

Coffeeegan :Sri Lankan coffee (Ceylon)

Executive Summary

Coffee is well recognized as one of the most well-liked beverages in countries all over the world. More than two billion cups are consumed every day throughout the world, and industry analysts believe that number might more than triple by the middle of the century. The capacity of coffee to boost one's energy levels is one of the most frequently praised aspects of the beverage. It serves as an instant pick-me-up for the majority of British people whenever they are feeling depressed. Caffeine, which is found in coffee, has been scientifically demonstrated to activate the neurological system and increase the rate at which messages are transmitted between the brain and the rest of the body. Coffee is particularly abundant in a number of potent antioxidants. Antioxidants have the ability to effectively neutralize free radicals, which protects the body against the ageing process as well as many diseases, including as cancer, that are at least partially caused by oxidative stress. The British people want to have their coffee ready in a short amount of time due to the hectic lifestyle and the COVID-19 regulations. Coffee pods filled with fresh coffee are used by some customers with higher incomes.

On the other hand, the vast majority of consumers in the UK do not wish to invest in a coffee pod or filter machine that they would only use sporadically. For those of you coffee drinkers out there, a premium quality Sri Lankan (Ceylon) instant coffee brand called Coffeeegan will provide you with a better taste and a deeper aroma in a shorter amount of time and without the need for any specialised equipment. Island coffee is generally regarded as Coffeeegan's primary rival in the market that they are targeting in the United Kingdom. In the market in the UK, The Island Coffee is the only seller of Sri Lankan coffee in sachet form. The key difference is that Island Coffee only sells its wares through the online marketplace ebay.co.uk and does not maintain any retail locations for the public to purchase them. As a result, they must focus their attention on a certain demographic of consumers. Coffeeegan is going to launch its company in the United Kingdom market with a product of instant coffee imported from Sri Lanka, which is well regarded as a source of flavourful coffee beans. This coffee

will come from Sri Lanka. The company's operational plan helps define the most critical parts of the business, including the steps that are most significant and the order in which they should be performed. Coffeegan's mission is to supply the UK market with instant coffee sachets that are of a high quality. This is because the sachets will be made using the dry-freezing method of preservation, which ultimately results in the production of coffee sachets that are of a high grade.

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1. Business Proposition

a) Introduction

Coffee is known as one of the most popular drinks worldwide. Every day, people drink more than two billion cups worldwide, and experts predict that demand for it could triple by mid-century (Coffee Planet, 2022). Coffee is commonly applauded for its ability to improve energy levels. When most British are feeling down, they use it as an immediate pick-me-up. It is a proven fact that the caffeine in coffee stimulates the nervous system and speeds up the transmission of messages between the brain and body (QLD-Coffee, 2019). Coffee is particularly rich in several powerful antioxidants, Antioxidants can effectively disarm free radicals, thus protecting against aging and many diseases that are partly caused by oxidative stress, including cancer (Healthline, 2022).

The study led by Setiawan found those drinking one cup of coffee daily had a 12 percent lower risk of death from heart disease, cancer, stroke, diabetes, and respiratory and kidney disease (Setiawan, 2017). In addition to this, it contains essential nutrients such as; magnesium, potassium, Vitamins B2, and B3, and many more (Medical News, 2021) Convenience and coffee go hand in hand. Consumers consistently look for ways to make their morning coffee easier. This desire coupled with consumer demand for higher-quality coffees makes specialty instant coffee a great market for coffee entrepreneurs. Coffeegan has the ambition to use that market opportunity to launch its unique product of Sri Lankan instant coffee sachets in the potential market of the UK (ibisworld, 2021).

The proposed business plan is based on the following steps

- Source coffee beans from quality, third-wave roasters from Sri Lanka (Ceylon) and make sure that the end product tastes good.
- Rebrand instant coffee to better align with the values of Sri Lankan (Ceylon) coffee.
- Instant coffee is considered a low-quality product, so the business required some creative marketing to shift that stigma.
- Strive to acquire some wholesale accounts to sell instant coffee in shops/supermarkets in local areas and beyond.

Goal

The goal of Coffeegan is to make an affordable and convenient Sri Lankan coffee (Ceylon) sachet for coffee lovers.

Rationale

Although the British are famous for their tea-drinking etiquettes, the busy professional and urban population have grown fond of various coffee shops and their gourmet coffee drinks. These coffee lover British customers are now becoming experts to differentiate coffee based on the aroma and taste and texture of the coffee and prefer to drink better quality coffee at home (Dentalcare, 2022).

Due to the busy lifestyle and COVID-19 restrictions, British people prefer to prepare their coffee quickly. Some higher-income consumers use fresh coffee pods. However, the majority of consumers in the UK do not want to buy a coffee pod or filter machine that they will use only occasionally. For all those coffee consumers the premium quality Sri Lankan (Ceylon) instant coffee named Coffegan will answers the call for better taste and richer aroma quickly and with no special equipment (Anon., 2020).

Up to 80% of British households buy instant coffee for in-home consumption, particularly older generations, amounting to more than 38 thousand tonnes in 2018. That year, the volume share of instant coffee even reached 41% of the entire British market. According to Statista (2021), the instant coffee segment amounts to US\$3.11bn in 2022. The market is expected to grow annually by 10.45% (CAGR 2022-2025)

Instant coffees are notorious for having a bitter or burned taste due to their processing. It is caused by the use of low-quality coffee and dehydration at very high temperatures. There is a huge gap in the British market for better quality coffee with good grains, freeze-drying, and low-temperature dehydration. These are the steps Coffegan will follow to sell its product.

Objectives (Short-term)

Specific: Coffegan will generate revenue by cutting down on expenditure. Choosing the most economical premise will cut rent up to 12% hence reducing the operational cost.

Measurable: Acquiring 3 new retail outlets for the distribution of the Coffegan will increase sales over the next quarter.

Attainable: Coffegan will establish customer relationships by promoting the business using various channels. The customer relationships will help the business to attain more leads and result in an increase in revenue for the business.

Relevant: reducing the operational cost of business will give more room for the growth of profits.

Time-bound: Coffeegan will increase its profit by the end of the next quarter.

Objectives (Long-term)

- Increase sales by 20% every year
- Increase brand awareness and name recognition by the consistent presence on social media and by participating in community activities and events
- Great quality Sri Lankan coffee is available and affordable today and in the future.

Business Model

The business plan for Coffeegan will be a mixture of “Direct sales” and “**Coffee as a Service**”. The direct sale will be the selling instant coffee sachets to the retail shops and supermarkets while the coffee as a service is based on the subscription

A coffee subscription delivers a variety of coffee sachets; a coffee subscription allows customers to customize when it will be delivered to the door so the consumers will never run low.

b) The product

Sri Lanka is renowned globally as a tea-cultivating nation but 150 years ago, it was one of the largest producers and exporters of coffee. Sri Lanka’s highland terroir gives a distinct flavor profile to Ceylon coffee with remarkably unique notes and complex characteristics. Even roughly within the same terroir, subtle variations in the climate and soils, and elevation produce subtle variations in the flavor of Ceylon coffee. For example, the coffee grown in the regions of Bandarawela tends to have notes of honey and fruity characteristics, while the coffee grown in Kotmale tends to have more citrus and floral notes (harpcollege, 2021).

The renaissance Ceylon coffee is the fruit of impassioned endeavors made by several entrepreneurs who are, unsurprisingly, coffee aficionados in the bargain. At the moment, their single-minded focus is on quality rather than quantity because that’s what single-origin premium specialty coffee is about. So, this specialty coffee wave in Sri Lanka is characterized by roasting and serving coffee as an artisanal product, crafted by individuals mindful of the provenance as well as environmental and social sustainability (Addae, 2021).

Instant coffee

Instant coffee, also called soluble coffee, is made from coffee beans that have been roasted and ground. The ground beans are then extracted with hot water to recover the coffee flavor

and aroma. Instant coffee is produced through two main methods called spray-drying and freeze-drying.

Freeze Drying

Freeze Dried instant coffee is the most advanced and technically superior processing method of producing the Best Instant Coffee available. It preserves the highest levels of flavors and aromas. Many larger manufacturers use inferior preservation methods such as agglomerated or the poorest, spray dried.

In freeze-drying, the coffee extract is frozen to about -40°C and cut into granules. The frozen granules are then dried at low temperatures and under a vacuum. The quality of the aroma and flavor are protected by the very low temperature and gentle drying conditions.

When processing foodstuffs the very low operating temperatures and the gentle drying conditions of a freeze-drying process avoid aroma and color deterioration, as well as nutrient degradation, thus making this process particularly suitable for obtaining high-quality products.

Freeze drying is a key stage in instant coffee production. Coffee beans are first roasted and ground, then dissolved into hot water. Through this process coffee flavor, aroma and color are extracted from the coffee grounds, and a highly concentrated liquor is obtained (generally the coffee solution is about 15–30% coffee by mass at the end of this extraction process).

After filtration, the coffee extract is dried to get the solid soluble coffee. The liquor is frozen to about -40°C to form a thin layer that is then broken into tiny pieces. These granules are then loaded into the freeze-dryer: both batch and continuous plants are used to freeze-dry the frozen product. A batch process is used for low capacities (generally ranging from 50-7,000kg of powder per day), while a continuous process is used for large capacities (generally ranging from 7,000-25,000kg of powder per day).

2. Understanding the market

a) Market

COFFEE TRENDS IN THE UK

- Growth Of The Sales**

The United Kingdom is known to be one of the leading markets in coffee globally. In the recent past, there has been growth in the coffee industry which is expected to

continue. Currently, the market is making sales of £ 10.1 billion, and this is expected to increase in the future.

The growth of the coffee market gets attributed to the new trends in coffee, which include instant coffee, specialty coffee, iced coffee, and cold brew, which are doing well in the market. The coffee industry will continue to be one of the leading sectors of the economy.

- **Options and Customization**

In the United Kingdom, that's something that is currently trending with the cafes introducing various options to the consumers in the market. Most coffee shops have ad-hoc coffee to meet the demands of the consumer in the market. The introduction of technology in the coffee industry has made customization possible in the industry.

- **Brexit Uncertainty**

As you are aware, the discussion on Brexit has been on the rise in the recent past, thus affecting many industries. There is considerable confusion in the sector as to future relationships of the country with the EU, which could affect the coffee industry drastically. However, the coffee industry is resilient, with many people believing that the coffee industry would still perform better. Such predictions have made the coffee shops invest in their future to stay in the country.

- **Health coffee in Cafes'**

The health standard benefits of coffee are known in the country, but the discussion stills pop up each day to ensure consumer get healthy coffee. For instance, there has been a discussion of coffee that is mixed with spices or vegetables to guarantee quality and ensure a healthy option for the consumer. With added vegetables and spices, will not only add taste but will also improve the texture of the drink.

- **Coffee cascara**

Known as the dried skin of the coffee cherry, cascara can be a great fit with both tea and coffee. The husks of the cherry have been also used successfully to make the **huskee cups**, already famous worldwide. When it comes to making drinks, cascara can add a touch of sweetness and aromatic to the drink. For instance, it matches perfectly with prosecco but also coffee, especially when making a cascara cold brew that can then be added and mixed with gin to make a different version of the classic gin & tonic. And that's not all: the flavors of

cascara can be a great complement to whisky, rum, sodas, brandy, and also to make syrups. Have a look on the net, you'll be covered with plenty of interesting recipes to cool down during the summer.

b) Customers

Coffeeegan's target market consists of basically coffee drinkers, especially people who are in the need of instant and high-quality coffee that stimulates the body within a day. Due to its convenience, it is a quick solution for people who want to enjoy it at home, work, or school; accordingly, it targets each of them in different ways. Especially for target segments of working individuals or students, it aims to awake them in the mornings, sober up in the afternoons, or again keeping awake in the late evenings.

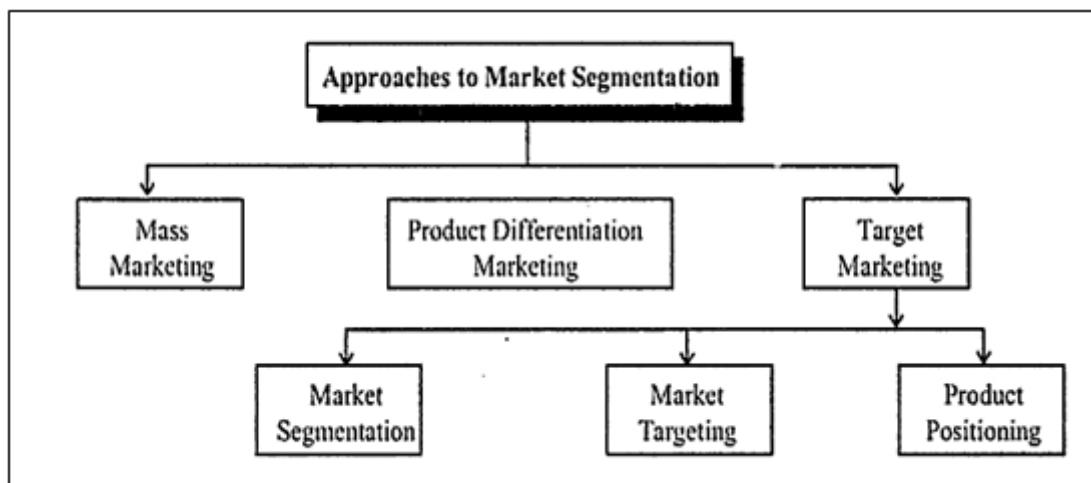


Fig1. Market Segmentation

| Segmentation | Target |
|--------------|---|
| | Age: 22-60 years old |
| Demographic | Gender: Male and Female Occupation: |

| | |
|---------------|--|
| | <p>Professionals, employees, and students</p> <p>Life-cycle stage:</p> <p>Single people, young married couples, older married couples with children, the youngest child under and over six</p> |
| Geographic | <p>Region:</p> <p>UK</p> <p>Density:</p> <p>Urban</p> |
| Psychographic | Behavioral |
| Behavioural | <p>Benefits sought:</p> <p>Convenience, easy to make at home</p> <p>Premium quality coffee without any hassle</p> <p>Degree of loyalty:</p> <p>'Hard core' loyalty</p> |

Table: 1

Mind Map

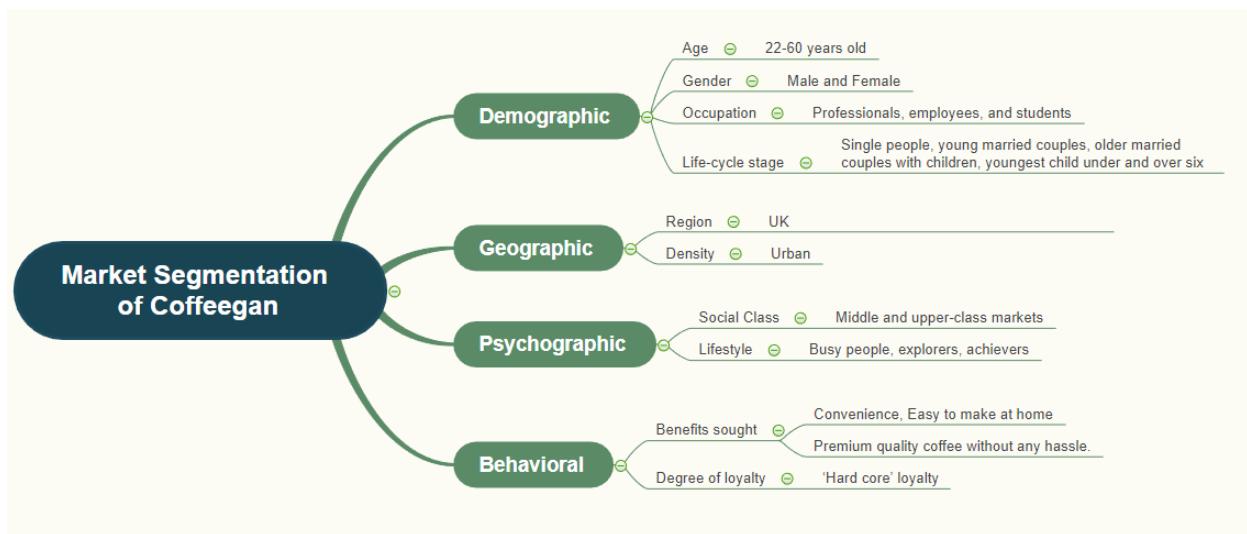
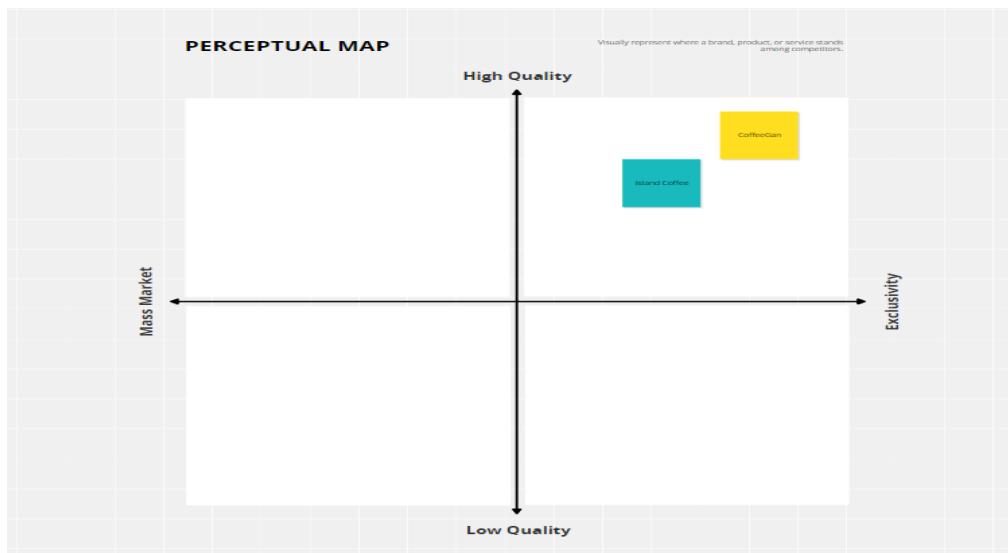


Fig2: Mind map for market segmentation of Coffeegan

Besides, another target can be assumed which contains middle-aged and elderly people who get into the habit of drinking instant coffee sachets. On the other hand, if we think about demographic variables deeply, it can be seen that the targets are more youth oriented.

c) Competitors

Island coffee is considered the biggest competitor of Coffeegan in the targeted market of the UK. The Island coffee is the only Sri-Lankan coffee sachet supplier in the UK market. The difference is the Island coffee just operates on ebay.uk.co and don't have any physical presence of their product. Therefore, they have a different customer base to target.



2.3.1 PORTER Diamond

The diamond model of Porter is about explaining the competitive edge of the business organizations over other companies. The model helps in identifying the strengths and factors which can improve the performance of the business organization. It helps in identifying the strengths of its internal managerial system for improving organizational efficiency. The business organization is well-structured which will help to attract more customers. The firm strategy structure and rivalry in the market are considered the first priority in the model (Abbasi, 2010). The factor conditions are also important as the company needs to know about its human resources, financial resources, and technological resources so it can use these resources as a competitive edge over others. The demand conditions help in assessing the market demand, production capacity, and distribution network to reach more customers. The industries which can support the business operations of the company are also assessed critically and then at the time of need are used for example local suppliers can be used to buy the products or raw materials for meeting the customer demands when there are supply chain disruptions (Al-Turki, 2011).

2.3.2 PESTLE

PESTLE analysis is crucial for considering the external environment analysis of the company. The business organization is surrounded by political, economic, social, technological, legal, and environmental factors which can't be changed by the company but it can mold its strategies to deal with the external environment. The political conditions of the UK are good for the business activities in the country so Coffeegan can flourish and expand its business activities in the country. The economic factors are considerably better determined by the better purchasing power of the customers (Fozer, 2017). Social factors tell that coffee in the UK is considered a good drink and is beneficial for health so it will help in capturing more market share. The technological factors are also helpful as these will help in reducing the wastage of materials and saving more resources to reach more customers (Baluch, 2021). The legal factors of the country are supportive for new business organizations so there will be no legal problems for the company. The company will have to be very careful in wasting its materials to avoid strict environmental laws in the country. It can be said that all factors are beneficial for the company and will help to capture more market share in the coffee market (Capobianco, 2021).

2.3.3 MICRO -12 KEY QUESTIONS (Home)

The home market for the business entity has huge potential due to the interest of more customers in drinking coffee (Bolton, 2011). The important questions about the home market include what kind of product will be required by the customers, which will be crucial ingredients in the coffee, the awareness of customers about the coffee, taste, and preferences of customers, the potential demand of the market, the innovative technologies required for production, the impact of better taste and quality on the customers, the production required for achieving business revenue, strong coffee is preferred or not, how to reach customers, how to improve raw materials, and how to improve the goodwill of the company. These all questions will be crucial for understanding the impact of customers and market requirements on the business revenue of the company (Beheshti, 2010).

2.3.3 MICRO -12 KEY QUESTIONS (Target)

The target market of the business entity is the UK market which consists of prudential customers who are aware of the product. These important questions will help in assessing the company environment, customers' needs, and the capability of the company (Bombiak, 2018). The customers will be concerned about the good quality of the product, why will they buy from Coffeegan, which category of the product should be preferred like instant coffee or other, the purchasing power of customers, the income impact on buying decisions, the brand image in the market, the marketing and advertisement expenses, the modes of communication with customers, social media and other platforms for promoting the products, the desired business revenue, the desired customers, growth potential in the market, and the response of customers. These questions are designed to meet the company goals of capturing more market share and increasing business revenue (Baltes, 2015).

2.3.4 MICRO - Other critical considerations

There are several other important aspects that need to be critically considered for being successful in the market. It is also important to consider how strong the brand will be after one year of business operations. It will help to improve the capabilities of the company to capture desired market share. The business organization will also consider the way to increase its market presence (Ariwibowo, 2021).

2.3.5 SWOT Analysis:

The SWOT analysis of Coffeegan is given below:

Strengths:

- The company will introduce better quality products imported from the well-known raw material destination for coffee which is Sri Lanka (Brown, 2012).
- The company employees are experienced and skilled to convince more customers and take positive measures for increasing business revenue.
- The sales and marketing team of the company is fully qualified to inspire new customers and to find more destinations for selling the company products (wboc, 2021).

Weaknesses:

- The company will be new in the market which will cause it to face more problems in entering the market.
- The company will have to bear operational and marketing expenses just at the start of the business which will put pressure on the profitability of the company (Ali, 2021).

Opportunities:

- There is a huge market in the UK that can be captured as more and more people like to drink coffee in the country daily (Widodo, 2019).
- Coffee is beneficial for health if consumed in moderate quantity so effective marketing will impact positively the company's business revenue.
- The technological advancements have helped in preserving the taste and quality of coffee which will benefit Coffeegan (Morais, 2019).

Threats:

- The competitors can decrease their prices to create hurdles for the business organization entering the market.
- The increasing price of raw materials and supply chain disruptions around the world can prove to be a threat to the company (Christodoulou, 2019).

3. Market research

The market research is conducted through a survey to facilitate the business organization in resolving the important questions. The questions in the survey asked the respondents of the research what kind of taste and aroma they would like to have in the coffee cup (Etailwest, 2022). It was also asked if sachet is preferred or other coffee products and it was found that sachet is preferred by the majority of young people so the business organization will inspire more youth to try the coffee of the company. Market research has helped the business entity

to formulate its marketing and advertising campaigns to reach customers for increased business revenue (Hur, 2009).

3.1 Data Collection Methods:

Data collected through authentic and reliable sources plays an important role in quick decision-making. The targeted population for the research study was the whole customers who drink coffee in the UK and the accessible population for the survey was only 100 respondents of the research as the survey was distributed to 100 people but only 80 respondents filled the required information. Quantitative data is collected for reaching the results easily and interpreting the results relevant to the research (Lotame, 2019).

3.2 Data Analysis:

The data is analyzed for interpreting the results through SPSS analysis which helped in compiling the required results. The data collected through the survey was further analyzed and it was known that the majority of respondents agree with the question and responded positively as it was asked who prefer to buy sachets for drinking coffee and it was replied by more people like to buy coffee sachet as it saves their time and can be consumed any time of their convenience (Collins, 2014).

3.3 Research Ethics:

The research ethics are crucial for securing the participants of the research study as they are concerned with their privacy (Dentalcare, 2022). The participants of the research study were ensured that their information will not be shared without their permission. The information of the participants will not be used for harming them as it will be against ethical values. Research ethics are used for securing the participants of the survey (Libguides, 2014).

3.4 Findings:

The questionnaire will be used to understand the market and for data collection in terms of the viability of the business prospects in the UK. The online survey will be created by using a free survey-developing website Qualtrics and then will be posted on the online survey site for getting a response. Purchased online panel; A purchased online panel (Pollfish) is a sample of people who have opted to receive surveys via email. Individual members join panels through self-selection or are invited at random from the population through address-based sampling or similar methods. 100 surveys were sent only 80 surveys came back but they all were collected and considered in the research the researcher set the following hypothesis:

Hypothesis 1: The people with higher income levels will agree to pay more for the Sri-Lankan coffee sachets

What's your current level of income? * To what extent do you agree to pay more for the Sri-Lankan coffee instant sachet than an ordinary coffee sachet? Cross-tabulation

Count

| | | To what extent do you agree to pay more for the Sri-Lankan coffee instant sachet than an ordinary coffee sachet? | | | | | |
|--|------------------------|--|--------------------|-----------------------|-------------------|----------------------|-------|
| | | Neither agree nor disagree | Somewha t agree | Somewha t disagree | Strongly agree | Strongly disagree | Total |
| What's your Average current level of income? | Average | 16 | 18 | 2 | 4 | 6 | 46 |
| | Far above average | 2 | 0 | 0 | 2 | 0 | 4 |
| | Far below average | 2 | 2 | 2 | 2 | 0 | 8 |
| | Somewhat above average | 0 | 4 | 4 | 2 | 0 | 10 |
| | Somewhat below average | 6 | 6 | 0 | 0 | 0 | 12 |
| Total | | 26 | 30 | 8 | 10 | 6 | 80 |

The table shows that 18 people with average income responded somewhat agree to pay extra than ordinary coffee sachet while 4 people strongly agree with the notion. Conversely, 6 people with average income replied as strongly disagree to pay extra along with 2 were said they somewhat disagree. 16 respondents from the average income group replied as neither agree nor disagree. Out of 80 total sample size, just 4 considered themselves as far above average and half of them (n=2) stated as strongly agree to pay extra while the other half (n=2) remained neutral.

Chi-Square Tests

| | | Asymptotic Significance (2-sided) |
|-------|----|---|
| Value | df | |

| | | | |
|--------------------|---------------------|----|------|
| Pearson Chi-Square | 33.639 ^a | 16 | .006 |
| Likelihood Ratio | 37.253 | 16 | .002 |
| N of Valid Cases | 80 | | |

a. 22 cells (88.0%) have an expected count of less than

5. The minimum expected count is .30.

The p-value from Chi – test was recorded as 0.006 which is less than the value of 0.05 and hence rejected Hypothesis 1. The cross-tabulation also supports the same trend as the income level seems independent of the willingness of consumers to pay extra for the Coffeegan sachets.

Hypothesis 2: Male consumers would you like to drink coffee with more taste and aroma than male consumers

Gender * Would you like to drink coffee with more taste and aroma? Cross-tabulation

| | | Would you like to drink coffee with more taste and aroma? | | | | | | |
|--------|--------|---|------------------|-------------------|---------------|--------------------------|--------|--|
| Gender | Female | Dislike a great deal | Dislike somewhat | Like a great deal | Like somewhat | Neither like nor dislike | Total | |
| | | 2 | 2 | 4 | 8 | 12 | 28 | |
| | | 7.1% | 7.1% | 14.3% | 28.6% | 42.9% | 100.0% | |
| | | 20.0% | 25.0% | 66.7% | 40.0% | 33.3% | 35.0% | |
| | | % of Total | | | | | | |
| Male | | 2.5% | 2.5% | 5.0% | 10.0% | 15.0% | 35.0% | |
| | | 8 | 4 | 2 | 12 | 22 | 48 | |

| | | | | | | | |
|-------------------|--|--------|--------|--------|--------|--------|--------|
| | % within Gender | 16.7% | 8.3% | 4.2% | 25.0% | 45.8% | 100.0% |
| | % within Would you like to drink coffee with more taste and aroma? | 80.0% | 50.0% | 33.3% | 60.0% | 61.1% | 60.0% |
| | % of Total | 10.0% | 5.0% | 2.5% | 15.0% | 27.5% | 60.0% |
| Prefer not to say | Count | 0 | 2 | 0 | 0 | 2 | 4 |
| | % within Gender | 0.0% | 50.0% | 0.0% | 0.0% | 50.0% | 100.0% |
| | % within Would you like to drink coffee with more taste and aroma? | 0.0% | 25.0% | 0.0% | 0.0% | 5.6% | 5.0% |
| | % of Total | 0.0% | 2.5% | 0.0% | 0.0% | 2.5% | 5.0% |
| Total | Count | 10 | 8 | 6 | 20 | 36 | 80 |
| | % within Gender | 12.5% | 10.0% | 7.5% | 25.0% | 45.0% | 100.0% |
| | % within Would you like to drink coffee with more taste and aroma? | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | % of Total | 12.5% | 10.0% | 7.5% | 25.0% | 45.0% | 100.0% |

The crosstab analysis shows that 45% (n=36) of total respondents remain neutral when asked about their preference about trying/liking coffee with more aroma and taste. Of that 45% the 27.5% (n=22) were male participants while 15% (n=12) were female consumers. An additional 2.5% (n=2) were the respondents who prefer not to reveal their gender. Only 7.5% (n=6) of people respond that they will like the idea of having enhanced aromatic and tasty coffee as a big deal. Of these 7.5% (n=6) only 5% (n=4) were female.

Chi-Square Tests

| | | Value | df | Asymptotic Significance (2-sided) |
|--------------------|--|---------------------|----|-----------------------------------|
| Pearson Chi-Square | | 12.503 ^a | 8 | .130 |
| Likelihood Ratio | | 10.996 | 8 | .202 |
| N of Valid Cases | | 80 | | |

a. 10 cells (66.7%) have an expected count of less than 5. The minimum expected count is .30.

The p-value (0.130) obtained by the chi-square test shows that 0.130 is greater than 0.05, which shows that the hypothesis cannot be rejected

Hypothesis 3: Mature consumers try coffee sachets more as compared to young people

Age * Have you tried coffee sachets at home? Cross-tabulation

| Age | | Have you tried coffee sachets at home? | | |
|---------|---|--|-------|--------|
| | | No | Yes | Total |
| 18-24 | Count | 6 | 2 | 8 |
| | % within Age | 75.0% | 25.0% | 100.0% |
| | % within Have you tried coffee sachets at home? | 17.6% | 4.3% | 10.0% |
| | % of Total | 7.5% | 2.5% | 10.0% |
| 25 - 35 | Count | 14 | 26 | 40 |
| | % within Age | 35.0% | 65.0% | 100.0% |
| | % within Have you tried coffee sachets at home? | 41.2% | 56.5% | 50.0% |

| | | % of Total | | 17.5% | 32.5% | 50.0% |
|----------|---|------------|--------|--------|--------|-------|
| 36- 45 | Count | 12 | | 12 | 24 | |
| | % within Age | | 50.0% | 50.0% | 100.0% | |
| | % within Have you tried coffee sachets at home? | | 35.3% | 26.1% | 30.0% | |
| | % of Total | | 15.0% | 15.0% | 30.0% | |
| Above 45 | Count | 2 | | 6 | 8 | |
| | % within Age | | 25.0% | 75.0% | 100.0% | |
| | % within Have you tried coffee sachets at home? | | 5.9% | 13.0% | 10.0% | |
| | % of Total | | 2.5% | 7.5% | 10.0% | |
| Total | Count | 34 | | 46 | 80 | |
| | % within Age | | 42.5% | 57.5% | 100.0% | |
| | % within Have you tried coffee sachets at home? | | 100.0% | 100.0% | 100.0% | |
| | % of Total | | 42.5% | 57.5% | 100.0% | |

The cross tab analysis was performed on the questions of age and have the consumers tried coffee sachets at home. 57% (n=46) respondents replied yes to the use of coffee sachets at the home of which 7.5% (n=6) were above 45 years of age, 15.0% (n=12) were in the range of 36-45 years of age and 32.5% (n=26) were in the range of 25-35 years of age.

Chi-Square Tests

| | | | | Asymptotic Significance |
|--------------------|--------------------|-------|----|-------------------------|
| | | Value | df | (2-sided) |
| Pearson Chi-Square | 5.934 ^a | 3 | | .115 |
| Likelihood Ratio | 6.035 | 3 | | .110 |

| | | | |
|------------------|----|--|--|
| N of Valid Cases | 80 | | |
|------------------|----|--|--|

a. 4 cells (50.0%) have an expected count of less than 5.

The minimum expected count is 3.40.

The results of the Chi-Square Tests show that the p-value is 0.115 which is greater than 0.05. it shows the hypothesis will be rejected that Hypothesis 3: Mature consumers try coffee sachets more as compared to young people.

4. Operational Plan:

Coffeeegan will start its business operations in the UK market with a product of instant coffee imported from Sri Lanka which is considered to be a tasteful coffee bean source. The operational plan of the company helps define the key areas of business with important steps and the sequence of the steps (Balta, 2015). Coffeeegan is aimed at providing instant coffee sachet in the UK market which is of high quality as the sachet will be prepared from the dry freezing method of preservation which leads to making a coffee sachet of high quality. The operational plan of Coffeeegan will help in defining the roles of company employees and the procedural steps to start the sales of coffee sachets in the market. First of all, the company structure will be defined, marketing strategy covering all issues, sales forecasts, marketing mix, process planning, production, and suppliers and distributors of the company (Ahmed, 2020).

4.1 Human Resource Management and Structure:

Human resource management in a business organization plays a crucial role in making a progressive and successful business organization. Coffeeegan is comprised of 9 employees in total who will be working in the UK except for the production facility in Sri Lanka. The business organization's human resource management and structure will be as follows:

| Human Resource Structure of Company Table 1 | | | |
|---|-----|------------------|------------------------|
| Description | No. | Salary Per Month | Salary Per Month Total |
| Cashier | 1 | £ 1,600 | £ 1,600 |
| Accountant | 1 | £ 2,050 | £ 2,050 |
| Warehouse Staff | 3 | £ 1,550 | £ 4,650 |

| | | | |
|-----------------------------|----------|---------|-----------------|
| Cleaning Staff part-time | 1 | £ 800 | £ 800 |
| Sales and Marketing Manager | 1 | £ 3,500 | £ 3,500 |
| Import Manager | 1 | £ 3,500 | £ 3,500 |
| General Manager | 1 | £ 5,000 | £ 5,000 |
| Total | 9 | | £ 21,100 |

The above table shows the human resource management structure of the company in which the cashier will be responsible for receiving cash from all distributors and then disbursing the cash according to management instructions. The accountant will be responsible for checking and controlling the cashier and preparing accounts of the company for all business operations in the UK (Doyle, 2012). The accountant will be responsible for preparing the reports containing the impact of business revenue on the sales promotions suggested by the sales and marketing manager of the company. The account will be able to suggest a different sale promotional scheme according to its impact on business revenue and profitability of the company. The warehouse staff will be responsible for maintaining the stock of instant coffee and delivering the stocks according to the delivery orders issued by the management. The warehouse staff will also be responsible for packing the coffee sachets according to the required packing of retailers and then making the delivery of the product. The cleaning staff will be hired part-time so they can clean the office as needed by the management to save on expenses of the company (Atalay, 2013).

Sales and marketing manager will be a key position in Coffeegan and will be responsible for attracting more retailers and distributors for selling instant coffee sachet. The sales and marketing manager will devise promotional and marketing campaigns for capturing good market share. The company will be importing coffee sachets from Sri Lanka as a separate business entity. The production facility is owned by Coffeegan in Sri Lanka but the UK business will be considered as a separate business to make the general manager for successful business operating in the country. The import manager will prepare all the necessary documents for importing coffee sachets from Sri Lanka and then receiving the product from the UK seaport. The general manager of Coffeegan will be responsible for establishing the business entity and putting the required effort into increasing the business revenue and profitability of the company. The general manager will also be working to establish positive

goodwill for the company in the UK market which will help in attracting more retailers in the UK market (Guajardo, 2016).

4.2 Marketing Strategy:

The company needs to enter the market for selling its products and to sell the products there must be an attraction for the customers. The marketing strategy of the business organization will help in informing the customers about the coffee and its qualities so the retailers can be attracted for buying coffee sachets. A product differentiation marketing strategy will be used to capture a good market share of the UK market. The company will not sell the coffee sachets to the customers directly instead it will sell the product to retailers who will sell the product after adding their profit (Gordon, 2013). The company will lose some share of its profit but it will also be able to avoid the investment cost of establishing company outlets and their operational cost so it will be a better marketing strategy to use retailers for selling the product to the customers. Coffeegan will provide incentives for the retailers who will help the business organization in generating more business revenue. The company will give a 15% discount to the retailers in the first month of starting the business and after that, a 10% discount will be offered to the retailers every month (Festa, 2016).

The sales and marketing manager with the consent of the general manager will devise the marketing strategy according to the prevailing market conditions. The company will start a promotional scheme for the retailer that top retailers will get an additional discount of 5% if they achieve the targeted sales quantity of coffee sachets. In Sri Lanka, the coffee raw materials are enriched with great taste and quality which will inspire the customers to buy more instant coffee sachets (study, 2021). There are different regions in Sri Lanka that produce good quality coffee beans that have honey and different other textures leading to improve taste of coffee sachets. Frozen and dried coffee will be packed in the sachets rich in taste; these all qualities of the Coffeegan sachets will be informed to the retailers and customers in the marketing and promotional campaigns. Social media has become an important source of promoting business organizations and their products as more people use social media which helps in reaching more customers. The company will use social media websites to inform about the different tastes and quality of coffee sachet (Ali, 2021).

4.2.1 Market Segmentation:

The business organization will work to reach the customers who like to drink coffee of good quality and taste. The instant coffee sachet will be preferred by young people as depicted in

the survey. So the business organization is aimed at targeting young people, students, employees, and other working class to provide them instant coffee sachet. The brand will be positioned high in the market capturing middle and high-class customers. The business organization will reach more customers through digital marketing and promotional campaigns.

4.2.2 Sales Forecasts:

The sales forecast is considered a basic activity for starting all other activities such as procuring raw materials and starting production of the product. Sales forecast works as demand for production of the product so careful consideration and market research are initiated for doing the sales forecast. The sales forecasts are based on market research and after confirming the retailers of the business organization as the samples of the coffee sachet will be distributed to the retailers for confirming their next orders (Beheshti, 2010).

The sales forecasts of Coffeegan for the first three years are given below:

Coffeegan Sales Forecast Table 2

| Period | Quantity of Sachets | Price per Sachet | Total Amount | Percentage Increase |
|---------------|----------------------------|-------------------------|---------------------|----------------------------|
| January | 70,000 | £ 0.10 | £ 7,000 | 20 % in every year |
| February | 84,000 | £ 0.10 | £ 8,400 | |
| March | 100,800 | £ 0.10 | £ 10,080 | |
| April | 120,960 | £ 0.10 | £ 12,096 | |
| May | 145,152 | £ 0.10 | £ 14,515 | |
| June | 174,182 | £ 0.10 | £ 17,418 | |
| July | 209,019 | £ 0.10 | £ 20,902 | |
| August | 250,823 | £ 0.10 | £ 25,082 | |
| September | 300,987 | £ 0.10 | £ 30,099 | |
| October | 361,185 | £ 0.10 | £ 36,118 | |
| November | 433,422 | £ 0.10 | £ 43,342 | |
| December | 520,106 | £ 0.10 | £ 52,011 | |
| First Year | 2,770,635 | £ 0.12 | £ 332,476 | |
| Second Year | 3,324,762 | £ 0.14 | £ 478,766 | |
| Third Year | 3,989,715 | £ 0.17 | £ 689,423 | |

The above table shows the sales forecast of the coffee sachet which will be distributed to the retailers in the UK market. Initially, three major retailers in the market will be contacted and supplied the product and it is expected that they will be able to sell 70,000 sachets in the first month, and in the second month, it will be expected that the demand for the product will increase by 20% continuously and will reach 2.7 million sachets till the end of firsts year of business operations helping to earn the business revenue of £0.3 million for covering the operational expenses of business organization in the UK (Pogorelova, 2016). The company will try to stabilize the initial price for one year of business operations so it can create more demand for the product in the market and then in the second year of business the company will increase the price by 20% if there is no increase in the inflation in the country. The company will upload the feedback and review of customers on the social media pages to attract more customers. The prospective customers read the views and feedback of customers and then decide to buy the products so it will help the company to increase its customer base in the UK market (Doyle, 2012).

4.2.3 Marketing Mix 4P's:

Coffeegan will use a marketing mix for attracting retailers and customers. It will be used to inform the features of the product, price differences, promotional activities, and the places of availability for the customers (Išoraitė, 2016).

Product:

The product should be of good quality and taste to improve company goodwill and continuously attract customers to buy the product. Coffeegan will focus on product quality and will import the best quality frozen coffee in the sachets to prepare instant coffee in the UK (Baltes, 2015). The product will be manufactured in Sri Lanka after receiving the raw materials from the region of Bandarawela which is famous for honey and fruity characteristics. These raw materials will be specifically used to manufacture the coffee sachets for the UK market as they help to convince more customers to drink instant sachet coffee from Coffeegan. The product will be of good quality and have different tastes driving the customers to the retail stores selling Coffeegan instant sachet coffee (Hiamey, 2020).

Price:

The prices for the instant coffee sachets are higher than the Coffeeegan initial price just to penetrate the market. The price is set low just to attract more customers and once they try the instant coffee they would start to love the company product because of its different and unique taste (Jain, 2013). The company will import the coffee sachets which were frozen and then dried just to preserve the good quality and taste of the product. This modern technique of preserving instant coffee will push customers to drink instant coffee from Coffeeegan. The price of the sachet will be increased to increase the profitability of the company in the second year of business operations to increase the market demand (Honig, 2012).

Promotion:

The company will use different promotional and marketing campaigns to create demand in the UK market. The company will distribute instant coffee sachets at different points of the UK nearer to the retail stores selected by the company to sell the company products. It is observed that the customer can try the product if given for free and start to use the product if it contains good quality and taste. Coffeeegan will utilize this characteristic and will distribute free sachets in the localities and resident areas nearer to the retail stores so the product will be available in the retail stores. The company will also arrange different musical and sports events in which readily available instant coffee will be served to the people to attract them. It will also help the company to increase its demand for the product in the market. The marketing and promotional activities will continue even after the successful launch and more demand in the market (Khan, 2014).

Place:

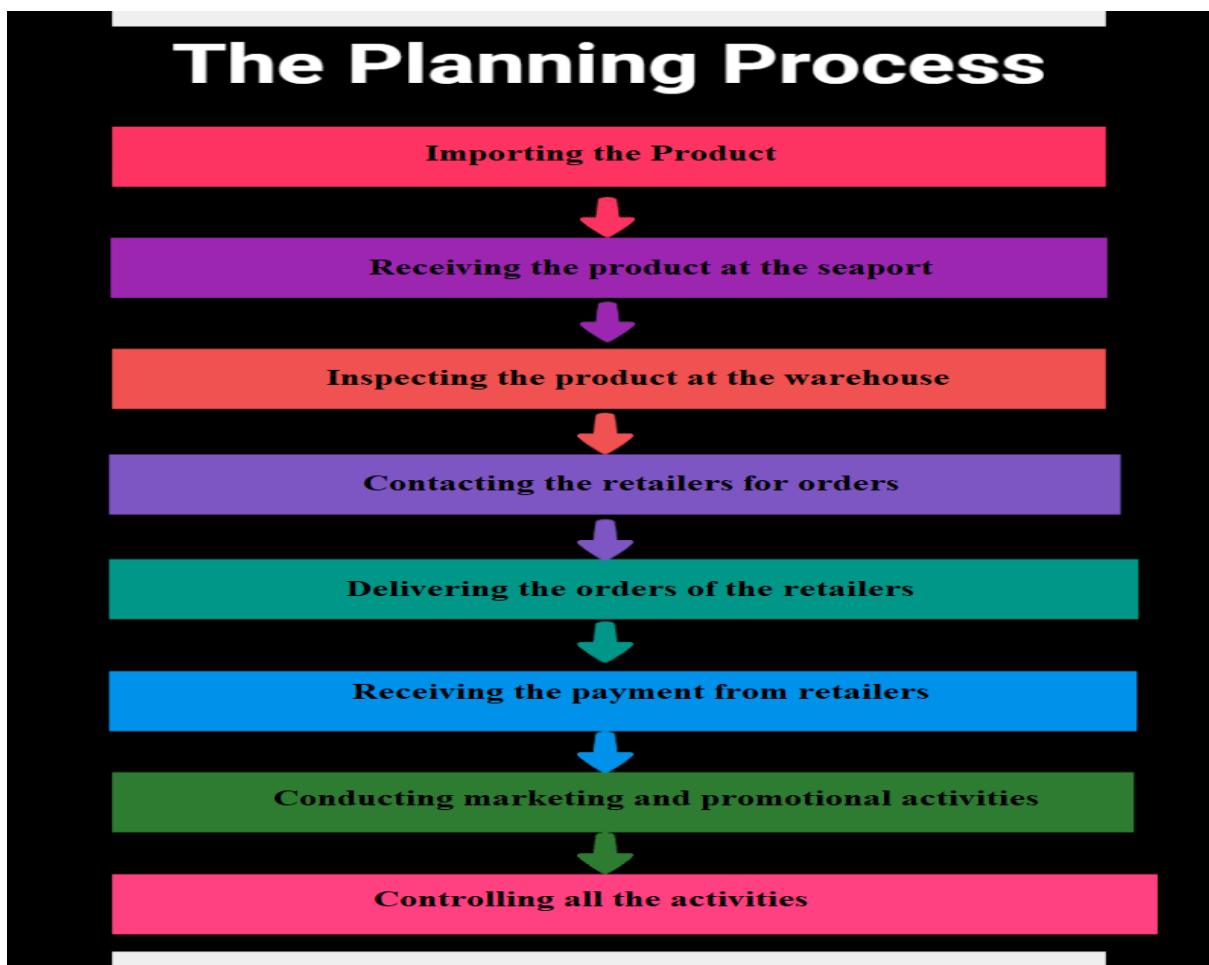
The location of retail stores will be selected according to their sales in the area so the company product can be sold to more customers. The place works as a facilitator for the customers to reach the retail store and then buy the desired products. The place is easier to reach and beautifully made to attract more customers as the customers want to see the building and they prefer to buy the desired product also to save time. The company will increase the retailers in the second year of business operations to sustain the demand in the market and to reach more customers (Nguyen, 2020).

4.2.4 Market Positioning:

The company will work to position the instant coffee sachet as a good quality in the UK market. The company will inform the customers about the uniqueness and good taste of the instant coffee sachets. It is observed that the customer perception of the new instant coffee sachet brands is not positive which will be converted by the company through effective marketing strategy and promotional campaigns nearby the retail stores. The company will organize more children's sports events accompanied by their parents who will be prospective customers of the company (Shukla, 2017).

4.3 Process Planning and Production:

The process of planning all the operational activities is crucial for successful business operations. The image below shows all the important and necessary activities:



Process Planning Image 1

It can be seen in the above flow chart that first of all the product will be imported from Sri Lanka and then it will be received at the seaport after showing all the required documents to

the customs authorities. The product will be checked and carefully inspected at the warehouse to ensure no pack is leaked or torn and to check that the stock is according to the order. The retailers will be contacted for confirming their orders and then the delivery will be made after issuing the delivery orders to the warehouse (Beheshti, 2010). The payment for products sold will be collected from all retail stores and then will be disbursed according to top management instructions. The marketing and promotional activities will continue side by side just after the start of business in the UK. The general manager will control and authenticate all the business activities being conducted at the business premises and will also provide support to all employees in conducting the business operations successfully (Ahmed, 2020).

4.4 Suppliers and Distribution:

The supplier and distributors of the company play a crucial role in increasing the demand for the company product in the market. Coffeegan is not worried about the suppliers as the manufacturing facility in Sri Lanka is concerned with arranging the best suppliers of raw materials for the coffee and then exporting the product to the UK. Coffeegan is very much concerned with the distribution network which will be established in the UK market (Sözüer, 2014). The company will select three retailers for this purpose and will deliver the products according to their demand in the market. The retailers will be responsible for dealing with the customers and even they can supply the company product to remote areas of the country on their arrangements. This will help the business organization to increase the demand for instant coffee sachet in the market without dealing with thousands of customers and facing issues of payments. The retailers will be selected at an attractive location so the customers will be able to reach them easily (Singh, 2012).

5. FINANCIAL PLAN

The financial plan provides an outline of the manner in which the business organization will function, with a particular emphasis on the aspects of the business that are most important people who enjoy reading books, as well as society as a whole, can applaud and benefit from the innovative concept known as "Ceylon Coffee" which offers a product along with a free bonus item. The Ceylon Coffee provides a product in addition to the free bonus item. This is beneficial not only for individuals who take pleasure in drinking coffee, but also for society as a whole because more people will be attracted by the coffee. The Ceylon Coffee is an original and commendable idea for a business venture because it does not solely seek to raise the company's revenue and increase its profit; rather, it is centred on the provision of a relaxing atmosphere and free tips for customers to read while they are patronizing the café.

This is an innovative and commendable concept because it does not only seek to raise the company's revenue and increase its profit. Because it does not solely seek to raise the company's revenue and increase its profit, it is an innovative and commendable concept for a business venture. This is why it is innovative and commendable. The financial plan for The Ceylon Coffee is entirely centred on the description of the company's Cost, human resource management, Estimation Cost, sales projections, process planning, and production Cost, in addition to the company's suppliers and distributors. This is the primary focus of the financial plan.

5.1 Estimate

5.1.1 Essential Presumption:

1. So far, we've been operating on the assumption that the market's growth might be directly correlated with the university's and the market's overall expansion. This theory is based on the assumption that the two topics at hand are related in some way. This claim relies on the hypothesis that there is a causal relationship between the variables.
2. For the sake of simplicity, let's say that the average gross margins for this sector are dependable on the revenue and expanses mainly.
3. We are proceeding with the strategy under the presumption that technological and trend developments in the coffee business will not undergo dramatic shifts in the near future.

5.1.2 Income by Months:

Coffegan wants to handle the expected sum of money in a way that is in line with the yearly budget for administration. It has been calculated that one month's worth of bills may be paid thanks to the Ceylon Coffee sachet.

To begin, in the month of January my company sale the Sri Lankan coffee sachet are around of 31 thousand pounds keeping in mind that the annually revenue will change at every month by 20%. After that at the month of February the revenue increases to 31 thousand and 4 hundred pounds by the increase of same ratio. Followed by the month of March the income is of 33 thousand and 80 pounds of same increase percentage. After that in the month of April, May and June the revenue of my company provide Ceylon Coffee is 34 thousand and 96 pounds, 34 thousand 5 hundred and 15 pounds and 33 thousand 4 hundred and 14 pounds respectively on the behalf of same increasing percentage of 20% per year. July, August and

September month provide me with the revenue of 38 thousand 9 hundred and two pounds, 40 thousand and 82 pounds and 45 thousand and 99 pounds respectively with the same percentage. October, November and December revenue of the company is of 36 thousand 1 hundred and 18 pounds, 43 thousand 3 hundred and 42 pounds and also 52 thousand 11 pounds respectively with the same revenue increase in the percentage. All these calculation is done and shown in the table below:

5.1.3
Depicts by
Month:
The company is still making losses based on that prediction even though my company is

| Period | Total Amount |
|---------------|---------------------|
| January | £ 31,000 |
| February | £ 31,400 |
| March | £ 33,080 |
| April | £ 34,096 |
| May | £ 34,515 |
| June | £ 33,418 |
| July | £ 38,902 |
| August | £ 40,082 |
| September | £ 45,099 |
| October | £ 36,118 |
| November | £ 43,342 |
| December | £ 52,011 |
| First Year | £ 332,476 |
| Second Year | £ 478,766 |
| Third Year | £ 689,423 |

making a tremendous profit thanks to the monthly revenue growth and the annual gains of 20%. My business has around 21,000 GBP worth of overall expenses, which includes salaries for a cashier, an accountant, warehouse personnel, part-time cleaning staff, sales and marketing manager, import manager, and general manager. This total takes into account the salary of all of the managers as well. Also have a lot of expenses on my company, which are 8 thousand and 90 pounds. This value is not exact; rather, it is a roundabout amount. My business incurs costs for a variety of items, such sachet packing, rent, power bills, charges for equipment, and other comparable costs.

| Human Resource Management | | | |
|----------------------------------|------------|-------------------------|-------------------------------|
| Description | No. | Salary Per Month | Salary Per Month Total |
| Cashier | 1 | £ 1,600 | £ 1,600 |
| Accountant | 1 | £ 2,050 | £ 2,050 |
| Warehouse Staff | 3 | £ 1,550 | £ 4,650 |
| Cleaning Staff part-time | 1 | £ 800 | £ 800 |
| Sales and Marketing Manager | 1 | £ 3,500 | £ 3,500 |
| Import Manager | 1 | £ 3,500 | £ 3,500 |
| General Manager | 1 | £ 5,000 | £ 5,000 |
| Total | 9 | | £ 21,100 |

| Utilities Charges | | | |
|--------------------------|------------|--------------------------|--------------------------------|
| Description | No. | Charges Per Month | Total Charges Per Month |
| Rent | 1 | £ 1,200 | £ 1,200 |
| Utility | 1 | £ 590 | £ 590 |
| Equipment | 4 | £ 1,300 | £ 1,300 |
| Goods | 7 | £ 3,500 | £ 3,500 |
| Packing | 1 | £ 1,500 | £ 1,500 |
| Total | 14 | | £ 8,090 |

5.1.4 Net Profit or Loss:

The revenue and expenditures graph shows that my company, Coffegan, is doing well and making a profit without experiencing any losses. This is because the expenditures are less

than the revenue. Profit can be determined by tracking the swings in the company's expenses and revenues; as a result, monthly profit should be determined using the formula below:

1. The anticipated profit for the month of January should be somewhere around 1,810 pounds (estimated cost)
2. The forecasted gain for the month of February ought to be somewhere around 2,210 pounds (estimated cost)
3. The revenue for the month of March should be somewhere around 3,890 pounds (estimated cost)
4. It is anticipated that the gain for the month of April would amount to around 4,906 pounds (estimated cost)
5. Approximately 5,325 pounds' worth of profit is expected to be made during the month of May. (estimated cost)
6. Approximately 4,624 pounds is the amount of profit that is expected to be made during the month of June (estimated cost)
7. We anticipate a profit of roughly 9,712 pounds for the month of July (estimated cost)
8. The anticipated profit for the month of August should be close to 10,890 pounds (estimated cost)
9. It is anticipated that the revenue for the month of September would be around 15,909 pounds (estimated cost)
10. The anticipated profit for the month of October is approximately 6,928 pounds (estimated cost)
11. It is anticipated that the revenue for the month of November would be somewhere around 14,152 pounds (estimated cost)
12. The anticipated profit for the month of December is something in the neighborhood of 22,821 pounds (estimated cost)

5.2 Funding

5.2.1 Uses of Funds:

It is anticipated that the initial costs of the company will total 34,480 pounds, and they will be comprised of the following components:

1. The overall cost of 1,500 pounds, which includes legal fees associated with the acquisition of licenses and permits as well as accounting services

2. Different insurance policies, with a combined premium of 29,190 pounds, covering general liability, workers' compensation, and property and casualty risks respectively.
3. The total cost of renovating the space is estimated to be 3,290 pounds.
4. Additional costs associated with getting the business off the ground, such as making a deposit for the phone and utilities and purchasing a website 2,500 pounds.

Included in the needed starting capital of 36,480 pounds are the assets listed below:

- Dishes, glasses, and other tableware with a total estimated value of roughly 3,500 pounds
- A total estimated value of around 8,900 pounds' worth of apparatus
- Espresso machine
- Device for brewing coffee
- A machine for blending coffee
- Equipment for use in restaurants and other food service establishments (microwave, toasters, dishwasher, refrigerator, blender, etc.)
- The apparatus that is utilized for the purpose of storage (drawers, a utensil rack, shelves, and a food case)
- The apparatus that is utilized for the purpose of the counter area (counter top, sink, ice machine, etc.)
- Dining utensils and furnishings for the space, including a table and chairs (plates, glasses, flatware)
- Store equipment (cash register, security, ventilation, signage)
- Office equipment (PC, fax/printer, phone, furniture, filing cabinets)
- A variety of other charges, some of which are not particularly specified

5.2.2 Source of Funds:

Both the investments that we, the owners of the firm, have put in the company and the loans that the company has gotten from a range of financial institutions are the key sources of funding for the company. Both of the primary owners, A and B, each contributed £15,000 to the big investments. Owner A was responsible for the investments, while Owner B was responsible for the investments. We specific owners were the ones who had made major contributions to the organization. As a result of the contributions made by the remaining investors, the total amount invested has reached an astounding three thousand pounds, and the total number of investors has reached an all-time high of all of them. The two bank loans,

one for a shorter time of one year in the amount of £1,000, and the other for a longer term of five years in the amount of £2,480, were used to provide the remaining £3,480 necessary to pay the start-up expenses and assets. Both loans were obtained from the same financial institution. The company had certain requirements that needed to be met, so it was imperative that this be completed. The same financial institution was utilized in order to secure funding for both of these loans. The Bank was the entity in charge of ensuring that both loans were appropriately secured with the appropriate collateral in order to prevent any financial losses. It is presumed that there was a total loss during start-up activities that equated to 7,680 pounds as a result of this situation.

5.3 Description

On the premises is a structure with a total area of 1,225 square feet that, in its previous life, functioned as both a restaurant and a sports bar. Its overall area can be broken down into the following categories: The residents of the building have access to a big parking garage that is located beneath. The current booths will be removed as part of the restoration, and in their place, a new carpet and a few new pieces of furniture will be installed. In addition, the existing booths will be replaced with new booths. When you move in, the kitchen and bathrooms won't require a considerable lot of maintenance, and neither will the rest of the house for that matter. Restaurants and other enterprises that are directly or indirectly involved in the provision of food service are now permitted to use the site.

It is projected that one of this company's most significant advantages will be its capacity to adjust swiftly in response to changes conditions in the market. This will allow it to keep its position as one of the most important competitive advantages. This is one of the most significant advantages that it presently possesses, and it is one that it has always had. The size of the space that will be available to Coffegan is 1,225 square feet. In contrast to this, having a limited quantity of space, which would limit future prospects, would reduce the amount of space available. In addition, rather than having a set quantity of space, the kitchen will feature a plan that is adaptable and can accept a number of different arrangements. This will make the area significantly more usable. Even as the trend of coffee houses loses some of its steam, Coffegan will be able to adapt to any demands the market has for them despite the fact that the trend of coffee houses is beginning to lose some of its velocity. It is possible that this could indicate that the establishment will turn into a restaurant that provides full service, but it is also possible that it will signify something quite else.

It is predicted that a single person would run Coffegan as a sole proprietorship for the foreseeable future. This will be the case because of the nature of the business. There will always be some people who choose to keep their financial dealings a secret and decide to invest their money on their own rather than work with a financial advisor. The investors, on the other hand, will be able to maintain their identity and will get a return on their capital within three years of making their initial investment. These investments will be refunded on a six-monthly basis, in equal instalments, and in full, in addition to any interest that may have accrued during that time period. The repayment schedule will be as follows: In order to get the business up and running, the potential owners of Coffegan will need to make an investment that is equal to 15,000 pounds in its whole. Other investors, as well as members of the family who have pooled their resources, have offered a monetary contribution of an additional £18,000, bringing the total amount of money contributed to the business up to £33,000.

5.4 Analysis

The Coffegan is projected by management to earn £ 332,476 in 2023, £ 478,766 in 2024, and £ 689,423 in 2025. These assumptions were made for the product and were used to derive the figures. This data contradicts the rosy forecasts for future sales that have been widely disseminated. To capture 25% of the branded urban apparel business, Coffegan's management has carefully considered the market, potential client base, and ability to increase the company's average sales volume. This was done to increase the likelihood that the company would succeed. To further ensure the company's success in accomplishing its goal, this was done. The fundamental purpose for this action was to increase the likelihood that the organization would achieve its objective.

For Coffegan to succeed where it now stands, it is crucial that the company receive seed funding at an early stage. The funds will be used for things like paying off initial costs, building a reputable storefront, growing the company's commercial infrastructure, internal processes, and product development, and establishing a strong presence in the local market. On top of that, we'll be able to put this money toward research and development for brand new items. Additionally, the funds will be utilized to advertise in local media outlets. Assuming the company can secure the funding to satisfy its needs, Coffegan should enjoy continued operating success for many years to come. Under these terms, Coffegan will be able to realize its objectives. If that's the case, the business should be able to achieve its goals.

Given these particulars, Coffegan will be able to achieve its goal of being a profitable corporation.

6. Risk assessment

| Hazard/Risk | Person at Risk/ Nature of Harm | Current control Measure | Frequency | Additional control measure required | Risk rating | Action by who |
|------------------|---|--|-----------|-------------------------------------|-------------|----------------------------|
| Compliance Risk | License of the Coffeegan will be ceased | The company must ensure it complies with regulations by conducting regular audits and checking the validity of all licenses. | Medium | Ceased the business immediately | High | Legal partner of Coffeegan |
| Operational Risk | Due to unsafe condition of COVID 19, the business operation | Coffeegan target the local supplier as backup for the company | Low | n/a | High | HR |

| | | | | | | |
|--------------------|--|--|--------|-------------------------|------|--------------------------|
| | will be ceased | | | | | |
| Financial Risk | There is fluctuate in the money exchange | Keep the original amount in their known condition to fulfil the requirement of the company | Medium | n/a | Low | Financial department |
| Manufacturing Risk | Demand is not met the supply | The company should install more equipment to overcome the need of consumers | Medium | n/a | Low | Manufacturing Department |
| Manufacturing Risk | Demand is less than available devices | The company have to stop making more devices and do transport to other areas and locally | Medium | n/a | Low | Manufacturing Department |
| Supply Risk | The supply of the Schacht | The company should manage it with bargaining inside and | Low | Stop transport of goods | High | Transport Services |

| | | | | | | | |
|--|------------|-------------|-----|--|---------|--|--|
| | get | outside | the | | outside | | |
| | banned | country | to | | | | |
| | due to the | manage | the | | | | |
| | heavy | heavy taxes | | | | | |
| | taxes | | | | | | |

7. Conclusions

It is projected that one of this company's most significant advantages will be its capacity to adjust swiftly in response to changes conditions in the market. For Coffeegan to succeed where it now stands, it is crucial that the company receive seed funding at an early stage. The funds will be used for things like paying off initial costs, building a reputable storefront, growing the company's commercial infrastructure, internal processes, and product development, and establishing a strong presence in the local market. On top of that, we'll be able to put this money toward research and development for brand new items. Additionally, the funds will be utilized to advertise in local media outlets. Assuming the company can secure the funding to satisfy its needs, Coffeegan should enjoy continued operating success for many years to come. Under these terms, Coffeegan will be able to realize its objectives. If that's the case, the business should be able to achieve its goals. Given these particulars, Coffeegan will be able to achieve its goal of being a profitable corporation. Coffee's popularity as a drink is universal, and it's widely acknowledged as such. Industry experts predict that daily consumption will increase to over two billion cups by the middle of this century.

One of the most commonly lauded features of coffee is its ability to increase energy levels. Most Brits turn to it anytime they need a quick pick-me-up from a low mood. Caffeine, which is present in coffee, has been shown in scientific studies to stimulate nerve cells and speed up the brain's ability to relay commands to the rest of the body. Coffee contains several powerful antioxidants. Antioxidants may effectively neutralise free radicals, protecting the body from oxidative stress, which is a contributing factor in the ageing process and many diseases, such as cancer. As a result of their busy schedules and COVID 19 laws, Britons want their coffee

to be ready in a flash. Those with more disposable income often prefer to use coffee pods that can be refilled with freshly brewed coffee. In contrast, most British consumers are not eager to make the upfront investment in a coffee pod or filter machine that they will only use seldom. For coffee lovers everywhere, there is a premium Sri Lankan (Ceylon) instant coffee brand called Coffeeegan that will provide you a richer flavour and more intense aroma in less time and without the use of any fancy gadgets. To a large extent, Island Coffee is seen as Coffeeegan's main competitor in the UK market. If you're looking for sachets of Sri Lankan coffee in the UK, you can only get them from The Island Coffee.

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