

## 2.0 Business Overview

### 2.1 Business Opportunity

Purchase of an established cafe within the Mountain Glen Shopping Centre that is part of a large, well developed master planned community which is still growing, incorporating a regional shopping centre, residential, retail and commercial development.

The business is ideally located for a Café, being situated on the main mall with a high passing trade due to its close proximity to two national supermarket chains and a number of well known retail fashion clothing chains. There are a limited number of cafes within the centre and Café Paradiso has the best location, with the highest number of passing shoppers.

Café Parisdo's primary customers are shoppers and staff within the Shopping Centre who take a break from their shopping or work and enjoy fine coffee or other beverages as well as for people wanting a light, quick and healthy meal that provide a good alternative to the fast food options. The success of the business is based on its excellent location, quality of management and staff, great 'value for money' coffee and meals and superior service.

### 2.2 Vision and Mission

**Vision** - The company's vision is 'to be the Café of preference for Mountain Glen Shopping Centre customers'.

**Mission** - The mission of the business is to satisfy customers' needs and wants for high quality coffee, delicious nutritious meals and excellent service.

### 2.3 Goals and Objectives

Goal one: maintain continuity of customer relationships during the changeover by:

- ! Retaining two key staff members of Café Paradiso
- ! Maintaining the existing price levels

Goal two: maintain market share and sales through the change of ownership then grow market share to 40% in 18 months. The strategies to achieve this goal are:

- ! Increase the number of customers
- ! Increase the average sales size
- ! Increase repeat trade from customers
- ! Undertaking more aggressive marketing and promotion

Goal three: generate a before tax net margin of 20% for the next two financial years by:

- ! Eliminating high cost purchases
- ! Improving cost control
- ! Improving stock control

## **2.4 Nature of the Business**

Café Paradiso will serve take away beverages (especially fine coffee) and moderately priced good quality light meals to the casual dining market within the shopping centre precinct. The café is profitable, has a strong positive cash flow and may be seen as a strong viable and growing business.

Seaview Pty Ltd was recently established for the purpose of acquiring the existing café business known as Café Paradiso, located at the Mountain Glen Shopping Centre. Café Paradiso was one of the first shops to open at the centre and enjoys an excellent location from which to operate. Seaview Pty Ltd will be acquiring the business name Café Paradiso.

Brendan and Margaret Elliott, owners of Seaview Pty Ltd are both experienced Café owners/managers having successfully operated a number of cafes in Australia and overseas. Brendan is a qualified chef and has previously worked for the Hilton and the Sofitel groups before owning his own café. Margaret has a degree in Business Management (Hospitality) and she too has worked for the Hilton group of companies and for the Rydges group.

Brendan and Margaret will work full-time in the business and will employ an additional four staff. Two of those staff will work on a part-time basis.