



Your goal is to develop a project to create a small social and cultural cafe in Warsaw. The project should be presented in the form of a PDF document.

This is a group project. The group can consist of up to 8 people (make sure you enclose the names!).

The deadline for submitting the assignment is June 30.

Please send the task to: w.moscibrodzki@gmail.com in an e-mail titled CIVITAS

Remember: your task is to:

1. CREATE A VISION
2. MAKE A PLAN TO ACHIEVE IT
3. EVALUATE THE RESOURCES
4. ESTIMATE RISKS AND CHANCES TO COMPLETE
5. DESCRIBE THE QUIT POINT (WHEN THE PROJECT IS COMPLETED)

Here are some important elements to consider:

1. Concept and Purpose: First, you need to define the vision of the cultural café. What values do you want to promote? What kind of atmosphere do you want to create? Is it supposed to be a place that focuses on music, literature, art or other areas of culture, or maybe it has an ethnic dimension? You can also refer to the concept of *genius loci*, defining the nature or spirit of the area. Defining your unique concept will help you in the further stages of the project.

Describing this part of the project, present THE VISION of the cafe as precisely as possible.

2. Business plan: You need to identify your target group, estimate the costs of opening and operating the cafe and develop a marketing strategy.
 1. Executive Summary: This is a short summary of your business plan that outlines key information about your coffee shop. This is an extension of the concept described at the beginning of the study. It should also contain information about its uniqueness (what elements you want to focus on to distinguish your cafe).
 2. Describe the target group, the planned location (taking into account accessibility, public transport, traffic volume and attractiveness of the place).
 3. Company description: Provide information about your cafe, including its name, legal and organizational structure, owners and managers.

4. Market analysis based on available knowledge and internet sources. Present the competition and trends in the cafe industry. Perform a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats).
 5. Products and services: Describe your offer, i.e. the products and services that will be available in your cafe. Focus on the cultural aspects, such as organizing events, exhibitions or workshops, as well as on the menu with drinks, snacks and other potential dishes.
 6. Marketing Strategy: Present a marketing plan that includes promoting your coffee shop and attracting customers. Describe your marketing goals, target audience, promotional tactics (e.g. advertising, social media, events), branding and pricing strategy. Develop a marketing strategy that will help promote your coffee shop. Use different channels such as social media, local cultural events, flyers, etc. It is also important to build relationships with the local community and collaborate with other cultural institutions.
 7. Set campaign goals, how to achieve them and methods of monitoring.
 8. Operational Analysis: Discuss your operational plans, such as coffee shop equipment, suppliers, payment systems, staffing, and workflow. Also provide your planned opening hours and daily routine.
 9. Financial operation: In this section, present the projected costs and income related to opening and running a coffee shop. Include initial costs (e.g. rent , renovation, furniture, equipment), operating costs (e.g. salaries, supplies, maintenance) and expected sales revenue. Prepare financial projections: such as income statement, balance sheet and cash flow.
 10. Management and team: Also present a plan for staffing and management, including the organizational structure and tasks of individual team members.
 11. Risk and contingency strategies: Identify potential risks and challenges your coffee shop may face. Describe contingency strategies and action plans for situations such as falling sales, competition, supply issues, etc.
 12. Development plan: Present your long-term goals and development plans for the coffee shop. Do you have plans to open more outlets? Do you intend to expand the cultural offer or introduce additional services? Describe your visions for the future.
 13. Overall budget: prepare (weekly or monthly) budget, starting from first activities up to the final stage (cafeteria is working).
 14. Provide a timeline for the project, specifying the necessary expenses, resources, people, etc. for each stage.
3. Describe your gained experience and knowledge you gained making this project. Were there new things for you or you have just utilized your skills? Comment on the teamwork experience (good or bad – this will not be used in scoring)