



Rhys' Coffee

By Rhys Cottrell

What my business does

my business makes coffee and pastries

Who is it for

the average age would be about 13+

Revenue/how i make money

My business earns revenue primarily by selling freshly brewed coffee at about \$4 per cup, offered directly to customers. To increase overall sales, I also offer muffins and burritos as additional food options. Beyond beverages and snacks, I plan to sell Rhys's Coffee-branded sweaters as merchandise, creating another income stream. Together, these products help diversify my revenue, attract different types of customers, and support the long-term growth of my business.

Business goals

My goal is to build strong recognition within the next 18 months while starting to generate revenue in about 8 months. I want to grow quickly by bringing in the right people and creating a team-driven environment. As the company expands, I aim to hire talented individuals who can help scale the business efficiently. I also want to keep the culture enjoyable and energetic, with a focus on collaboration—and maybe a few fun drinks along the way.

mission/vision statement

mission: To craft high-quality, ethically sourced coffee that brings people together, inspires creativity, and adds a moment of comfort to every day.

vision: To become a beloved coffee brand known for sustainability, community impact, and unforgettable flavor—one cup at a time.

description/identity

Rhys' Coffee serves warm handcrafted drinks and pastries for anyone 13 and up who craves a cozy comforting treat. Every cup is made with care using rich espresso beans that bring out the rich depth and heart behind the craft. The brand carries a creative inviting cabin-like vibe—perfect for cold gloomy mornings when all you want is something calming and delicious.

Problem

Parents and adults often worry about what is actually in the espresso beans they consume and whether they are truly safe. They may question if contaminants like microplastics or other harmful substances are present. These concerns often focus on how such exposures could impact their own health as well as their child's development over time.

Solution

My solution is to make my own coffee at home using a good espresso bean brand. I brew it a little longer so it tastes richer and smoother. It ends up being just as satisfying as buying one.

Target market

My coffee company will target young adults and busy professionals who want high-quality drinks in a welcoming, functional space. This audience looks for places where they can study, work, or relax while enjoying consistent service and unique flavors. They are drawn to modern, community focused, and environmentally conscious brands. By offering creative menu options and a comfortable atmosphere, the company will provide more than just coffee; it will deliver a complete experience.

Competition

We can make my coffee company stronger by fixing the problems big chains have, like not putting too much ice in your iced drinks. You can also make sure every drink tastes the same high quality every time so customers trust your shop more than places like Dunkin'. If your iced drinks taste smooth, look cool, and feel worth the money, people will want to come back to your shop instead of the big brands.

Marketing activity

Rhys's Coffee can expand its reach by using engaging social media marketing on TikTok, YouTube, and Instagram. Paid ads featuring cozy visuals, smooth transitions, and high-quality drink photos can help the brand stand out. Partnering with local influencers is another effective way to showcase menu items and attract new customers. To build community connections, Rhys's Coffee can host events such as open mic nights or coffee tastings. A rewards program would encourage repeat visits and strengthen customer loyalty. Collaborating with nearby businesses for cross-promotions can also increase visibility. Finally, seasonal drinks and limited-time offers can create excitement and keep customers coming back.

Key rolls

Around the first 6-12 months the founder(Rhys Cottrell) will work solo and the responsibilities are tracking stocks and finance growth there will also be serving coffee and making coffee and as the CEO it most likely be easier because i am the whole company.

Spread sheet

incom/revenue		
selling price per unit	\$3.00	
units sold-year one	5,200	
units sold-year two	7,800	
units sold-year three	10,400	
prejected revenue - year one	\$15,600.00	
prejected revenue - year two	\$23,400.00	
prejected revenue - year three	\$31,200.00	

startup costs	prices
grinders	\$5,000.00
espresso machine	\$25,000.00
website	\$10,000.00
initial inventory and supplies	\$1,100.00
	\$41,100.00

small tools	
tamper	\$15.00
WDT tool	\$10.00
puck screen	\$5.00
puckbox	\$12.00
whisk	\$5.00
scoop	\$2.50
bowl	\$5.00
sifter	\$3.50
variable costs (per month)	
espresso beans	\$240.00
cow milk	\$56.00
oat milk	\$56.00
paistries	\$240.00
cups	\$100.00
cup lids	\$60.00
cup sleavs	\$50.00
cup holders	\$10.00
straws	\$16.00
trash bags	\$40.00
paistrie containers	\$20.00
matcha powder	\$20.00
	\$908.00
fixed costs	
water	\$100.00
descaling materials	\$10.00
elecricity	\$300.00
internet	\$100.00
rent	\$2,000.00
insurance	\$100.00
financing	\$200.00

websites	\$250.00
total	\$3,060.00
yearly operating expenses	\$88,716.00
year two	\$47,616.00
year three	\$47,616.00
sales math	
selling price per unit	\$3.00
cost per unit	\$1.50
profit per unit	\$1.50

profit and loss summery			
year	income	expenses	profit/loss
year1	\$15,600.00	\$88,716.00	-\$73,116.00
year2	\$23,400.00	\$47,616.00	-\$24,216.00
year3	\$31,200.00	\$47,616.00	-\$16,416.00
			-\$113,748.00