

4.0 Elements of Success

4.1 Target Market

There is substantial population growth in the area as residential development continues and commercial development commences. The master planned community attracts a high socio-economic demographic with high employment and higher than average per capita income.

Café Paradiso customers are the passing shoppers and shopping centre staff of all ages who enjoy a fine coffee (dine-in, or take away) and a healthy, value-for-money meal. The majority of the general public consulted in the shopping centre were families and young singles. The cafe will make it particularly easy for a young family to enjoy a meal by providing a range of children's meals and activities. Our take away beverages will also appeal to this group and the segments made up largely of singles between the ages of 18 – 40 who shop or work within the shopping centre precinct. They tend to have moderate incomes with high discretionary spending.

The majority of customers who purchase coffee from Café Paradiso are 'social drinkers', followed by customers who want their daily fix or a pick me up. They are wanting a convenient, friendly and relaxing environment to 'recharge their batteries' or socialise over a fine coffee, choice of beverages and quality fresh, light and healthy meals that provide an alternative to fast food options. The market need being satisfied is based on convenience, quality and value for the coffee drinkers as well the health conscious consumer who is concerned about what they eat.

4.2 Competitive Advantage and Unique Selling Proposition

Our first and main competitive advantage that we possess is our location. Café Paradiso is in the best possible location for a café and has 3 years of the initial 5 year lease to run, plus the option of another 5 years.

Our second competitive advantage is the quality and value of the wide variety of light and healthy meals offered by the business that cannot be matched by other businesses in the centre. In addition, one of the owners is an International Chef who can create new menu items overnight which gives the business the flexibility to sell products to meet the changing preferences of customers.

Our third competitive advantage is the industry experience and expertise of both owners running successful café and restaurant businesses in the past.

These competitive advantages form the basis of our unique selling proposition with the slogan of "Paradiso's – convenient, light and healthy" and will also include widely promoting the culinary skills of our International Chef.