

Profiling of Cafe Business in Talavera, Nueva Ecija: A Basis for Development of a Standardized Checklist of Minimum Requirements for Starting Up a Coffee Shop Business

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Abstract— *This study aimed to profile the coffee shops in Talavera, Nueva Ecija, to develop a standardized checklist for aspiring entrepreneurs. The researchers surveyed 10 coffee shop owners in the municipality of Talavera. Through surveys, the researchers delved into the Owner's Demographic, Business details, Financial Requirements, and other requirements needed to consider starting up a coffee shop. Furthermore, through accurate analysis, the data obtained from the coffee shop owners are arranged to derive key insights. By analyzing this data, the study identifies best practices associated with start-up coffee shops' profitability in Talavera. These findings were translated into a standardized checklist outlining essential procedures including the lists of equipment needed, financial requirements, and the Traditional and Social Media Marketing techniques. This standardized checklist served as a valuable tool for aspiring and existing coffee shop owners in Talavera, streamlining operations, ensuring consistency, and contributing to business success.*

Keywords— *Coffee shop, Checklist, Startup, Operations, Financial Requirements, Marketing Strategies*

I. INTRODUCTION

In today's world, coffee shops have emerged as more than just places to grab a cup of coffee; they are vibrant hubs of social interaction, creativity, and relaxation. The aroma of freshly brewed coffee, the soft hum of conversations, and the comforting ambiance of these establishments have made them integral parts of our daily lives. It has become a social and cultural phenomenon, shaping communities, and influencing consumer preferences. According to (International Coffee Council, 2018), the Asian coffee market has increasingly become the focus of the world coffee industry in recent years. Additionally, the findings of the study conducted by (Kantar

Worldpanel Philippines, 2014), stated that Filipinos have shifted from being moderate to heavy coffee drinkers. Hence, the café industry in the Philippines is rapidly

expanding, drawing more Filipinos to indulge to come and enjoy in various decorative coffee establishments.

While major metropolitan areas often serve as the focal point of coffee culture discussions, smaller towns and regions are increasingly becoming significant players in this industry. In the prosperous province of Nueva Ecija, specifically in the municipality of Talavera, there are a growing number of local cafés that have been operating in these past years.

Hence, this study is significant as it offers practical guidance to individuals interested in entering the café industry in Talavera, Nueva Ecija. By examining existing café establishments systematically, including their operational practices, marketing strategies, and adherence to regulations in order to pinpoint the essential components required for a successful start-up. Additionally, the creation of a standardized checklist derived from this study

provided a clear basis for prospective café owners to navigate the complexities of initiating and managing a coffee shop business effectively.

Therefore, this research aims to bridge a critical gap in the existing literature by providing practical guidance to individuals aspiring to venture into the café industry in Talavera, Nueva Ecija. Through in-depth data collection and analysis, it seeks to offer actionable recommendations and tools that empower prospective café owners while contributing to the sustainable economic development of Talavera, Nueva Ecija

OBJECTIVE OF THE STUDY

This study aims to contribute to the understanding the Coffee Shop Businesses in Talavera, Nueva Ecija. The objectives of the study include profiling the coffee shop, identifying implication of this study to the business industry and lastly, to provide a manual of operation for coffee shop business based on the result of the study.

Statement of the Problem

The research primary objective is to Profile the Coffee Shop Business Talavera, Nueva Ecija. To achieve this goal, the research sought to study the following:

1. How may the respondents be described in terms of:
 - 1.1 age;
 - 1.2 gender;
 - 1.3 income;
 - 1.4 employment;
 - 1.5 civil status;
 - 1.6 educational attainment;
 - 1.7 number of years' experience validity of a coffee shop ;
 - 1.8 form of business?
2. How may the profile of the coffee shop be described in terms of:
 - 2.1 number of years of operation;
 - 2.2 facilities, equipment and materials;
 - 2.3 starting capital;
 - 2.4 types of products and services offered to customers;
 - 2.5 manpower requirement;
 - 2.6 average number of customers per month;
 - 2.7 average net profit per month;
 - 2.8 average monthly operating cost;
 - 2.9 marketing strategies;

- 2.10 legal requirements;
- 2.11 return on investment (ROI)?
3. What is the implication of this study based on the findings?
4. To provide a manual of operation for coffee shop business based on the results of the study.

II. RESEARCH METHODOLOGY

The study employed a quantitative research design, specifically using descriptive research to systematically describe the population, situation, and phenomena related to customer preferences in coffee shops. Conducted in Talavera, Nueva Ecija, the research targeted owners and managers of ten selected coffee shops. Simple random sampling was utilized to ensure unbiased data collection from a homogeneous population. Respondents provided insights based on their experience in the coffee business. Data was gathered through a survey questionnaire, with the study obtaining the necessary permissions from research instructors and advisors. The data analysis involved frequency and percentage calculations, with the formula $\% = f/n \times 100$ used to determine the percentage responses. Additionally, the weighted mean was calculated using a Likert scale to assess respondents' perceptions on a scale from 1 (Not Necessary) to 4 (Absolutely Necessary). The reliability and validity of the questionnaire were ensured through approval from research advisors and instructors. This thorough methodology aimed to develop a standardized checklist of minimum requirements for starting a coffee shop business.

III. RESULTS AND DISCUSSIONS

This chapter presents and discusses the result, analysis, and data interpretation based on the response of the 10 owners/managers of coffee shops in this study entitled Profiling of Cafe Business in Talavera, Nueva Ecija: A Basis for Development of Standardized Checklist of Minimum Requirement for Starting up a Coffee Shop Business. The results are presented and discussed based on the sequence of the statement of the problem.

1. Description of the Respondents

The demographic profile of the coffee shop owners/managers are described in terms of Age, Gender, Income, Employment, Civil Status, Educational Attainment, and Number of Years of experience validity of a Coffee Shop.

1.1 Age

Table 1.1 Frequency and Percentage Distribution as to the Age of the Respondents

Age of the Respondents	Frequency	Percentage
18-30	7	70%
31-40	3	30%
41-50	0	0
51 and Above	0	0
Total	10	100%

Table 1.1 describes the demographic profile of the respondents. It can be observed that out of ten (10) respondents answered that there are seven (7) respondents with an average of 70% representing the ages 18-30. There are three (3) respondents with an average of 30% that are 31-40 years of age. Hence, the ages 41-50 and 51 and Above years of age have no respondents.

This implies that the respondents ages between 18 and 30 with a percentage of (70%) have a high level of involvement and interest in the survey topic among this demographic group. Furthermore, it broadens the viewpoints of the younger and middle-aged coffee shop owners. Overall, the data shows that younger adults are positively participating to conversations and decision-making processes surrounding the subject matter of the poll. (Entrepreneurship in the Philippines, n.d.) says that over half of the Filipino entrepreneurs is between the ages of 18 and 44.

1.2 Gender

Table 1.2 Frequency and Percentage Distribution as to the Gender of the Respondents

Gender of the Respondents	Frequency	Percentage
Male	1	10%
Female	9	90%
LGBTQ+	0	0
Total	10	100%

Table 1.2 shows the gender of the respondents. It can be observed that out of the ten (10) respondents who answered, there is one (1) respondent with an average of 10% is male. Lastly, there are nine (9) respondents with an average of 90% are females.

Table 1.2 implies that there is a high participation of females resulting in a (90%) percentage that demonstrates a dynamic effort towards gender, and it ensures a diverse

interpretation of survey data. The significant presence of females indicates a recognition of the importance of their viewpoints and experiences in shaping the outcomes of the survey, leading to more comprehensive insights. Overall, the data reflects a successful engagement of females in contributing to discussions on the survey topic. According to Entrepreneurship in the Philippines, (n.d.) women represent a greater number of young entrepreneurs than existing business owners.

1.3 Income

Table 1.3 Frequency and Percentage Distribution as to the Monthly Income of the Respondents

Income of the Respondents	Frequency	Percentage
50,000 and Below	0	0
51,000-80,000	9	90%
81,000-100,000	1	10%
101,000 and Above	0	0
Total	10	100%

Table 1.3 shows the income of the respondents. It can be observed that out of ten (10) respondents, there are nine (9) respondents with an average of 90% that earn around 51,000-80,000 monthly. While there is one (1) respondent with an average of 10% that earns up to 81,000-100,000. Hence, the income of 50,000 and below and 101,000 and above has no response, and the percentage is 0.

Table 1.3 indicates that some individuals have the means to meet their needs comfortably and potentially have disposable income resulting in a positive trend of financial stability among the surveyed population, with 90% of respondents having incomes ranging from 51,000 to 80,000 units. The presence of one respondent with a higher income level further reflects financial diversity within the sample. Overall, the data suggests a level of economic well-being that can contribute to consumer confidence and overall prosperity. According to (Isla, 2023) in the Philippines, a coffee shop's anticipated daily sales can vary from ₱13,500 to ₱63,000. Undoubtedly, opening a coffee shop requires a substantial investment. However, if you'd rather start small, someone could always set up a pop-up or mobile coffee shop in an unutilized garden or garage. It's a very economical and distinctive way to own a coffee business, and it costs a lot less.

1.4 Employment

Table 1.4 Frequency and Percentage Distribution as to

the Employment Status of the Respondents

Employment of the Respondents	Frequency	Percentage
Student	0	0
Unemployed	0	0
Self-Employed/ Freelancer	7	70%
Employed	3	30%
Total	10	100%

Table 1.4 shows the Employment status of the respondents. It can be observed that out of ten (10) respondents, there are seven (7) respondents with an average of 70% that are Self-employed/Freelancer. There are three (3) respondents with an average of 30% that are currently employed. Hence, the student and unemployed status has no response, and the percentage is 0.

Table 1.4 implies a positive trend in the coffee shop industry toward self-employment and entrepreneurship. The majority of the respondents said they were freelancers or self-employed, showing a significant preference of the respondents for independent work. Furthermore, this data depicts a positive atmosphere that there are no such specific skills required in starting up a coffee shop and that people can follow their dreams of becoming entrepreneurs and opening their coffee shops. Furthermore, the fact that 30% of the respondents are employed in different work highlights the diversity of the workforce in the coffee shop industry. That implies the coffee shop business is a lively and inclusive place to work with plenty of chances for employment and entrepreneurship. Based on the Skills You Need, (n.d.) entrepreneurs, freelancers, and self-employed people all work for themselves. They operate or run their firm, which can be anything from a simple one-man show providing expert services, dog walking, decorating, or other services, to a business established to produce and market a recently established piece of technology developed by the owner.

1.5 Civil Status

Table 1.5 Frequency and Percentage Distribution as to the Civil Status of the Respondents

Civil Status of the Respondents	Frequency	Percentage
Single	8	80%
Married	2	20%
Widowed	0	0

Total	10	100%
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Table 1.5 shows the Civil status of the respondents. It can be observed that out of ten (10) respondents, there are eight (8) respondents with an average of 80% that have the status of being single. While there are two (2) respondents with an average of 20% that have the status of being married. Hence, the status of being widowed has no response, and the percentage is 0.

This implies that among the respondents the highest is single with an average of (80%) which indicates a demographic keen on personal and professional development. This focuses on personal growth and career advancement. Lastly, it values personal motivation and connection with other people, making a diverse and dynamic workplace. (Adam, 2023) mentions that people who are single or who have not got married usually have full control over everything that they own, including their finances. They are not constrained by spousal duties or the legal rights that come with marriage. They are free to make decisions regarding their belongings, healthcare, and other private matters without the assistance or consent of a spouse.

1.6 Educational Attainment

Table 1.6 Frequency and Percentage Distribution as to the Educational Attainment of the Respondents

Educational Attainment of the Respondents	Frequency	Percentage
High School Graduate	1	10%
Vocational Course	2	20%
Bachelor’s Degree Holder	7	70%
Master of Arts	0	0
Doctor of Philosophy	0	0
Total	10	100%

Table 1.6 shows the educational attainment of the respondents. It can be observed that out of ten (10) respondents, there is one (1) respondent with an average of 10% that is a high school graduate. While there are two (2) respondents with an average of 20% that attained a vocational course. Additionally, there are seven (7) respondents with an average of 70% that have obtained a bachelor’s degree. Hence, the Master of Arts and Doctor of Philosophy have no respondents, and the percentage is 0.

This implies to the respondents that their credentials and future contributions are positively reflected. the highest being those with a bachelor's degree (70%), suggesting that the workforce is likely to benefit from a motivated and educated population. All things considered, increased wealth for society can result from a diversity of information, abilities, personal development, and societal improvement. According to (Chun, 2023), a master's degree in business administration is also advantageous for development as a small business owner. MBA programs also offer specializations in areas like marketing, accounting, and finance, which can be useful when launching a firm.

Table 1.7 Number of Years' Experience Validity of a Coffee Shop

No. of Experience validity of a coffee shop	Frequency	Percentage
1-3 Years	8	80%
4-6 Years	1	10%
7 and Above	1	10%
Total	10	100%

Table 1.7 shows the number of experience validity of a coffee shop of the respondents. It can be observed that out of ten (10) respondents answered that there are eight (8) respondents with an average of 80% that have 1-3 years of experience validity of a coffee shop. While there is one (1) 4-6 years and 7 and above years' experience validity of coffee shop with an average of 10%.

The highest percentage among the respondents is the (80%) being the 1-3 years no. of experience validity of coffee shops implies that a thriving market with unique and fresh ideas becomes a positive landscape resulting in sustainability and success within the industry. It also fosters a competitive environment, benefiting consumers and entrepreneurs.

1.8 Form of Business

Table 1.8 Frequency and Percentage Distribution as to the Coffee Shops as to the Form of Business

Form of Business	Frequency	Percentage
Sole proprietorship	2	20%
Partnership	7	70%

Corporation	0	0
Others: Franchise	1	10%
Total	10	100%

Table 1.8 shows the Form of business of the respondents. It can be observed that out of ten (10) respondents answered that there are seven (7) forms of business with an average of 70% that has formed a Partnership. While there are two (2) Sole proprietorship forms of business with an average of 20%. Additionally, there is one (1) Franchise form of business with an average of 10%. Hence, the corporation has no respondents, and the percentage is 0.

This implies the variety of coffee shop business structure, with partnership having the highest percentage (70%) that highlights the industry's diversity. because partnership gives opportunities to uprising entrepreneurs and enlightens their knowledge of the coffee shop industry. Overall, this type of business form greatly increases the success rate of established coffee shops, this variety of business structures supports the vitality and expansion of the coffee shop industry. (Reis, 2023) says that establishing a coffee shop is an exciting endeavor, but deciding whether to go it alone or hire a partner can be challenging at times. Benefits of opening a coffee business with a partner include having someone to split the costs and workload with. Partners with complementary abilities can also make the firm function more easily and effectively.

2. Profile of the Coffee Shops

Table 2.1 Number of years of Operation

No. of years of Operation	Frequency	Percentage
1-5 Years	9	90%
6-10 Years	0	0
11-15 Years	0	0
16 and above	0	0
Others: 3 Months	1	10%
Total	10	100%

Table 2.1 shows the Number of years of operation. It can be observed that out of ten (10) respondents answered that there are nine (9) operating businesses with an average of 90% ranging from 1-5 years. While there is one (1) respondent said that they are operating a business with an average of 10% that ranges from 3 months. Hence, the 6-10 years, 11-15 years, and 16 and above have no response, and the percentage is 0.

This implies how long a coffee shop has been operating with the majority of 1-5 years having a percentage of (90%). This emphasizes that it is easily accessible in the

entrepreneurship sector because with the changing environment, it is accessible to new participants and contributes to the diverse coffee culture, with people being able to adapt and venture out to establish themselves successfully.

According to Barlow & Barlow (2023), about the initial costs of starting their operations, which include equipment purchases and lease agreements, coffee shop owners may see a decrease in revenue during the first one to five years of business. However, when they develop loyal customers and optimize their operations, these coffee shops usually enjoy a notable increase in annual revenues after five years.

Table 2.2 Facilities, equipment, and materials

Coffee Shop Equipment	Weighted Mean	Verbal Interpretation
Coffee Machines are necessary for the operation of a coffee shop.	2.2	Somewhat Necessary
Espresso Machines are crucial for a coffee shop's beverage quality.	2.8	Necessary
Grinders are important for fresh coffee preparation.	3.1	Necessary
Brewing Equipment is essential for a variety of coffee offerings.	3.7	Absolutely Necessary
Refrigerators are needed to store perishables and cold beverages.	3.4	Necessary
Milk Frothers are required for making specialty coffee drinks.	3.7	Absolutely Necessary
Milk Pitchers are necessary for serving milk-based coffee drinks.	3.7	Absolutely Necessary
Toasters are important for offering food items alongside beverages.	3.1	Necessary
A Blender is essential for	1.3	Not Necessary

preparing a variety of blended beverages.		
A Sealing Machine is important for ensuring the quality and safety of to-go beverages.	1.3	Not Necessary
A French Press is necessary for offering high-quality cold brew coffee.	1.3	Not Necessary
A Jigger is crucial for measuring ingredients accurately for consistent coffee drinks.	4.0	Absolutely Necessary
A Bar Spoon is essential for mixing beverages properly.	4.0	Absolutely Necessary

As shown in table 2.2, Most of this coffee shop equipment is necessary for starting up a coffee shop business. It can be seen in the table above that most of the coffee shop equipment used by the coffee shop was marked as necessary to absolutely necessary with a weighted mean of ranging from 2.8 to 4.0

It can be seen that five out of the 14 statements gained the highest weighted mean ranging from 3.7 to 4.0 with a verbal interpretation of Absolutely necessary. The first one asks about whether the jigger is crucial for measuring ingredients accurately for consistent coffee drinks. The respondents gave an average weighted mean of 4.0 which falls under the category of “absolutely necessary”. This means that all the respondents answered that the jigger is absolutely necessary for it being crucial for measuring ingredients accurately for consistent coffee drinks. Followed by the question of whether a Bar Spoon is essential for mixing beverages properly. The respondents gave an average weighted mean of 4.0, which also falls under the category of “absolutely necessary”. This indicates that all the respondents answered that it is absolutely necessary for a bar spoon to be essential for mixing beverages properly.

Lastly, the “blender is essential for preparing a variety of blended beverages, sealing machine is important for ensuring the quality and safety of to-go beverages and the French press is necessary for offering high-quality cold brew coffee” obtained a weighted mean of 1.3 which means that most of the respondents answered that blender, sealing machine and French press is not necessary

equipment for starting up a coffee shop business.

This indicates that the highest coffee shop equipment that is a must need are the jigger and bar spoon with it having a weighted mean of 4.0, focusing on this fine equipment indicates dedication of quality control and the client's happiness. These evaluations show that industries work together to keep up-to-date facilities, guarantee top-notch beverage selection, and improve the experience of visiting coffee shops. (Tom, 2016) said that Jiggers, a shortened term for "thingamajiggers," represent the most accurate method for measuring liquids unless one has mastered the art of counting pours. These small, two-sided conical vessels serve as precise measuring tools, typically available in standard measurements, although buyers should verify before purchase. The speaker's initial jigger was an unmarked 1 oz by 1.5 oz, sizes that are both practical but not commonly found together; standard jiggers usually offer a single unit and its double. The .5 oz by 1 oz and 3/4 oz by 1.5 oz sizes are arguably the most practical, although 1 oz by 2 oz variants are also available. Professional bartenders often have these three jiggers readily available at each bar station for efficient measurement. Moreover, Bar spoons, perfect for mixing cocktails, boast a lengthy spiraled handle culminating in a shallow bowl. The spiral design aids in effortless spinning on the user's fingertips during stirring, with the objective being to ensure the spoon's back consistently touches the edge of the mixing glass. When executed correctly, stirring involves a smooth back-and-forth movement of the fingers as the spoon revolves in the hand (T, 2016).

Table 2.2.1 Interpretation of the Likert scale questions as to the Coffee Shop Facilities Requisite

Coffee Shop Facilities	Weighted Mean	Verbal Interpretation
Display Cases are important for showcasing food items.	3.7	Absolutely Necessary
Tables and Chairs are necessary for customers to have a comfortable experience.	4.0	Absolutely Necessary
Bar Stools are	3.7	Absolutely

important for seating at the coffee bar.		Necessary
Outdoor Seating is necessary for the coffee shop's ambiance.	2.8	Necessary
Restrooms are crucial for customer convenience.	4.0	Absolutely Necessary

As shown in Table 2.2.1 Most of these coffee shop facilities are requisite for starting up a coffee shop business. It can be seen from the table above that most of the coffee shop facilities used by the coffee shop were marked as absolutely necessary with a weighted mean of ranging from 2.8 to 4.0.

The coffee shop facilities “tables and chairs are necessary for customers to have a comfortable experience and restrooms are crucial for customer convenience” obtained a weighted mean of 4.0 which means that all of the respondents answered that the tables and chairs are absolutely necessary for customers to have a comfortable experience as well as restrooms being absolutely necessary and crucial for customer convenience.

Furthermore, the “display cases are important for showcasing food items and bar stools are important for seating at the coffee bar” gained a weighted mean of 3.7 which means that the respondents answered that the display cases are absolutely necessary for showcasing food items as well as bar stools being absolutely necessary for seating at the coffee bar.

Lastly, the “outdoor seating is necessary for the coffee shop’s ambiance” obtained a weighted mean of 2.8 indicating that most of the respondents answered that outdoor seating is indeed necessary for the coffee shop’s ambiance.

A strong dedication to both customer happiness and corporate success is evident in the interpretation of Likert scale responses evaluating coffee shop amenities in Table 2.2.1. The importance of basic amenities like bathrooms, bar stools, tables and chairs, and display cases in improving the overall customer experience is highlighted by their vital necessity. Even though outside seating was rated somewhat lower, the fact that it was thought to be necessary indicates how important ambiance is. All things considered, giving these facilities first priority shows how

committed the sector is to making warm environments, encouraging client loyalty, and guaranteeing long-term success. According to *Coffee Shop Furniture: 8 Tips For Furnishing Your Coffee House* (N.D.) When selecting the furniture items to put in, coffee shop tables and chairs ought to accommodate all customers. For customers who want to relax and enjoy a coffee, a cozy armchair is the ideal option; for casual customers, dining chairs are ideal for grabbing a fast bite. If they want to watch the world go by from a window table, chairs are also perfect. In addition, Interior (2022) said that coffee tables come in a variety of shapes and sizes, but they always have the same purpose:

to act as a surface for items like coffee cups and magazines. Coffee tables are usually made of wood or glass, and many of them have shelves or other storage areas for added convenience. They can also be used as a temporary workspace for crafts or tasks. However, Establishments that sell food and beverages are urged to provide restrooms for their customers as part of providing excellent customer service (Ashby, 2024). Some larger, chain coffee shops regularly have restrooms, whereas smaller, independent coffee shops could not have them due to space issues or other reasons.

Table 2.2.2 Interpretation of the Likert scale questions as to the Coffee Shop Materials Needed

Coffee Shop Materials	Weighted Mean	Verbal Interpretation
Cups (Espresso, Coffee, and Cold Beverages) are essential for serving drinks.	4.0	Absolutely Necessary
Saucers are important for the presentation of drinks.	4.0	Absolutely Necessary
Plates are necessary for serving food items.	4.0	Absolutely Necessary
Bowls are important for a variety of menu options.	2.8	Necessary
Stirrers/Straws are essential for customers' use.	4.0	Absolutely Necessary
Utensils (Spoons, Fork, and Butter Knife) are necessary for the consumption of food.	4.0	Absolutely Necessary
Napkins are crucial for maintaining cleanliness.	4.0	Absolutely Necessary
Point of Sale System	Weighted Mean	Verbal Interpretation
Touch Screen Registers are important for efficient transactions.	1.6	Somewhat Necessary
Receipt Printers are necessary for providing customers with transaction details.	1.9	Somewhat Necessary
Cash Drawers are crucial for handling cash payments.	4.0	Absolutely Necessary
Using Pen and Paper for recording sales and orders is...	4.0	Absolutely Necessary
Technology	Weighted Mean	Verbal Interpretation

Wi-Fi is necessary for customer satisfaction and convenience.	2.8	Necessary
A Music System is important for creating a pleasant atmosphere.	4.0	Absolutely Necessary
CCTV is crucial for the security and monitoring of the coffee shop.	4.0	Absolutely Necessary
Decorations	Weighted Mean	Verbal Interpretation
Wall Arts are important for the coffee shop's aesthetic.	3.7	Absolutely Necessary
Planters are necessary for enhancing the ambiance.	2.8	Necessary
Lighting Fixtures are crucial for the coffee shop's visibility and atmosphere.	3.7	Absolutely Necessary
Miscellaneous	Weighted Mean	Verbal Interpretation
A Menu board is essential for informing customers about offerings.	3.7	Absolutely Necessary
Cleanliness and effective cleaning supplies are essential for maintaining hygiene standards in the coffee shop	4.0	Absolutely Necessary
Professional and suitable uniforms are essential for creating a positive impression and maintaining a professional image among customers	4.0	Absolutely Necessary

As shown in table 2.2.2 Most of these coffee shop materials are needed for starting up a coffee shop business. It can be seen from the table above that most of the coffee shop materials used by the coffee shop were marked as absolutely necessary with a weighted mean of ranging from 3.7 to 4.0.

The coffee shop materials “Cups (Espresso, Coffee, and Cold Beverages) are essential for serving drinks, Saucers are important for the presentation of drinks, Plates are necessary for serving food items, Stirrers/Straws are essential for customers’ use, Utensils (Spoons, Fork, and Butter Knife) are necessary for the consumption of food and Napkins are crucial for maintaining cleanliness” obtained a weighted mean of 4.0 which means that most of the respondents answered that it is absolutely necessary and essential to use cups, plates, saucers, stirrers/straws, utensils, and napkins.

The point-of-sale system “Using Pen and Paper for recording sales and orders is... and Cash Drawers are crucial for handling cash payments” obtained a weighted mean of

4.0 which means that it is absolutely necessary to use pen and paper for recording sales and orders as well as cash drawers for handling cash payments.

The Technology as to the materials needed “Music System is important for creating a pleasant atmosphere and CCTV is crucial for the security and monitoring of the coffee shop” obtained a weighted mean of 4.0 which means that the majority of the respondents that is absolutely necessary for the music system to create a pleasant atmosphere and for the CCTV to have security and to monitor the coffee shop. Lastly, the “Wi-Fi is necessary for customer satisfaction and convenience” gained a weighted mean of 2.8 in which it means that WIFI is indeed necessary for customer satisfaction and convenience.

The decorations as to the materials needed “Wall Arts are important for the coffee shop's aesthetic and Lighting Fixtures are crucial for the coffee shop's visibility and atmosphere” obtained a weighted mean of 3.7 which means that the majority of the respondents answered it is absolutely necessary that wall arts are important for the

coffee shop's aesthetic and Lighting Fixtures are indeed crucial for the coffee shop's visibility and atmosphere. Lastly, the "Planters are necessary for enhancing the ambiance" obtained a weighted mean of 2.8 which means that planters are indeed necessary for enhancing the ambiance of the coffee shop.

The miscellaneous materials needed "Cleanliness and effective cleaning supplies are essential for maintaining hygiene standards in the coffee shop and Professional and suitable uniforms are essential for creating a positive impression and maintaining a professional image among customers" obtained a weighted mean of 4.0 which majority of the respondents answered that it is absolutely necessary for cleaning supplies being essential for maintaining hygiene standards in the coffee shop and for the Professional and suitable uniforms are absolutely necessary for creating a positive impression and maintaining a professional image among customers. Lastly, the "A Menu board is essential for informing customers about offerings" gained a weighted mean of 3.7 which it means that a menu board is absolutely necessary for informing customers about offerings.

This indicates coffee shop materials, technology, decorations, and miscellaneous items show a strong dedication to atmosphere, operational effectiveness, and customer happiness. The absolute necessity of technology components, ornamental elements, miscellaneous things, and essential materials is emphasized by their crucial function in providing customer service, guaranteeing security, improving ambiance, and upholding professionalism. These evaluations demonstrate a thorough strategy for ensuring that patrons have a pleasant experience and that the coffee shop remains hospitable.

In Coffee Shop Materials, Calvine's Coffee (2023) said that in serving customers who prefer to enjoy their beverages in the shop, it's essential to have a variety of ceramic coffee mugs and tea cups available. These come in different shapes and sizes to accommodate their preferences. Furthermore, A cup and saucer set is a stylish and practical inclusion in any kitchen or dining area. It usually includes a cup and a saucer meant to hold the cup. While it's commonly used for serving tea or coffee, it is versatile enough to accommodate other hot or cold drinks. These sets are available in various styles, colors, and materials, including porcelain, bone china, ceramic, and glass. Each material offers distinct features like durability, heat resistance, and weight (Sharma, 2023). However, (Calvine's Coffee, 2023) to accommodate customers who like to customize their drinks with sugar and creamer, it's important to have straws and stirrers on hand. These items help customers blend their beverages to their liking. Also,

as per (Calvine's Coffee, 2023) spoons are available in a variety of sizes, shapes, designs, and materials to ensure they perform their intended function effectively. With over 61 different types of spoons available, they have a wide range of options to choose from. In addition, to brew the perfect cup of coffee, having the right tools is essential. Coffee utensils, such as espresso tampers, frothing pitchers, knock boxes, measuring spoons and cups, portion scales, tea ball infusers, lemon wedge bags, syrup pumps, and frothing thermometers, are crucial for achieving quality, consistency, and customer satisfaction in any coffee shop. These tools help with everything from preparing espresso shots to foaming milk, collecting used grounds, ensuring precise measurements, managing inventory, infusing flavors, and monitoring beverage temperature. Overall, coffee utensils are indispensable for creating delicious and satisfying beverages for customers as stated by Calvine's Coffee (2023). Hence, according to (Scyphus, 2020) napkins contribute to the visual appeal of a coffee establishment, enhancing table settings with color and sophistication. It's important to ensure that each table is equipped with napkins to elevate the interior design. Customers visiting a coffee business expect exceptional service and strive to maintain their impeccable appearance and cleanliness throughout the day. This helps prevent unexpected spills or snack crumbs on their clothing.

In terms of Point of Sale, In the study of Boyarsky (2023) while many coffee shops still use pen and paper to take orders, having a good point of sale (POS) system is becoming more important. These systems let customers order ahead of time, making it easy for them to grab their coffee and leave. They also have reward programs to turn occasional customers into regulars. However, as stated in the article About Cash Drawers(n.d.) a cash drawer is a place where employees store money during their shift. At the start of the shift, it's filled with coins and bills for making change. The money going in and out is tracked to ensure accuracy. If a coffee shop's cash register isn't connected to a real cash drawer, they use virtual "user wallets" instead. Employees may use these wallets if they're responsible for their cash during a shift. Connecting a physical cash drawer to the register allows for better tracking of sales and is a smart option for businesses using cash drawers.

For the technology, Guru (2024) states that music has the potential to be a very effective instrument for coffee shops to affect the behavior and decisions of its patrons. Studies reveal that a variety of characteristics, including tempo, genre, lyrics, and more, can have a direct effect on a customer's decision on what to buy, how long to stay, and how they feel. This makes it possible for astute café operators to deliberately construct playlists that

complement their services and corporate image. In addition, Excellent security cameras in cafes and restaurants can help prevent a variety of incidents like theft, vandalism, and staff misbehavior, (Adminbp, & Adminbp., 2023.). Additionally, integrating access control features into the restaurant’s security system allows for better monitoring of who enters the premises, where they are permitted to go, and when.

In terms of Decorations in Coffee Shops, In the article by (Coffee Shop Lighting Ideas: Tips to Make Amazing, 2024) it suggests that adding artwork to a coffee shop can make it look better. Art pieces can catch people’s attention and make the place more interesting. Also, (Coffee Shop Lighting Ideas: Tips to Make Amazing (2024) states that using special lights instead of regular ones can make the café feel cozy. These unique lights have cool designs that create a warm atmosphere. By adding these special touches, the coffee shop looks more attractive and unique. It’s also a good idea to put up a creative sign outside to make the café stand out even more.

And lastly for the Miscellaneous, to ensure compliance with federal, state, and local food safety regulations, it’s essential to have all the necessary cleaning supplies stocked in the coffee shop. Meeting these regulations is crucial for maintaining food safety standards. The primary aim is to prepare the coffee shop for food safety inspections. This involves keeping a supply of necessary items and training staff in their proper use. Essential supplies like bar cloths, red sani-buckets, and sanitizing solutions should be readily accessible to ensure food safety, as highlighted by (Martinez, 2023). However, In the article of (Staff Uniforms for Cafe’s, Deli’s, and Coffee Shops – Banksford UK, n.d) it’s mentioned that having the right branding and staff uniform is crucial for businesses like coffee shops, delis, or sandwich bars. Ensuring that the staff has the appropriate attire is important because they represent the company and contribute to its reputation.

2.3 Starting Capital

Table 2.3. Frequency and Percentage Distribution of Coffee Shops as to the Starting Capital

Starting Capital	Frequency	Percentage
250,000-500,000	4	40%
501,000-750,000	1	10%
751,000-1,000,000	1	10%
1,000,000 and Above	3	30%
Others: 100,000	1	10%
Total	10	100%

Table 2.3 shows the starting capital. It can be observed that out of ten (10) respondents answered that there are four (4) starting capital with an average of 40% which is P250,000-500,000. There are three (3) respondents with an average of 30% state that have a starting capital of P1,000,000 and above. Lastly, there is one (1) respondent each with an average of 10% that answered their starting capital range from P501,000-750,000, P751,000-750,000, and P100,000.

Table 2.3, which displays the initial capital distribution among coffee shops, illustrates the varied entrepreneurial landscape present in the market. With varied investment amounts ranging from P100,000 to more

than P 1,000,000, the data shows that anyone with different financial resources can start a coffee business. This diversity presents an opportunity for both small-scale and bigger companies to succeed in the coffee market, fostering entrepreneurship and adding to the industry's vibrancy and grow potential. According to (Nayaka and Kartika, 2018), the heart of businesses is their capital. Furthermore, a business cannot start operations without capital since it cannot buy staff, real estate, machinery, or supporting technology (Mahayasa and Yuliarmi, 2017).

2.4 Types of Products and Services Offered to the Customers

Table 2.4 Interpretation of the Likert scale questions as to the Types of Products and Services Offered to the Customers

Specialty Drinks	Weighted Mean	Verbal Interpretation
Offering Espresso is essential for our customers' satisfaction.	2.8	Necessary

Providing Cappuccino is crucial to meet the expected variety of coffee drinks.	2.5	Necessary
Serving Latte is necessary for our coffee shop's menu.	3.1	Necessary
Including Americano on the menu is important for customer choice.	2.5	Necessary
Mocha is an essential offering for attracting chocolate and coffee lovers.	3.1	Necessary
Macchiato is a crucial item for a diverse specialty coffee menu.	3.7	Absolutely Necessary
Flat White is necessary to cater to customers who prefer this style.	2.2	Somewhat Necessary
Cold Brew is important for serving customers who enjoy cold coffee.	2.8	Necessary
Iced Coffee is essential for meeting the needs of customers who prefer cold drinks.	3.4	Absolutely Necessary
Frappe is a crucial item for attracting customers who enjoy blended icy beverages.	2.8	Necessary
Non-Caffeine Drinks are necessary to provide options for non-coffee drinkers.	4.0	Absolutely Necessary

As shown in Table 2.4 Most of these products and offered to customers for starting up a coffee shop business. It can be seen from the table above that most of the products and services used by the coffee shop were marked as necessary to absolutely necessary with a weighted mean of ranging from 2.8 to 4.0.

The types of specialty drinks offered to the customers “Non-Caffeine Drinks are necessary to provide options for non-coffee drinkers” obtained a weighted mean of 4.0 which means that all the respondents answered that non-caffeine drinks are absolutely necessary to provide options for non-coffee drinkers. Furthermore,

Lastly, the “Flat White is necessary to cater to customers who prefer this style” gained a weighted mean of 2.2 which means that the respondents answered that flat white is somewhat necessary to cater to the customers who prefer this style.

This implies that the coffee shop sector takes a customer-centric strategy, emphasizing satisfaction and

accommodating a range of tastes. Espresso, cappuccino, and latte are considered essential coffee offerings, demonstrating a dedication to serving a diverse menu. The emphasis on non-caffeine beverages also emphasizes diversity and serving a diverse clientele. All things considered, these evaluations highlight how committed the sector is to satisfying client demands and guaranteeing a satisfying experience for every customer. While coffee and espresso remain essential, offering a variety of beverages can attract more customers to a café or coffee shop.

Options like tea, hot chocolate, herbal teas, and hot apple cider can cater to different preferences and occasions. Serving non-caffeine drinks can accommodate companions who don't drink coffee or parents seeking options for their children. Expanding the menu to include a range of beverages beyond coffee is a strategic business move that can enhance customer satisfaction and attract a broader customer according to (Bailey, 2022).

Table 2.4.1 Interpretation of the Likert scale questions as to the Types of Pastries and Snacks offered to the customers

Pastries and Snacks	Weighted Mean	Verbal Interpretation
Croissants are essential to complement our coffee offerings.	2.2	Somewhat Necessary
Muffins are crucial for providing a quick snack option.	2.8	Necessary
Scones are necessary for a complete coffee shop experience.	1.3	Not Necessary
Cookies are important for customers who want a sweet treat.	2.2	Somewhat Necessary
Brownies are essential for catering to chocolate lovers.	2.2	Somewhat Necessary
Sandwiches are crucial for customers seeking a hearty option.	3.1	Necessary
Nachos are necessary for a diverse snack menu	2.5	Necessary
Wraps are important for providing a healthy snack option.	2.2	Somewhat Necessary
Fries are essential to offer a popular savory snack.	3.1	Necessary
Including Pasta is essential for a coffee shop that serves substantial food items.	1.6	Somewhat Necessary
Serving Corn Dog is crucial for attracting customers who prefer classic snack items.	1.3	Not Necessary
Waffles are necessary for offering a versatile snack that pairs well with coffee.	1.6	Somewhat Necessary
Croffles are important for a unique and trendy pastry option.	1.3	Not Necessary
Pancakes are essential for a complete breakfast menu offering.	1.3	Not Necessary

As shown in table 2.4.1, Most of these types of pastries and snacks are necessary for a coffee shop business. It can be seen from the table above that most of the pastries and snacks used by the coffee shop were marked as somewhat necessary to necessary with a weighted mean of ranging from 1.6 to 3.1.

The types of snacks and pastries “Sandwiches are crucial for customers seeking a hearty option and Fries are essential to offer a popular savory snack” obtained a weighted mean of 3.1 which means that some of the respondents answered that sandwiches and fries are necessary for customers seeking a hearty option and it is essential to offer a popular savory snack.

Lastly, the “Scones are necessary for a complete coffee shop experience, Serving Corn Dog is crucial for attracting customers who prefer classic snack items, Croffles are important for a unique and trendy pastry option and Pancakes are essential for a complete breakfast menu offering obtained a weighted mean of 1.3 in which the respondents answered that scones, corn dog, croffles and pancakes are not necessary for pastries and snack options.

This implies that most foods are considered vital, such as sandwiches, nachos, and fries, while some, like scones and pancakes, are ranked as neither necessary nor partly necessary. This implies that the goal should be to offer filling, flavorful selections that go well with the coffee menu. Furthermore, products like brownies, cookies, and

muffins are acknowledged as crucial for providing sweet pleasures, whilst wraps serve as a solution for consumers looking for healthy solutions. The overall goal of this strategy is to satisfy a wide range of consumer tastes and raise satisfaction, which helps the coffee shop succeed. According to (Seattlecoffeescene, 2021) sandwiches prove to be an excellent addition to any coffee shop menu, catering to the lunch crowd and driving sales post the usual

morning coffee rush. Their presence can effectively enhance profits and contribute to the overall lunchtime revenue. They stand out as one of the top food choices to consider offering at a coffee shop. Furthermore, French fries are slices of potatoes that are fried until crispy. They're usually salty and can be eaten with ketchup or mayonnaise. In Canada, there's a dish called poutine, where fries are topped with cheese and gravy (Tikkanen, 2024).

Table 2.4.2. Interpretation of the Likert scale questions as to the Consumers Kinds of Breakfast and Lunch Menu to the

Breakfast and Lunch Menu	Weighted Mean	Verbal Interpretation
Silog Meals are crucial for customers who desire a hearty breakfast or lunch.	2.2	Somewhat Necessary
Rice Meals are necessary to satisfy those who prefer a substantial meal.	2.2	Somewhat Necessary
Granola Parfaits are essential for a quick and healthy meal option.	1.3	Not Necessary
Salads are crucial for catering to customers looking for lighter fares.	2.2	Somewhat Necessary

As shown in table 2.4.2, Most of these kinds of breakfast and lunch menu to the consumer are necessary for a coffee shop business. It can be seen from the table above that most of the breakfast and lunch menus used by the coffee shop were marked as somewhat necessary with a weighted mean of 2.2

The kinds of breakfast and lunch menu to the consumers “Silog Meals are crucial for customers who desire a hearty breakfast or lunch, Rice Meals are necessary to satisfy those who prefer a substantial meal. and Salads are crucial for catering to customers looking for lighter fares” obtained a weighted mean of 2.2 which means that the majority of the respondents answered that having silog meals, rice meals, and salads is somewhat necessary. Additionally, the “Granola Parfaits are essential for a quick and healthy meal option” gained a weighted mean of 1.3 which means that respondents answered that granola parfaits are not necessary for a meal option.

This implies careful consideration of the varied

interests of the customer base. Certain options, such as granola parfaits, are considered unnecessary, but other options, like salads, rice meals, and silog meals, are considered fairly important or required. This demonstrates a dedication to providing substantial and robust meal options in addition to lighter dishes, satisfying a variety of dietary requirements and preferences. The overall goal of this strategy is to increase client loyalty and contentment, which helps the coffee shop succeed. (Ting, 2018) said that the term "silog" originates from "sinangag at itlog" (garlic fried rice and egg), encompassing various dishes within the silog category. The distinction between each dish lies in the accompanying items served alongside the garlic fried rice and sunny-side-up eggs. Furthermore, as per the insights shared by (Ward, 2024) soups and salads remain a timeless choice for any café business, regardless of its theme or location. Offering a diverse selection of soups and salads that complement each other and other items on the menu is highly recommended. It's advisable to have a minimum of four options available for each category.

Table 2.4.3. Interpretation of the Likert scale questions as to the Services Offered

Catering Services	Weighted Mean	Verbal Interpretation
A coffee Service for Events is essential for expanding our market reach.	2.2	Somewhat Necessary

Boxed Lunches are crucial for serving groups and business meetings.	2.2	Somewhat Necessary
Dessert Platters are necessary for catering to sweet tooth cravings at events.	1.9	Somewhat Necessary
Corporate Meetings catering is important for establishing business client relationships.	1.9	Somewhat Necessary
Private Parties catering is essential for tapping into the celebrations market.	2.2	Somewhat Necessary
Coffee Deliveries are crucial for reaching customers outside the shop.	2.8	Necessary

As shown in table 2.4.3, most of the services offered are necessary for a coffee shop business. It can be seen from the table above that most of the services offered by the coffee shop were marked as somewhat necessary with a weighted mean of ranging from 1.9 to 2.2.

The service offered “Coffee Deliveries are crucial for reaching customers outside the shop” gained a weighted mean of 2.8 which means that respondents answered that coffee deliveries are necessary for reaching customers outside the shop.

Lastly, the “Dessert Platters are necessary for catering to sweet tooth cravings at events and Corporate Meetings catering is important for establishing business client relationships” gained a weighted mean of 1.9 which means that the respondents answered that dessert platters and corporate meeting falls under the category of “somewhat necessary”.

This implies that catering services point to good chances for the coffee shop to grow its clientele and improve market share. While certain services, like dessert

platters and catering for corporate meetings, are thought to be somewhat necessary, other services, like packed lunches, coffee deliveries, and event coffee service, are thought to be essential or indispensable. This implies an understanding of the value of providing a variety of catering choices to accommodate various client requirements and events.

Thus, it is possible to contact clients outside of the shop's physical location by highlighting services like coffee deliveries and event catering, which can open up new markets and increase revenue streams. Overall, these evaluations show a readiness to change and be creative, which enhances the coffee shop's standing in the community and fosters long term success. In recent times, the demand for coffee delivery services has surged due to individuals' busy lifestyles and their preference for the convenience of having coffee delivered to their doorstep. Whether it's a hot latte for the morning or an iced coffee for the afternoon, the desire for coffee delivery is on the rise. (Avvale, n.d.)

2.5 Manpower Requirement

Table 2.5 Frequency and Percentage of Coffee Shops as to the Manpower Requirement

Manpower Requirement	Frequency	Percentage
1 Employee	0	0
2 Employees	0	0
3 Employees	7	70%
4 Employees	3	30%
5 and Above Employees	0	0
Total	10	100%

Table 2.5 shows the Required Manpower for a Coffee Shop. It can be observed that seven (7) with an average of 70% of respondents answered that the manpower required for a coffee shop are 3 employees. Furthermore, three (3) with an average of 30% of respondents answered that the manpower required for a

coffee shop is 4 Employees. Hence, the 1 employee, 2 employees and 5 and above have no response, and the percentage is 0.

This implies an effective and flexible approach to labor management by showing that the great majority of coffee shops employ between one and five people. This

lean staffing strategy fosters a close-knit work environment that is ideal for delivering individualized customer care, while also allowing for flexibility in responding to changing demands. All things considered, the data shows how resilient the sector is and how well it can uphold standards of quality while maximizing operating effectiveness. According to (McDonaldpaper, 2022) In running a coffee shop, employees are crucial. Without them, the business wouldn't exist. Even small cafes can be tough to manage alone. Furthermore, deciding how many staff members to hire and what jobs they'll do can be difficult. The owner needs to figure out the right number of

people to run the shop smoothly and which roles they should take on. As the business grows, owners might need more staff, but when they're starting, someone's probably need to hire baristas, a manager, and an accountant or service crew. According to (Careers, 2023) the average monthly salary of Barista in Cabanatuan is ₱10,650. Moreover, as per (Careers, 2024) the service crew's monthly salary in Cabanatuan is ₱12,602. And also, the monthly salary for a Manager in Cabanatuan is ₱17,289 (Careers, 2024).

2.6 Average Number of Customers

Table 2.6 Frequency and Percentage of Coffee Shops as to the Average Number of Customers per Month

Average No. of Customers /month	Frequency	Percentage
20-40 Customers	0	0
41-60 Customers	2	20%
61-80 Customers	1	10%
81-100 Customers	1	10%
101 and Above	6	60%
Total	10	100%

Table 2.6 shows the average number of customers per month. It can be observed that out of ten (10) respondents answered that there are six (6) with an average of 60% saying that their average number of customers is 101 and above. While there are two (2) with an average of 20% that answered their average number of customers per month ranges from 41-60 customers. Additionally, there is one (1) respondent each with an average of 10% that answered their average number. of customers range from 61-80 customers and 81-100 customers. Hence, the 20-40 customers have no respondent, and the percentage is 0.

This implies that most coffee shops have 101 or more customers per month, which indicates a robust customer and a significant demand for their coffee services. Furthermore, the existence of businesses that serve 41–100 customers per month demonstrates the industry's flexibility in accommodating a wide range of consumer tastes. The data points to a booming coffee shop industry that offers prospects for growth and success overall. In the study of (Coulson & Coulson, 2022) coffee shops usually have between 150 and 500 customers, depending on how big they are, how popular they are, and what products they offer.

2.7 Average Net Profit per Month

Table 2.7 Frequency and Percentage of Coffee Shops as to the Average Net Profit per Month

Average Net Profit /month	Frequency	Percentage
20,000-40,000	4	40%
41,000-60,000	4	40%
61,000-80,000	0	0
81,000-100,000	0	0
101,000 and Above	2	20%
Total	10	100%

Table 2.7 shows the average net profit per month of the coffee shops. It can be observed that out of ten (10) respondents answered that there are four (4) with an average of 40% of the respondents each that said they have a net profit range from 20,000-40,000 and 41,000-60,000. While there are two (2) with an average of 20% of respondents answered their net profit is 101,000 and above. Hence, the 61,000-80,000 and 81,000-100,000 has no respondent, and the percentage is 0.

This implies that industry profitability is at a reasonable level. Furthermore, 20% of coffee shops record average net earnings of more than ₱ 100,000 each month, demonstrating the notable financial success of certain companies. All things considered, the evidence points to a hopeful picture of coffee shop profitability and the

industry's potential for long-term expansion. (Martinez, 2023) said that the profit margin for a coffee shop business usually falls within the range of 3% to 5%, although some establishments may operate with minimal to no profit (0%), while others can achieve higher margins, reaching up to 15%. In addition, a small to medium-sized coffee business in the Philippines can generally generate daily earnings ranging from Php 10,000 to Php 30,000. However, this projection assumes that the coffee shop is located in a sought-after area with a steady flow of customers, offering an appealing menu, and maintaining efficient operations. The actual daily revenue of a coffee business may vary, potentially exceeding or falling short of this estimate (Community, 2023).

2.8 Average Monthly Operating Cost

Table 2.8 Frequency and Percentage of Coffee Shops as to the Average Monthly Operating Cost

Average Monthly Operating Cost	Frequency	Percentage
20,000	3	30%
50,000	3	30%
80,000	2	20%
100,000	1	10%
150,000 and Above	1	10%
Total	10	100%

Table 2.8 shows the average monthly operating cost of the coffee shops. It can be observed that out of ten (10) respondents answered that there are three (3) with an average of 30% of the respondents each answered that their monthly operating costs are 20,000 and 50,000. While there are two (2) respondents with an average of 20% answered that their monthly operating cost is 80,000. Additionally, there is one (1) for each respondent with an average of 10% that answered their monthly operating cost are 100,000 and 150,000 and above.

The average monthly operating costs of coffee shops show a positive diversity in Table 2.8, indicating the industry's potential for sustainability and financial efficiency. With 30% of establishments reporting costs of ₱20,000 and another 30% reporting costs of ₱50,000, there's

flexibility across different cost structures. Moreover, the presence of establishments with higher costs suggests scalability and growth opportunities. Overall, the data suggests effective financial management and long-term viability among coffee shop businesses. As per (Martinez, 2023) in the early years of operating a coffee shop, monthly expenses are expected to amount to 75-85% of monthly sales. During this period, owners may need to inject additional funds to cover losses incurred from labor, food costs, or marketing. Despite potentially having a superior cold brew process, establishing robust financial strategies is essential for ensuring the long-term success of the coffee shop.

2.9 Marketing Strategies

Table 2.9 Interpretation of the Likert scale questions conformance to the Marketing Strategies

Traditional Marketing Programs	Weighted Mean	Verbal Interpretation
Using Flyers is an effective marketing strategy for our coffee shop.	3.0	Effective
Implementing Signage is effective for our	3.8	Very Effective

coffee shop's brand awareness.		
Word of mouth advertising is an effective method for our coffee shop's reputation growth.	3.7	Very Effective
Customer referral is effective for increasing our coffee shop's customer base.	4.0	Very Effective
Social Media Marketing		
Marketing on Facebook is effective for our coffee shop's customer engagement.	3.7	Very Effective
Using Twitter is effective for our coffee shop's real-time communication.	1.3	Not Effective
Posting on Instagram is effective for visually showcasing our coffee shop.	2.9	Effective
Creating content on TikTok is effective for engaging with a younger audience.	2.5	Effective

As shown in Table 2.9 most of the questions about conformance to marketing strategies are effective for a coffee shop business. It can be seen from the table above that most of the services offered by the coffee shop were marked as Very effective with a weighted mean ranging from 3.0 to 3.8.

The statements of conformance to the traditional marketing programs “Customer referral is effective for increasing our coffee shop's customer base” gained a weighted mean of 4.0 which means that the respondents answered that customer referral is very effective for increasing a coffee shop’s customer base. Lastly, the “Using Flyers is an effective marketing strategy for our coffee shop” gained a weighted mean of 3.0 which means that respondents answered that the usage of flyers is somewhat effective for marketing strategy.

The question of conformance to the social media marketing “Marketing on Facebook is effective for our coffee shop's customer engagement” obtained a weighted mean of 3.7 which means that respondents answered that marketing on Facebook is very effective for the coffee shop’s customer engagement.

Lastly, the “Using Twitter is effective for our coffee shop's real-time communication” with a weighted mean of 1.3 which falls under the category of “not effective”.

This implies that coffee shops can benefit from traditional and social media marketing techniques, as

demonstrated by Table 24's interpretation of Likert scale questions. The impact of traditional tactics on brand awareness and client acquisition is demonstrated by their high rating, which includes flyers, signage, word-of-mouth promotion, and customer referrals. In a similar vein, social media sites like Facebook and Instagram are seen to be useful for attracting customers and providing a visual representation of the coffee shop. Although certain platforms, such as Twitter and TikTok, have received lower ratings, the industry's overall favorable ratings demonstrate its adaptability and ingenuity in using a variety of marketing channels to propel corporate growth and establish effective consumer connections. According to Capper (2019), customer Referrals stand out as one of the most impactful advertising methods. When patrons have a positive experience at a cafe, they often recommend it to their acquaintances. Offering a complimentary cup of coffee as an incentive for referrals can be an effective way to encourage this behavior. While, as per Tampon (2023) companies have the option to utilize Facebook Advertising as a strategy to promote discount offers and seasonal campaigns, aiming to reach their desired audience. Additionally, businesses based in the Philippines can leverage Facebook Ads to acquire customers for as little as Php10.00 by initiating communication through their Facebook page.

2.10 Legal Requirements

Table 2.10 Interpretation of Likert scale questions of Coffee Shops as to the compliance of Legal Requirements

Legal Requirements	Weighted Mean	Verbal Interpretation
DTI or SEC Registration is necessary for operating our coffee shop legally.	3.8	Absolutely Necessary
Obtaining a business permit is necessary for our coffee shop to function within local regulations.	4.0	Absolutely Necessary
BIR Registration is necessary for fulfilling our tax obligations.	4.0	Absolutely Necessary
Health Department Inspection is necessary for ensuring food safety in our coffee shop.	3.8	Absolutely Necessary
Food Handling Certification is necessary for maintaining proper food service standards.	3.6	Absolutely Necessary
Fire Safety Certification is necessary for ensuring our coffee shop's compliance with fire regulations.	3.7	Absolutely Necessary
Acquiring a Barangay Permit is necessary for meeting community-level business operation standards.	2.1	Somewhat Necessary

As shown in table 2.10 most of the questions about compliance of legal requirements for a coffee shop business. It can be seen from the table above that most of the legal requirements by the coffee shop were marked as absolutely necessary with a weighted mean ranging from 3.6 to 4.0.

The compliance of legal requirements “Obtaining a business permit is necessary for our coffee shop to function within local regulations and BIR Registration is necessary for fulfilling our tax obligations” obtained a weighted mean of 4.0 which means that some of the respondents answered that obtaining business permit and BIR registration falls under the category of “absolutely necessary”.

Lastly, the “Acquiring a Barangay Permit is necessary for meeting community-level business operation standards” gained a weighted mean of 2.1 which means that acquiring a barangay permit falls under the category of “somewhat necessary”.

Coffee shops have a positive dedication to following relevant regulations and standards, as indicated by Table 2.10's interpretation of Likert scale questions

about legal requirements. Important prerequisites like tax registrations, company permissions, and certificates for food safety are considered vital, indicating a strong compliance culture in the sector. Overall, there is a good understanding of how important it is to operate within the confines of the law to ensure safety and well-being, even though some community-level permits receive a somewhat lower rating. This dedication builds consumer trust, cultivates a great reputation, and supports coffee shop businesses' long-term success. As per Tampon (2023), establishments such as coffee shops must obtain a BIR Clearance before obtaining additional permissions. Depending on the nature of their firm, applicants must fill out one of the BIR forms to receive this clearance, which is provided by the Bureau of Internal Revenue. As per (Tampon, 2023), establishments such as coffee shops must obtain a BIR Clearance before obtaining additional permissions. Depending on the nature of their firm, applicants must fill out one of the BIR forms to receive this clearance, which is provided by the Bureau of Internal Revenue. Furthermore, a Mayor's Permit, also referred to as a business permit, is required for coffee shop businesses, according to (Tampon, 2023). The coffee business is

guaranteed to operate safely within the city's regulations thanks to this authorization. Coffee shop owners are only eligible to apply for this permit once they have registered their company with the SEC and DTI and received all

required certifications.

2.11 Return on Investment (ROI)

Table 2.11 Frequency and Percentage of Coffee Shops as to the Expected Return on Investment (ROI)

Return on Investment (ROI)	Frequency	Percentage
6 months – 1 year	4	40%
1 year - 2 years	4	40%
2 years - 3 years	2	20%
4 years and Above	0	0
Total	10	100%

Table 2.11 shows the Return on Investment of Coffee Shops. It can be observed that out of ten (10) respondents, there are four (4) respondents each with an average of 40% that answered their expected Return on Investment is from 6 months to 1 year and 1 year to 2 years. While there are two (2) respondents with an average of 20% that answered 2 years to 3 years. Hence, the 4 years and above has no respondents, and the percentage is 0.

In terms of return on investment (ROI), Table 2.11 shows that coffee shop operations have a bright future. According to the research, 40% of coffee shops reach a return on investment in less than six months to a year, and another 40% do so in less than two years. This implies that a sizable percentage of coffee shop enterprises see a prompt and advantageous return on investment. Furthermore, 20% of projects see a return on investment in less than two to three years, suggesting room for long-term expansion and industry sustainability. All things considered, the data points to a favorable financial environment and promotes further investment in the coffee shop industry.

In the study of Barlow & Barlow (2023) coffee shops' original investment, ongoing costs, revenue, and rate of expansion all affect how long it takes them to break even and return on their investment. A coffee shop typically needs one to three years to reach a break-even threshold, at which point it begins to turn a profit.

3. Implication of “Profiling of Cafe Business in Talavera, Nueva Ecija: A Basis for Development of Standardized Checklist of Minimum Requirement for Starting up a Coffee Shop Business” based on the findings of the study.

The implications of this study extend beyond the coffee shop sector, offering valuable lessons for the wider business landscape. The significant presence of young, educated females as coffee shop owners presents insightful

implications for the broader business landscape. This demographic trend not only highlights the entrepreneurial spirit among young women but also suggests a shift in traditional business ownership dynamics. The involvement of these individuals in the coffee shop industry serves as a case study for the potential empowerment and economic engagement of women in other sectors.

Moreover, the balance struck between tradition and innovation in the coffee shop industry serves as a blueprint for businesses across sectors. It illustrates the importance of preserving core industry practices while also embracing technological advancements and innovative methods to stay competitive and relevant. This balance is crucial in meeting evolving customer expectations and enhancing operational efficiency.

The critical role of customer experience, highlighted through investments in amenities and services that prioritize comfort and convenience, speaks to a universal business truth. It suggests that enhancing customer experience is a key differentiator in crowded marketplaces, regardless of the industry. Businesses that invest in understanding and improving the customer journey can foster loyalty, enhance satisfaction, and drive growth.

Additionally, the study's insights into adaptive marketing strategies, blending traditional and digital channels, reflect a broader necessity for businesses to employ flexible and comprehensive marketing approaches. This adaptability ensures broader reach and engagement, leveraging the strengths of various platforms to build brand awareness and customer connection.

The financial and legal insights derived from the study emphasize the foundational importance of sound financial management and adherence to regulatory requirements. These aspects are critical for sustaining operations, mitigating risks, and fostering long-term

business growth. It highlights the need for businesses to prioritize financial acuity and legal compliance as non-negotiable elements of their strategic planning.

Lastly, the varied timelines for return on investment underscore the importance of strategic patience and long-term planning in business. It suggests that success often requires a sustained effort and the foresight to invest in growth strategies that may take time to yield dividends. This perspective encourages businesses to focus on building a sustainable model that can weather market fluctuations and evolve.

The findings from the coffee shop industry study offer a mirror to the broader business world, emphasizing the importance of demographic insights, the integration of tradition with innovation, customer experience prioritization, adaptive marketing strategies, financial diligence, and strategic long-term planning. These lessons are invaluable for businesses aiming to navigate the complexities of today's market dynamics successfully.

4. Proposed Manual of Operation

“The Coffee Shop Owner's Handbook: A Guide to Building Your Dream Café”

Introduction

This handbook is an invaluable resource for aspiring coffee shop owners. It offers comprehensive guidance on every aspect of running a successful café, presented in an accessible and engaging manner.

Beginning with the foundational steps of defining your café's unique identity and value proposition, the handbook walks you through the practicalities of daily operations. From selecting an ideal location, legal compliance to sourcing high-quality beans, from mastering the art of coffee-making to providing exceptional customer service, each chapter is filled with practical tips and advice to help you succeed.

Moreover, the handbook goes beyond business fundamentals to explore the importance of creating a welcoming and environmentally conscious café environment. It emphasizes the value of community engagement, sustainable practices, and ethical sourcing in building a thriving and socially responsible business.

With its easy-to-follow format and relatable examples, this handbook serves as a trusted companion for anyone embarking on the journey of coffee shop ownership. Whether you're a seasoned entrepreneur or a first-time business owner, let this handbook be your guide to turning your coffee dreams into reality.

I. Business Planning

a) Business model and Strategy

The coffee business is always evolving, much like any other business. Managers and owners of businesses cannot respond recklessly to trends. They require a long-term strategy for growth, a vision for expansion, and the capacity to change course when faced with difficulties. Our coffee business manual operation gives Coffeepreneurs the tools they need to run profitable coffee shops. Trends change, but these strategies for growth will help you manage the coffee business of the future:

1. Grow Revenue With a Hybrid Model

Every day, there is increasing competition in the coffee shop industry. To stay ahead, you need to be innovative and generate more income. Now here is the formula to increased revenue:

Revenue growth = increased

Number of transactions + increased

Dollar amount per transaction

What is meant by that? In other words, it implies that in order for a business to be successful, more customers must be making purchases and spending more money overall. This implies that you cannot count on selling ₱200 worth of coffee as your main transaction unless you have an endless list of clients.

The hybrid model is useful in this situation. You should consider selling items other than coffee at your coffee shop. Successful coffee shops have been known to combine a variety of different sources of income, such as selling flowers, pastries, and event hosting.

On the other hand, other companies are going the other way and expanding their offerings to include coffee. This manual can help Students or any young entrepreneurs who are already managing small businesses but have no experience with coffee to launch a coffee shop within their establishment. It's a clever move to makes their clients happy. Every hour of the working day can bring in more money if you provide more for everyone.

2. Manage Costs of Goods Sold and Labor

If costs aren't controlled, a coffee shop's net profit could suffer even if sales are increasing. The cost of labor and the cost of goods sold (COGS) are also two of the most crucial expenses to monitor.

First, let's consider COGS, which has three subcategories:

- a) **Menu Pricing:** Anyone should never guess the price of a menu item; instead, it should be determined by factoring in the cost of production. The cost of ingredients, delivery, waste, and theft are all included in an item's COGS.
- b) **Cost of goods available:** These are the expenses you are aware of: the products, materials, delivery charges, etc. It's the estimated cost of delivering supplies and ingredients to your door before they are sold and before theft and waste are deducted from weekly inventory counts.
- c) **Waste:** This takes into account any spoiled, discarded, or even stole ingredient. It hurts to have to account for waste as a store owner. However, weekly expense tracking is necessary for a successful firm. This is a simple process that can stealthily consume a significant amount of profit yet is frequently missed.

On the other hand, the amount of money you pay employees in the form of wages, payroll taxes, and benefits is known as the cost of labor. A successful coffee business controls pay rates, the number of workers present at all times, and the amount of hours worked by employees.

Monitoring sales data every hour of the day to compare to labor coverage could be useful. Are there too many workers working overtime? Or are you having trouble making sales due of a staffing shortage? In either case, tracking this data over time can result in labor costs that are well-managed.

3. Have a Strategy to Scale

Getting ready for scale is the third of five clever business plans for 2022 for your coffee shop. You should anticipate growth for your coffee business if profitability is rising. But a company doesn't want to expand in an unexpected, uncontrolled, and wild manner like roots do. Rather, a company ought to develop like a garden—fed, tended, and trimmed.

One way to get started is by creating a growth plan for your coffee shop. Aiming to open one store every twelve to eighteen months is fair. The fourth store is the turning moment. By

then, with steady sales and plenty of data, you will have enough demand to buy supplies in bulk at a reduced cost and roast your own coffee with little risk associated with the infrastructure investment.

But maintaining a distinctive identity is crucial as the store expands. Brands are not created by themselves; rather, they are ingrained in consumers by baristas and coffee shop operators. And superior merchandise and graphics are essential for a successful coffee shop brand. There are numerous methods to create a brand that will extend to every new coffee shop you open, from an original company concept to expertly crafted drinks to an eye-catching logo.

4. Stay a Step Ahead of Inflation

Data indicates that coffee businesses are impacted by increased costs brought on by inflation. Additionally, the new costs of labor, equipment, supplies, real estate, and other items intimidate a lot of small firms. Coffeepreneurs can learn from this manual on how to always be one or two steps ahead of inflation:

1. Multiple streams of revenue. To review this, go to the aforementioned smart business strategy #1.

2. Effective Operations. Managers of coffee shops are aware of a few strategies that help them maintain efficiency and speed. These include staff care, planned inventory, weekly cleanings, and cost control (see smart business approach #2).

3. Drive Thrus. Inflation isn't a trend that's exciting—quite the contrary—but mobile dining is! Additionally, drive-through coffee shops are speedier, more flexible, and more convenient than before. They can also be added to an already-existing firm.

Over-inflation is Innovation. Consider confronting an economic crisis head-on with innovative ideas and smart tactics rather than digging in to ride it out.

5. Learn From Other Coffee Shops' Successes

Coffee businesses can learn from the successful coffee shops that have come before them. For instance, Galindo's Coffee Co., owned by coffee entrepreneurs Sophie and Zak Galindo, is a hybrid enterprise located

inside a beauty and barbershop. With excess space at their location, the pair decided to fulfill a lifelong ambition of theirs: making and selling coffee. After beginning to sell coffee to their current clientele, the rest is history. These days, people go from all over the Houston region to Galindo's for their great coffee—and maybe for a facial and haircut.

Another successful coffee shop entrepreneur is David Bednarek, a coffeepreneur and proprietor of Dwell House Coffee and Tap. He has used a varied menu, internet ordering, and other revenue streams to manage a profitable company. Dwell House operates a drive-thru and online store in addition to selling coffee, beer, and wine from its quaint setting. And he has a high-end company, just like Galindo. Customers at Salt and Waves Salon can sip adult beverages or artisan coffee while getting their hair done.

b) Market Analysis and Target Demographics

A **target market** is a part of the broader consumer market that a corporation has chosen to concentrate on. Businesses primarily target a particular market because they hope to sell their goods or services to that demographic.

In this manual, we will talk about the standard coffee target market, along with the types of people that are most likely to drink coffee regularly. We will also discuss some of the various ways that individuals enjoy drinking coffee.

Although coffee drinkers come from diverse backgrounds, they share some characteristics. Gaining more knowledge about the average coffee user will assist you in promoting your beverage to them.

Who drinks Coffee?

People that consume coffee are usually older than eighteen and between the ages of twenty-four and fifty-four. With 38% of them holding a college degree or above, they are highly educated. Furthermore, almost 60% of them have a full-time job. When it comes to coffee drinkers, there are some regional variations.

When we consider factors like gender, economic level, and whether someone lives in an urban or rural region, we find additional gaps in coffee consumption.

Variations also exist in the ways that individuals choose to drink coffee. While some like to drink it plain, others like to add sugar, cream, or milk. Others prefer to sip their coffee cold, either brewed cold or iced.

Gender

Men and women are equally likely to drink coffee when it comes to gender. It is more common for men to consume it on a regular basis, but women tend to drink it less frequently.

Men typically like dark roasts, while women typically want flavored coffees and milder roasts. It is equally common for men and women to add sugar, cream, or milk to their coffee (Navarro, 2022).

Income

There is a correlation between income and coffee intake. This is probably because those with greater incomes have more money that is available to them for purchases like coffee. But even people with lesser incomes are probably still habitual coffee drinkers. This is probably because a cup of coffee only costs a few pesos, making it reasonably priced.

When people believe that coffee is of a higher quality, they are generally more inclined to spend a higher price for it. For this reason, high-end coffee shops like Starbucks are so well-liked.

While Instant coffee and less expensive brands, are typically preferred by those with lower incomes.

Urban vs Rural

When comparing coffee consumption in urban and rural settings, a few differences can be seen. The likelihood of drinking coffee is higher among urban residents than among rural ones. This is probably because it's easier for people to satisfy their caffeine addiction in cities because there are more cafés and coffee shops there.

Living in a rural region increases the likelihood of drinking instant coffee, whereas living in a city increases the likelihood of drinking freshly made coffee. Coffee that is popular in rural regions is typically more affordable and has a stronger flavor. This is probably due to the fact that people who live in rural areas are more prone to value flavor over money (Navarro, 2022).

How Much Coffee Do People Drink?

Everyone's consumption of coffee differs significantly. While some people may drink many glasses daily, others may only consume one. Two cups of coffee are typically drunk by the average person.

People also differ widely in how frequently they drink coffee. While some may have multiple cups during the day, others may only drink it occasionally. Age is another factor that influences coffee intake, with younger individuals typically consuming more of it than older people (Navarro, 2022).

The Coffee Shop Customer

The target demographic for customers who purchase coffee online and those who visit coffee shops differs in a few ways. The most common age group among coffee shop customers is 25–34, followed by 18–24. Men are the most common gender among customers of coffee shops, followed by women. People seeking a social setting are typically drawn to coffee shops. Also, the likelihood of nearby residents visiting them is larger.

Coffee shops also typically attract a diverse customer in terms of income. This is because people who buy coffee in coffee shops are typically wealthier than people who buy it online. Compared to individuals who purchase coffee online, coffee shop customers are more likely to have some college experience. It is important to assess and contrast various coffee profiles of customers when creating or refining a target market strategy (Navarro, 2022).

Consumer Habits

Customer habits are changing. For example, a lot of customers are increasingly asking for coffee that comes from ethical sources. This indicates that the coffee is roasted sustainably and that the beans come from farmers who receive a fair wage.

When selling coffee to the average consumer, keep this in mind. Customers might be prepared to spend a little bit more for coffee that is roasted and obtained responsibly. The popularity of alternative milk options like oat milk and almond milk, as well as the rise of cold brew coffee, are more examples of changing consumer habits.

Financial Projections and Budgeting

In the Philippines, starting a profitable coffee shop requires careful financial planning. A common initial investment estimated between 500,000 to 1 million pesos, which cover necessary expenses such as inventory, equipment, permits, and rent. Continuous financial planning should take into account such as monthly costs for things like rent, utilities, salaries, supplies, marketing, maintenance, and insurance. Estimates of revenue are dependent on a number of variables, including average expenditure, daily consumer visitation, pricing policies, and variations in seasonal demand. Through careful consideration of these factors, entrepreneurs can establish a strong basis for their coffee shop business.

To elaborate the expense covered for this investment here we prepare a standardized checklist for all the tools and equipment will be needed to operate a coffee shop: (see Appendix A)

II. Legal and Regulatory Compliance

Operating a coffee shop in the Philippines entails compliance with various legal and regulatory requirements to ensure smooth and lawful operations. Here's an overview of key areas to consider:

1. **Business Registration:** Before opening your coffee shop, register your business with the appropriate government agencies. This typically includes securing a business permit from the local government unit where your café will be located. Additionally, you may need to register your business with the Department of Trade and Industry (DTI) or the Securities and Exchange Commission (SEC) if it's a corporation or partnership.

- **Process:** Register your business name with the Department of Trade and Industry (DTI) or Securities and Exchange Commission (SEC) if it's a corporation or partnership. Then, secure a Barangay Clearance and Mayor's Permit from the local government unit (LGU) where your coffee shop will be located.

- **Requirements:**

- DTI/SEC registration certificate
 - Barangay Clearance application form
 - Mayor's Permit application form
 - Valid IDs of business owner/s
 - **Timeline:** DTI/SEC registration: 1-3 days; Barangay Clearance: same day; Mayor's Permit: 1-2 weeks
 - **Cost:** DTI/SEC registration: PHP 200 - PHP 3,000 (depending on business structure); Barangay Clearance: PHP 100 - PHP 500; Mayor's Permit: varies by LGU (typically PHP 1,000 - PHP 10,000+)
2. **Mayor's Permit:** The Mayor's Permit is an essential legal document issued by the local government unit (LGU) to authorize the operation of a business within its jurisdiction. It serves as proof that the business has complied with all local ordinances and regulations, including zoning requirements, health and sanitation standards, and fire safety protocols. Obtaining a Mayor's Permit is a fundamental step for entrepreneurs to establish and operate their businesses lawfully, ensuring accountability and adherence to municipal regulations.
- **Process:**
 1. Submit a duly accomplished application form along with required documents to the Business Permits and Licensing Office (BPLO) of the local government unit (LGU) where your coffee shop is located.
 2. The BPLO will assess your application, conduct inspections if necessary, and issue the Mayor's Permit upon approval.
 - **Requirements:**
 - Completed application form
 - Barangay Clearance
 - DTI/SEC registration certificate
 - Fire Safety Inspection Certificate
 - Sanitary Permit from the local health department
 - **Timeline:** 1-2 weeks
 - **Cost:** Varies by LGU (typically PHP 1,000 - PHP 10,000+)
- 3. Health and Sanitation Standards:** Ensure compliance with health and sanitation regulations set by the Department of Health (DOH) and local health departments. This includes maintaining cleanliness in food preparation areas, proper waste disposal, and adherence to food safety protocols to prevent foodborne illnesses.
- **Process:**
 1. Apply for a Health and Sanitation Permit from the local health department or municipal/city health office.
 2. Submit required documents and undergo inspections to ensure compliance with health and sanitation standards.
 3. Upon approval, the health department will issue the Health and Sanitation Permit.
 - **Requirements:**
 - Completed application form
 - Floor plan of the coffee shop
 - Fire Safety Inspection Certificate
 - Sanitary Permit from the Bureau of Fire Protection (BFP)
 - **Timeline:** 1-2 weeks
 - **Cost:** Varies by LGU (typically PHP 500 - PHP 5,000+)
- 4. Labor Laws:** Familiarize yourself with labor laws and regulations governing employment in the Philippines. This includes minimum wage requirements, employee benefits such as social security and health insurance, and compliance with labor standards on working hours, breaks, and overtime pay.
- **Process:** Register your coffee shop with the Social Security System (SSS), Philippine Health Insurance Corporation (PhilHealth), and Home Development Mutual Fund (Pag-IBIG Fund) for employee benefits.
 - **Requirements:**
 - Accomplished registration forms
 - Business permits and IDs

- **Timeline:** 1-2 weeks
- **Cost:** No registration fee, but mandatory contributions based on employee salaries apply.

5. Taxation: Understand your tax obligations as a business owner, including income tax, value-added tax (VAT), and local taxes. Register your coffee shop with the Bureau of Internal Revenue (BIR) and file the necessary tax returns and payments on time.

- **Process:** Register your coffee shop with the Bureau of Internal Revenue (BIR) for tax purposes.
- **Requirements:**
 - Completed BIR registration forms
 - Business permits and IDs
- **Timeline:** 1-2 weeks
- **Cost:** No registration fee, but taxes are based on income and sales.

6. Permits and Licenses: Secure additional permits and licenses specific to the coffee industry, such as a permit for the use of music or entertainment, if applicable. If you plan to serve alcoholic beverages, obtain a liquor license from the local government unit and comply with regulations set by the Alcohol Beverage Control Board (ABCB).

- **Process:**
 - 1. If serving alcoholic beverages:** Apply for a liquor license from the LGU and comply with ABCB regulations.
 - 2. If hosting live music or entertainment:** Obtain permits from the LGU and comply with copyright laws.
- **Timeline:** Varies by LGU and specific activity.
- **Cost:** Varies depending on the type of permit or license.

7. Intellectual Property: Protect your brand and intellectual property rights by registering trademarks for your coffee shop name, logo, and any unique products or services you offer. This helps prevent others from using similar names or designs that could confuse customers.

- **Process:** Register trademarks for your coffee shop name, logo, and unique products/services with the

Intellectual Property Office of the Philippines (IPOPPL).

- **Timeline:** 6-12 months
- **Cost:** PHP 3,000 - PHP 10,000+ per trademark application.

8. Zoning and Building Codes: Ensure that your coffee shop complies with zoning regulations and building codes set by the local government. Obtain the necessary permits for construction or renovation work, and ensure that your café meets safety standards for fire prevention and emergency exits.

- **Process:** Obtain permits from the LGU for construction or renovation work, ensuring compliance with zoning and building codes.
- **Timeline:** 1-3 months
- **Cost:** Varies depending on the scope of construction/renovation and LGU fees.

By proactively addressing these legal and regulatory considerations, you can establish a compliant and successful coffee shop business in the Philippines while minimizing the risk of legal issues or penalties. But still consider consulting with legal and business advisors for personalized guidance tailored to your specific circumstances.

III. LOCATION SELECTION AND SETUP:

This section, will discuss the importance of finding the right spot and arranging things just so in a coffee shop. From picking a location where people actually go to making sure the tables and chairs are set up nicely, every detail matters. Furthermore, this will explore what makes a good location, like being easy to get to and fitting in with the neighborhood, and how to create a cozy, welcoming vibe inside.

1.) Foot Traffic: Look for areas with high foot traffic, such as busy commercial districts, shopping centers, or university campuses. A steady flow of pedestrians increases the visibility of your coffee shop and attracts potential customers.

2.) Proximity to Complementary Businesses: Consider locating near complementary businesses like offices, schools, bookstores, or gyms. These establishments can generate additional traffic and provide potential customers who are likely to patronize your coffee shop.

3.) Demographics: Understand the demographics of the area you're considering. Look for neighborhoods

with a target market that aligns with your offerings. For example, if you plan to offer specialty coffee, consider areas with a young, affluent, and trend-conscious population.

4.) Competition Analysis: Research existing coffee shops in the area to assess the level of competition. While some competition can indicate a healthy market, too many established coffee shops might make it challenging to carve out a niche. Look for opportunities to differentiate your offerings or fill gaps in the market.

5.) Parking and Accessibility: Evaluate the availability of parking spaces for customers, as well as the accessibility of public transportation options. A convenient location with ample parking or easy access to public transit can attract more customers.

6.) Rent Costs and Lease Terms: Consider your budget constraints and carefully evaluate the rent costs in potential locations. Negotiate favorable lease terms that allow for flexibility and growth while minimizing overhead expenses.

7.) Ambiance and Atmosphere: Pay attention to the ambiance and atmosphere of the neighborhood. Choose a location that aligns with the aesthetic and vibe you want to create for your coffee shop. Factors like street noise, nearby attractions, and outdoor seating opportunities can impact the overall experience for customers.

8.) Future Development Plans: Research any upcoming development plans or changes in the area that could affect foot traffic or property values. Being aware of future developments can help you anticipate changes in the market and adapt your business strategy accordingly.

IV. MENU DEVELOPMENT

Product offerings, Pricing strategy, Costing and Ingredients

Specialty Drinks:

1. Espresso

Ingredients & Cost:

- Coffee beans: ₱15 - ₱20
- Water and energy costs: ₱5 - ₱10
- Disposable cup - ₱5 - ₱10
- Total cost: ₱25 - ₱40

Procedures:

Step 1. Prepare the espresso machine: Make sure it's turned on and heated up.

Step 2. Grind the coffee beans: Use a grinder to crush the beans into fine grounds.

Step 3. Measure the coffee: Scoop the ground coffee into the portafilter, making sure it's level.

Step 4. Tamp the coffee: Use a tamper to press the coffee grounds down firmly.

Step 5. Brew the espresso: Lock the portafilter into the machine and start the brewing process.

Step 6. Pour the espresso: Once the espresso is brewed, pour it into a cup.

Suggested Price: ₱80 - ₱100

2. Cappuccino:

Ingredients & Cost:

- Coffee beans: ₱20 - ₱25
- Milk: ₱10 - ₱15
- Water and energy costs: ₱5 - ₱10
- Disposable cup - ₱5 - ₱10
- Total cost: ₱40 - ₱60

Procedures:

Step 1. Prepare the espresso machine: Make sure it's turned on and heated up.

Step 2. Grind the coffee beans: Use a grinder to crush the beans into fine grounds.

Step 3. Measure and tamp: Scoop the coffee grounds into the portafilter and tamp them down firmly.

Step 4. Brew the espresso: Lock the portafilter into the machine and start the brewing process.

Step 5. Steam the milk: Pour cold milk into a steaming pitcher. Submerge the steam wand in the milk and turn it on. Move the pitcher in a circular motion to froth the milk until it doubles in volume.

Step 6. Pour the espresso: Once the espresso is ready, pour it into a cup.

Step 7. Add the milk: Hold back the foam with a spoon and pour the steamed milk into the cup, aiming for a 1:1:1 ratio of espresso, steamed milk, and foam.

Step 8. Finish with foam: Spoon the remaining foam on top of the cappuccino.

Suggested Price: ₱120 - ₱150

3. Latte:

Ingredients & Cost:

- Coffee beans: ₱15 - ₱25
- Milk: ₱10 - ₱15
- Water and energy costs: ₱5 - ₱10
- Disposable cup - ₱5 - ₱10
- Total cost: ₱35 - ₱60

Procedures:

Step 1. Prepare the espresso machine: Make sure it's turned on and heated up.

Step 2. Grind the coffee beans: Use a grinder to crush the beans into fine grounds.

Step 3. Measure and tamp: Scoop the coffee grounds into the portafilter and tamp them down firmly.

Step 4. Brew the espresso: Lock the portafilter into the machine and start the brewing process.

Step 5. Steam the milk: Pour cold milk into a steaming pitcher. Submerge the steam wand in the milk and turn it on. Froth the milk until it's silky and has doubled in volume.

Step 6. Pour the espresso: Once the espresso is ready, pour it into a cup.

Step 7. Add the steamed milk: Hold back the foam with a spoon and pour the steamed milk into the cup, leaving room at the top.

Step 8. Top with foam: Spoon a dollop of foam on top of the latte.

Suggested Price: ₱120 - ₱150

4. Americano:

Ingredients & Cost:

- Coffee beans: ₱10 - ₱20

- Water and energy costs: ₱5 - ₱10
- Disposable cup - ₱5 - ₱10
- Total cost: ₱20 - ₱40

Procedures:

Step 1. Prepare the espresso machine: Make sure it's turned on and heated up.

Step 2. Grind the coffee beans: Use a grinder to crush the beans into fine grounds.

Step 3. Measure the coffee: Scoop the ground coffee into the portafilter, making sure it's level.

Step 4. Tamp the coffee: Use a tamper to press the coffee grounds down firmly.

Step 5. Brew the espresso: Lock the portafilter into the machine and start the brewing process.

Step 6. Pour the espresso: Once the espresso is brewed, pour it into a cup.

Step 7. Add hot water: Pour hot water into the cup with the espresso, adjusting the ratio to your preference. Typically, an Americano has a 1:1 or 2:1 ratio of water to espresso.

Optional: Add sugar, milk, or cream according to the customer taste.

Suggested Price: ₱90 - ₱110

5. Mocha:

Ingredients & Cost:

- Coffee beans: ₱20 - ₱30
- Milk - ₱5 - ₱10
- Chocolate syrup or Cocoa powder - ₱10 - ₱20
- Whipped cream - ₱5 - ₱10
- Water and energy costs: ₱5 - ₱10
- Disposable cup - ₱5 - ₱10
- Total cost: ₱50 - ₱80

Procedures:

Step 1. Prepare the espresso machine: Make sure it's turned on and heated up.

Step 2. Grind the coffee beans: Use a grinder to crush the beans into fine grounds.

Step 3. Measure the coffee: Scoop the ground coffee into the portafilter, making sure it's level.

Step 4. Tamp the coffee: Use a tamper to press the coffee grounds down firmly.

Step 5. Brew the espresso: Lock the portafilter into the machine and start the brewing process.

Step 6. Steam the milk: Froth and steam the milk until creamy.

Step 7. Mix the ingredients: Pour the brewed espresso into a cup, then add chocolate syrup or cocoa powder.

Step 8. Add milk: Pour steamed milk into the

cup over the espresso and chocolate mixture.

Step 9. Top with whipped cream: Optional but recommended for added richness and flavor.

Suggested Price: ₱130 - ₱160

6. Macchiato:

Ingredients & Cost:

- Coffee beans: ₱20 - ₱30
- Milk - ₱5 - ₱10
- Water and energy costs: ₱5 - ₱10
- Disposable cup - ₱5 - ₱10
- Total cost: ₱35 - ₱60

Procedures:

Step 1. Prepare the espresso machine: Make sure it's turned on and heated up.

Step 2. Grind the coffee beans: Use a grinder to crush the beans into fine grounds.

Step 3. Measure the coffee: Scoop the ground coffee into the portafilter, making sure it's level.

Step 4. Tamp the coffee: Use a tamper to press the coffee grounds down firmly.

Step 5. Brew the espresso: Lock the portafilter into the machine and start the brewing process.

Step 6. Pour the espresso: Once the espresso is brewed, pour it into a cup.

Step 7. Extract the espresso: Pull a single shot of espresso.

Step 8. Steam the milk: Froth a small amount of milk until it has a velvety texture.

Step 9. Add milk to espresso: Pour a dollop of steamed milk into the espresso, leaving a small mark or "stain" on the surface.

Suggested Price: ₱100 - ₱120

7. Flat White:

Ingredients & Cost:

- Coffee beans: ₱20 - ₱30
- Milk - ₱5 - ₱10
- Water and energy costs: ₱5 - ₱10
- Disposable cup - ₱5 - ₱10
- Total cost: ₱35 - ₱60

Procedures:

Step 1. Prepare the espresso machine: Make sure it's turned on and heated up.

Step 2. Grind the coffee beans: Use a grinder to crush the beans into fine grounds.

Step 3. Measure the coffee: Scoop the ground coffee into the portafilter, making sure it's level.

Step 4. Tamp the coffee: Use a tamper to press the coffee grounds down firmly.

Step 5. Brew the espresso: Lock the portafilter into the machine and start the brewing process.

Step 6. Steam the milk: Froth and steam the milk until it has a velvety texture.

Step 7. Pour the milk: Pour the steamed milk into a small pitcher, holding back the foam with a spoon.

Step 8. Pour the espresso: Once the espresso is brewed, pour it into a preheated cup.

Step 8. Add milk to espresso: Pour the steamed milk over the espresso, holding back the foam with a spoon to achieve a velvety texture.

Step 9. Create the microfoam: Spoon a thin layer of milk foam on top of the drink, ensuring a smooth and creamy texture.

Suggested Price: ₱120 - ₱150

8. Cold Brew:

Ingredients & Cost:

- Coffee beans: ₱20 - ₱30
- Water and energy costs: ₱5 - ₱10
- Disposable cup - ₱5 - ₱10
- Total cost: ₱30 - ₱50

Procedures:

Step 1. Grind the coffee beans: Coarsely grind the coffee beans to enhance extraction and prevent bitterness.

Step 2. Measure the coffee: Add the ground coffee to a cold brew filter bag or a French press. Use a ratio of

approximately 1:4 coffee to water for a concentrated cold brew.

Step 3. Add water: Pour cold, filtered water over the coffee grounds, ensuring that all grounds are saturated.

Step 4. Stir: Gently stir the mixture to ensure even extraction.

Step 5. Brew: Seal the container or cover the French press and let the cold brew steep in the refrigerator for 12-24 hours.

Step 6. Strain: After steeping, remove the filter bag or press down the plunger on the French press to separate the grounds from the liquid.

Step 7. Serve: Pour the cold brew into a cup filled with ice.

Suggested Price: ₱120 - ₱150

9. Iced Coffee:

Ingredients & Cost:

- Coffee beans: ₱20 - ₱30
- Ice: ₱5 - ₱10
- Water and energy costs: ₱5 - ₱10
- Disposable cup - ₱5 - ₱10
- Total cost: ₱35 - ₱55

Procedures:

Step 1. Brew the coffee: Prepare a fresh pot of hot coffee using your preferred brewing method, such as drip or French press.

Step 2. Cool the coffee: Allow the brewed coffee to cool to room temperature.

Step 3. Chill the coffee: Transfer the cooled coffee to the refrigerator to chill for at least 1 hour.

Step 4. Fill a cup with ice: Fill a disposable cup with ice cubes.

Step 5. Pour the chilled coffee: Once the coffee is thoroughly chilled, pour it over the ice in the cup.

Step 6. Optional: Add milk, cream, sugar, or flavorings according to customer preference.

Step 7. Stir: Stir the coffee and ice together to combine.

Suggested Price: ₱100 - ₱120

10. Frappe:

Ingredients & Cost:

- Instant coffee or coffee concentrate: ₱10 - ₱20
- Milk: ₱5 - ₱10
- Sugar or sweetener: ₱5 - ₱10
- Ice: ₱10 - ₱15
- Whipped cream: ₱5 - ₱10
- Optional flavorings (e.g., chocolate syrup, caramel syrup): ₱5 - ₱20
- Water and energy costs: ₱5 - ₱10
- Disposable cup - ₱5 - ₱10
- Total cost: ₱50 - ₱105

Procedures:

Step 1. Prepare the coffee base: In a

blender, combine instant coffee or coffee concentrate with milk and sugar or sweetener to taste.

Step 2. Add ice: Add a generous amount of ice cubes to the blender.

Step 3. Blend: Blend the mixture until smooth and frothy.

Step 4. Pour into a cup: Pour the blended frappe into a disposable cup.

Step 5. Top with whipped cream: Add a dollop of whipped cream on top of the frappe.

Step 6. Optional: Drizzle with chocolate syrup, caramel syrup, or any other desired flavorings.

Suggested Price: ₱150 - ₱200

Non-Caffeine Drinks:

- The preparation of non-caffeine drinks varies widely depending on the specific beverage. For herbal teas, steep the tea in hot water for the recommended time. For fruit juices and smoothies, blend together the desired fruits with ice or other ingredients.

1. Herbal Teas:

Ingredients & Cost:

- Herbal tea bags or loose leaf herbal tea: ₱10 - ₱30
- Honey or sweetener (optional): ₱2 - ₱5
- Sugar or sweetener: ₱5 - ₱10
- Lemon slices (optional): ₱2 - ₱5
- Water and energy costs: ₱5 - ₱10

- Disposable cup - ₱5 - ₱10
- Total cost: ₱29 - ₱70

Procedures:

Step 1. Boil water: Heat water to the appropriate temperature based on the type of herbal tea being used.

Step 2. Steep the tea: Place the herbal tea bag or loose leaf herbal tea in a cup and pour the hot water over it. Let it steep for the recommended time (typically 5-10 minutes).

Step 3. Add sweetener (optional): If desired, add honey or sweetener to taste.

Step 4. Add lemon (optional): Optionally, add a slice of lemon for flavor.

Suggested Price: ₱70 - ₱90

2. Fruit Juice:

Ingredients & Cost:

- Fresh fruits (e.g., oranges, apples, pineapples): ₱20 - ₱40
- Ice: ₱5 - ₱10
- Sugar or sweetener (optional): ₱2 - ₱5
- Water and energy costs: ₱5 - ₱10
- Disposable cup - ₱5 - ₱10
- Total cost: ₱37 - ₱75

Procedures:

Step 1. Prepare the fruits: Wash and peel the fruits as needed.

Step 2. Juice the fruits: Use a juicer or blender

to extract the juice from the fruits. Strain the juice if necessary to remove any pulp.

Step 3. Sweeten (optional): If desired, add sugar or sweetener to the juice and stir until dissolved.

Step 4. Chill: Place the fruit juice in the refrigerator to chill for a refreshing taste.

Step 5. Fill a cup with ice: Fill a disposable cup with ice cubes.

Step 6. Pour the fruit juice: Once chilled, pour the fruit juice over the ice in the cup.

Suggested Price: ₱80 - ₱100

3. Smoothies:

Ingredients & Cost:

- Frozen mixed berries: ₱20 - ₱30
- Banana: ₱5 - ₱10
- Yogurt: ₱10 - ₱15
- Honey or agave syrup: ₱5 - ₱10
- Almond milk: ₱10 - ₱15
- Ice cubes: ₱5 - ₱10
- Water and energy costs: ₱5 - ₱10
- Disposable cup - ₱5 - ₱10
- Total cost: ₱65 - ₱110

Procedures:

Step 1. Prepare the blender: Ensure it's clean and ready for use.

Step 2. Add ingredients: Put frozen mixed berries, banana, yogurt, honey or agave syrup, almond milk,

and ice cubes into the blender.

Step 3. Blend: Blend the ingredients until smooth and creamy. Add more almond milk if necessary to reach desired consistency.

Step 4. Optional: Add toppings like sliced fruits, granola, or shredded coconut.

Step 5. Serve: Pour the smoothie into a cup or glass.

Suggested Price: ₱120 - ₱150

Pastries and Snacks:

1. Croissants:

Ingredients & Cost:

- All-purpose flour: ₱20 - ₱30
- Butter: ₱10 - ₱20
- Sugar: ₱5 - ₱10
- Salt: ₱2 - ₱5
- Yeast: ₱5 - ₱10
- Milk: ₱5 - ₱10
- Egg: ₱5 - ₱10
- Water and energy costs: ₱5 - ₱10
- Total cost: ₱57 - ₱105

Procedures:

Step 1. Prepare the dough:

- Mix flour, sugar, salt, and yeast in a bowl.
- Cut cold butter into small pieces and add to the flour mixture.
- Mix until crumbly.
- Gradually add warm milk

and beaten egg, kneading until a smooth dough forms.

Step 2. Shape the croissants:

- Roll out the dough into a rectangle on a floured surface.
- Cut the dough into triangles.
- Roll each triangle from the wide end to the tip, forming a crescent shape.

Step 3. Proofing and baking:

- Place the croissants on a baking sheet lined with parchment paper.
- Let them proof in a warm place until doubled in size.
- Preheat the oven to 375°F (190°C).
- Brush the croissants with egg wash.
- Bake for 15-20 minutes, or until golden brown.

Suggested Price: ₱120 - ₱150

2. Muffins:

Ingredients & Cost:

- All-purpose flour: ₱10 - ₱20
- Butter - ₱2 - ₱5
- Sugar: ₱5 - ₱10
- Baking powder: ₱3 - ₱5
- Salt: ₱2 - ₱5
- Milk: ₱5 - ₱10
- Vegetable oil: ₱5 - ₱10
- Egg: ₱5 - ₱10
- Optional add-ins (chocolate chips, blueberries, etc.): ₱10 - ₱20
- Water and energy costs: ₱5 - ₱10
- Total cost: ₱52 - ₱105

Procedures:

Step 1. Preheat the oven to 375°F (190°C) and prepare muffin tin with liners or grease.

Step 2. In a mixing bowl, whisk together flour, sugar, baking powder, and salt.

Step 3. In another bowl, mix milk, vegetable oil, and egg until well combined.

Step 4. Pour the wet ingredients into the dry ingredients and stir until just combined. Do not overmix.

Step 5. Fold in any optional add-ins, such as chocolate chips or blueberries.

Step 6. Spoon the batter into the muffin cups, filling each about 2/3 full.

Step 7. Bake for 18-20 minutes, or until a toothpick inserted into

the center comes out clean.

Step 8. Allow muffins to cool in the tin for 5 minutes before transferring to a wire rack to cool completely.

Suggested Price: ₱120 - ₱150

3. Cookies:

Ingredients & Cost:

- All-purpose flour: ₱5 - ₱10
- Butter - ₱10 - ₱15
- Sugar: ₱5 - ₱10
- Brown sugar: ₱5 - ₱10
- Egg: ₱5 - ₱10
- Vanilla extract: ₱2 - ₱5
- Baking soda: ₱2 - ₱5
- Salt: ₱1 - ₱3
- Chocolate chips or nuts (optional): ₱10 - ₱20
- Water and energy costs: ₱5 - ₱10
- Total cost: ₱50 - ₱98

Procedures:

Step 1. Preheat the oven to 350°F (175°C) and line a baking sheet with parchment paper.

Step 2. In a mixing bowl, cream together softened butter, sugar, and brown sugar until light and fluffy.

Step 3. Beat in the egg and vanilla extract until well combined.

Step 4. In a separate bowl, whisk together flour, baking soda, and salt.

Step 5. Gradually add the dry ingredients to the wet ingredients,

mixing until just combined.

Step 6. Fold in chocolate chips or nuts, if using.

Step 7. Drop spoonfuls of dough onto the prepared baking sheet, leaving space between each cookie.

Step 8. Bake for 8-10 minutes, or until the edges are golden brown.

Step 9. Allow the cookies to cool on the baking sheet for a few minutes before transferring to a wire rack to cool completely.

Suggested Price: ₱90 - ₱130

4. Brownies:

Ingredients & Cost:

- All-purpose flour: ₱5 - ₱10
- Butter - ₱10 - ₱15
- Sugar: ₱5 - ₱10
- Cocoa powder: ₱10 - ₱15
- Eggs: ₱5 - ₱10
- Vanilla extract: ₱2 - ₱5
- Baking powder: ₱2 - ₱5
- Salt: ₱1 - ₱3
- Chocolate chips (optional): ₱10 - ₱20
- Water and energy costs: ₱5 - ₱10
- Total cost: ₱55 - ₱103

Procedures:

Step 1. Preheat the oven to 350°F (175°C) and grease a baking pan.

Step 2. In a saucepan, melt the butter over low heat.

Step 3. Remove from heat and stir in sugar, eggs, and vanilla extract until well combined.

Step 4. In a separate bowl, sift together flour, cocoa powder, baking powder, and salt.

Step 5. Gradually add the dry ingredients to the wet ingredients, mixing until just combined.

Step 6. Fold in chocolate chips, if using.

Step 7. Pour the batter into the prepared baking pan and spread evenly.

Step 8. Bake for 20-25 minutes, or until a toothpick inserted into the center comes out with a few moist crumbs.

Step 9. Allow the brownies to cool in the pan before cutting into squares.

Suggested Price: ₱90 - ₱130

5. Sandwiches:

Ingredients & Cost:

- Bread slices: ₱5 - ₱10
- Protein (grilled chicken, tuna, turkey, etc.): ₱30 - ₱50
- Cheese slices: ₱10 - ₱15
- Vegetables (lettuce, tomato, cucumber, etc.): ₱10 - ₱20

- Condiments (mayonnaise, mustard, etc.): ₱20 - ₱30
- Water and energy costs: ₱5 - ₱10
- Total cost: ₱80 - ₱135

Procedures:

Step 1. Prepare the ingredients:

- Lay out the bread slices.
- Place the protein (e.g., grilled chicken, tuna, turkey) on one slice of bread.
- Add cheese slices on top of the protein.
- Layer with vegetables such as lettuce, tomato, and cucumber.
- Spread condiments on the other slice of bread.

Step 2. Assemble the sandwich:

- Place the condiment-covered slice of bread on top of the protein, cheese, and veggies to form a sandwich.

Step 3. Optional: Cut the sandwich in half for easier handling.

Suggested Price: ₱130 - ₱180

6. Nachos:

Ingredients & Cost:

- Tortilla chips: ₱20 - ₱30
- Cheese (shredded): ₱10 - ₱20
- Black beans: ₱5 - ₱10
- Salsa: ₱5 - ₱10
- Sour cream: ₱10 - ₱15
- Guacamole: ₱10 - ₱15
- Jalapenos (optional): ₱5 - ₱10
- Water and energy costs: ₱5 - ₱10
- Total cost: ₱70 - ₱120

Procedures:

Step 1. Preheat the oven to 350°F (175°C).

Step 2. Spread a layer of tortilla chips on a baking sheet.

Step 3. Sprinkle shredded cheese evenly over the tortilla chips.

Step 4. Add black beans on top of the cheese.

Step 5. Bake in the preheated oven for 5-7 minutes, or until the cheese is melted and bubbly.

Step 6. Remove from the oven and drizzle salsa over the nachos.

Step 7. Add dollops of sour cream and guacamole on top.

Suggested Price: ₱120 - ₱150

7. Wraps:

Ingredients & Cost:

- Tortilla wraps: ₱10 - ₱20
- Protein (grilled chicken, turkey, tofu, etc.): ₱15 - ₱30

- Vegetables (lettuce, tomato, cucumber, etc.): ₱5 - ₱10
- Cheese (optional): ₱5 - ₱10
- Sauce or dressing: ₱5 - ₱10
- Water and energy costs: ₱5 - ₱10
- Total cost: ₱45 - ₱90

Procedures:

Step 1. Lay out a tortilla wrap on a clean surface.

Step 2. Place the protein (e.g., grilled chicken, turkey, tofu) in the center of the wrap.

Step 3. Add vegetables such as lettuce, tomato, and cucumber on top of the protein.

Step 4. If desired, sprinkle cheese on top of the vegetables.

Step 5. Drizzle sauce or dressing over the ingredients.

Step 6. Fold the sides of the tortilla inward, then roll it up tightly from the bottom to form a wrap.

Step 7. Optional: Heat the wrap in a skillet or microwave for a warm option.

Suggested Price: ₱90 - ₱130

8. Fries:

Ingredients & Cost:

- Ready-made frozen fries: ₱20 - ₱30
- Cooking oil (optional for frying): ₱10 - ₱20
- Salt: ₱3 - ₱5
- Ketchup: ₱5 - ₱10

- Mayonnaise: ₱5 - ₱10
- Garlic powder: ₱2 - ₱5
- Paprika: ₱2 - ₱5
- Water and energy, gas costs: ₱10 - ₱20
- Total cost: ₱57 - ₱105

Procedures:

Step 1. Preheat the oven according to the instructions on the package of the frozen fries.

Step 2. Arrange the frozen fries in a single layer on a baking sheet.

Step 3. Bake the fries in the preheated oven for the recommended time or until they are golden brown and crispy.

Step 4. If desired, you can also fry the frozen fries in hot oil for a crispier texture.

Step 5. Heat the oil in a deep fryer or large pot to 350°F (175°C) and fry the fries until golden brown and crispy.

Step 6. Once cooked, remove the fries from the oven or oil and drain any excess oil on paper towels.

Step 7. Sprinkle salt over the fries while they are still hot.

Step 8. In a small bowl, combine equal parts of ketchup and mayonnaise for the dipping sauce.

Step 9. Add a pinch of garlic powder and paprika to the mixture for extra flavor.

Step 10. Stir until all ingredients are well combined.

Suggested Price: ₱90 - ₱150

9. Pasta:

Spaghetti

Ingredients & Cost:

- Spaghetti pasta: ₱20 - ₱30
- Olive oil: ₱5 - ₱10
- Garlic cloves: ₱2 - ₱5
- Tomato sauce: ₱10 - ₱20
- Salt and pepper: ₱1 - ₱3
- Grated cheese (optional): ₱5 - ₱10
- Water and energy, gas costs: ₱20 - ₱30
- Total cost: ₱63 - ₱108

Procedures:

Step 1. Bring a large pot of salted water to a boil.

Step 2. Add the spaghetti pasta to the boiling water and cook according to package instructions.

Step 3. While the pasta is cooking, heat olive oil in a large skillet over medium heat.

Step 4. Add minced garlic to the skillet and sauté until fragrant.

Step 5. Pour in the tomato sauce and season with salt and pepper to taste.

Step 5. Simmer the sauce for a few minutes until it thickens slightly.

Step 6. Once the spaghetti is cooked,

drain it and add it to the skillet with the tomato sauce.

Step 7. Toss the spaghetti with the sauce until well coated.

Step 8. Optionally topped with grated cheese.

Suggested Price: ₱150 - ₱200

Carbonara

Ingredients & Cost:

- Spaghetti pasta: ₱20 - ₱30
- Bacon or pancetta: ₱15 - ₱25
- Eggs: ₱5 - ₱10
- Parmesan cheese: ₱10 - ₱20
- Olive oil: ₱5 - ₱10
- Garlic cloves: ₱2 - ₱5
- Salt and pepper: ₱1 - ₱3
- Water and energy, gas costs: ₱20 - ₱30
- Total cost: ₱78 - ₱133

Procedures:

Step 1. Bring a large pot of salted water to a boil.

Step 2. Cook the spaghetti pasta in the boiling water according to package instructions.

Step 3. While the pasta is cooking, heat olive oil in a large skillet over medium heat.

Step 4. Add minced garlic to the skillet and sauté until fragrant.

Step 5. Add chopped bacon or pancetta to the

skillet and cook until crispy.

Step 6. In a separate bowl, whisk together eggs, grated Parmesan cheese, salt, and pepper.

Step 7. Once the spaghetti is cooked, drain it and add it to the skillet with the bacon and garlic.

Step 8. Turn off the heat and quickly pour the egg and cheese mixture over the hot pasta, tossing continuously to coat the pasta evenly.

Step 9. The heat from the pasta will cook the eggs, creating a creamy sauce.

Step 10. Optionally garnished with additional grated Parmesan cheese and freshly cracked black pepper.

Suggested Price: ₱170 - ₱220

10. Waffle:

Ingredients & Cost:

- All-purpose flour: ₱10 - ₱15
- Baking powder: ₱5 - ₱10
- Salt: ₱3 - ₱5
- Sugar: ₱5 - ₱10
- Eggs: ₱10 - ₱20
- Milk: ₱5 - ₱10
- Butter: ₱5 - ₱10
- Vanilla extract (optional): ₱2 - ₱5
- Water and energy, gas costs: ₱20 - ₱30
- Total cost: ₱65 - ₱115

Procedures:

Step 1. Preheat your waffle iron according to the manufacturer's instructions.

Step 2. In a mixing bowl, whisk together the flour, baking powder, salt, and sugar.

Step 3. In another bowl, beat the eggs and then stir in the milk, melted butter, and vanilla extract (if using).

Step 4. Gradually add the wet ingredients to the dry ingredients, stirring until just combined. Do not overmix; some lumps are okay.

Step 5. Lightly grease the waffle iron with non-stick cooking spray or melted butter.

Step 6. Pour enough batter onto the center of the preheated waffle iron to cover about two-thirds of the surface area.

Step 7. Close the lid and cook the waffle according to the manufacturer's instructions, usually until golden brown and crispy.

Step 8. Carefully remove the waffle from the iron and serve immediately, or keep warm in a preheated oven until ready to serve.

Suggested Price: ₱120 - ₱160

Breakfast and Lunch Menus:

1. Silog Meals:

Ingredients & Cost:

- Rice: ₱5 - ₱10
- Eggs: ₱10 - ₱20
- Choice of meat (e.g., tocino, tapa, longganisa): ₱20 - ₱30
- Optional toppings (e.g., green onions, tomatoes, cucumber): ₱5 - ₱10
- Water and energy, gas costs: ₱10 - ₱20
- Total cost: ₱50 - ₱90

Procedures:

Step 1. Cook the rice according to your preferred method (e.g., rice cooker, stove-top).

Step 2. In a separate pan, cook the choice of meat until fully cooked and caramelized.

Step 3. In another pan, fry the eggs sunny-side up or according to the customer's preference.

Step 4. Once the rice, meat, and eggs are cooked, assemble the silog meal by placing the rice, meat, and eggs on a plate.

Step 5. Optional: Garnish with sliced tomatoes, cucumber, or green onions for added flavor and presentation.

Suggested Price: ₱100 - ₱120

2. Rice Meals:

Ingredients & Cost:

- Rice: ₱5 - ₱10
- Choice of protein (e.g., chicken, pork, beef, tofu): ₱30 - ₱60
- Vegetables (e.g., carrots, cabbage, bell peppers): ₱10 - ₱20

- Sauce or seasoning: ₱5 - ₱10
- Water and energy, gas costs: ₱20 - ₱30
- Total cost: ₱70 - ₱130

Procedures:

Step 1. Cook the rice according to your preferred method (e.g., rice cooker, stove-top).

Step 2. Prepare the protein:

- For chicken, pork, or beef: Season the meat with salt, pepper, and any desired spices. Cook until fully cooked and tender.
- For tofu: Cut the tofu into cubes and pan-fry until golden brown. Set aside.

Step 3. Prepare the vegetables:

- Wash and chop the vegetables into bite-sized pieces.
- Heat a pan with oil and stir-fry the vegetables until tender-crisp.

Step 4. Assemble the rice meal:

- Place a serving of cooked rice on a plate or in a bowl.

- Top with the cooked protein and stir-fried vegetables.
- Drizzle with sauce or sprinkle with seasoning for added flavor.

Suggested Price: ₱120 - ₱150

3. Salads:

Ingredients & Cost:

- Mixed greens (e.g., lettuce, spinach, arugula): ₱10 - ₱20
- Assorted vegetables (e.g., tomatoes, cucumbers, bell peppers, carrots): ₱10 - ₱20
- Protein (e.g., grilled chicken, tofu, boiled eggs): ₱30 - ₱60
- Dressing (e.g., vinaigrette, ranch, balsamic): ₱10 - ₱20
- Toppings (e.g., croutons, nuts, cheese): ₱10 - ₱30
- Water and energy, gas costs: ₱10 - ₱20
- Total cost: ₱80 - ₱160

Procedures:

Step 1. Prepare the greens:

- Wash and dry the mixed greens thoroughly.
- Tear or chop them into bite-sized pieces if necessary.

Step 2. Prepare the vegetables:

- Wash and chop the assorted vegetables into desired sizes.

Step 3. Prepare the protein:

- Cook the protein (e.g., grill or bake chicken, pan-fry tofu, boil eggs). Slice or cube the protein into manageable pieces.

Step 4. Assemble the salad:

- In a large bowl, combine the mixed greens and assorted vegetables.
- Arrange the protein on top of the greens.
- Sprinkle with desired toppings, such as croutons, nuts, or cheese.

Step 5. Dress the salad:

- Drizzle the desired amount of dressing over the salad.
- Toss the salad gently to ensure even distribution of dressing.

Suggested Price: ₱140 - ₱190

Menu design and presentation

1. Front Cover:

- Eye-catching coffee-themed design or imagery.
- Café logo prominently displayed.
- Clear indication of the menu type (e.g., drinks, pastries, breakfast/lunch).

Inside Pages:

1. Specialty Drinks:

- List of coffee drinks with appealing descriptions (e.g., "Smooth and velvety latte" or "Rich and indulgent mocha").
 - Organized by category (espresso-based, cold brew, specialty drinks).
 - Prices listed clearly next to each item.

2. Non-Caffeine Drinks:

- Herbal teas, fruit juices, smoothies, and specialty mocktails.
- Options for dairy alternatives like almond milk or soy milk.
- Prices listed clearly.

3. Pastries and Snacks:

- Assortment of pastries, cookies, muffins, and brownies.
- Savory snacks like sandwiches, nachos, wraps, and fries.
- Prices listed clearly.

4. Breakfast and Lunch Menus:

- Silog meals, rice meals, salads, and other hearty options.
- Ingredients and descriptions for each dish.

- Prices listed clearly.

5. Additional Information:

- Café location and contact information.
- Operating hours.
- Special offers, loyalty programs, or upcoming events.

Back Cover:

- Café branding and contact information.
- Social media handles and website URL.
- Call to action (e.g., "Follow us for updates and promotions!").

Design Elements:

- Use of high-quality images of coffee drinks and food items.
- Clean and modern typography for easy readability.
- Cohesive color scheme that reflects the café's branding.
- Consistent layout and formatting throughout the menu.
- Consideration of space and organization to prevent overcrowding and confusion.

Presentation:

- Use durable materials such as laminated paper or cardstock for the menu.
- Consider incorporating eco-friendly materials or recyclable options.
- Display menus prominently at the entrance or near the counter for easy access.
- Provide additional copies at tables or seating areas for customers to peruse.
- Regularly update menus to reflect seasonal offerings or new items.

- Train staff to be knowledgeable about the menu and able to make recommendations to customers.

V. Operations Management

Staffing Requirements:

1. Baristas:

- ❖ Responsible for preparing and serving coffee drinks, maintaining cleanliness and organization behind the counter, and providing excellent customer service.
- ❖ Baristas should have knowledge of coffee preparation techniques, espresso machines, and drink recipes.

2. Kitchen Staff:

- ❖ Responsible for preparing food items such as pastries, sandwiches, and salads.
- ❖ Kitchen staff should have experience working in a commercial kitchen, knowledge of food safety regulations, and the ability to work efficiently in a fast-paced environment.

3. Cashiers/Customer Service Representatives:

- ❖ Responsible for taking orders, processing payments, and providing friendly and efficient service to customers.
- ❖ Cashiers should have strong communication skills, basic math skills, and the ability to multitask.

4. Manager/Supervisor:

- ❖ Responsible for overseeing daily operations, managing staff, inventory control, scheduling, and ensuring overall customer satisfaction.
- ❖ Managers should have previous experience in a supervisory or managerial role, strong leadership and organizational skills, and a good understanding of business operations.

Recruitment Procedures:

1. Job Posting:

- ❖ Write a detailed job description for each position, outlining

responsibilities, qualifications, and any specific requirements.

- ❖ Post job openings on online job boards, social media platforms, and local job fairs.
- ❖ Consider reaching out to local culinary schools or hospitality programs for potential candidates.

2. Screening and Interviews:

- ❖ Review resumes and applications to identify qualified candidates.
- ❖ Conduct initial phone screenings to assess candidates' qualifications and availability.
- ❖ Schedule in-person interviews with promising candidates to evaluate their skills, experience, and fit with the company culture.

3. Skills Assessment:

- ❖ For positions like baristas and kitchen staff, consider conducting a skills assessment or trial shift to evaluate candidates' ability to perform the job tasks effectively.
- ❖ This can include tasks such as making coffee drinks, food preparation, or handling customer transactions.

4. Background Checks and References:

- ❖ Before making a final hiring decision, conduct background checks and contact references to verify candidates' employment history and qualifications.
- ❖ This helps ensure the credibility and reliability of potential hires.

5. Offer and Onboarding:

- ❖ Extend job offers to selected candidates and negotiate terms such as salary, work schedule, and start date.
- ❖ -Provide new hires with an orientation session to familiarize them with coffee shop policies, procedures, and expectations.
- ❖ Offer training and ongoing support to help new employees succeed in their roles.

Training Programs for Employee

1. Orientation: Introduce new employees to the coffee shop environment, including the

layout, equipment, and key areas such as the kitchen, counter, and seating area.

- ❖ Provide an overview of the coffee shop's mission, values, and customer service expectations.
- ❖ Review basic policies and procedures, including dress code, punctuality, and communication channels.

2. Coffee Basics:

- ❖ Provide an introduction to different coffee varieties, origins, and flavor profiles.
- ❖ Demonstrate the process of coffee bean roasting and grinding.
- ❖ Teach basic coffee brewing methods, including espresso, drip coffee, and French press.
- ❖ Train employees on how to properly use espresso machines, coffee grinders, and other equipment.

3. Drink Preparation:

- ❖ Walk employees through the recipes and preparation techniques for each specialty drink on the menu, including espresso-based drinks, cold brew, and specialty drinks.
- ❖ Emphasize the importance of consistency in drink preparation, including shot extraction time, milk steaming temperature, and drink presentation.
- ❖ Provide hands-on practice sessions for employees to master drink preparation techniques under supervision.

4. Customer Service:

- ❖ Train employees on effective communication skills, including greeting customers, taking orders, and handling customer inquiries and feedback.
- ❖ Teach employees how to provide personalized recommendations based on customer preferences and menu offerings.
- ❖ Emphasize the importance of maintaining a positive attitude,

even during busy or challenging situations.

5. Food Preparation:

- ❖ Review the recipes and preparation techniques for all food items on the menu, including pastries, sandwiches, salads, and sides.
- ❖ Train employees on food safety and sanitation practices, including proper hand-washing, food storage, and cleaning procedures.
- ❖ Provide hands-on practice sessions for food preparation and assembly, ensuring employees understand portion sizes, presentation standards, and allergen considerations.

6. Cash Handling and POS Systems:

- ❖ Teach employees how to operate the point-of-sale (POS) system, including processing orders, handling cash and card transactions, and generating receipts.
- ❖ Review cash handling procedures, including counting cash, making change, and balancing cash registers at the end of each shift.
- ❖ Emphasize the importance of accuracy and honesty when handling financial transactions.

7. Continuous Learning and Development:

- ❖ Encourage employees to continue learning and improving their skills through ongoing training opportunities, workshops, and resources.
- ❖ Provide regular feedback and coaching to help employees identify areas for growth and development.
- ❖ Foster a supportive and collaborative work environment where employees feel empowered to share ideas and contribute to the success of the coffee shop.

Inventory management and supply chain logistics.

1. Establish Inventory Procedures:

- **Set Par Levels:** Determine the optimal quantity of each item to

keep in stock to meet demand without excess inventory.

- **Categorize Items:** Group inventory items into categories such as coffee beans, dairy products, food items, disposable supplies, and cleaning supplies.
- **Implement First-In, First-Out (FIFO) Method:** Ensure that older inventory is used first to minimize waste and maintain freshness.
- **Track Inventory Levels:** Regularly monitor inventory levels to identify low stock items and potential shortages.

2. Create Supplier Relationships:

- **Research Suppliers:** Identify reliable suppliers for coffee beans, dairy products, food items, and other supplies needed for your coffee shop.
- **Negotiate Contracts:** Negotiate contracts with suppliers to secure favorable pricing, terms, and delivery schedules.
- **Diversify Suppliers:** Have backup suppliers in case of emergencies or disruptions with primary suppliers.
- **Communicate Expectations:** Clearly communicate your inventory needs, quality standards, and delivery requirements to suppliers.

3. Implement Inventory Management Software:

- **Choose the Right Software:** Select inventory management software that meets the specific needs of your coffee shop, such as tracking inventory levels, managing purchase orders, and generating reports.
- **Train Staff:** Provide training to employees on how to use the inventory management software effectively to track inventory, place orders, and manage stock levels.

- **Regular Updates:** Keep inventory records up to date by entering new inventory, updating quantities, and reconciling discrepancies regularly.

4. Monitor and Forecast Demand:

- **Analyze Sales Data:** Use historical sales data to identify trends and patterns in customer demand for different products.
- **Forecast Demand:** Use sales projections and seasonal trends to forecast future demand for inventory items.
- **Adjust Orders Accordingly:** Adjust inventory orders based on demand forecasts to avoid overstocking or stockouts.

5. Control Inventory Costs:

- **Minimize Waste:** Implement strategies to minimize waste, such as portion control, proper storage, and rotating inventory.
- **Optimize Inventory Levels:** Avoid overstocking by ordering only what is needed and maintaining lean inventory levels.
- **Monitor Costs:** Regularly review inventory costs and supplier pricing to identify cost-saving opportunities and negotiate better deals.

6. Streamline Supply Chain Logistics:

- **Optimize Delivery Routes:** Coordinate delivery schedules to minimize transportation costs and maximize efficiency.
- **Implement Just-In-Time (JIT) Inventory:** Utilize JIT inventory practices to reduce storage costs and improve inventory turnover.
- **Utilize Technology:** Use technology such as GPS tracking and route optimization software to streamline supply chain logistics and improve delivery accuracy.

7. Conduct Regular Audits:

- **Physical Inventory Counts:** Conduct regular physical inventory counts to verify inventory levels and identify any discrepancies.

- **Evaluate Performance:** Analyze inventory turnover rates, stock out occurrences, and inventory holding costs to evaluate the effectiveness of inventory management strategies.
- **Adjust Strategies:** Use audit findings to identify areas for improvement and adjust inventory management strategies as needed.

Quality Control Measures

1. Source High-Quality Ingredients:

- Procure premium coffee beans from reputable suppliers known for their quality and ethical sourcing practices.
- Ensure freshness by purchasing beans in small batches and storing them properly in airtight containers.
- Source fresh dairy products, such as milk and cream, from trusted suppliers with a reputation for quality.

2. Train Baristas and Staff:

- Provide comprehensive training to baristas on coffee brewing techniques, espresso extraction, milk frothing, and drink presentation.
- Educate staff on the importance of quality control in every step of the coffee-making process, from bean selection to final presentation.
- Conduct regular refresher training sessions to reinforce skills and introduce new quality control practices.

3. Establish Standard Operating Procedures (SOPs):

- Develop SOPs for all aspects of coffee preparation, including drink recipes, portion sizes, and equipment maintenance.
- Document procedures for cleaning and sanitizing equipment to ensure consistency and food safety compliance.
- Standardize presentation guidelines for drinks and food items to maintain a consistent brand image.

4. Implement Quality Assurance Checks:

- Conduct regular quality checks throughout the day to monitor the consistency and taste of coffee drinks.
- Use sensory evaluation techniques to assess the aroma, flavor, and texture of brewed coffee and espresso shots.
- Empower staff to identify and address quality issues proactively, whether it's adjusting grind settings, calibrating espresso machines, or replacing stale ingredients.

5. Monitor Equipment Performance:

- Schedule routine maintenance and calibration for coffee equipment, including espresso machines, grinders, and brewing equipment.
- Keep a log of equipment maintenance tasks and repairs to track performance and identify potential issues early.
- Invest in quality equipment and upgrades to ensure optimal performance and consistency in coffee production.

6. Gather Customer Feedback:

- Encourage customers to provide feedback on their coffee experience through comment cards, online surveys, or in-person interactions.
- Actively listen to customer feedback and use it to identify areas for improvement in product quality, service, and overall experience.
- Respond promptly to customer complaints or concerns and take corrective action to address any issues raised.

7. Uphold Food Safety Standards:

- Follow strict food safety protocols to prevent contamination and ensure the safety of food and beverage products.
- Train staff on proper food handling, storage, and sanitation practices, including handwashing, glove usage, and temperature control.
- Regularly inspect storage areas, refrigeration units, and preparation

surfaces to maintain cleanliness and compliance with health regulations.

8. Continuously Improve Processes:

- Foster a culture of continuous improvement by regularly reviewing and analyzing quality control data, customer feedback, and performance metrics.
- Engage staff in problem-solving and brainstorming sessions to identify opportunities for innovation and enhancement in product quality and service delivery.
- Implement changes and updates based on insights gained from quality control measures to drive ongoing improvement in coffee shop operations.

Customer service standards

1. Warm and Welcoming Atmosphere:

- Greet every customer with a friendly smile and welcoming demeanor as they enter the coffee shop.
- Create a warm and inviting ambiance through comfortable seating, cozy lighting, and background music.
- Train staff to engage in friendly conversation with customers, making them feel valued and appreciated.

2. Prompt and Efficient Service:

- Aim to serve customers quickly and efficiently, especially during peak hours.
- Ensure that orders are taken promptly, and drinks and food items are prepared and served in a timely manner.
- Maintain a sense of urgency while balancing attention to detail to provide fast but accurate service.

3. Product Knowledge and Recommendations:

- Train staff to have in-depth knowledge of the coffee menu, including different brew methods, flavor profiles, and specialty drinks.
- Empower baristas to make personalized recommendations based on customer preferences and taste preferences.

- Educate staff on the origin and characteristics of coffee beans used in the shop's offerings to enhance the customer experience.

4. Attention to Detail:

- Pay attention to the small details that contribute to the overall customer experience, such as cleanliness, presentation, and consistency.
- Ensure that drinks are prepared and served with precision, including proper milk frothing, latte art, and garnishes.
- Monitor the condition of the coffee shop environment, including tables, chairs, and restrooms, to maintain a clean and inviting atmosphere.

5. Handling Customer Inquiries and Concerns:

- Train staff to actively listen to customer inquiries and concerns with empathy and understanding.
- Provide prompt and helpful responses to questions about the menu, ingredients, and allergens.
- Empower employees to resolve customer complaints and issues quickly and effectively, offering solutions or refunds as needed to ensure customer satisfaction.

6. Personalized Service:

- Foster a culture of personalized service by addressing customers by name whenever possible and remembering their preferences.
- Encourage staff to take note of repeat customers and their usual orders, providing a personalized experience that makes them feel valued and appreciated.
- Offer customization options for drinks and food items to accommodate individual tastes and dietary restrictions.

7. Follow-Up and Feedback:

- Solicit feedback from customers through comment cards, online surveys, or in-person conversations to gather insights and suggestions for improvement.

- Follow up with customers after their visit to thank them for their patronage and invite them to return.
- Use feedback to identify areas for improvement and implement changes to enhance the overall customer experience.

8. Consistent Training and Development:

- Provide ongoing training and development opportunities for staff to improve their customer service skills, product knowledge, and communication abilities.
- Conduct regular performance evaluations and provide constructive feedback to help employees grow and develop in their roles.
- Lead by example by demonstrating exemplary customer service behavior and reinforcing the importance of customer satisfaction to the entire team.

VI. MARKETING AND PROMOTION LOYALTY PROGRAM

Understand Your Customers: Start by understanding your customers' preferences, behaviors, and motivations. Collect data through customer surveys, feedback forms, or purchase history to gain insights into their coffee preferences, visit frequency, and spending habits.

Define Loyalty Program Objectives: Establish clear objectives for your loyalty program, such as increasing customer retention, driving repeat business, boosting average transaction value, or rewarding customer referrals. Ensure that your objectives align with your overall business goals.

Choose a Loyalty Program Structure: Select a loyalty program structure that resonates with your target audience and encourages desired behaviors. Consider options such as points-based systems, punch cards, tiered rewards, or membership programs. Choose a structure that is easy to understand and offers tangible benefits to customers.

Offer Rewards and Incentives: Determine the rewards and incentives you will offer to loyalty program members. Consider rewards such as free coffee drinks, discounts on purchases, exclusive access to new menu items or events, birthday rewards, or personalized offers based on purchase history.

Promote Your Loyalty Program: Promote your loyalty program through various marketing channels to attract sign-ups and encourage participation. Use signage in your coffee shop, social media posts, email newsletters, website banners, and in-store announcements to raise awareness and incentivize enrollment.

Provide a Seamless Enrollment Process: Make it easy for customers to enroll in your loyalty program by offering multiple enrollment options. Allow customers to sign up in-store, online, or through a mobile app, and streamline the enrollment process to minimize friction and encourage participation.

Communicate Regularly: Stay in touch with loyalty program members through regular communication channels such as email newsletters, SMS alerts, or push notifications. Keep members informed about their points balance, upcoming rewards, special promotions, and exclusive offers to keep them engaged and motivated.

Personalize the Experience: Personalize the customer experience for loyalty program members based on their preferences, purchase history, and behavior. Use data-driven insights to tailor offers, recommendations, and communications to each member's individual needs and preferences.

Encourage Social Sharing: Encourage loyalty program members to share their experiences on social media and refer friends and family to join the program. Offer incentives such as bonus points or rewards for successful referrals to incentivize word-of-mouth marketing and expand your customer base.

Collect Feedback and Iterate: Gather feedback from loyalty program members through surveys, polls, or feedback forms to understand their satisfaction levels and identify areas for improvement. Use this feedback to iterate and refine your loyalty program over time to better meet the needs of your customers.

Create Engaging Customer Experiences: Host special events, tastings, or workshops exclusively for loyalty program members to create memorable experiences and strengthen their connection to your coffee shop. Offer behind-the-scenes tours, meet-and-greets with the roaster, or coffee brewing classes to provide added value and foster loyalty.

Track and Measure Results: Monitor and measure the performance of your loyalty program using key performance indicators (KPIs) such as enrollment rates, redemption rates, customer retention rates, and revenue generated from loyalty program members. Use

analytics tools to track results and optimize your strategies based on data-driven insights

MARKETING STRATEGIES AND CAMPAIGN

- Define Your Target Audience.
- Set Clear Marketing Objectives
- Develop Your Unique Selling Proposition (USP)
- Create a Marketing Budget
- Choose Marketing Channels
- Implement Content Marketing.
- Leverage Social Media
- Optimize Your Website
- Run Promotions and Offers
- Host Events and Workshops
- Collaborate with Influencers and Partners
- Track and Measure Results
- Iterate and Refine

BRANDING GUIDELINE

1. **Brand Identity:** Define your coffee shop's brand identity, including its mission, values, personality, and positioning in the market. Consider factors such as your target audience, unique selling points, and competitive landscape.
2. **Logo:** Design a logo that reflects your coffee shop's brand identity and resonates with your target audience. Ensure that the logo is versatile, scalable, and easily recognizable across different applications and mediums.
3. **Color Palette:** Choose a color palette that aligns with your coffee shop's brand identity and evokes the desired emotions and associations. Select primary and secondary colors that complement each other and reinforce your brand's visual identity.
4. **Typography:** Select a set of fonts that reflect your coffee shop's personality and enhance readability across various communication materials. Choose a primary font for headlines and a complementary font for body text, ensuring consistency in font styles and sizes.
5. **Visual Elements:** Define visual elements such as patterns, textures, or illustrations that can be used to enhance your coffee shop's branding and create visual interest. Ensure that these elements align with your brand identity and are used consistently across all touchpoints.
6. **Photography Style:** Develop a photography style that captures the essence of your coffee

shop experience and resonates with your target audience. Consider factors such as lighting, composition, and subject matter to create visually compelling images that showcase your products and atmosphere.

7. **Voice and Tone:** Establish guidelines for the voice and tone of your coffee shop's communication. Define the characteristics of your brand's voice (e.g., friendly, informative, casual) and provide examples of appropriate language and messaging for different contexts.
8. **Brand Messaging:** Develop key messaging pillars that articulate your coffee shop's value proposition, unique selling points, and brand story. Craft compelling taglines, slogans, or mission statements that resonate with your target audience and differentiate your brand from competitors.
9. **Brand Application:** Provide guidelines for how your coffee shop's branding should be applied across various touchpoints, including signage, menus, packaging, uniforms, digital platforms, and marketing materials. Ensure consistency in logo usage, color usage, typography, and visual elements.
10. **Brand Experience:** Define the customer experience you want to create at your coffee shop, from the moment customers walk in the door to the moment they leave. Consider factors such as ambiance, service standards, product quality, and overall atmosphere to ensure a cohesive and memorable brand experience.
11. **Brand Extensions:** Consider opportunities for brand extensions or collaborations that align with your coffee shop's brand identity and values. Explore partnerships with local artisans, events, or community initiatives that reinforce your brand positioning and engage your target audience.
12. **Brand Governance:** Establish protocols for brand governance to ensure that your coffee shop's branding guidelines are followed consistently by all stakeholders, including employees, suppliers, and partners. Monitor compliance and provide on-going training and support to maintain brand integrity.

VII. FINANCIAL MANAGEMENT

Chart of Accounts Setup: Establish a chart of accounts specific to a coffee business, including

categories such as coffee sales, merchandise sales, cost of goods sold (COGS), operating expenses, payroll, and taxes. Create sub-accounts within each category to track different types of transactions, such as espresso drinks, brewed coffee, retail merchandise, rent, utilities, and marketing expenses.

Point of Sale (POS) System: Implement a POS system designed for coffee businesses to process transactions, track sales, manage inventory, and generate reports. Configure the POS system to capture detailed sales data, including itemized transactions, modifiers (e.g., size, milk type), discounts, and promotions. Integrate the POS system with accounting software to automate data entry and ensure accuracy in financial reporting.

Daily Sales Reconciliation: Conduct daily reconciliations to verify that sales recorded in the POS system match the cash and credit card deposits. Compare sales reports generated by the POS system with actual cash and card receipts to identify any discrepancies. Investigate and resolve any discrepancies promptly to ensure that all sales transactions are accurately recorded and accounted for.

Inventory Management: Implement inventory management procedures to track the movement of coffee beans, syrups, milk, cups, lids, and other supplies. Use inventory tracking software to monitor stock levels, track purchases and sales, and generate reorder alerts when inventory levels are low. Conduct regular physical inventory counts to reconcile actual inventory levels with recorded quantities in the accounting system.

Accounts Payable (AP) and Accounts Receivable (AR): Manage accounts payable by receiving invoices, verifying accuracy, and processing payments to suppliers in a timely manner. Monitor accounts receivable to ensure prompt payment collection from

wholesale customers, follow up on overdue invoices, and reconcile customer accounts regularly. Utilize accounting software to track outstanding invoices, aging receivables, and vendor payment terms to optimize cash flow management.

Payroll Processing: Process payroll for employees, including baristas, kitchen staff, and managers, accurately and on time. Use payroll software to calculate wages, deductions, and taxes, generate pay stubs, and file payroll taxes with regulatory agencies. Ensure compliance with labor laws, minimum wage requirements, and overtime regulations when processing payroll for employees.

Financial Reporting: Generate monthly, quarterly, and annual financial statements, including income statements, balance sheets, and cash flow statements. Analyze financial performance metrics such as gross margin, net profit margin, inventory turnover, and return on investment to assess business profitability and identify areas for improvement. Provide regular financial reports to stakeholders, such as owners, investors, and lenders, to communicate the financial health and performance of the coffee business

Internal Controls and Auditing: Establish internal controls to safeguard assets, prevent fraud, and ensure the integrity of financial data. Implement segregation of duties to minimize the risk of errors or fraudulent activities, such as having separate individuals responsible for handling cash, recording transactions, and reconciling accounts. Conduct periodic internal audits to evaluate compliance with accounting policies and procedures, identify control weaknesses, and implement corrective actions as needed.

Sample Cash Flow Forecast Format:

Cash Flow Forecast for [Coffee Shop Name]
Month/Quarter: [Insert Month/Quarter]

Item	Estimated Amount (\$)	Notes
Cash Inflows		
Coffee Sales		Based on projected sales volume and average transaction value.
Food Sales		Includes revenue from pastries, sandwiches, and other menu items.
Merchandise Sales		Revenue from retail merchandise such as coffee beans, mugs, and accessories.
Wholesale Sales		Revenue from selling coffee beans or products to wholesale customers.
Other Income		Additional income sources such as catering, events, or rental income.
Total Cash Inflows		Sum of all cash inflows.

Cash Outflows		
Cost of Goods Sold (COGS)		Includes the cost of coffee beans, milk, syrups, food ingredients, etc.
Operating Expenses		Expenses such as rent, utilities, insurance, marketing, and supplies.
Payroll Expenses		Wages, salaries, payroll taxes, and benefits for employees.
Equipment Purchases/Upgrades		Investment in new equipment or upgrades to existing equipment.
Marketing and Advertising Expenses		Expenses related to promoting the coffee shop and attracting customers.
Loan Payments		Principal and interest payments on any outstanding loans.
Taxes and Licenses		Business taxes, permits, and licenses required by local authorities.
Total Cash Outflows		Sum of all cash outflows.
Net Cash Flow		Total cash inflows minus total cash outflows.
Beginning Cash Balance		Cash balance at the beginning of the month/quarter.
Ending Cash Balance		Beginning cash balance plus net cash flow.

Notes:

- Adjust the estimated amounts based on historical data, market trends, and business projections.
- Be conservative with revenue estimates and factor in seasonality and external factors that may impact sales.
- Monitor actual cash flow against forecasted amounts regularly and adjust the forecast as needed to reflect changes in the business environment.
- Cash flow forecasting helps in identifying potential cash shortages or surpluses, allowing

for proactive financial management and decision-making.

This template provides a framework for projecting cash flows in a coffee shop business, helping owners and managers anticipate cash needs, plan expenditures, and ensure sufficient liquidity to support operations and growth.

Sample Revenue Tracking Format:

Revenue Tracking and Expense Management for [Coffee Shop Name]

Month/Quarter: [Insert Month/Quarter]

Category	Revenue (P)	Expenses (P)	Net Income (P)
Coffee Sales			
Espresso			
Latte			
Cappuccino			
Other Specialty Drinks			
Total Coffee Sales			
Food Sales			
Pastries			
Sandwiches			
Other Food Items			

Total Food Sales			
Merchandise Sales			
Coffee Beans			
Mugs			
Accessories			
Total Merchandise Sales			
Wholesale Sales			
Bulk Coffee			
Products			
Total Wholesale Sales			
Other Income			
Catering			
Events			
Rental Income			
Total Other Income			
Total Revenue			
Operating Expenses			
Rent			
Utilities			
Supplies			
Marketing and Advertising			
Payroll			
Equipment Maintenance			
Other Expenses			
Total Operating Expenses			
Net Income (Revenue - Expenses)			

Notes:

- Track revenue and expenses for each category to understand the financial performance of different aspects of the coffee shop business.
- Update the revenue and expense figures based on actual sales and expenditures throughout the month or quarter.
- Monitor net income to assess profitability and identify opportunities for cost savings or revenue growth.
- Use historical data and trends to make informed decisions about budgeting, pricing, and resource allocation.

- Regularly review financial statements and performance metrics to evaluate the financial health of the coffee shop business and make adjustments as needed.

How to calculate Profitability Analysis and Performance Metrics:

1. Gross Profit Margin:

- **Formula:** $(\text{Total Revenue} - \text{Cost of Goods Sold}) / \text{Total Revenue} * 100\%$
- **Interpretation:** Measures the percentage of revenue that exceeds the cost of producing goods (coffee, food, merchandise). A higher gross profit margin indicates better profitability.

2. Net Profit Margin:

- **Formula:** $(\text{Net Income} / \text{Total Revenue}) * 100\%$
- **Interpretation:** Measures the percentage of revenue that remains as net profit after deducting all expenses, including COGS, operating expenses, and taxes. A higher net profit margin indicates better overall profitability.

3. Average Transaction Value (ATV):

- **Formula:** $\text{Total Sales Revenue} / \text{Number of Transactions}$
- **Interpretation:** Measures the average amount spent by customers per transaction. Increasing ATV can boost revenue without requiring additional customers.

4. Customer Lifetime Value (CLV):

- **Formula:** $\text{Average Transaction Value} * \text{Number of Transactions per Customer} * \text{Average Customer Lifespan}$
- **Interpretation:** Estimates the total revenue generated by a customer over their lifetime of patronage. Focus on increasing CLV through repeat business, loyalty programs, and personalized marketing.

5. Customer Acquisition Cost (CAC):

- **Formula:** $\text{Total Marketing and Advertising Expenses} / \text{Number of New Customers Acquired}$
- **Interpretation:** Measures the cost incurred to acquire a new customer. Aim for a CAC lower than the CLV to ensure profitability from customer acquisition efforts.

6. Inventory Turnover Ratio:

- **Formula:** $\text{Cost of Goods Sold} / \text{Average Inventory}$
- **Interpretation:** Measures how efficiently inventory is managed by indicating how many times inventory is sold and replaced during a specific period. Higher turnover ratios indicate efficient inventory management.

7. Employee Productivity:

- **Formula:** $\text{Total Sales Revenue} / \text{Total Labor Costs}$
- **Interpretation:** Measures the revenue generated per dollar spent on labor. Aim to maximize employee productivity while controlling labor costs to improve profitability.

8. Table Turnover Rate:

- **Formula:** $\text{Number of Tables Turned} / \text{Number of Seats Available}$
- **Interpretation:** Measures how quickly tables are occupied and vacated, indicating the efficiency of table utilization and potential revenue generation.

9. Profit per Square Foot:

- **Formula:** $\text{Net Income} / \text{Total Square Footage of the Coffee Shop}$
- **Interpretation:** Measures the profitability of the coffee shop relative to its size. Higher profit per square foot indicates better utilization of space and resources.

10. Break-Even Point:

- **Formula:** $\text{Fixed Costs} / (\text{Revenue per Unit} - \text{Variable Costs per Unit})$
- **Interpretation:** Calculates the level of sales needed to cover all fixed and variable costs, indicating the minimum sales volume required to achieve profitability.

Regularly tracking and analyzing these performance metrics can help coffee shop owners and managers identify strengths, weaknesses, and opportunities for improvement, ultimately driving profitability and long-term success.

VIII. Customer Experience

In this section provides a Step-by-step guide to creating an exceptional customer experience in your coffee shop, it focuses on store ambiance and atmosphere, menu presentation and product quality, customer feedback, and strategies for enhancing overall customer satisfaction.

Create a Welcoming Atmosphere: Design your coffee shop space to be inviting and comfortable, with cozy seating areas, warm lighting, and appealing decor. Consider factors like music selection and aroma to enhance the ambiance and create a relaxing environment.

Provide Exceptional Customer Service: Train your staff to deliver exceptional customer service with a friendly and welcoming attitude. Encourage them to engage with customers, answer questions, and provide recommendations to enhance their experience.

Offer High-Quality Products: Source high-quality coffee beans, fresh pastries, and other menu items to ensure a consistently excellent product. Invest in training for baristas to perfect the art of coffee brewing and preparation.

Personalize the Experience: Get to know your customers by name and remember their preferences. Offer personalized recommendations based on their tastes and previous orders to make them feel valued and appreciated.

Streamline Ordering and Payment Processes: Implement efficient ordering and payment systems to minimize wait times and streamline the customer experience. Consider options like mobile ordering, self-service kiosks, or contactless payments for added convenience.

Create a Comfortable Workspace: Cater to remote workers and students by providing amenities like free Wi-Fi, ample power outlets, and comfortable seating conducive to work or study. Consider offering workspace rentals or dedicated co-working areas for added convenience.

Host Events and Activities: Organize events such as live music performances, open mic nights, or art exhibitions to create a sense of community and attract customers. Offer workshops or tastings to educate customers about coffee and enhance their appreciation for the craft.

Offer Loyalty Rewards: Implement a loyalty program to reward repeat customers and encourage loyalty. Offer incentives such as discounts, free drinks, or exclusive promotions for members to incentivize repeat visits and foster customer retention.

Solicit and Act on Feedback: Encourage customers to provide feedback through surveys, suggestion boxes, or online reviews. Use this feedback to identify areas for improvement and make necessary adjustments to enhance the customer experience.

Engage with Customers on Social Media: Use social media platforms to engage with customers, share updates about menu offerings or events, and respond to inquiries or feedback. Build a community around your coffee shop and foster connections with your customers online.

Maintain Cleanliness and Hygiene: Prioritize cleanliness and hygiene throughout your coffee shop, including dining areas, restrooms, and food preparation areas. Implement regular cleaning schedules and procedures to ensure a safe and sanitary environment for customers and staff.

Create Memorable Touch points: Pay attention to small details that can make a big difference in the customer experience, such as personalized greetings, thoughtful packaging, or handwritten thank-you notes. Create memorable moments that leave a lasting impression on your customers.

IX. EMERGENCY PREPAREDNESS

1. Emergency Response Procedures:

- a) **Identify Potential Emergencies:** Conduct a risk assessment to identify potential emergencies such as fires, medical emergencies, natural disasters, and security threats.
- b) **Develop Emergency Response Protocols:** Create detailed procedures outlining how to respond to each type of emergency. Include steps for evacuating customers and staff, contacting emergency services, and mitigating risks.
- c) **Train Staff:** Provide comprehensive training to all staff members on emergency response procedures. Conduct regular drills to ensure everyone knows their roles and responsibilities during an emergency.
- d) **Maintain Emergency Equipment:** Ensure that emergency equipment such as fire extinguishers, first aid kits, and emergency lighting is regularly inspected, maintained, and easily accessible.
- e) **Establish Communication Protocols:** Designate specific individuals or roles responsible for communicating with emergency services, customers, staff, and stakeholders during an emergency.

2. Crisis Communication Plan:

- a) **Designate Spokesperson:** Identify a designated spokesperson or team responsible for communicating with the media,

customers, staff, and other stakeholders during a crisis.

- b) **Prepare Messaging:** Develop pre-approved messaging templates for different types of crises, including what information to communicate, how to convey empathy and concern, and where to direct inquiries.
- c) **Establish Communication Channels:** Determine the primary communication channels for distributing crisis-related information, such as social media, email, website updates, and signage in the coffee shop.
- d) **Monitor and Respond:** Monitor news and social media channels for mentions of the crisis and respond promptly to correct misinformation, address concerns, and provide updates as the situation evolves.
- e) **Coordinate with Authorities:** Work closely with emergency services, local authorities, and other relevant agencies to coordinate communication efforts and ensure accurate and timely information is shared with the public.

3. Business Continuity Measures:

- a) **Identify Critical Functions:** Identify the key functions and operations that are critical to the continued operation of the coffee shop, such as coffee brewing, food preparation, and customer service
- b) **Develop Continuity Plans:** Develop contingency plans and procedures to ensure that critical functions can continue in the event of a disruption, such as backup power sources, alternative suppliers, and remote work arrangements.
- c) **Data Backup and Recovery:** Implement regular data backup procedures to protect essential business data, such as customer records, financial information, and inventory management systems. Develop protocols for restoring data in the event of a loss.
- d) **Insurance Coverage:** Review and update insurance policies to ensure adequate coverage for potential risks and liabilities, including property damage, business interruption, and liability claims.
- e) **Regular Review and Testing:** Regularly review and update emergency response, crisis communication, and business continuity plans to reflect changes in the business environment, regulations, and lessons learned

from past incidents. Conduct regular testing and drills to ensure preparedness and identify areas for improvement.

CRISIS COMMUNICATION PLAN

1. **Identify Potential Crisis Scenarios:** Begin by identifying potential crisis scenarios that could impact your coffee shop business. Consider scenarios such as food contamination, health and safety incidents, natural disasters, supply chain disruptions, or negative publicity.
2. **Establish a Crisis Management Team:** Form a crisis management team comprising key stakeholders and decision-makers within your coffee shop business. Assign specific roles and responsibilities to each team member, including a designated spokesperson responsible for communicating with the media and other stakeholders.
3. **Develop Key Messaging:** Develop key messaging and talking points that will guide your communication efforts during a crisis. Ensure that your messaging is clear, concise, and consistent across all communication channels. Address the situation transparently, express empathy and concern, and provide reassurance and guidance to customers and stakeholders.
4. **Identify Communication Channels:** Identify the primary communication channels you will use to disseminate information during a crisis. This may include your website, social media platforms, email newsletters, press releases, signage in your coffee shop, and direct communication with customers and staff.
5. **Establish Notification Procedures:** Establish procedures for notifying customers, staff, suppliers, and other stakeholders in the event of a crisis. Determine who will be responsible for initiating notifications, what information will be communicated, and through which channels.
6. **Coordinate with External Partners:** Establish relationships with external partners, such as local authorities, emergency services, and industry associations, to coordinate communication efforts during a crisis. Keep contact information readily accessible and establish protocols for collaboration and information sharing.
7. **Prepare Holding Statements and FAQs:** Prepare holding statements and frequently asked questions (FAQs) that can be used to respond quickly to media inquiries and customer concerns during a crisis. Anticipate potential questions and provide thoughtful, factual responses that demonstrate

your commitment to transparency and accountability.

8. **Monitor and Respond to Feedback:** Monitor news media, social media platforms, and other channels for mentions of the crisis and customer feedback. Respond promptly and transparently to correct misinformation, address concerns, and provide updates as the situation evolves.
9. **Review and Debrief:** After the crisis has been resolved, conduct a thorough review and debrief with your crisis management team to evaluate the effectiveness of your communication efforts. Identify strengths, weaknesses, and areas for improvement, and incorporate lessons learned into your crisis communication plan for future reference.
10. **Update and Maintain:** Regularly review and update your crisis communication plan to reflect changes in your business, industry regulations, or emerging risks. Ensure that all relevant stakeholders are familiar with the plan and know their roles and responsibilities in the event of a crisis.

BUSINESS CONTINUITY MEASURES

1. **Risk Assessment:** Begin by conducting a comprehensive risk assessment to identify potential threats and vulnerabilities that could impact your coffee shop business. Consider risks such as natural disasters, equipment failures, supply chain disruptions, or public health emergencies.
2. **Business Impact Analysis:** Perform a business impact analysis to assess the potential consequences of each identified risk on your coffee shop operations. Determine the potential impact on revenue, customer service, reputation, and other critical business functions.
3. **Develop a Business Continuity Plan (BCP):** Based on the results of your risk assessment and business impact analysis, develop a business continuity plan (BCP) that outlines strategies and procedures for maintaining essential business functions during a crisis or emergency. Include contingency plans for key areas such as:
 - a) **Operations:** Identify essential tasks and processes required to keep your coffee shop running, such as coffee brewing, food preparation, and customer service. Develop backup plans and alternative workflows to ensure continuity of operations during disruptions.
 - b) **Supply Chain Management:** Evaluate your supply chain and identify critical suppliers, vendors, and partners. Develop strategies for sourcing alternative suppliers, maintaining safety stock levels, or diversifying supply sources to minimize disruptions.
 - c) **Communication:** Establish communication protocols for notifying employees, customers, suppliers, and other stakeholders in the event of a crisis or emergency. Ensure that contact information is up-to-date and readily accessible, and establish procedures for disseminating information quickly and efficiently.
 - d) **Staffing and Personnel:** Develop plans for staffing and personnel management during a crisis, including protocols for remote work, flexible scheduling, and cross-training to ensure continuity of staffing levels and essential roles.
 - e) **Financial Management:** Evaluate your financial resources and develop strategies for managing cash flow, accessing lines of credit or emergency funds, and mitigating financial losses during a crisis.
4. **Training and Awareness:** Train your employees on the business continuity plan and their roles and responsibilities in implementing it. Conduct regular drills and exercises to test the effectiveness of the plan and ensure that staff are prepared to respond effectively in a crisis.
5. **Backup Systems and Redundancies:** Implement backup systems and redundancies for critical infrastructure, equipment, and data. This may include backup power generators, redundant internet connections, cloud-based data storage, and offsite backups of important documents and records.
6. **Regular Review and Update:** Regularly review and update your business continuity plan to reflect changes in your business, industry regulations, or emerging risks. Ensure that the plan remains current and relevant to your coffee shop operations.
7. **Collaborate with External Partners:** Establish relationships with external partners, such as emergency services, local authorities, and industry associations. Coordinate with these partners to share information, resources, and best practices for business continuity planning and response.

X. SUSTAINABILITY PRACTICES

1. Environmental Sustainability Initiatives:

- a) **Assess Current Practices:** Conduct an assessment of current practices to identify areas where environmental sustainability can be improved. Consider energy consumption, water usage, waste generation, and overall environmental impact.
- b) **Set Goals:** Establish clear and measurable goals for environmental sustainability, such as reducing energy and water usage, minimizing waste, and increasing use of renewable resources.
- c) **Implement Energy Efficiency Measures:** Invest in energy-efficient appliances, LED lighting, and heating and cooling systems to reduce energy consumption and lower utility costs.
- d) **Promote Water Conservation:** Implement water-saving measures such as installing low-flow faucets and toilets, fixing leaks promptly, and using water-efficient dishwashing and cleaning practices.
- e) **Reduce Single-Use Plastics:** Minimize the use of single-use plastics such as disposable cups, lids, and straws. Offer incentives for customers to bring their reusable cups or offer biodegradable or compostable alternatives.

2. Waste Management and Recycling Programs:

- a) **Develop a Waste Management Plan:** Develop a comprehensive waste management plan that outlines procedures for waste reduction, recycling, composting, and proper disposal of hazardous materials.
- b) **Provide Recycling Facilities:** Install recycling bins for customers and staff to separate recyclable materials such as paper, plastic, glass, and aluminum. Ensure that bins are clearly labeled and easily accessible.
- c) **Compost Organic Waste:** Implement a composting program to divert organic waste such as coffee grounds, food scraps, and compostable packaging from the landfill. Partner with local composting facilities or community gardens to recycle organic waste.
- d) **Reduce Food Waste:** Implement strategies to minimize food waste, such as offering smaller portion sizes, donating surplus food to local charities, and composting food scraps.
- e) **Educate Staff and Customers:** Provide training and educational materials to staff and

customers about the importance of waste reduction, recycling, and composting. Encourage participation and raise awareness about sustainability initiatives.

3. Ethical Sourcing Policies:

- a. **Source Responsibly:** Establish ethical sourcing policies that prioritize sourcing coffee beans, food ingredients, and other products from suppliers who adhere to fair labor practices, environmental sustainability standards, and ethical sourcing principles.
- b. **Direct Trade Partnerships:** Establish direct trade partnerships with coffee growers and suppliers to ensure fair wages, working conditions, and environmental practices. Build long-term relationships based on transparency and mutual respect.
- c. **Certifications:** Seek out certifications such as Fair Trade, Rainforest Alliance, or Organic to verify that products meet ethical and sustainability standards. Display certification logos prominently to communicate your commitment to ethical sourcing to customers.
- d. **Transparency:** Provide transparency about the origin of your coffee beans and other products, including information about the farmers, growing practices, and social and environmental impact. Share stories and photos from coffee farms to connect customers with the people behind their coffee.
- e. **Continuous Improvement:** Continuously evaluate and improve your ethical sourcing practices by seeking feedback from suppliers, monitoring industry developments, and staying informed about emerging sustainability trends and best practices.

WASTE MANAGEMENT AND RECYCLING PROGRAMS.

1. **Conduct a Waste Audit:** Begin by conducting a thorough waste audit to understand the types and quantities of waste generated in your coffee shop. Identify the main sources of waste, including coffee grounds, disposable cups, packaging, and food scraps.
2. **Set Clear Recycling Goals:** Based on the findings of your waste audit, set clear recycling goals for your coffee shop. Determine the percentage of waste you aim to divert from the landfill through recycling and composting initiatives.
3. **Educate Staff:** Educate your staff about the importance of waste management and recycling. Train them on proper waste sorting techniques, including separating recyclables, compostables,

and non-recyclable materials. Provide ongoing training and reinforcement to ensure compliance.

4. **Source Sustainable Packaging:** Choose sustainable packaging options for your coffee shop products, such as compostable cups, lids, straws, and utensils made from renewable materials like paper, PLA (corn-based plastic), or bamboo. Minimize the use of single-use plastics whenever possible.
5. **Implement Recycling Stations:** Set up designated recycling stations throughout your coffee shop for customers and staff to easily sort and dispose of recyclable materials. Clearly label bins for different types of waste, including paper, plastic, glass, and aluminium.
6. **Compost Organic Waste:** Implement a composting program to divert organic waste, such as coffee grounds, food scraps, and compostable packaging, from the landfill. Partner with local composting facilities or community gardens to collect and compost organic waste.
7. **Engage Customers:** Encourage customers to participate in your recycling and composting efforts by providing educational materials, signage, and incentives. Offer discounts or rewards to customers who bring their reusable cups or containers.
8. **Monitor and Measure Progress:** Regularly monitor and measure your coffee shop's waste generation and recycling rates to track progress toward your recycling goals. Use this data to identify areas for improvement and adjust your waste management strategies as needed.
9. **Collaborate with Suppliers:** Work with your suppliers to minimize packaging waste and explore opportunities for closed-loop recycling or take-back programs. Choose suppliers who share your commitment to sustainability and offer eco-friendly packaging options.
10. **Celebrate Successes and Share Results:** Celebrate milestones and successes in your waste management and recycling efforts with your staff and customers. Share progress updates and results on your website, social media channels, and in-store signage to demonstrate your commitment to sustainability.
11. **Continuous Improvement:** Continuously evaluate and improve your waste management and recycling program based on feedback from staff, customers, and stakeholders. Stay informed about new technologies, best practices, and industry trends in waste reduction and recycling.

XI. CONCLUSIONS

1. The Sop 1's conclusion provides insight into the state of the Philippine coffee shop market today. According to the study results, young adult female entrepreneurs are common, and a significant number of them operate as independent entrepreneurs or self-employed people while earning moderate monthly wages.

Moreover, most of the respondents have bachelor's degrees, indicating a highly educated and skilled workforce based on their educational backgrounds. These business owners also gained one to three years of industry experience on average, which gives them the expertise needed to successfully manage the coffee shop industry. In addition, the popularity of forming partnerships highlights the importance of collaboration and teamwork to the development and success of the coffee shop industry. This study essentially highlights the strength and potential of the coffee shop industry in the Philippines, which is supported by a dynamic, competent, and cooperative workforce.

2. For Sop 2's conclusion, this research shows a good look at how to manage coffee shops properly. Help everyone to learn about how long they usually operate, what equipment they need, and how to make a profit. Coffee shops are the best places for people to start their businesses and be part of the coffee industry. This kind of business can typically stand for a few years and needs things like tables, restrooms, and equipment like jiggers and bar spoons to make sure customers are satisfied. It is also best for both big and small investments. With just a few staff members, they can still give each customer special attention and can easily adapt to changes. When in terms of finances, this industry tends to do well, return the investment, and make a profit within a couple of years. They also use social media and other marketing techniques to get more customers. And they make sure to follow all the rules and regulations to ensure the safety and satisfaction of everyone. Overall, the research shows that coffee shops are thriving businesses that care about their customers and follow legal standards.

3. To conclude Sop 3, this research study focuses on highlighting how young and educated women are changing the coffee shop industry, by contributing to the dynamics of business ownership and giving women financial power. This shows the balance between tradition and innovation in the coffee shop industry to fulfill the changing expectations of the customers. It shows the importance of the coffee industry to put the needs of their customers first, engaging flexible marketing strategies, and support regulatory compliance and financial stability to succeed over the long run. This study also provides helpful suggestions, such as encouraging long-term planning and strategic patience,

emphasizing financial management, encouraging creative thinking, putting the needs of the client first, marketing agility, and having strategic foresight.

XII. RECOMMENDATIONS

1. Coffee shop owners/managers may implement a comprehensive training program or engage in other activities aimed at developing employees' skills and enhancing their knowledge. By doing so, employees gain valuable advantages that further improve their working capabilities.
2. To successfully launch a coffee shop business, it is crucial to carefully select a strategic location that caters to your target market and ensures easy accessibility for customers to navigate your establishment.
3. For coffee shop owners in the municipality of Talavera, Nueva Ecija, it is essential to establish an organization. This initiative fosters healthy competition among coffee shop businesses, leading to sustained growth and meaningful contributions to the municipality's economy.
4. Make it a regular practice to actively engage on various social media platforms, leveraging collaborative efforts with trending food vloggers and content creators. By consistently sharing compelling content, the owner can effectively amplify their coffee shop's online presence, attract a wider audience, and foster meaningful connections with customers in the digital space.
5. Strictly follow the provided standardized checklist of the researchers and don't be afraid to innovate products that can challenge the competition of the coffee shops at its highest potential that can continuously provide satisfaction for the locals of Talavera, Nueva Ecija.

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