



PROVISION COFFEE & BAKERY

By Karla Kassey

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Provision Coffee & Bakery Business Plan

Provision Coffee & Bakery

Location: 5814 NW 63rd Street, Oklahoma City, OK 73132

Company Background

Provision Coffee & Bakery has been serving the Oklahoma City community since September 29, 2023. This locally owned establishment offers a delightful combination of coffee and bakery items.

- **Coffee:** They use ethically sourced coffee including their house espresso called Innercircle, which is a natural Guatemalan blend. Their drip coffee features their house blend, Jumpstart, along with a rotation of small batch coffees for variety.
- **Bakery:** Fresh pastries are handcrafted daily in their kitchen. From gluten-free banana zucchini chocolate chip muffins to quiches and cookies the size of your face. Provision Coffee & Bakery aims to satisfy every craving.
- **Event space:** If you're planning an event, you can even rent out their space, including the Provision Event Center (1,250 sq. ft.) or the Conference Room for smaller group meetings.

Whether you are looking for a cozy spot to enjoy coffee or need a venue for your next gathering, Provision Coffee & Bakery has you covered.

Proposed Target Market

- **Students who prefer a coffee shop over the library**
- **Young Professionals**
- **People with home-based businesses who are looking for a place to work outside of the home**
- **Retirees looking for a place to socialize**
- **Traveling/Outside salespeople who take coffee to their customers**
- **Remote workers**
- **People involved in gaming who want to meet other gamers/possibility for Saturday morning gaming club meetings**
- **Traveling/Outside salespeople who do their paperwork at a coffee shop**
- **Homemakers**
- **Employment seekers looking for a place to work on their resume and to job hunt**
- **Faculty/staff at the local schools and colleges**

Characteristic	Share of coffee drinkers
18 to 24 years	47%
25 to 39 years	63%
40 to 59 years	63%
60 years and older	68%

Courtesy of Statista (2020)

In 2020 coffee was still an extremely popular beverage among Americans of all ages. Nearly half of 18 to 24-year-olds drank the beverage and almost 70 percent of seniors did as well. Not only are seniors more likely to be coffee drinkers than their younger cohorts, but they drink as many as 3x the number of cups per day compared to their younger cohorts.

The Provision Coffee & Bakery concept and strategy and suggested product offerings

The driving concept behind Provision Coffee & Bakery is to provide a premium specialty bakery and café experience to urban workers and urban and suburban dwellers. It's a bakery made with attention to quality and detail and its bakery expertise in general form the core of its menu offerings.

The proposal for this business plan is to suggest that this organization should continue to offer its specialized fresh baked goods and add made-to-order sandwiches including the following (you would not have to offer all the sandwiches at once, you could instead feature certain sandwiches at different times):

1. Turkey and avocado panini: A classic combination of sliced turkey, creamy avocado, melted cheese, and a touch of pesto or aioli pressed in a panini grill to create a crispy exterior.

2. Caprese sandwich: Fresh mozzarella, ripe tomatoes, and basil leaves drizzled with glaze or pesto and served on a ciabatta or baguette.
3. Chicken salad sandwich: A sandwich served on whole-grain bread or a croissant with shredded chicken, mayo, celery, and chopped nuts or grapes.
4. BLT (Bacon, Lettuce, and Tomato) A sandwich served on sourdough or wheat bread with crispy bacon, tomatoes, and mayo served on toasted bread.\
5. Veggie wrap: Hummus, roasted veggies like bell peppers, zucchini, and eggplant, greens, and feta cheese wrapped in a spinach tortilla.
6. Ham and Swiss croissant: Thinly sliced ham, Swiss cheese, and digon mustard on a buttery croissant.
7. Egg Salad Sandwich: Creamy egg salad made with chopped hard-boiled eggs, mayo, and mustard served on whole-grain bread or a bagel.
8. Pesto Chicken Ciabatta: Grilled chicken breast, sundried tomatoes, fresh basil pesto, and melted provolone cheese on Ciabatta bread.
9. Grilled Cheese: Artisan Bread with a mix of cheeses (Cheddar, Gouda, or Swiss) and caramelized onions, spinach, or sliced apples.

Proposed Product Mix:

- Coffee
- Tea
- Bottled water
- Juices
- Bakery items
- Select hot entrees
- Made-to-order sandwiches made with croissants, ciabatta bread, bagels, whole-grain breads, and artisan bread as well as tortillas for wraps.

Courtesy of Food Network Magazine and Jessica D'Ambrossio, Melissa Garman, Khalil Hymore, and Steve Jackson, there are several coffee recipes on page 28-29 of the September 2023 issue. Perhaps you can get permission to make their iced coffee soda product. The recipe calls for ½ cup cold coffee, seltzer or tonic water, and 2 to 3 tablespoons of simple syrup along with a lemon wedge.

The Competition

At Starbucks, To-go orders now account for 80% of transactions, and the mobile app handles one-fifth of orders (Bing.com, 2024). According to Waxman (2006), forty two percent of adults aged 18-34 purchase their coffee at a coffee shop, and of that forty two percent, forty eight percent consume their coffee on the premises. It is likely that this is also true today, especially since people are starting to venture out to places now that the pandemic has subsided. People also tend to prefer coffee shops that allow them to stay as long as they like.

This model of service and consumption of coffee is more likely to be the case at coffee shops that feature such things as comfortable seating and other amenities that encourage customers to

consume their coffee in the coffee shop such as cleanliness and adequate lighting for doing work in the coffee shop. Patrons who “dine-in” consume more product and Generation Z tends to use coffee shops as their office. That is the reason for having computer workstations for use by patrons. Again, the proposed amenities for dining in at Provision Coffee & Bakery can make coffee shop patrons dine-in and spend more money on each visit.

In the Waxman (2006) study, the mean age of the coffee shop patrons was 30. In the study, 59% of patrons were male. The education level was between some college and a bachelor’s degree.

In the study, the top five characteristics of the ideal coffee shop included the following:

1. Cleanliness (yes)
2. Aroma (yes)
3. Adequate lighting (yes)
4. Comfortable furniture (recommendation)
5. Access to a view that includes natural light, access to nature, a view of the activity outside the coffee shop

There are several Starbucks locations near Provision Coffee & Bakery in Oklahoma City, and they include the following:

1. 100 E. Sheridan Avenue. It’s open from 6:00 AM to 8:00 PM on weekdays and has a 4.2-star rating.
2. 200 Oklahoma Ave, 405. It operates from 5:30 AM to 8:00 PM and has a 4.5-star rating.
3. 535 NW 9th Street. It operates from 6:00 AM to 7:00 PM and has a 4.0-star rating.

The hours of operation at Provision Coffee & Bakery, 5814 NW 63rd Street are as follows:

Monday: 7:00 AM – 8:00 PM

Tuesday: 7:00 AM – 8:00 PM

Wednesday: 7:00 AM – 8:00 PM

Thursday: 7:00 AM – 8:00 PM

Friday: 7:00 AM – 6:00 PM

Saturday: 8:00 AM – 6:00 PM

Sunday: 8:00 AM – 6:00 PM

Rating – 4.2-star rating based on reviews from customers

What this means is that Provision Coffee & Bakery has a rating that is like Starbucks, which is a major national chain.

Nearby independent coffee shops include the following:

1. Prelude Coffee Roasters
 - Location: 3 NE 8th Street Ste 210, Oklahoma City, OK 73104

- Description: A specialty coffee shop and roastery destination. They roast their own coffee in-house and offer a full coffee shop bar, fine loose-leaf teas, and locally made pastries.
 - Reviews: Visitors praise the delicious coffee, friendly staff, and great atmosphere
2. StellaNova
- Location: 119 N. Robinson Ave. Oklahoma City, OK 73102
 - Description: StellaNova provides crafted, small-batch coffee, friendly service, and an enchanting environment. It's a great spot to enjoy a cup of coffee.

Cost per month to run a coffee shop with 200 customers per day

Operating costs	\$7,000 - \$10,500	
Cost of running a coffee shop		
Cost of goods sold	\$7,000--\$10,500	
Staff		\$19,500
Rent	\$2,500 --\$5,000	
Marketing	\$2,000--\$5,000	
Total for a coffee shop with 200 customers/day	\$31,000--\$40,000	

What is the potential of an established coffee shop?

According to Bing (2024), an established coffee shop can generate \$10,000 per week. The average coffee shop generates \$873 per day or 79 transactions at \$11.11 per transaction per day. If the coffee shop is open from 9AM-7PM, that is \$87.77 per hour.

Average profit of a coffee shop

The average profit of a coffee shop is 2.5% for a small coffee shop but can be as much as 85% gross profit for a larger coffee shop.

Source: Bing.com (2024)

Proposed Technology Products to enhance the customer experience at Provision Coffee & Bakery

Proposed background music solution for your place of business:

Pro acoustics audio equipment: This restaurant background music solution combines four sleek ceiling speakers with a 30-watt Bluetooth mixer amplifier. This restaurant sound system is perfect for cafes, coffee shops, bakeries, restaurants, diners, or any restaurant application where background music or paging is desired.

Free shipping and priced at \$685.99: contact the friendly sales engineers promoting Pro Acoustics Audio Equipment at (888) 256-4112. They will work with you to select the perfect restaurant speakers and design an audio system for your application, needs, and budget.

- The recommended radio station to play as background music for your coffee shop is the following: KMGL-Today's Magic 104.1 FM

For Computer Workstations for your coffee shop, the proposal is for 3 desktop computer workstations

The proposal is also to purchase 3 workstations from Dell Technologies with the following tech specs:

- Processor
Intel® Core™3 processor 100U (10 mb cache, 6 cores, 8 threads, up to 4.7 GHz)
- Operating System
(Dell Technologies recommends Windows 11 Pro for Business) cost \$50.00/workstation for the upgrade in addition to the initial cost of the workstation = \$150.00 for 3 workstations

You may also choose Windows 11 Home (English, French, Spanish) cost \$0.00/workstation as it comes standard with the workstation and is included in the initial cost
- Graphics card
Intel® Graphics
- Memory
8GB: 1 x 8 GB, DDR, 3200 MT/s
- Storage
512 GB M.2 PCIe NV Me Solid State Drive
- Case
White
- Microsoft Office
No Microsoft Office License Included: 30-day trial offer only. Cost for small business license for 3 workstations: \$18.00/month x 12 = \$216.00. Recommendation is for a multi-license agreement for business that accommodates 3 workstations for Microsoft Office 365 which includes Microsoft Word, Excel, PowerPoint and Outlook.
- Home and Small Business Security Solution McAfee + Premium is included as a 30-day free trial. The cost for a small business license for 3 workstations is \$29.99 x 3 = \$89.97/year

- Total cost for Microsoft 365 for 3 workstations/year = \$216 + cost of McAfee Security for small business of \$89.97. Total cost = \$305.97/year

- Keyboard

Dell Pro Wireless Keyboard and Mouse-KM5221W White – US English

- Price of workstations for this all-in-one workstation from Dell: \$ 699.00 X 3 = \$2,097.00
Dell Inspiron 24 All-In-One computer with Windows 11.1 Dell USA
-

For Computer Carts for your workstations the recommendation is for 3 carts

Specs for computer carts:

Adjustable height workstation carts move easily from project to project.

- Includes slide-out keyboard tray, 3-outlet UL/CSA Listed power strip and 15-foot cord.
- The top shelf has a safety mat and retaining lip.
- Welded steel with a durable powder-coat finish.
- 4-inch rubber swivel casters: 2 locking

Computer cart – 34” height x 20” wide, Blue Model # H-6746BLU – Uline from Uline

\$295 each if you buy 3 = \$885.00

For Task Chairs the recommendation is for 3 chairs

Specs for task chairs

Recommendation is also for a large and sturdy design. Generous 400-pound capacity:

- Polyurethane stain resistant, puncture resistant, and chemical resistant fabric
- Contoured seat and back provide comfort and support
- Adjustable heavy duty footring
- Optional 3” casters provide mobility on carpet and hard surfaces (sold separately)

Big and Tall Polyurethane work stool Model # H-7668 – Uline from Uline

\$325 each when you buy 3 chairs = \$975.00 for 3 task chairs with adjustable seating

For a printer the recommendation is for an enterprise model printer from Staples that can handle high level printing projects

Price of the printer at Staples is \$1,299.99

HP LaserJet Enterprise M608n KOQ17A#BGJ USB & Network Ready Black & White Printer/Staples

The justification for this printer is so that customers of your event center as well as everyday patrons can print jobs. You can set this printer up online so that the printing customers buy a card and load money onto it to pay for copies.

Cost of equipment

Provision Coffee & Bakery

Year
2024/2025

Equipment Costs	
Pro acoustics audio equipment	\$685.99
Price of Dell all-in-one workstations (3)	\$2,097.00
Cost of office 365 for 3 workstations	\$216.00
Home and small business security solution/Mcafee+ Premium	\$89.97
Computer carts (3)	\$885.00
Computer task chairs (3)	\$975.00
Enterprise model printer	\$1,299.00
Hoover's online multi-user agreement (Annual plan)	\$529.00
Resume maker software for 3 computers (29.99 each)	\$89.97
Total cost for proposed technology equipment	\$6,866.93

Having computers available for customers to use in your coffee shop can offer several advantages: Here are some key benefits:

1. Productivity and Convenience

- Dedicated Internet-Enabled Computers: Providing dedicated computers with internet access can be even more convenient. Customers who don't have their own devices with them can still browse the web, check emails, and get work done without any hassles.
2. Increased Customer Satisfaction and Loyalty
 - When customers find a coffee shop that meets their needs (such as offering free wi-fi and computers) they are more likely to become loyal patrons. Satisfied customers tend to spend more time in the coffee shop, which can lead to increased sales.
 - By providing a comfortable and productive environment, you encourage repeat visits and build a loyal customer base
 3. Attracting a broader customer base:
 - Coffee shops with computers and wi-fi can attract a diverse clientele. Students, remote workers, and business professionals often seek out such places.
 - Offering these amenities can differentiate your coffee shop from competitors and make it a go-to spot for various customer segments.

In summary, having computers available for customers can enhance their experience, boost productivity, and contribute to your coffee shop's success.

- Again, you will want to add a multi-user subscription to Microsoft 365 to your dedicated computers (the recommendation is for 3 desktop computers).
 - Other software to add to your dedicated workstations might include a subscription to Hoovers Online for people looking for employment to attract the college student market as well as resume writing software.
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Provision Coffee & Bakery Meeting/Event Space

Market the meeting/event space to corporations with traveling salespeople such as small to medium sized pharmaceutical companies and consumer product sales organizations, for example, for regional and district meetings. Make a separate website for the Provision Event Center and send a link with a letter of introduction to the department to the department responsible for organizing meetings. Another idea is to market the event center for nurse's groups for their continuing education program meetings, etc.

When planning sales/corporate/medical meetings in Oklahoma City, for example, create package deals that include accommodations at a local hotel if the group is from out of the area, providing

- (1) meeting space
- (2) audio visual equipment
- (3) printing services to print out meeting minutes, agendas, and other materials for the meeting
- (4) provision of boxed lunches
- (5) Exciting evening that includes visiting an attraction in the Oklahoma City area as a team building event

(6) Do this as part of a package for one price negotiated as part of a package deal with the hotel and attraction as well as the cost of lunch and the meeting accommodations along with audio visual equipment and handouts for the meeting.

Possible visits to attractions as part of the meeting package deals might include the following:

1. Bricktown Water Taxi
 - Take a leisurely ride down the Bricktown Canal in the water taxi while learning about the history of the area and surrounding businesses. You can rent a private cruise or join a dinner cruise.
2. Conestoga Wagons & Teepees at Orr Family Farm
 - For a unique overnight experience, stay in Conestoga wagons or teepees at Orr Family Farm. Enjoy the country sky, campfires, and exclusive access to farm activities.
3. Factory Obscura
 - Immerse your meeting participants in art at Factory Obscura, where you'll find a multisensory homage to old-school mixtapes. Explore visuals, sounds, textures, and interactivity as part of this art exhibition.
4. First Americans Museum
 - Discover the collective histories of Oklahoma's 39 distinctive First American Nations. The museum showcases state-of-the-art exhibitions, Native-inspired cuisine, and authentic hand-made items by premiere First American artists.
5. Myriad Botanical Gardens
 - This 17-acre urban botanical garden is a local favorite. Enjoy dancing, picnics, free concerts, and the beauty of the Crystal Bridge Conservatory with its plant collections and waterfall feature.
6. National Cowboy & Western Heritage Museum
 - Explore the diverse stories of the West through Western and a full-scale western town. It's more than just a homage to the cowboy spirit.

For district and regional meetings, you will want to research other meeting, event facilities to see what they charge for events/regional and district meetings

When pricing a district or regional sales meeting, for example, there are several factors to consider. Let us explore some key points to help you to determine what to charge (these are ideas you can share with prospective customers for your event center who are planning a business meeting.

1. Purpose and goals
 - Ask the prospective meeting room/event customer to define the purpose of their meeting. Is it a weekly check-in with coffee, a quarterly review, or an annual sales kick-off? Each type of meeting may have different pricing considerations.

- Clarify the goals for the meeting. Are they planning to discuss current sales performance, competitive insights, or next priorities. Knowing this will help you to determine what they might need in the way of audio-visual equipment, handouts, duration of the meeting, etc. and will guide your pricing strategy.
2. Frequency and duration
 - Discuss with the prospective client how often they will hold district or regional meetings: weekly, monthly, or quarterly?
 - Determine the duration of each meeting.
 3. Venue and logistics
 - For each meeting, factor in the cost of renting event space, audiovisual equipment, seating, and refreshments.
 4. Additional costs
 - Include any other costs related to materials needed or technological needs.
 5. Market research
 - Research local market rates for similar events. Understand what competitors charge for sales meetings in your region.

Examples of local companies you can contact to inquire about whether they conduct off-site meetings include the following:

In the **Oklahoma City** area, you can find several **pharmaceutical and biotechnology companies**. Here are a few notable ones:

1. Biolytx Pharmaceuticals. This company focuses on developing drugs to promote wound healing and combat antibiotic-resistant bacteria.
2. Cytovance Biologics. A biopharmaceutical contract manufacturing company specializing in clinical and commercial production of therapeutic proteins and antibodies.
3. ARL Bio Pharma. Provides analytical and microbiological testing services for pharmaceutical companies.
4. Moleculera Labs. While primarily focused on diagnostics, they likely have a sales team that promotes their services related to autoimmune neuropsychiatric disorders.

Additionally, in Tulsa, Oklahoma you can explore the meeting needs of companies such as Cardinal Health, Rx Concepts, and Medalist Rx.

For a more comprehensive list, you can explore Built In's directory of Oklahoma City pharmaceutical companies. You can also contact other types of businesses that may hold off-site quarterly, biannual, or annual meetings that may be interested in your venue.

Profile of College student prospective customers of your coffee shop

As stated above, and according to the Waxman (2006) study, which was conducted in a college town, forty-two percent of adults aged 18-34 purchase their coffee at a coffee shop, and of that 42%, forty-eight percent consume their coffee on the premises. Since this study took place in a college town, the number of college students who used the coffee shop in place of going to the library represented just over half the patrons. The only problem with this was that in the late

afternoon and evening, there was no place for patrons to sit. This may be a time when you can allow some patrons to sit in the event space.

Who visits coffee shops and drinks coffee in a college town.

Students are heavy drinkers of caffeinated beverages including energy drinks and coffee. One possible strategy to reach college students is to promote coffee as a healthier alternative to energy drinks, which can contain as much as 500 mg. of caffeine in a single serving. Fifty-two percent of the 159 college students in the study stated that they were under an above average level of stress. They also attributed drinking energy drinks in some cases to making up for a lack of sleep. The study that this information was based on was conducted by Kelly and Prichard (2016).

Results and demographics of the study by Kelly and Prichard (2016)

In this same study by Kelly and Prichard (2016), it was stated that the physically and mentally healthy students who were part of the study drank coffee rather than energy drinks. The average GPA of the students answering the survey was 3.35, so the students also tended to do well in school overall regardless of whether they were energy drinkers or coffee drinkers. The problem, according to Kelly and Prichard (2016), is that there are cardiovascular risks associated with energy drinks which contain up to 500 mgs of caffeine in a single serving as stated above. What this information likely means is that less healthy students used caffeine in energy drinks to make up for deficits including a lack of sleep. According to Kelly and Prichard (2016), representatives from the energy drink companies even gave away free energy drinks on campus to promote their products.

The class year in school of the respondents to the Kelly and Prichard (2016) study was Freshmen (28.3%), Sophomore (21.4%), Junior (35.8%), and Senior (14.5%). Of the group, 14.5% said they were under tremendous stress, but 67.3% said they had good health and 25.8% said they had very good health. Of this same group, 8.1% said they had ADHD and 22% had mood or anxiety disorders. Whether the high level of caffeine in energy drinks aggravated these conditions was not determined in the study, but it was determined in the study that coffee, with the lower levels of caffeine, was a healthier alternative to energy drinks overall (Kelly & Prichard, 2016).

What all of this means is that it would be a good idea to promote coffee as a healthier choice over energy drinks for students in the Oklahoma City market area who are in college. Furthermore, in college towns, these students can contribute significantly to the bottom line as they will buy food as well as coffee during their visits.

Colleges near your coffee shop with students, who according to research, drink as many as 16 cups of coffee per month:

1. Heartland Baptist Bible College: It is located at 4700 NW 10th St., Oklahoma City. If you want to find out about advertising opportunities at the college, you can reach them at (405) 943-9330.
2. Oklahoma City Community College (OCCC)
 - OCCC has two campuses near Oklahoma City:
 - Main Campus: It is located at 7777 S. May Ave., Oklahoma City, OK 73159

- The Oklahoma City Community College newspaper has an approximate audience of readers of 4,000. This Oklahoma City based newspaper is a student publication. For advertising rate information, or to place an ad, please contact the advertising department at (405) 682-1611.
 - Oklahoma City Community College has an enrollment of 18,549 students
 - One strategy would be to obtain permission to post a welcome back message to the students/faculty/staff at Oklahoma City Community College from Provision Coffee & Bakery and offer to give some type of discount with the presentation of a current college or faculty/staff ID on the college's Facebook page. Kevin Eddings is the administrator for the college Facebook page, and you can contact him for permission to post a message to the students, and everyone who is following the page will get the post. You can contact Kevin Eddings at kevin.eddings@occc.edu or at 405-682-1611 ext. 7388. Additionally, he is a professor in the English Department at OCCC.
3. Oklahoma Christian University
- The campus is in the vicinity of the Provision Coffee & Bakery coffee shop. While not directly adjacent to the coffee shop, it is close by. The campus sits in the historic and vibrant Uptown 23rd District.
 - The enrollment at this university is 2,090 students.
 - The recommendation would also be to obtain permission from the administrator of the school's Facebook page to post a welcome back message to the students and administration faculty and staff and offer some type of discount to encourage students/faculty/staff from this school to visit Provision Coffee & Bakery. The marketing department is responsible for this page on campus according to the person I contacted at the school. The marketing department can be contacted at 405-425-5555.
4. Mid-American Christian University (MACU)
- Mid-American Christian University has a total enrollment of 2,442 students of which 567 are graduate students
 - Rev. Phil Greenwald is the administrator for the Facebook page. He is on LinkedIn, but you need a Premium Account to contact him. He is also active on Twitter and Instagram.
 - The recommendation would be to obtain permission to post a welcome back message to the students/administration and faculty and offer a discount with a university ID, if possible, on their Facebook page.

Which social media should you concentrate on:

1. Facebook: Despite its evolving user base, Facebook remains the most widely used social media platform. As of January 2024, 24.4% of Facebook users in the United States fall within the 25-34 age group, making it the largest audience of the platform. Additionally, 29% of users fall within the 50-59 age group.

2. Instagram: With 32% of users aged 18-29 and 32% aged 30-39, Instagram is popular with young adults and those in their early 30s. It's a visually engaging platform, making it ideal for image-centric advertising.
3. LinkedIn: While often associated with professional networking, LinkedIn has a significant user base aged 30-39 (at 34%) and 40-49 (at 25%). It's a great platform for B2B marketing and targeting professionals.
 - Start a company blog and make sure that you and every employee who is on LinkedIn includes a link to your business website and the company blog.
 - Your blog should include the following:
 1. Featured Specials
 2. Seasonal Promotions
 3. Collaborations and partnerships with other businesses: e.g. bookstores for joint promotions
 4. Loyalty programs
 5. Upcoming events such as live music, themed nights for Halloween for example, and workshops such as a program on resume writing featuring the career counselor from the local community college for a workshop
4. Twitter: Although not as dominant as Facebook or Instagram, Twitter still attracts users aged users aged 30-39 (at 34%) and 40-49 (at 21%). It's particularly useful for real-time updates and engaging with trending topics.

Courtesy of Bing.com

Trends in the coffee shop industry in the south

According to Coffee Shop Industry Profile (2014), as of 2014, there were approximately 20,000 coffee shops in the United States and 8,000 of these coffee shops were independent. Brewed coffee accounted for 55% of servings and specialty coffee accounted for 45% of all coffee consumed in the United States (Coffee Shop Industry Profile, 2014). Regarding out-of-home coffee consumption, the South has the lowest percentage of people who drink coffee in a coffee shop at 28%.

The highest percentage of people who drink coffee in the South drank their coffee at diners or sit-down restaurants (Coffee Shop Industry Profile, 2014). This percentage for diners at sit-down restaurants was 46%. Twenty one percent of people also regularly consumed their coffee at a bagel or donut shop in 2014.

If the trend has not changed in the past ten years, the recommendation is for Provision Coffee & Bakery is to create a diner atmosphere in the morning at their coffee shop by hiring a waitress, offering free refills on drip coffee with the purchase of a breakfast sandwich, and serving bagel/English Muffin breakfast sandwiches. Most coffee is consumed in the morning, so this should help with overall sales at Provision Coffee & Bakery.

The competition's strategy of competing in the market with drip coffee and cold brew coffee

According to Dolbec et al. (2022), McDonald's is offering a \$1 drip coffee and a \$2 small specialty coffee that started as a promotion in 2023.

The recommendation for your organization is to offer a \$1.50 drip coffee with a free refill. This would help you to compete with organizations such as McDonald's that are also vying for your customers.

Making cold brew coffee will also allow your organization to effectively compete with the major players in the industry. To do this, you can start with the highest quality of coffee, cold brew without heat for 12 hours and then use a double filtration process to process the result which is a complex and full-bodied brew with low acid and a chocolate finish. Cold brew will satisfy some of your customers' desires for low acid coffee. This coffee will satisfy drinkers who are sensitive to high acid coffees.

Promotions that other coffee shops are running

Peregrine Coffee Shop, located in Washington DC, was opened by the owner who was in high school at the time. Five years later, the owner of this coffee shop had three locations (McIntyre, 2013). They developed a very simple menu of coffee and bakery. The mission statement of this organization is to serve the highest quality coffee with excellent service and outstanding customer education about the company's products. They also use honest and sustainable business practices (McIntyre, 2013). In addition, they use word-of-mouth advertising as well as Facebook and Twitter.

For one coffee shop in Yellowstone, Montana, greeting people on Twitter and welcoming them to visit their coffee shop has been very successful. They also use local Facebook groups to promote their coffee shop. In addition, there is a coffee shop in Fairview, Ohio that has advertised on social media and placed a link on this media to its website where they have advertised upcoming coffee tasting events. These coffee tasting events increased traffic overall to its coffeehouse (McIntyre, 2013).

Idea for a satellite coffee shop location to advertise your main location

Many public libraries now permit and even encourage drinking, eating, and talking in libraries—an activity that was traditionally forbidden in libraries. The idea is to approach the Metropolitan Library System—Ronald J. Norick Downtown Library at 300 Park Ave., Oklahoma City, Oklahoma, to inquire about whether Provision Coffee & Bakery can set up a satellite location in the library for a few hours in the morning to sell coffee & bakery to library patrons.

To attract the Generation Z customer, you can start a speaker series at your coffee shop/event center

To attract Generation Z customers, which is currently the 18-24 group of potential customers, you can start a speaker series in which you invite speakers that will be of interest to this age group. One of the themes can be entrepreneurship and you can invite a professor from a local

college to speak on entrepreneurship. Another idea would be for someone from the community college to speak on the academic programs that they have to offer potential students. The speaker from the college could also speak about scholarships and financial aid resources as well.

- Other ideas include inviting a local entrepreneur to speak on how he or she got their start in a field that you think would be of interest to college-aged audiences.
- A good place to start to contact local entrepreneurs is the Oklahoma City Entrepreneur Association
- You can reach the Oklahoma Business Incubator Association via email at okbialeadership@gmail.com or the entrepreneurship organization at membership@eookc.org
- Another idea would be to have a speaker give a talk on a popular career field such as medical or pharmaceutical sales. To contact medical or pharmaceutical sales reps, you could contact the companies online and let them know you would like to have a local sales representative to give a talk at your event center.
- For a speaker on the journalism field, for example, you might contact any print journalism organization or a local tv station to see if you can get a reporter to give a talk.
- You could also sell coffee and other food items during these speaker events and gain exposure for your coffee shop and event center. In addition, you could have two speakers in an evening and have a refreshment period in between for your audience to take advantage of your food and beverage offerings.

Contact information for the tv stations in the Oklahoma City market area to ask them to do a feature on your plan to offer speaker programs to the community at your event center. These programs would be free and open to the public and would bring notoriety to your coffee shop and event center for new business

Fox 25 (Oklahoma City)

KOKH-TV (FOX 25)

- **Address:** 1228 E. Wilshire Blvd. Oklahoma City, OK 73111
- **Phone:** (405) 843-2525
- **Website:** [KOKH-TV](#)

AICTV

- **Address:** 2304 W. Hefner Rd., Oklahoma City, Oklahoma 73156
- **Facebook Page:** AICTV

KOCO (5) (abc)

KOCO-TV (ABC 5)

- **Address: 1300 E. Britton Rd., Oklahoma City, OK, 73131**
- **Phone: (405) 478-3000**
- **General Manager: Brent Hensley**
- **News Director: Shawnda Adams**
- **Website: KOCO-TV**

Summary of Recommendations

1. Add made-to-order sandwiches and feature certain sandwiches at different times of the year
2. Enhance the customer experience at Provision Coffee & Bakery with a new state-of-the-art background music solution from Pro acoustics audio equipment
3. Add 3 computer workstations from Dell
4. Add Microsoft 365 to each of the three workstations
5. Add a McAfee home and small business security solution to each of your 3 workstations
6. Add 3 computer carts to house your computer workstations
7. Add 3 task chairs for each of your 3 workstations
8. Add an enterprise printer for printing by coffee shop patrons and corporate customers of your event center
9. Offer package deals to event center customers that include meeting space, audio visual equipment, printing services, boxed lunches, and team building events
10. Gain permission to place a welcome back message on the Facebook pages of local colleges and offer some type of discount to students, faculty and staff as well
11. Start a company blog to advertise your coffee shop and related features
12. Hire a waitress to offer coffee refills in the mornings
13. Offer cold brew coffee
14. Offer live music, themed nights, and workshops
15. Offer a loyalty program
16. Offer speaker programs as part of a speaker series
17. Inquire about having a local news station do a feature on your organization to be broadcast on the news
18. Set up a satellite coffee and bakery table to sell these goods at your local library to advertise your coffee shop to library patrons