

Clyde's Cat Cafe

Lillian Woodard

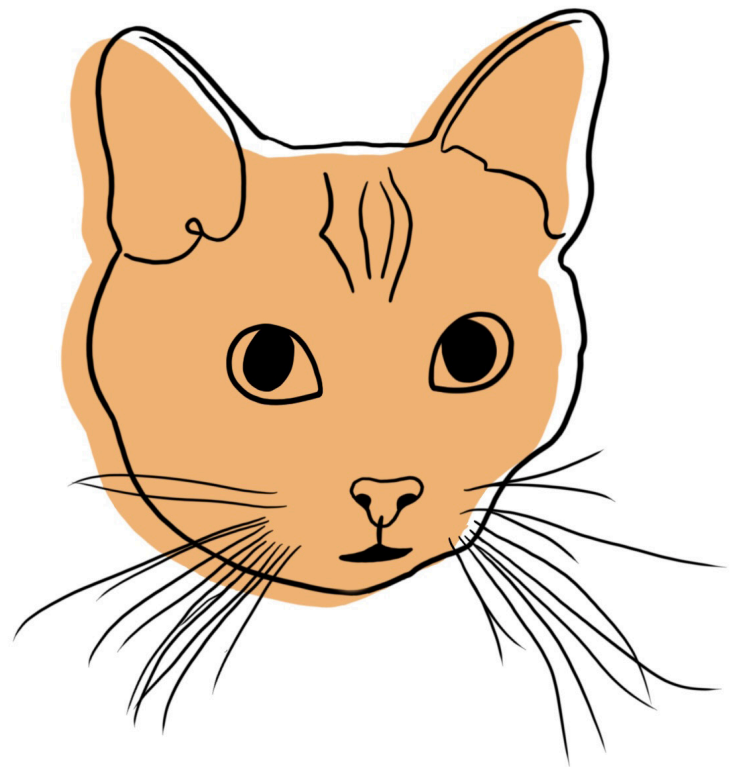


Table of Contents

1: Executive Summary	3-6
2: History and Position of the Business	7-9
3: Market Research	10-16
4: Business Strategy	17-20
5: Financial Analysis	21-26
6: Operations	27-31
7: Marketing	32-33
8: Risk Analysis	34-35



Section I:

Executive Summary

Description of the Company

Clyde's Cat Café is a business where customers can visit, socialize, and play with cats while snacking from Bonnie's Bakery. The cats in the Café will be from local rescue(s) and will be adoptable by the patrons who fall in love with them. Customers will play with cats with toys provided, discuss adoption options, and enjoy time with the cats. The cats are mostly kittens, but some senior cats who get along well with other cats and humans will also be in the café. Bonnie's Bakery is inside the café and will offer drinks like coffee, tea, and soda, and food like pastries and sandwiches.



Mission Statement

Provide the perfect place for animal lovers to relax with cats, play, eat, and potentially adopt their next best friend.

Vision Statement

Be the best place for humans and cats alike to relax together.



Values Statement

To show love and care for the animals in the café and offer a fun experience for customers. Answer questions regarding cat care, products, and procedures over light snacks and tasty drinks.

Description of Services

There are multiple services offered at Clyde's Cat Café. The main service is the cat café itself, where customers pay to enter, play with, and relax with the cats. Toys and treats will be provided to enhance the experience and ensure people will enjoy their time with the cats to the fullest.

Second, customers can adopt the cats in the café. Since the café will work with rescues, Clyde's will receive a percentage of the adoption fee when the cats leave the Café. Along with adoptions, cat supplies will be sold to help new adopters and their furry friends get a good start.

Finally, Bonnie's Bakery inside Clyde's Cat Café will offer drinks and food options to keep the customers sustained all day long.



Clyde, the inspiration for the Café



Brief Financial Forecast

It is anticipated that Clyde's Cat Café will be fully operational by January 1, 2023. It is also projected that the monthly sales revenue will be \$59,000 for the first month and increase by ~5% per month thereafter for the first full year of operations. A more detailed financial analysis for the first three years of operations will be included in Section 3 (Page 22-23) of this business plan.

Financing Requirements and Return Expected

It is anticipated that Clyde's Cat Café will require external financing. The business will be acquiring a \$120,000 loan and the owner is contributing \$5,000. More details will be provided in Section 3 of this business plan.

Management Team

I, Lillian Woodard, am the CEO, but also working in the store as a manager. A cat manager and bakery manager will be hired before December 2022.

Distribution of Control

Lillian Woodard is the 100% owner of Clyde's Cat Café and retains control for all decision-making.

Section 2:

History and Position of the Business

The Company's Mission

Cats are so much more than what is perceived by non-cat owners and what is projected in media, and cats have just as much love and personality as other animals. However, some people do not understand that, and the café wants to show apprehensive people some great cats. There are endless amounts of stray cats that need loving forever homes. Allowing potential adopters to meet and hang out with the cats before deciding to adopt will make the process easier, and the transition to forever homes the best it can be. The business will be full of people who are cat lovers, excited to share the great companions that cats are.

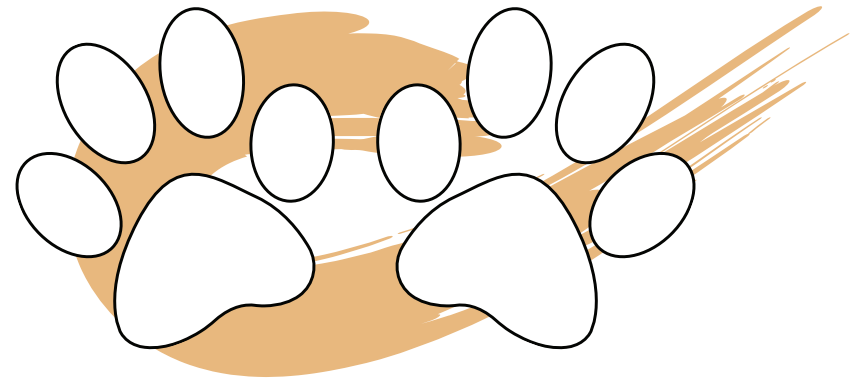


The Company's History

The idea for Clyde's Cat Café occurred when Lillian Woodard was involved with a cat rescue and adopting cats in 2019 and 2020. By wanting to create something that allowed cats into a work environment, Clyde's Cat Café featuring Bonnie's Bakery was born.

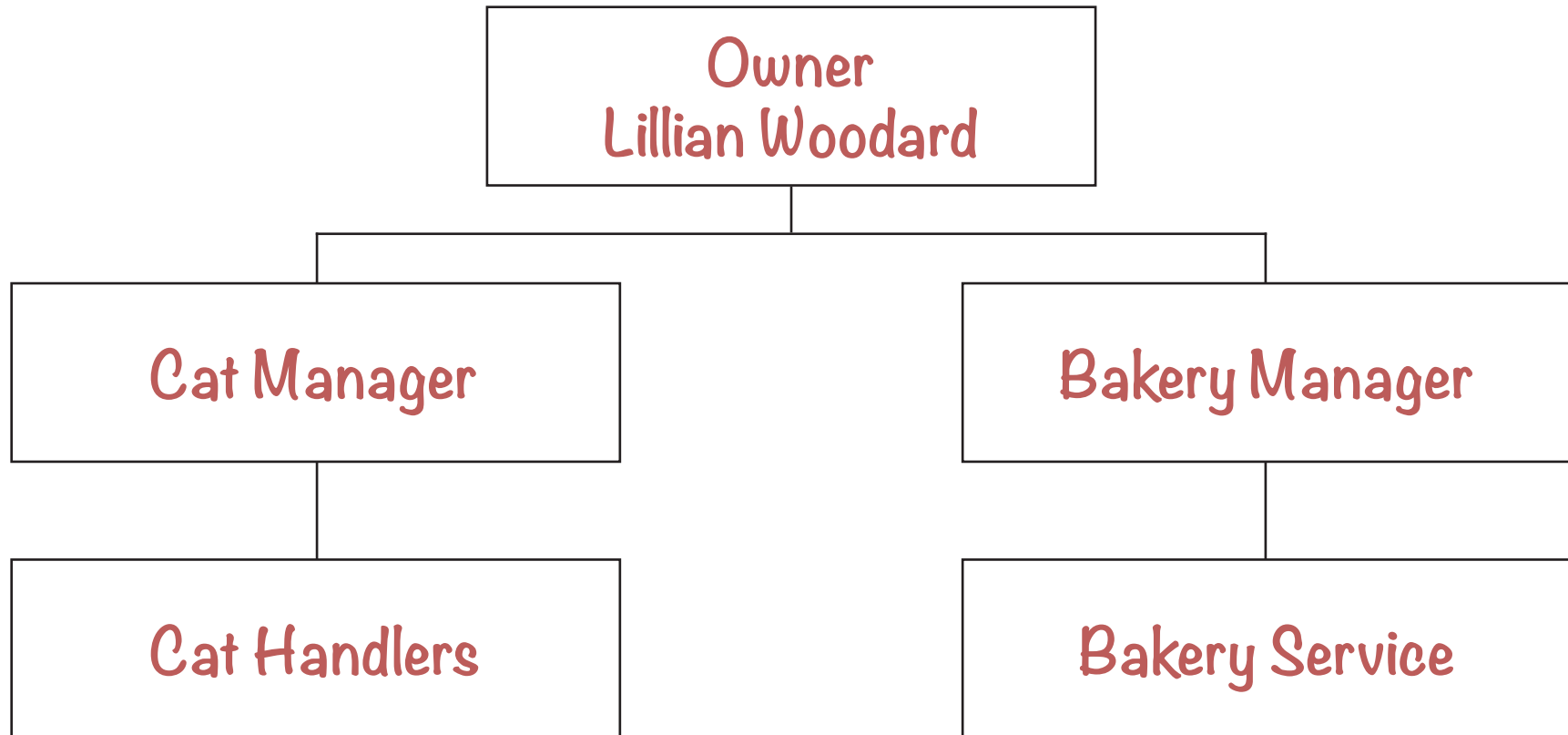
Business Structure

Clyde's Cat Café will be formed as a Limited Liability Company.



Management Team

There is more details of the management and staffing on Page 31.



Section 3:

Market Research

Target Market

The company targets two areas: families deciding if a cat is right for them and animal lovers who want to relax with a bunch of cats.

Families will find Clyde's Cat Café a perfect avenue to bring their whole family to visit and interact with cats. After enjoying drinks and snacks, playing with the cats, and discussing adoption, it will give them a better idea and understanding of adopting a cat and what it will entail. Along with that, the family will also see the excitement from everyone about the possibility of adopting a cat that they have already had the chance to socialize with and make the decision much easier. They can also purchase the cat essentials from the Café to be fully prepared for their new furry friend.

Animal lovers will love to frequent Clyde's Cat Café to enjoy the company of the cats! They can play, cuddle, and give treats to the happy cats. Since their first priority is not adopting the cats, they will come back as loyal customers to see the cats and have a relaxing day at the Café. Whether they cannot adopt a cat or just want an excuse to play with cute kittens, Clyde's Cat Café is perfect for getting their kitten fix!

There are options perfect for both targets, making Clyde's Cat Café a great spot for everyone.

Both target markets enjoy shopping at small businesses that help a good cause. Since Clyde's works with local cat rescues, the families and animal lovers are happy to support the Café by spending time with the cats, enjoying some snacks, and eventually adopting a furry friend to help both the rescues and the Café.



Client Profile: Haley

Age: 30s

Family: Married, 2 kids under 10

Income: \$60,000+

Haley has two kids who have been asking for a kitten for months. She knows they're excited about it, but is hesitant to adopt when she has never had a cat before and does not know how the kids would act with cats since they have never been close enough to play. Haley does research but still is not confident enough to take the plunge. She finds Clyde's Cat Café and sees the business offers adoption services and information. She decides it is a good idea to go to the café to see how her kids interact with the cats, if they truly are excited, and talk to staff about what adopting a cat really means and looks like.



Client Profile: Michelle

Age: 23

Family: Single

Income: \$35,000

Michelle is a cat lover, but her apartment does not allow pets. She wants to have a break from life and spend some hours surrounded by cats, but has trouble finding a place that offers anything like that. When she finds Clyde's Cat Café, she is excited to see the café has tons of cats to be with and can enjoy them as long as she wants for the day. Michelle treats herself to a cat day every so often and continues to return to Clyde's Cat Café. Once she moves somewhere she can have a cat, she makes sure to adopt from the café she has been loyal to and buys cat supplies from them, too. She continues to support them and the cats, bringing her friends with her when they need a kitten relaxation day.



Competitive Environment/Opportunity

In Dayton, OH, there is only one cat café and it is in downtown Dayton. The next closest cat café is in Mason, OH.

The main competitor in the Dayton area is a small, but well-established entity, so Gem City Catfé is a noteworthy rival to Clyde's Cat Café. Since the next closest cat café is in Mason, OH, customers are factoring in convenience and offers from each of the Dayton cafés.

Clyde's Cat Café offers other services that the other two do not: cat necessities for bringing a furry friend into customers' lives so they can do all their shopping in one place, while the other cafés do not supply this.

Unlike Gem City Catfé, Clyde's will not have an age limit to enter and enjoy the cats.

A full competitive analysis is provided on Page 15 of this business plan.



Bonnie, prepping for Bonnie's Bakery inside the Café

Geographic Area Within Which the Business Will Operate

Clyde's Cat Café will be located in Kettering, Ohio.

Competitor Analysis

	Clyde's Cat Café	Gem City Catfé	Kitty Brew Cat Café
Location	Kettering, OH	Dayton, OH	Mason, OH
Prices	<i>Price and benefits to be decided upon customer surveys</i>	\$25/year Benefits: link	\$42.80/month Benefits: link
Membership	\$10/hour/person	Non-members: \$10/hour/person Members: \$5/hour/person	\$11/hour/person (under 2 not charged)
Scheduling	By appointment Walk-in not guaranteed	By appointment Walk-in not guaranteed	By appointment Walk-in not guaranteed
Bakery	Food and drinks	Food, drinks, and some alcohol	Espresso bar and light food menu
Age Restrictions	None, but under 10 cannot pick up cats	Must be over 5	None, but under 13 cannot pick up cats
Adoption Fee	<i>Will be decided when partnering with rescues</i>	\$95	\$10-80 depending on where the cat is from
Hours	Mon-Thu: 10am-6pm Fri-Sun: 9am-7pm	Sun-Fri: 10am-4pm Sat: 8am-6pm	Mon: 12pm-7pm Tues: closed Wed-Sat: 12pm-7pm Sun: 12pm-5pm

Position of the Firm

Clyde's Cat Café offers opportunities to the community to learn all they can about cats. No matter if they are interested in adopting or just playing, the café is open and perfect for any person who sees the cats through the window. By working with rescues to help the cats, it shows how the company cares about the cats and genuinely wants to help as many cats and kittens as possible, keeping customers coming back to support the cats getting their forever homes. The café also sells cat supplies to make it easy for customers to adopt and find the supplies they need all in one place, with experts to help them shop.

Market Description

Clyde's Cat Café includes a few types of industries: animal adoption, retail, and snack and beverage bar. The café is mainly a bakery supplying food and drinks, but the cats and adoption services are the main draws to get people to visit the business. By offering multiple services with Clyde's Cat Café, many types of customers will have their needs met. Learning about and adopting cats, relaxing with good food, and buying all the cat necessities, it is a combination of all things kitten related to provide an enjoyable time and a good resource.

Market Growth Opportunities

Being in multiple industries, finding growth opportunities is important. There are many ways Clyde's Cat Café can grow:

- Eventually, lowering the price of adoption and retail necessities will provide another advantage.
- The bakery options of drinks and food can also be expanded from coffee, tea, soft drinks, and baked goods to offer a wider menu of food and even alcoholic drinks like mimosas and martinis to appeal to a larger range of tastes.

Section 4:

Business Strategy

Mission of Small Business

Clyde's Cat Café strives to be the perfect place for animal lovers and animals alike. By providing all the necessities to spoil the cats and customers to play, eat, relax, and even adopt, the cat café is the best spot for humans and their new best friend(s). With the business having everything someone needs for relaxation like drinks and snacks, and also all the information a person could need on adopting a cat, Clyde's Cat Café is the only place people will need to go to get everything on their list. From food and drinks to endless cat supplies and recommendations, Clyde's Cat Café provides a one-stop shop for enjoying time with cats, eating good food, and getting quality cat supplies.



Strategy

By utilizing social media effectively with pictures, videos, stories, and special offers, people will be intrigued to visit Clyde's Cat Café. Social media will be used daily and on most platforms until discovering which is the best for the business, then focusing on the better platforms to keep people coming back and seeing updates from the cats.

Clyde's Cat Café will hold adoption events a few times a year where more cats are taken in from the rescues to be adopted out during the events, encouraging existing customers and new adopters to check out the café while deciding on their new pet.

The website will host all the information anyone interested in the business will need: pricing, what is included with entry, menu, booking, hours, products offered, adopting information, upcoming events, and anything else people may need when researching Clyde's Cat Café.

The fee for the café is \$10/hour/person, and the bakery ranges in prices, but a membership and reward program will be offered to give customers more benefits as they continue to visit the café again and again.

Value Proposition

Clyde's Cat Café works with local rescues to provide space for kittens and cats to get more exposure to people looking to adopt. The café supports these rescues by collecting donations (monetary and other, like cat food) for them and splitting the adoption fee where the majority goes towards the rescue.

Length of Time Before Imitation

There is no length of time before imitation because this type of business already exists.

Evaluation of Competitive Advantage

The business location and products are part of the competitive advantage. Since the café will be located in Kettering, OH, a suburb of Dayton, the convenience to visit the café is much easier than traveling to the busy downtown area. With Clyde's Cat Café selling cat products and necessities, it makes it easy for people to adopt cats and buy the items in one go, which makes taking their newly adopted cat home quicker and with less stress.

Strengths

- Location in Kettering as a suburb is easier to access than downtown Dayton
- Sells cat supplies at same prices as pet stores
- No age limit to enter café

Weaknesses

- Less foot traffic than downtown Dayton
- Trying to partner with rescues could be hard at first due to being a new company

Opportunities

- Can expand to having more food and drink options (alcohol?)
- Partner with cat supply companies to lower supply prices

Threats

- Competitors are well-known and could also start selling what Clyde's does
- Competitors lower prices for adoption and food

Comparison to Substitutes

The substitute for Clyde's Cat Café is to make drinks and food at home and relax with cats that either the customers or their friends/family have. Although this is a possible alternative, it is easier to come to Clyde's, as food and drinks will be made to order for the customer, and the business has plenty of cats at their disposal for customers to visit with. Some customers cannot have cats, so it is a perfect place for them to get to experience cats without having to worry about the stress of bringing one into their home.

Section 5:

Financial Analysis

Cash Flow Statement

For the Year 2023	
Cash Generated	2023
Investment Capital	\$5,000.00
Loan Proceeds	\$120,000.00
Revenue	\$945,000.00
Total Cash Genrated	\$1,070,000.00

Cash Used	
Cost of Goods Sold	\$378,000.00
Advertising	\$10,000.00
Insurance	\$1,000.00
Maintenance/Repairs	\$1,000.00
Rent	\$82,000.00
Salaries & Wages	\$280,000.00
Employee Benefits & Taxes	\$56,000.00
Website	\$600.00
Credit Card Processing	\$28,350.00
Cat Supplies	\$16,000.00
Utilities	\$18,000.00
Accounting	\$1,000.00
Other Expenses	\$5,000.00
Licenses	\$7,000.00
Interest	\$6,000.00
Prin. Loan Payment	\$12,000.00
Income Tax Expense	\$11,010.00
Furniture & Equipment	\$120,000.00
Total Cash Used	\$1,032,960.00

Net Cash Flow for 2023	\$37,040.00
Beginning Cash Balance	\$0.00
Net Cash Flow	\$37,040.00
Ending Cash	\$37,040.00

For the Year 2024	
Cash Generated	2024
Investment Capital	\$0.00
Loan Proceeds	\$0.00
Revenue	\$1,039,500.00
Total Cash Genrated	\$1,039,500.00

Cash Used	
Cost of Goods Sold	\$415,800.00
Advertising	\$10,500.00
Insurance	\$1,050.00
Maintenance/Repairs	\$1,050.00
Rent	\$86,100.00
Salaries & Wages	\$294,000.00
Employee Benefits & Taxes	\$58,800.00
Website	\$600.00
Credit Card Processing	\$31,185.00
Cat Supplies	\$16,800.00
Utilities	\$18,900.00
Accounting	\$1,050.00
Other Expenses	\$5,250.00
Licenses	\$7,000.00
Interest	\$6,000.00
Prin. Loan Payment	\$12,000.00
Income Tax Expense	\$17,083.00
Total Cash Used	\$983,168.00

Net Cash Flow for 2024	\$56,332.00
Beginning Cash Balance	\$37,040.00
Net Cash Flow	\$56,332.00
Ending Cash	\$93,372.00

For the Year 2025	
Cash Generated	2025
Investment Capital	\$0.00
Loan Proceeds	\$0.00
Revenue	\$1,247,400.00
Total Cash Genrated	\$1,247,400.00

Cash Used	
Cost of Goods Sold	\$498,960.00
Advertising	\$11,025.00
Insurance	\$1,102.50
Maintenance/Repairs	\$1,102.50
Rent	\$90,405.00
Salaries & Wages	\$308,700.00
Employee Benefits & Taxes	\$61,740.00
Website	\$600.00
Credit Card Processing	\$37,422.00
Cat Supplies	\$17,640.00
Utilities	\$19,845.00
Accounting	\$1,102.50
Other Expenses	\$5,512.50
Licenses	\$7,000.00
Interest	\$6,000.00
Prin. Loan Payment	\$12,000.00
Income Tax Expense	\$35,848.60
Total Cash Used	\$1,116,005.60

Net Cash Flow for 2025	\$131,394.40
Beginning Cash Balance	\$93,372.00
Net Cash Flow	\$131,394.40
Ending Cash	\$224,766.40

Income Statement

For the Year 2023		
Revenue	2023	%
Total Revenue	\$945,000.00	100%
Less: Cost of Good Sold	\$378,000.00	0.40
Gross Profit	\$567,000.00	0.60

Expenses		
Advertising	\$10,000.00	0.01
Insurance	\$1,000.00	0.00
Maintenance/Repairs	\$1,000.00	0.00
Rent	\$82,000.00	0.09
Salaries & Wages	\$280,000.00	0.30
Employee Benefits & Taxes	\$56,000.00	0.06
Website	\$600.00	0.00
Credit Card Processing	\$28,350.00	0.03
Cat Supplies	\$16,000.00	0.02
Utilities	\$18,000.00	0.02
Accounting	\$1,000.00	0.00
Other Expenses	\$5,000.00	0.01
Interest	\$6,000.00	0.01
Licenses	\$7,000.00	0.01
Total Expenses	\$511,950.00	0.54

Net Income Before Taxes	\$55,050.00	0.06
Income Tax Expense	\$11,010.00	0.01

Net Income	\$44,040.00	0.05
-------------------	--------------------	------

For the Year 2024		
Revenue	2024	%
Total Revenue	\$1,039,500.00	100%
Less: Cost of Good Sold	\$415,800.00	0.40
Gross Profit	\$623,700.00	0.60

Expenses		
Advertising	\$10,500.00	0.01
Insurance	\$1,050.00	0.00
Maintenance/Repairs	\$1,050.00	0.00
Rent	\$86,100.00	0.08
Salaries & Wages	\$294,000.00	0.28
Employee Benefits & Taxes	\$58,800.00	0.06
Website	\$600.00	0.00
Credit Card Processing	\$31,185.00	0.03
Cat Supplies	\$16,800.00	0.02
Utilities	\$18,900.00	0.02
Accounting	\$1,050.00	0.00
Other Expenses	\$5,250.00	0.01
Interest	\$6,000.00	0.01
Licenses	\$7,000.00	0.01
Total Expenses	\$538,285.00	0.52

Net Income Before Taxes	\$85,415.00	0.08
Income Tax Expense	\$17,083.00	0.02

Net Income	\$68,332.00	0.07
-------------------	--------------------	------

For the Year 2025		
Revenue	2025	%
Total Revenue	\$1,247,400.00	100%
Less: Cost of Good Sold	\$498,960.00	0.40
Gross Profit	\$748,440.00	0.60

Expenses		
Advertising	\$11,025.00	0.01
Insurance	\$1,102.50	0.00
Maintenance/Repairs	\$1,102.50	0.00
Rent	\$90,405.00	0.07
Salaries & Wages	\$308,700.00	0.25
Employee Benefits & Taxes	\$61,740.00	0.05
Website	\$600.00	0.00
Credit Card Processing	\$37,422.00	0.03
Cat Supplies	\$17,640.00	0.01
Utilities	\$19,845.00	0.02
Accounting	\$1,102.50	0.00
Other Expenses	\$5,512.50	0.01
Interest	\$6,000.00	0.01
Licenses	\$7,000.00	0.01
Total Expenses	\$569,197.00	0.46

Net Income Before Taxes	\$179,243.00	0.14
Income Tax Expense	\$35,848.60	0.03

Net Income	\$143,394.40	0.11
-------------------	---------------------	------

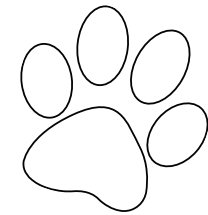
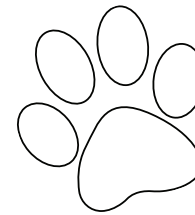
Financial Statement Assumptions

Year 1 (2023)

- COGS assumed at 40%, which results in a gross profit margin of 60%
- Revenue is assumed on \$10/person entry, 200 people a day = \$2,000/day. 350 days a year.
- The average price of items is \$7, 100 people buy at least one thing every day. = \$700/day. 350 days a year.
- Assuming \$5,000 is an investment, getting a loan for furniture and equipment, and expenses are the same.
- Assume the owner's salary is included in salaries and wages, all seven workers make \$40,000 the first year.
- Assume employee benefits and taxes are 20% of salaries and wages.
- Assume credit card processing is 3% of revenue.
- Assume rent includes security system and any related real estate taxes.
- Assume for accounting the business will install Quickbooks and use it to manage all financial transactions.
- Assume the company is taking out a loan of \$120,000 with repayment over 10 years at \$12,000 a year.
- Assuming interest on loan at \$6,000 a year.
- Assume furniture and equipment is a one-time fee and does not reoccur in year 2 and 3.

Year 2 (2024)

- Revenue assumed to grow by 10% from year 1
- Expenses assumed to grow by 5% from year 1
- *Expenses excluded from increasing:*
 - Website hosting fee
 - Licenses
 - Loan interest
 - Principal loan payment



Year 3 (2025)

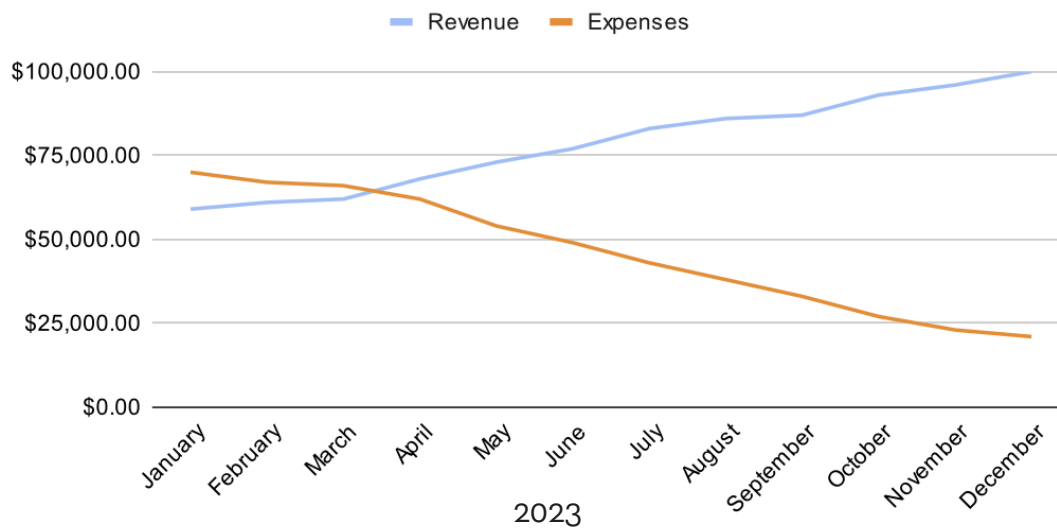
- Revenue assumed to grow by 20% from year 2
- Expenses assumed to grow by 5% from year 2
- *Expenses excluded from increasing:*
 - Website hosting fee
 - Licenses
 - Loan interest
 - Principal loan payment

Expected Gross and Operating Margins

	2023	2024	2025
Gross Profit Margin	60%	60%	60%
Operating Margin	6%	8%	14%
Net Income	5%	7%	11%

The net income in year one is 5%, then increases to 7% in year two, and increases again to 11% in year three.

Break-Even Analysis



With the break-even analysis, Clyde's Cat Café is expected to break-even in April and continue to increase revenue and decrease expenses as the year continues.

Funds Required and Timing

The owner's capital contribution and loan contribution to be contributed prior to the beginning of operations, in November of 2022.

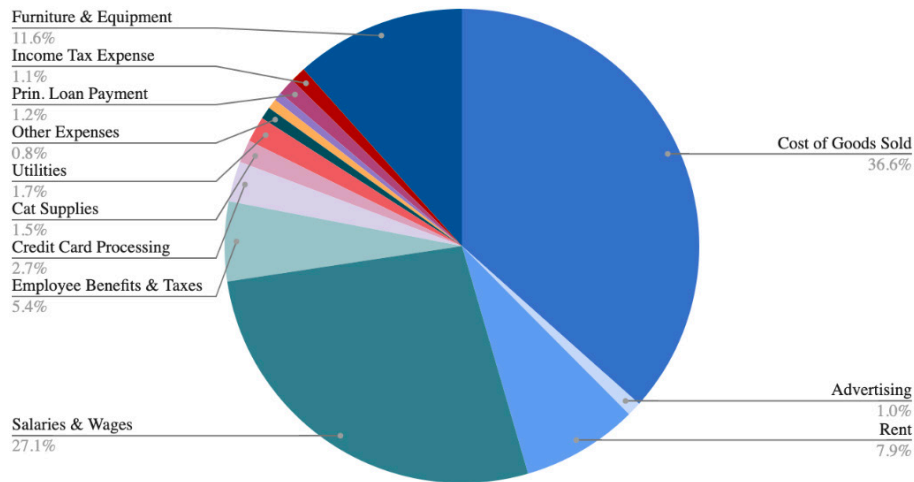
Accounting Systems

Funding Sources and Amounts

The owner's capital contribution is \$5,000 and the loan is \$120,000. The loan will be paid back over 10 years at 5% interest.

The business will install Quickbooks and use it to manage all financial transactions.

Use of Funds



The owner's capital will be used for smaller and other expenses needed for starting up. The loan will be used for equipment in the bakery and furniture for the entire café. As revenue is generated, the funds will be used for many things as represented in the pie chart above and the cash flow statement.

The largest categories are the cost of goods sold, furniture and equipment, salaries and wages, and rent. The "other expenses" section accounts for some of the lower-priced expenses lumped into one group.

Section 6:
Operations

Location

Clyde's Cat Café will be located in Kettering, Ohio, in a fixed building with parking. The building will have enough space to accommodate ten cats, an area for seating, and a small kitchen.

Quality Control

Hours of Operation

The Café will be open seven days a week, with longer hours on the weekend to allow more customers to visit the café:

Mon-Thu: 10-6

Fri-Sun: 9-7

To maintain high quality and make sure our customers are enjoying the business, on each receipt, there will be a survey for customer satisfaction. The survey will cover all aspects of the business, such as food and beverage enjoyment and how they liked interacting with the cats. The Café will adjust to the responses to ensure that it is the best it can be.





Build Out

Before opening, many things have to happen. Licenses for various things will be filed (music, food, marketing, and others) to make sure the business complies with appropriate regulations and allow the business to run smoothly. The business has to lock down a fixed building to rent, and the loan has to be secured and used for furniture and equipment. The building will need to be designed and decorated for the Café with paint, flooring, furniture, and cat needs. The partnerships with local cat rescues need to be finalized, and they will choose the cats they allow the Café to take care of. Marketing will be created and finished with a logo, website, and ads to promote the business before opening. Finally, the staff will be hired in December 2022 to be ready for an opening date of January 1, 2023.

Equipment

Clyde's Cat Café is both a bakery café and a place for cats, there is a lot of equipment required for the business to operate effectively. The bakery needs an oven, a toaster, a fridge, a freezer, pots and pans, storage space, other kitchen essentials, and dishes and cutlery to serve the food. For drinks, various coffee machines are required for different types of coffee, as well as a tea machine and a soda machine. The bakery exterior also needs display cases for the food, one for cold items and one for room temperature. The ingredient costs are included in the equipment cost.

For the cats, there will be more furniture than equipment, but for loan purposes, it is lumped into the same category. The Café will need seating and tables for customers, and counters for both POS systems in the Café and bakery. The cat necessities include cat trees, beds, toys, litter boxes, and miscellaneous items the cats will need.

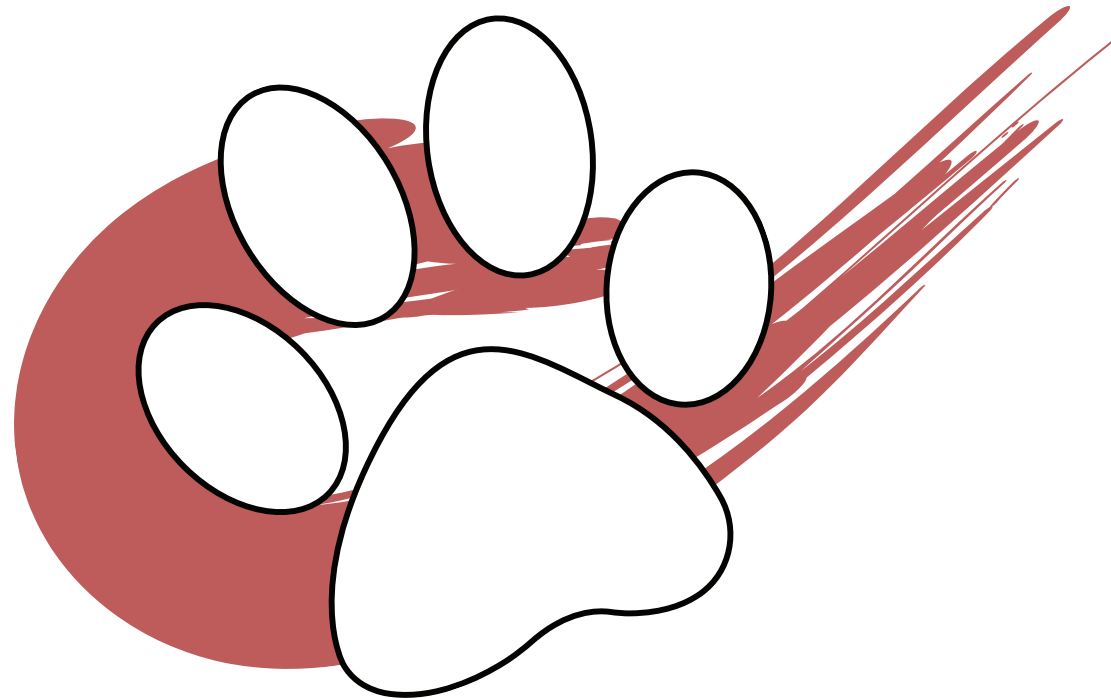
Processes

The employees will have a three-day training period to get to know the business and how it will operate. Depending on their job descriptions, they will learn different things, as bakery work differs from cat care.

The bakery side of the business will learn the recipes for food, how to make the snacks and drinks, and the point of sale (POS) system. The cat care side will learn the ways the cats will be looked after, how to understand the online booking, and the POS system.

For daily processes, the baker will come in in the morning and bake the food for the day before opening. When open, the bakery customer service employee will assist customers with their purchases and ensure quality food and beverages for the customers. The bakery customer service will also be the one making the drinks. When the baker leaves (before closing), they will clean their station and equipment and restock whatever they will need for the next day. At store closing, the closer will clean the exterior stations, restock paper supplies, and close their drawer for the manager to count. Any leftover food will be offered to the closers or donated.

On the cat care side, the processes are different from the bakery. The litter boxes will be cleaned before the store is open, and the floors will be swept to clean the cat hair. The cats will be checked on to make sure they are healthy and happy. The cats will be fed a wet breakfast a half-hour before the store opens, and they will have dry food and water access at all times. They will be fed wet food meal again around store closing. At store closing, the litter boxes will be cleaned again, and toys will be straightened. The litter boxes will also be cleaned throughout the day if needed. The cats will be kept up to date on their vet visits and shots, and records will be kept for all cats. The Café will work with the rescue resources as to the individual cat's vet care history and future schedules for such care.



Staffing & HR

Clyde's Cat Café will have six employees in addition the owner. There will be formal applications and interviews to select the best candidates for the positions in December 2022. These positions will be full-time with the potential of part-time in the future. There will be one bakery manager, one cat manager, and two employees reporting to both of the managers.

Lillian Woodard - Owner

Head of operations and marketing. The managers will tell her anything they need to be ordered from month to month, and she will ensure it is at the Café for use. She assists both managers and works any job at the Café. She communicates with the cat rescues and takes the cats for their vetting.

Cat Manager - Manager of Clyde's Cat Café

Assists customers and handlers, does adoption work, and works closely with the handlers and owner.

Cat Handlers - Customer service for Clyde's Cat Café

Works on online reservations, uses POS systems, cleans up after cats, and assists customers.

Bakery Manager - Manager and baker of Bonnie's Bakery

Comes in before opening to bake for the day and leaves before closing to allocate full-time hours. Works closely with the bakery service team and owner.

Bakery Service - Customer Service for Bonnie's Bakery

Works on POS systems, sells food and drinks, makes drinks, and assists customers.



Section 7:
Marketing

Pricing

The entrance fee to Clyde's Cat Café is \$10/hour/person and the Café will accept reservations and walk-ins. As it is expected to get busier as time progresses, reservations will be highly encouraged as walk-ins cannot be guaranteed. The bakery items have an average price of \$7, starting with drinks, at the lowest cost, will be \$2.50, while deluxe drinks and food items can run higher depending on what is bought. The Café also sells cat supplies, but as there will be bulk purchasing and partnerships, it has not been factored into revenue and pricing at this time.

Sales Forecast

It is anticipated that there will be an average of 200 customers per day, with a \$10/hour/person fee. It is anticipated that 100 customers will purchase something from the baking at an average of \$7. Drinks are expected to sell more than food items, but it will even out with what the baker bakes in the morning and how many drinks the bakery service team makes.

It is anticipated that the Cat Cafe will generate sales revenue of \$945,00 the first full year in business, followed by \$1,039,500 in year 2 and \$1,247,400 in year 3.

Methods of Promotion

Clyde's Cat Café will use social media platforms (Instagram, Facebook, and TikTok) for advertising the business. Occasionally, promotions will be posted on those platforms to draw more customers. The website will also be a big promoter and will have an option for customers to sign up for emails and/or texts to get special deals.

Promotion Scheduling

The business will post on social media regularly to keep relevance in algorithms and keep customers interested. Multiple posts a week at peak times is perfect for the business. The Café will also use promoted/sponsored posts occasionally for extra reach. Deals and coupons for the bakery will be posted to these platforms when the promotions arise, but extra deals will be sent via email and text sign-ups. An example of these promotions are "20% off the bakery order," or "Get a free drink with a purchase of a food item."

Section 8:
Risk Analysis

Systems Risks and Controls

There are many risks with systems and technology, and it is important to keep the business and customers safe. First, having a private and secured WiFi network for the store and customers is important. The password will be available to employees and customers will have access to it after entering the Café. The website where customers input their information for reservations (phone numbers, names) will be a secured website monitored by the business.

The POS system will also be protected, and offering chip and phone wallet transactions will ensure customers that they do not have to worry about their payment and anyone outside of the business taking it. The security system will have cameras protected by the security company and monitored to keep everyone safe.

Business Risks and Controls

Some of the biggest risks in a business are market risks, competition, technology, and trusting other parties too much. The market in most industries is always changing, and keeping up with the market fluctuations is difficult. Learning the trends and adapting quickly is a way to take control of that risk and come out on top by staying relevant to the trends and market changes. Competition is another risk, as the cat café in Dayton already had a name for itself, and potential customers could choose them over Clyde's.

By offering competitive prices and different amenities, it keeps the competition sharp and provides more for the customers to decide on. The technology risks are discussed in the systems risk section above. Finally, trusting others too much is a big risk. As a business, there has to be trust in employees, but that does allow for risks. To protect from those risks, procedures of taking inventory often and counting drawers, and recording it after shifts instills trust while still knowing everything going on.

Lillian Woodard, 2022

Clyde's Cat Cafe