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| Novi Sad Business School  NSBS    **BUSINESS PLAN “COFFEE ON THE RUN”**  Student: Assistant: *Kisin Nina*  *Kirćanski Nenad*    Index Number: 88/13FR  Date of submission: June, 2016. |

1. **Details of the business**

* *Name of business:* Coffee on the run
* *Form of business:* Partnership

1. **Personal details**

* *Relevant work experience:* Accounting “NAJZ - PK” private limited company

Marketing “Amal” dance school

1. **Personnel**

* *Number of employers:*  11 (6 cashiers, 1 manager, 2 accountant, 2 janitors)

1. **Product / service**

* Making and selling various types of coffee such as: black (with or without milk), instant coffee, espresso, iced coffee, Frappuccino, etc.

Bakery products such as: different types of croissants, pretzels and cookies

1. **Market**

* The coffee market is always on the rise. Our targeted audience is people and teenagers who need a boost early in the morning to keep them awake and more energetic during the day. Our main competitors are famous coffee chains such as Coffe2Go, CoffeBrands and etc.

Our advantages are that our coffee is imported directly from Brazil. Also we are planning to start making smoothies and fresh juices for those who are not old enough to drink coffee

1. **Marketing**

* We will start advertising over radio at first, then later on we will make a commercial for television. Also we will be handling leaflets to people near our shop. On the opening day we will have an action “2 for 1” where you buy one coffee and get a black one for just 1 rsd.

1. **Offices / machinery / vehicles**

* Our first store will be located in center of Novi Sad, Zmaj Jovina. It will be located there to be seen and visited by a lot of people. We want to give the opportunity to everyone to try out our products.

The store will have a coffee and an espresso maker, 5 tables with 4 chairs, a smoking area and free Wi-Fi.

1. **Aims and plans for business**

* Coffee is a product that is consumed by a lot of people, students and teenagers. After achieving our first goal we are planning to open another shop located near the main bus station. Also we are arranging to represent special flavored drinks to our customers soon. We want “Coffee on the run” to become a well-known chain for our specialized drinks.