**Suunnitelma:**

How to open a coffee shop

**Kuvaus:**

Aluksi tutustutaan kahvilan perustamiseen liittyviin asioihin.

**Task 1**

**Elintarvikealan yrityksessä toimiminen 3 osp / Working in a company in a food industry**

The goal in this study unit is that the group works as an entrepreneur in different customer service situations at the college. Before starting the business the group writes its ground rules and plans all business activities for the company.

1. **Make a business plan for opening a coffee shop**, **create your own coffee shop concept**

* what
* to whom
* how
* business image

2. **Choose a location and space**: Design and plan your own café, make it real in the Students’ Café.

3. **Create the logo and sign for your coffee shop**: You need a logo that captures people’s imaginations and that represents your brand identity

4. **Register your coffee shop business**: Make sure to get all the necessary permits!

5. **Choose the [equipment for the coffee shop](https://joinposter.com/en/post/coffee-equipment-for-a-coffee-shop%22%20%5Ct%20%22_blank)**

6. **Find suppliers**: Finding the perfect suppliers is a never-ending process, but start by searching local

7.**Find professional service staff**

8. **Atmosphere in your coffee shop**: Getting the vibe just right for your business is crucial to attract a loyal customer base

9. **Think of a marketing campaign**

10. **Implement a loyalty program**: Loyalty programs will keep you customers interested, you’ll need to design special offers