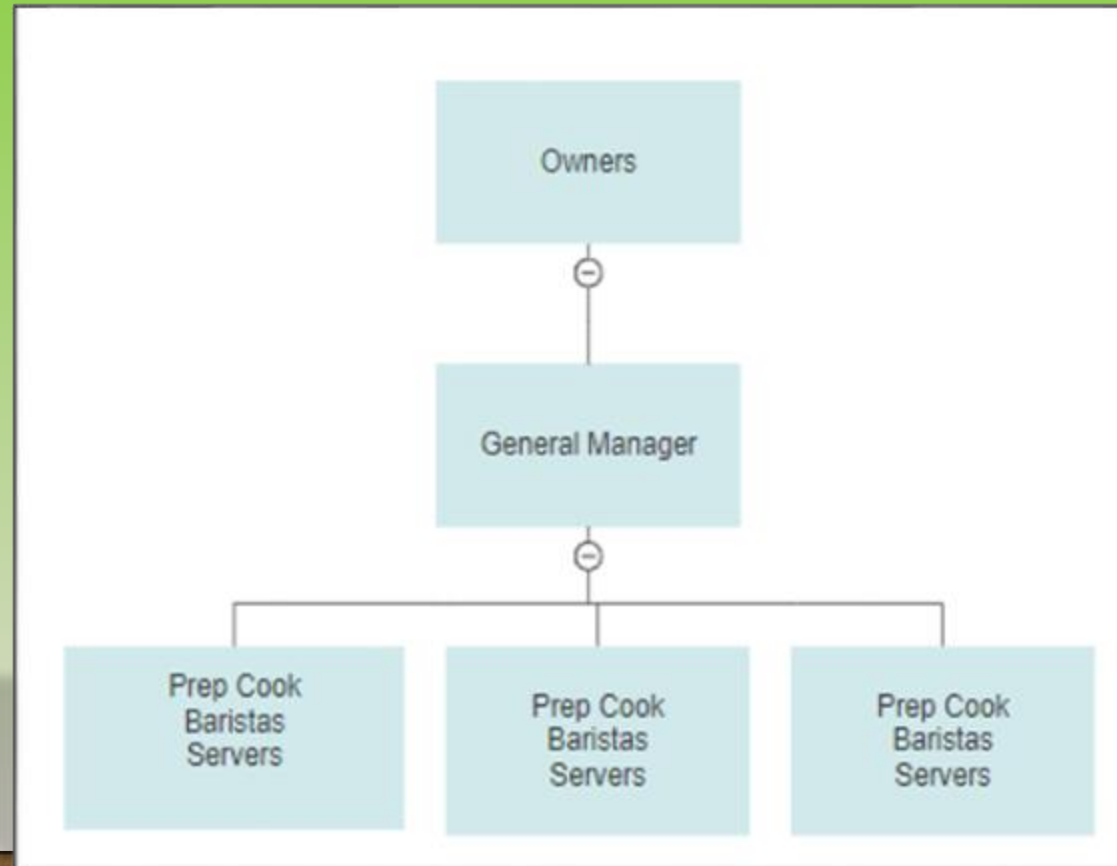


ORGANICA BUSINESS DETAILS (CONT'D)

- ☐ We plan to lease a premise within the community mall in which some equipment used by the previous tenant can be used such as a regular coffee grinder, espresso grinders, storage bins, fridge, shelving, dishwasher, etc.
- ☐ We plan to make a 5 year lease at AED 30,000/- per month (AED 360,000/- annually).
- ☐ The community mall will be responsible for pest control, trash collection and security.
- ☐ There is access to free underground parking for all of the community mall customers.



ORGANIZATION CHART



MANAGEMENT & OWNERSHIP

- ❑ There are 6 owners (Salama, Porus, Ahmad, Noora, Clara, Mouna) that will be jointly owning the LLC. Under the owners will be a General Manager and he/she will report all of the profit/sales data of Organica to the owners. Under the General Manager will be the Outlet Supervisors that collect data of how each Organica outlet is performing and present their report to the General Manager at the end of each month. Under the Outlet Supervisor will be the baristas, prep cook servers that will help to run the business daily. Each Owner will get a distributed share of 16.6%.



PRODUCTS & SERVICES

Product/Service	Description	Price
Organic Espresso	Espresso brewed from organic coffee beans.	AED 19
Organic Café Late	Café late brewed from organic coffee beans.	AED 14
Organic Sandwiches	Variety of sandwiches prepacked/made with organic ingredients.	AED 11
Organic Smoothies	Different ranges of smoothies freshly made from organic ingredients.	AED 17



MARKET POSITIONING

- ❑ **Market position:** The organic coffee and beverages fits within a high-end market as the products are sold at a price premium compared to cafes that sell regular coffee and beverages.
- ❑ **Unique selling position:** Organica focuses on providing excellent service, with comfortable seating both indoor and outdoor. We aim to be the place for business executives and casual millennials to relax and have a freshly brewed high-quality organic coffee accompanied with our organic beverages made from organic ingredients. Fast WIFI connectivity will help customers to effectively work for longer periods to work upon business activities.
- ❑ **Anticipated demand:** A customer would buy around 160 cups of coffee in one year. It is predicted that Organica would sell around 100 to 150 cups of organic coffee in one day.
- ❑ **Value to customer:** Our customers would view our organic products as a luxury as this is a trending business that involves price premium for the freshly brewed organic coffee as a healthier option than regular coffee.
- ❑ **Growth potential:** There is an anticipated growth of organic cafés globally of 16% as people move to healthier options.

THE MARKET RESEARCH

- ❑ The measurable exploration that finished to sort out if the business thought was useful was through a questionnaire.
- ❑ The electronic questionnaire is aimed at customers who have bought coffee beans in the past six months and is divided into three parts; the first is the respondents' level of emphasis on the five coffee certification attributes and their coffee bean purchasing habits. The second part assumes that the respondents are willing to buy coffee products. Besides generic coffee beans (with no certifications), product offerings also include fair-trade, organic, environmentally friendly, grade, and traceability certified products.



MARKET PENETRATION

- ❑ **Market Targets:** Organica plans to make 60% of sales through coffee and beverages. Selling separate organic coffee bean packs will account for 10% of sales made. The organic food and accompaniments will make up for 30% of the Organica sales. These sales are monthly targets.
- ❑ **Environmental/Industry Analysis:**
 - ❑ 1. Dubai is a wealthy city with a decent way of life.
 - ❑ 2. High density recent college graduates and grown-ups in 20 to 50 years age range.
 - ❑ 3. Community shopping centre bistro with free rapid WIFI.
 - ❑ 4. Normal spend of between AED 40 - 60 for an espresso and some food per request.

ELECTRONIC QUESTIONNAIRE

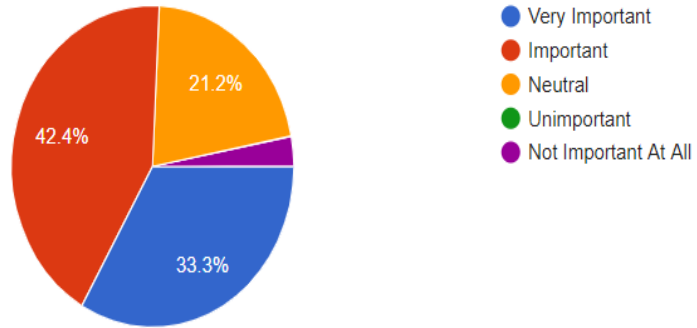
 The electronic questionnaire consisted of 7 questions:

<p>Does the coffee need to be freshly ground? *</p> <p><input type="radio"/> Very Important</p> <p><input type="radio"/> Important</p> <p><input type="radio"/> Neutral</p> <p><input type="radio"/> Unimportant</p> <p><input type="radio"/> Not Important At All</p>	<p>Wide range of flavors available at the cafe? *</p> <p><input type="radio"/> Very Important</p> <p><input type="radio"/> Important</p> <p><input type="radio"/> Neutral</p> <p><input type="radio"/> Unimportant</p> <p><input type="radio"/> Not Important At All</p>	<p>Availability of a wide range of complimenting drinks like Tea, Soft Drinks, Water, *** *</p> <p><input type="radio"/> Very Important</p> <p><input type="radio"/> Important</p> <p><input type="radio"/> Neutral</p> <p><input type="radio"/> Unimportant</p> <p><input type="radio"/> Not Important At All</p>	<p>Diverse variety of snacks, sandwiches, wraps, quick-meals, etc. *</p> <p><input type="radio"/> Very Important</p> <p><input type="radio"/> Important</p> <p><input type="radio"/> Neutral</p> <p><input type="radio"/> Unimportant</p> <p><input type="radio"/> Not Important At All</p>
<p>***</p> <p>The importance of accessibility and available parking *</p> <p><input type="radio"/> Very Important</p> <p><input type="radio"/> Important</p> <p><input type="radio"/> Neutral</p> <p><input type="radio"/> Unimportant</p> <p><input type="radio"/> Not Important At All</p>	<p>Quick and friendly staff and service *</p> <p><input type="radio"/> Very Important</p> <p><input type="radio"/> Important</p> <p><input type="radio"/> Neutral</p> <p><input type="radio"/> Unimportant</p> <p><input type="radio"/> Not Important At All</p>	<p>Availability of free Wi-Fi with good signal strength *</p> <p><input type="radio"/> Very Important</p> <p><input type="radio"/> Important</p> <p><input type="radio"/> Neutral</p> <p><input type="radio"/> Unimportant</p> <p><input type="radio"/> Not Important At All</p>	

MARKET RESEARCH RESULTS

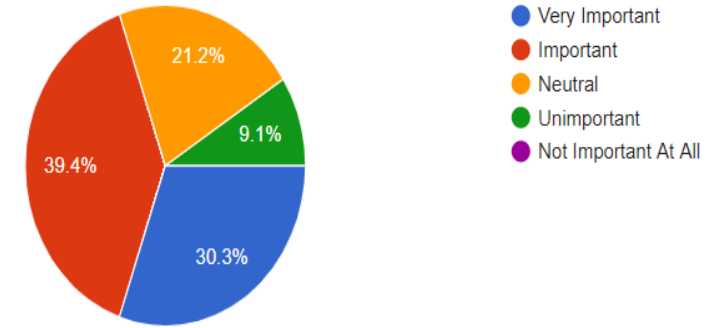
Does the coffee need to be freshly ground?

33 responses



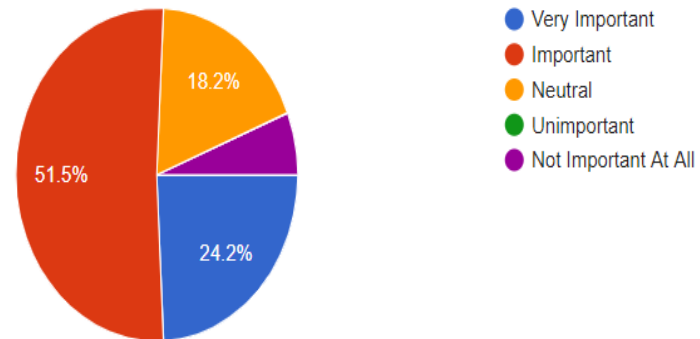
Availability of a wide range of complimenting drinks like Tea, Soft Drinks, Water, etc.

33 responses



Wide range of flavors available at the café?

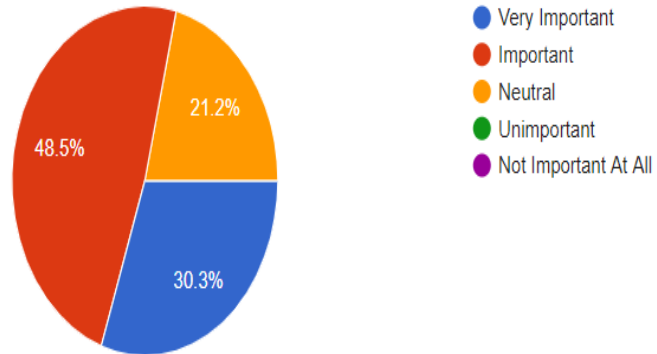
33 responses



MARKET RESEARCH RESULTS

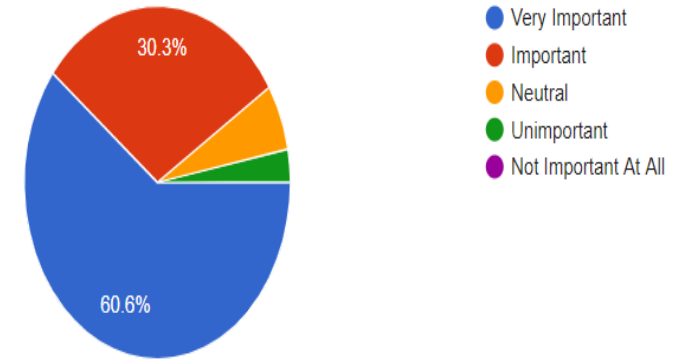
Diverse variety of snacks, sandwiches, wraps, quick-meals, etc.

33 responses



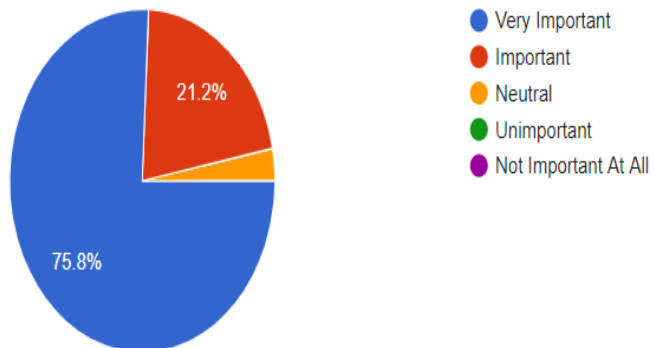
The importance of accessibility and available parking

33 responses



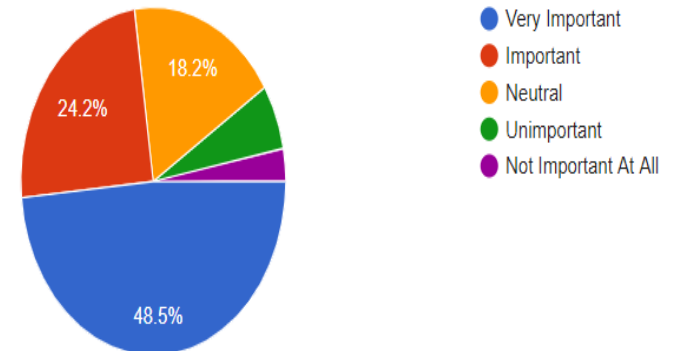
Quick and friendly staff and service

33 responses



Availability of free Wi-Fi with good signal strength

33 responses



MARKET SIZE & DEMOGRAPHICS

- ❑ **Size of the Market:** The size of the organic coffee market is around \$7.2 billion. The recent trends that have emerged from within the market is to sell more organic products as customers are finding more ways to stay healthy. Organica has the potential to attract lots of customers who are trying to find a healthier balance into consuming organic coffee and organic snacks.
- ❑ **Customer Demographics:** Organica's target customers will range from men and women between the ages of 20 to 50 years old and millennials. This is because both of these groups are known for their frequent/heavy coffee drinking, and at the same time are the customers that are looking out for healthier options.
- ❑ **Key Customers:** Some of the key customers would be business executives as they arrive in large groups and tend to use the WIFI connectivity to conduct business activities as a group. They tend to order coffee and this can help boost the business sales for the future. By starting loyalty card programs, this can help bring in the potential customers back for more like if a customer purchases 10 cups of coffee overall, the next purchase of organic coffee will be free of cost.
- ❑ **Customer Management:** To make sure that customers will come back to Organica in the future, we will setup loyalty card programs and seasonal discounts to help entice customers to purchase more of our organic products. We will also add new organic products in the future to make sure that customers have a reason to come back to Organica, which is to try out the new products.

COMPETITOR DETAILS

Competitor	Established Date	Size	Market Share (%)	Value to Customers	Strengths	Weaknesses
Costa Coffee	1971	3,888 Outlets	39%	High quality staff	<ul style="list-style-type: none"> ➤ High quality coffee ➤ Widespread operations 	<ul style="list-style-type: none"> ➤ Lack of marketing and advertising experience ➤ Higher prices
Starbucks	March 31 st 1971	31,256 Outlets	40%	Ambient atmosphere	<ul style="list-style-type: none"> ➤ Free WIFI ➤ Good staff quality 	<ul style="list-style-type: none"> ➤ No organic ingredients ➤ No patio seating
The Coffee Club	1989	Over 400 Outlets	4%	Patio Seating	<ul style="list-style-type: none"> ➤ Good staff ➤ Loyalty program 	<ul style="list-style-type: none"> ➤ No organic ingredients ➤ No free WIFI
Dunkin Donuts	1950	12,871 Outlets	26% (U.S.)	Range of donuts	<ul style="list-style-type: none"> ➤ Innovative menu ➤ Supply chain management 	<ul style="list-style-type: none"> ➤ Slow expansions ➤ Short term employees
Cold Stone	1988	1,100 Outlets	7.6%	Range of ice creams	<ul style="list-style-type: none"> ➤ Wide range of ice cream ➤ Seasonal discounts 	<ul style="list-style-type: none"> ➤ No WIFI ➤ No outdoor seating

S.W.O.T. ANALYSIS

Strengths

- High profit margin
- Freshly prepared organic coffee
- High quality ingredients provided from suppliers
- Healthy choice of coffee and beverages

Weaknesses

- No hot meals option
- High rental/lease cost within community mall
- Owner shortfall

Opportunities

- Future business expansion
- Wide area of affluent population
- Guaranteed footfall with community mall
- Immense support from government agencies for healthy lifestyle options

Threats

- High costs for more organic product introductions in the future
- Increase competition
- Future taxation policies for organic coffee and beverages

SUSTAINABILITY PLAN

- ❑ **Environmental/Resource Impacts:** The impact our business could potentially have on the environment, is that the transportation of organic ingredients can lead to releasing harmful gases into the atmosphere that contributes to global warming, because it generates the largest share of greenhouse gas emissions. The greenhouse gases have environmental and health effects. They contribute to respiratory disease from smog and air pollution, and they cause climate change by trapping heat.
- ❑ **Community Impact & Engagement:** The environmental impact diminishes the quality of life on earth by releasing harmful gases that causes air pollution and leads to respiratory diseases. We can minimise the impact by promoting the use of electric vehicles, it helps to protect the environment as they don't release harmful gases. All-electric vehicles generate zero direct emissions, which helps to boost air quality in urban areas in particular.



SUSTAINABILITY PLAN PT 2

- ❑ **Risks/Constraints:** The risks to our business resulting from this environmental impact is failing to abide to the environmental laws can land the business in trouble with the Environmental Law Number 24 of 1999.
- ❑ **Strategies:** We will have an environmental management system in which the stakeholders of Organica will go through certain instructions based on protecting the environment like the 3 R's (Reduce, Reuse and Recycle) and to make sure that the materials used for e.g. the take away cups and bags should be made out of recyclable materials so that they can be reused again after use.



ACTION PLAN

Sustainability Milestone	Target	Target Date
Reduce and eliminate the use of plastic cups, cutlery, etc. that are not biodegradable and replace them with recyclable materials.	80% Reduction	06/2025
Invest in energy saving barista machines.	70% Implementation	04/2027
To implement LED lights for the Organica outlets.	100% Implementation	07/2022
Incentivise sustainability and reduction in waste of tissues, papers, etc. amongst the customers and the community.	60% Implementation	10/2023

