

Design Café: A Business Plan

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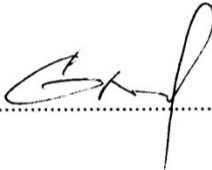
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ABSTRAKT

Bakalářská práce se zabývá zpracováním podnikatelského záměru pro designovou kavárnu s názvem Design Café. Tato práce obsahuje dvě části – teoretickou a praktickou. V teoretické části práce autor uvádí informace o podnikání a podnikatelském plánu. V praktické části je vypracován samotný podnikatelský plán s náležitostmi nezbytnými k tomu, aby se zjistilo, zda je tento projekt realizovatelný.

Klíčová slova: podnikání, podnikatelský plán, design, kavárna, analýza trhu, realizovatelnost

ABSTRACT

The bachelor's thesis is focused on the elaboration of the business plan for the café in the spirit of design which is called Design Café. Thesis has two parts – theoretical and analytical. In the theoretical part, the author provides information about entrepreneurship and about a business plan. In the analytical part, the particular business plan is elaborated with all the requirements necessary to determine if the project is feasible.

Keywords: entrepreneurship, business plan, design, café, market analysis, feasibility

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I hereby declare that the print version of my Bachelor's/Master's thesis and the electronic version of my thesis deposited in the IS/STAG system are identical.

Motto:

“Whatever the mind of man can conceive and believe, it can achieve.”

- Napoleon Hill

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INTRODUCTION

To run a business nowadays is not so difficult but it requires a massive portion of determination and persistence. It is essential to have an original idea and be able to make a mark on the market. However, without well – developed business plan, even the best idea can become worthless.

The main reason why I have chosen to write a business plan for my thesis was apparent. I have always dreamed of establishing my own business. As I am interested in design a lot, I have been thinking a long time how to combine these two goals of mine. That is why I came up with the idea of writing a business plan about the café equipped with design elements. As the city of Zlín is full of young and promising artists from Faculty of Multimedia Communications at Tomas Bata University, I have decided to cooperate with them. The café will be not only equipped with products made by these artists, but customers will also have an opportunity to purchase these products. I firmly believe that citizens of Zlín would ardently welcome such an establishment.

This thesis deals with two parts – theory and analysis. Theoretical part deals with information necessary for starting entrepreneurs. It is described what is required for being an entrepreneur or what legal forms of businesses in the Czech Republic exist. Furthermore, the theoretical part describes how the typical structure of the business plan looks like, why it should be written and what are factors of a successful business plan. The second, analytical part is elaborated on the basis of a theoretical part. This part deals with the main goal of the thesis – to find out if the project has a chance for success. In this part, the main vision of the café is described, its organizational structure, suppliers of the café and the competition analysis is also elaborated. A great effort is put into the market analysis part, where I have elaborated two questionnaires. The first questionnaire helps me to find out who my potential customers are. The second one helps to find out if artists of design products are interested in cooperation with such an establishment. Marketing and financial plan along with potential risks of the business are also crucial for the well – developed plan, so they are elaborated in detail as well.

I. THEORY

1 ENTREPRENEURSHIP

In the Czech Republic, entrepreneurship is described as a set of activities by which the entrepreneurship goals have been realized. It is an activity that has been done by one or more person, and its goal is to satisfy the needs of both individuals and the whole society. The main goal of entrepreneurship is the good financial prosperity of the business in the long run, and it is based on proper decision making of the entrepreneurs. The registered stimulating element of the business is profit. (Alexy and Sivák 2005, 12) The profit is the assumption of creating other sources, investments or technical development. (Vochozka and Mulač et al. 2012, 34)

The entrepreneurship has these main characteristics:

- Satisfy the **customer's needs**
- Gain the **profit**
- The activities have to be done by the **entrepreneur's responsibility**
- The entrepreneur **carries all risks**
- The ability of **decision making**

(Alexy and Sivák 2005, 12)

1.1 Entrepreneur

An entrepreneur is a person who realizes some business activities including all risks – mainly the risk of losing the capital. An entrepreneur has to have the ability to recognize the opportunities and finding niches on the market, and he has to know how to use the resources to reach the goals which have been set, and he has to accept all the risks associated with it. An entrepreneur invests all his resources, time, effort, his name and he carries all responsibility. (Veber and Srpová et al. 2012, 14) As Kuratko (2008, 4) claims, an entrepreneur is a great thinker who is independent and who take the risk of being different and go against the flow.

Veber and Srpová et al.(2012, 15) point out that a good entrepreneur should also have these abilities and characteristics:

- The ability to set new goals
- The ability of secure finance resources
- The ability to organize business activities
- The ability to learn from previous experiences
- Self – confidence
- Persistence

- Creativity

1.2 Entrepreneurial behaviour – the five “P”

1. *Passion*

When the entrepreneur is passionate toward the business or the business idea, he has an intense positive feeling to it. The benefits of passion include the ability to attract and inspire stakeholders, potential investors, or employees. Passionate people look for the creative business challenges, they are permanently focused on their businesses, and they are absorbed by the business tasks.

2. *Persistence*

Persistence is an ability to hold on with some longtime activity even though the entrepreneur does not know if the outcome would be successful or not.

3. *Promotion*

It is the attention of the entrepreneur to maximize the gains and look for the opportunities that lead to them.

4. *Planning*

Successful planners have always back up plan and do not stick with one plan only. They plan in the long – term perspective and according to their developed plans.

5. *Professionalization*

The range of things which have been done better than the average is. Doing the standard practise in business is average and what has been done on that level or higher is professionalization. (Katz and Green 2014, 30-32)

1.3 Enterprise

According to Vochozka and Mulač et al. (2012, 35), enterprise is an entity where inputs transform into outputs. As inputs, it is considered capital labour, and as the outputs, it is considered goods and services.

The main functions of an enterprise are:

- *Productive*: production of specific product or service
- *Supply*: satisfying of market needs
- *Scientific and technical*: usage of new technologies and new scientific facts
- *Economic*: making a profit and creating presumptions of future development
- *Social*: the function of the business is dependent on employee’s wages
- *Political*

- *Cultural*
- *Safety*

1.4 Division of enterprises

Vochozka and Mulač et al. (2012, 37-38) state, that enterprises are divided according to these following aspects:

- a) According to the range of scope:
 - Local enterprises
 - Regional enterprises
 - National enterprises
 - International enterprises
- b) According to the form of the ownership:
 - Private ownership
 - Partner ownership
- c) According to the outputs:
 - Production of goods and services:
 - Mining (extraction of oil, coal, iron ore etc.)
 - Agricultural (milk, meat, corn etc.)
 - Processing industry (machine tools etc.)
 - Processing energy (production and distribution)
 - Consumer goods (clothes, food, furniture etc.)
 - Providing services:
 - Education
 - Accommodation
 - Public transport
 - Financial services
 - Culture etc.
- d) According to the size of the enterprise

Synek and Kislingerová (2015, 88) mention that according to the Czech Union of Industry the enterprises are divided as follows:

- Small enterprises (>100 employees, turnover per annum >30 million CZK)
- Medium enterprises (>500 employees, turnover per annum >100 million CZK)
- Large enterprises (<500 employees, turnover per annum <100 million CZK)

In the European Union, the division is slightly different. According to Vochozka and Mulač et al. (2012, 37-38) the enterprises are divided into these following criteria:

- Micro enterprises (>10 employees, turnover per annum >2 million CZK)
- Small enterprises (10-50 employees, turnover per annum 2-10 million CZK)
- Medium enterprises (50-250 employees, turnover per annum 10-50 million CZK)
- Large enterprises (<250 employees, turnover per annum <50 million CZK)

e) According to the relevant industry

- Sorting to the specific business areas
 - Crop production
 - Food production
 - Legal actions
 - Forestry and logging etc.

f) According to the legal form

- Business of a natural person
- Business of a legal entity (Vochozka and Mulač 2012, 37-38)

2 LEGAL FORMS OF ENTERPRISES

As was mentioned in the previous chapter 1.4 in *f)*, there are two types of businesses according to the legal form – business of a natural person and business of a legal entity. The right choice of a legal form of a business has to be done very carefully because this choice poses long-term impacts on the particular business. Alexy and Sivák (2005, 47) state these following criteria for the right selection of the legal form:

- The amount of the capital registered
- The liability for the business's liabilities
- Management
- The way of profit distribution among companions
- Tax burden etc.

Veber and Srpová et al. (2012, 70) also add other criteria:

- Number of persons – one person only or more of them
- Legal regulation
- The range of planned business activities
- The field in which the business will be operating in etc.

2.1 Business of a natural person

It is a business that has been done by an individual on his/her own name and on his/her own responsibility. According to the Czech Commercial Code – a natural person is a person who:

- Operates its business based on the trade license.
- Is registered in the Commercial Code.
- Is doing business according to any competency under special regulation.
- Operates agricultural production and is registered under special regulation.

(Veber and Srpová et al. 2012, 68-69)

Srpová and Řehoř (2010, 69) also submit these characteristics:

- There is no need for registered capital
- Responsibility for all his/her obligations
- For gaining the authorization for starting the business, only couple of official acts have to be done

Business of a natural person is usually for one person only, who possibly works from home. This form of business is also called sole trade or sole proprietorship.

As was already mentioned, a sole trader has the responsibility for all his/her transactions in the business. It means that the income, house or car can be after the sole trader's death used for paying off debts. For that reason, it is essential to make sure that the house or other estate is at least in joint names and it is registered in the names of your relatives. (Hughes and Weller 2015, 25)

The usual form of a sole proprietorship is a trade ("živnost" in Czech). According to the competences and business activities of the sole trader, trades are divided into particular categories. (Srpková and Řehoř 2010, 71)

2.2 Business of a legal entity

As Srpková and Řehoř (2010, 71) claim, all types of businesses of a legal entity are required to be registered in the Czech Commercial Code. In the Czech Republic the division of legal entities is following:

2.2.1 Partnerships

Partnerships (in the Czech "Osobní společnost") consist of two or more personas, and these share all profits, but they are also responsible for all financial losses. In the Czech Republic, there are two forms of partnerships which are called "Veřejná obchodní společnost" and "Komanditní společnost." (Srpková and Řehoř 2010, 71)

Veřejná obchodní společnost

Veřejná obchodní společnost has a similar structure as a General Partnership. It is a company consisted of two personas at least. According to the historical perspective, this is the oldest form of legal entities. (Srpková and Řehoř 2010, 71) The official name of the company must contain the official shortcut of the form which is "veř. obch. spol." or "v.o.s." As all legal entities, Veřejná obchodní společnost is required to be registered in the Czech Commercial Code. (Synek and Kislingerová 2015, 81) Typical traits of this legal form are following:

- All companions guarantee with the full amount of their property for all company's liabilities.
- All members of the company are executive.
- Generally, there is no need for the registered capital etc. (Srpková and Řehoř 2010, 72)

Komanditní společnost

Komanditní společnost has a similar structure as a Limited Partnership. According to Veber and Srpová et al. (2012, 73), Komanditní společnost (also k. s. or kom. spol.) is a mixed legal form. Synek and Kislingerová (2015, 82) claim that it is close to “společnost s ručením omezeným,” which is mentioned below in chapter 2.2.2.

One of the companions is called “komanditista” and he/ she guarantees the company’s liabilities up to the amount of his/her unpaid deposit. The other companion is called “komplementář,” and he/she guarantees for all company’s liabilities by all his property and is also considered as a statutory authority of the company. In the Czech Republic, this legal form is not very usual but if someone has the remarkable know-how and does not have enough money this could be the right version. The registered capital minimum amount is 5 000 CZK. (Veber and Srpová et al. 2012, 73)

2.2.2 Corporations

For corporations (“kapitálové společnosti” in Czech) it is typical that all companions guarantee for liabilities of the company only up to the amount of their deposit. In the Czech Republic, there are two types of corporations: Společnost s ručením omezeným and Akciová společnost. (Veber and Srpová et al. 2012, 82)

Společnost s ručením omezeným

Společnost s ručením omezeným has a similar structure to a Limited Liability Company. This type of a legal form can be established by one or more personas who are either sole proprietors or legal entities. (Veber and Srpová et al. 2012, 82) The minimum amount of the registered capital is 1 CZK, and this legal form is in the Czech Republic most commonly used. A name of the business must contain the shortcut of the legal form which is in this case spol. s r. o. or s. r. o. (Podnikatel.cz 2014)

Akciová společnost

Akciová společnost has a similar structure as Joint Stock Company. Synek and Kislingerová (2015, 82) describe this legal form as a capital company, where is the registered amount divided into a particular number of stocks which have specific nominal value. The amount of the capital registered is required to be at least 20 million CZK. The establishment of this form is thus more complicated than in společnost s ručením omezeným mentioned above.

European Company

This term is also known as Societas Europea (SE) and the Czech translation is Evropská společnost. Basically it is similar to Akciová společnost but it is multinational and for an entrepreneur it presents more advantages. For this legal form it is typical that it allows entrepreneurs doing a business in a connection with other entrepreneurs who are members of the European Union. First European in the Czech Republic was founded in 2007. The main reason why European Company was established is to unite legal forms of corporations within European Union. The minimum amount of registered capital is 120 000 €. This amount is divided into stocks and each stockholder guarantees for liabilities of the company up to the amount of his/her deposit. (ipodnikatel.cz 2011)

European economic interest grouping

In Czech translation it is Evropské hospodářské zájmové združení (EHZS). It is the oldest multinational legal form. In the Czech Republic this legal form came into force in 2004, the day when Czech Republic entered the European Union. Main reason for establishing this type of business is to unite entrepreneurs and facilitate or develop economic development. European economic interest grouping is required to have at least two members but it is not allowed to have more than five members. (BusinessInfo.cz 2014)

2.2.3 Cooperatives

Cooperative societies (“Družstva” in Czech) are organizations owned by a group of personas and its main goal is not to generate a profit but to be beneficial for its members. According to the Czech Commercial Code, cooperative society is association of personas that is created for a business purposes or to meet the social, cultural and economic needs of its members. In the Czech Republic the minimum number of members is five, but if there are at least two legal entities it does not apply. Cooperative societies guarantee for its liabilities by all its assets. (Synek and Kislíngrová 2015, 84) The minimum amount of registered capital is 50 000 CZK which is considered as a big advantage. Main principles of cooperative societies are:

- Open membership
- Democracy
- Independence
- Cooperation between members of society etc. (afcd.gov.hk 2018)

3 BUSINESS PLAN

A business plan is considered as a formally written document that is composed from five key elements. As a first element are considered goals in business. The second element tells us if and why are these goals achievable. The third element is describing the way how those goals can be reached. Fourth element is about the realization of uniqueness and originality of our services or product that we want to sell and tell us also about the data support. Last – fifth – element is supporting all the information about the experiments of the team of how those goals that we set can be reached and it is also about the organization. (Hal 2017, 23)

As Koráb et al. (2007, 21) mention, the greatest benefit from a business plan have these three participants:

- Owners
- Managers who run the business
- Potential investors

What a Business Plan is

In general, a business plan is considered to be a written statement which analyses and describes the particular business, which provides some preview to the future such as how much money will be needed etc. (McKeever 2010, 6)

Nevertheless the business plan is not only about the five elements mentioned above. It is also more than a written document; it is a process that is being structured in the way that it can test the ideas to identify if these ideas are practicable in reality and if they are attractive in a financial perspective. So basically a business plan can be viewed as a way to successful business idea realization that then changes into costs and tactical plans. In the process of realization a business idea there have been developed coherent set of messages. These messages are based on analysis and facts that describe the idea and they are later used in debates with investors, shareholders, buyers or sellers. (Hal 2017, 23)

What a Business Plan is not

What a business plan is about was already mentioned. Here is the other side: When someone has an idea of a business plan, it does not necessarily means that their plan has a guarantee of being successful or a guarantee that it will be able to receive funding. The assumptions may look good and promisingly, but if the idea is not elaborated well, someone may have different perceptions. (Hal 2017, 24)

3.1 Why should a business plan be written?

McKeever (2010, 6) states these following reasons why to write a business plan:

1. A business plan helps to get money

Writing a business plan helps with a better orientation of where all the money goes and where they come from.

2. A business plan helps when hesitating what next

If someone is hesitating and does not know what is right; if to proceed or to stop, he/she can go through a business plan again and look answers for some questions, such as where all the money goes, what weaknesses are expected and what are the chances for success.

3. A business plan improves chances for success

McKeever claims that most of the new and small enterprises quit because they do not have a business plan.

4. A business plan helps with decision making

It will help in facing challenging and unexpected situations. When there will be some hard times, it can be compared to the goals in the business.

5. Taxes and accounting

With establishing a business also comes the responsibility of paying taxes and managing the accounting. Business plan provides information about profit, loss, cash-flow, and state how much taxes will be paid.

3.2 Successful business and its factors

According to Abrams (2014, 4), having a successful business is the main reason for developing a business plan. While creating a business plan, it is crucial to address the needs of the business in a long-term and come up with the strategies that improve both: the personal satisfaction and the total company performance. Here are the eight factors of a successful business according to Abrams:

1. The business notion

The basis of every business is meeting needs. If someone comes up with brilliant new service or product and does not address the customer's needs and desires, people will not be interested and probably will not buy the service or the product. It means that the business will be unsuccessful.

Here are four sources from which businesspeople typically get their inspiration:

- Experiences from their previous work
- Personal hobbies and interests, or talent

- Education, courses, and coaching
- Be able to recognize the niche on the market

To have a successful business, at least one element of this scheme should have been covered:

Table 1: Elements of a successful business (own creation)

New
• new product or service, new feature
Better
• improving of something existing - lower price, more features...
Niche on the market
• market with greater demand or new location
New distribution/delivery
• provide the services or products in wider area, offer greater choice
Integrate more
• offer more products or services in one location, try to both manufacture and sell the products

2. Good knowledge of the market

The market has to be large enough and ready for the new entrepreneur if he or she wants to be effective. If not, their business is going to fail, no matter how well they tried. First thing what has to be done is market research. It is important to evaluate if the demand on the market is adequate for supporting the starting business.

3. The health of the industry and its trends

If the industry is weak and customer spending declines it is very probable that new business in the industry will experience poor sales. While creating a business plan, the industry-wide factors should be included.

4. Definite strategic position

What differentiates a new business from the competition? A clear strategic position should be defined. It should be clear what distinguishes the business from others, what particular place on the market will cover etc.

5. Competent authorities

Before the business plan is going to be submitted to investors, the evaluation of the management team should be done. A successful manager should have following characteristics:

- Experienced

- Realistic
- Flexible
- Able to work with people

6. Be able to motivate and attract employees

Be able to attract employees and motivate them is the requirement of the successful future of the business. It is crucial for a company's competitiveness and long-term viability because the morale of employees has the significant impact on the productivity of the company. Employees who are not satisfied are less motivated to do good work.

7. To have control over the financial situation

The cash – flow of the business should not be poor otherwise the business will bring down. Therefore the proper financial plan has to be the part of every business plan.

8. Adaptability

It means how quickly business can respond some of the possible changes. Employees should also be adaptable. Be ready for technological, sociological and competitive changes. The faster the adaptability will be the better for the business. Abrams (2014, 4-10)

3.3 Structure of a business plan

The structure of a business plan may vary in every enterprise because each business has different needs and expectations. But some of the attributes should all business plans have in common. To make sure the business plan is excellent and goals-orientated it should meet following requirements:

- Intelligibility
- Accuracy
- Logic
- Truthfulness (Koráb et al. 2007, 36)

A business plan should consist of these following parts:

- Title page
- Executive summary
- Description of a business
- Organizational structure
- Market analysis
- Competition analysis
- Operative plan

- Marketing plan
- Financial plan
- Risk evaluation
- Appendices of a business plan (Srpková, Svobodová et al. 2011, 15)

These processes will be described in further details in following chapters.

3.3.1 Title page

A title page is usually viewed as a brief interpretation of a whole business plan. It should contain all the necessities such as: a name of a company and its logo (if there is any), headquarters, a name of a business plan, names of the entrepreneurs and necessary contacts like phone number and e-mail. The field of the business and the form of financing should be also included in the title page. (Koráb et al. 2007, 36)

Srpková, Svobodová, et al. (2011, 15) recommend to also state in the title page following statement: Information in this document are confidential and are subject to the trade secret. No part of a document shall not be reproduced and copied or saved in the electronic nor printed version without the agreement written by the author.

3.3.2 Executive summary

If a business plan is being done for investors, its main function should be attracting them as much as possible because based on the executive summary investors will decide if they will continue reading the document. It should contain the most important aspects of a business plan such as the main idea, strengths, weaknesses and basic financial prognosis. (Koráb et al. 2007, 36) As Srpková, Svobodová et al. (2011, 16) claim, reading the executive summary should be interesting and catchy for a reader. From the executive summary it should be also clear which products will be offered, why these products are better than others, what is their competitive advantage and who are key personas involved in the business. Hal (2017, 70) adds that the executive summary is “the ultimate elevator pitch,” where the idea and its background is being introduced.

3.3.3 Description of a business

In this section, there should be provided a full description of a product or a service that is being offered. An author can include some technical specifications, photos, sketches or brochures. (Hal 2017, 83) This section should persuade a reader that now is the best time for realization of our idea and that it is only us who have the best assumptions for doing so. It is important to state who will be the target customer of our product/service and which

new solution it brings. The attention in this part should be focused mainly on the product/service description, its competitive advantage and the benefits of the product/service for the customer.

Product description

In a case of a product it determines a physical appearance, and in a case of a service, it defines its properties. It is good to mention if a product is brand new or if has been offered in a market already. In a case of a service, it should be stated how a service works, how it will be provided and which equipment is needed.

Competition advantage

In the current market, there is very tough competition, therefore, it is not enough to be as good as the competition is – it is vital to be better and to differentiate somehow.

Benefits for the customer

A business plan may be successful under one condition: if a product or a service will be beneficial for the target customer. Therefore it is essential to know who the target customer is and on which segments should a business orientate. (Srpková, Svobodová et al. 2011, 16)

3.3.4 Organizational structure

As Koráb et al. (2007, 38) state the organizational plan should describe the legal form of the company. It is also necessary to define the management of the business and its hierarchy, who is the superior person in the business and who is the subordinate. Names of employees, their education and skills might also be mentioned. For better orientation in this part, there should be an organizational structure made. This structure shows the relations of employees in a company.

3.3.5 Market analysis

Firstly, it has to be understood how big the market is. Are there an appropriate number of customers who would buy the product/service? Secondly, the ideal customer should be described together with his needs, interests, and characteristics. (Hal 2017, 90) Hal suggests these central questions which should be known about customers:

- Their age
- Level of income
- Gender
- Place of residence
- Religion
- Ethnicity

- Type of their job
- Hobbies etc.

As Pinson (2008, 47) adds, the market analysis section should furthermore contain information about education, information about customer's lifestyle such as where they spent vacations, when they do shopping or which clubs do they visit. These data about potential customers can be found out through techniques like questionnaires or surveys.

Questionnaire

This form of market research is probably the most used one. It can be administered online or by paper. To determine most precise results, it is vital to administrate a questionnaire to appropriate target group of people. A questionnaire should contain a polite introduction, it should not be very long, and in conclusion, the author should thank respondents for completion. Some questionnaires provide incentives to its respondents for filling it – for example, discount for next purchase. (Pinson 2008, 49)

Srpová, Svobodová et al. (2011, 21) advise to choose following process when market research is being done:

- Make a list of questions which need to be answered
- Write necessary information in order to answer these questions
- Prepare a questionnaire and complete it with as many customers as possible
- Try to describe the target market and its future development

3.3.6 Competition analysis

Srpová, Svobodová et al. (2011, 21) state that many people wrongly suppose that their future business will not have any competitors. In most cases, these people do not know about who their competitors are. As Hal (2017, 94) fittingly claims, “all customers who might want your product or service today bought it or something like it from a competitor yesterday.” That is the reason why detailed competition analysis should be done. (Srpová, Svobodová et al. 2011, 21) After the target market is defined, Pinson (2008, 48) advises that it is essential to find out which competitors are in the same market and what strengths and weaknesses they have. The easiest way how to do so is to go through their website or brochure. At competitor's website, it is advised to explore its format, overall design and content, how the site looks like, etc. The next step which should be done is to investigate the prices of competitor's products/services, how much they are similar or if the competition offers discounts. Hal (2017, 95) emphasises the importance of finding out the competitor's reaction to a new business on a market. They might lower their prices, try to

copy the products etc. These actions may have an impact on financial forecasts of a new business. That is the reason why a SWOT analysis should also be drawn up.

3.3.7 Operative plan

Hal (2017, 115) points out that operative plan shows daily operations of a business. This part should include information about location, equipment, opening hours, staffing etc. Description of the production, customer service or how payments are arranged should be included. Description of employees should also be mentioned – if they are skilled or unskilled and where will the owner find those employees. A detailed description of suppliers should not be forgotten.

3.3.8 Marketing plan

According to Hisrich and Peters (2002, 237) marketing plan describes strategy and market conditions which are related in the way of how products/services will be distributed, promoted and priced.

Kotler (2007, 109) mentions that marketing plan should be comprised of following:

- Executive summary
- Current marketing situation
- SWOT analysis
- Main problems and goals
- Marketing strategy
- Costings
- Controlling mechanisms

Srpová, Svobodová et al. (2011, 22) claim that marketing plan is dealing with three issues: choosing the right segment, defining a market position of a product and marketing mix. Selecting the right segment was described in chapter 3.3.5. – Market Analysis. Definition of market position should have the following process:

- Identification of the competitive advantage of the product
- Choosing appropriate competitive advantage which is vital for its user and which also goes hand in hand with marketing mission of the company
- Choosing appropriate way of communication and promotion of this advantage

The next step is dealing with so-called marketing mix. The marketing mix is composed of marketing tools which combine together. The most used marketing mix is called 4P and

parameters are: **Product**, **Price**, **Place**, and **Promotion**. As these criteria are used most often, they will be described in more detail. (Srpová, Svobodová et al. 2011, 22)

Product

The most significant attention is devoted to a product for the apparent reason – it is creating the gist of the offer on the market and satisfies the customer's needs. It is needed to know which products will be offered, their attributes and the product lifecycle. (Srpová, Svobodová et al. 2011, 23-24) A product (or a service) may include more than just the physical characteristics and components. It also involves a brand name, packaging, service, delivery time, price or the website. The most important thing for an entrepreneur is to understand how important a customer is, or in Hisrich's and Peter's words, to understand "the role of an effective customer service program." (Hisrich and Peters 2002, 269)

Price

It is one of the most challenging decisions of the marketing plan – to determine the appropriate price for a product/service. When a product is consisting of expensive and quality components, it will require higher pricing. (Hisrich and Peters 2002, 270) Price compilation should include factors such as:

- Company goals and goals of the pricing policy
- Costs
- Demand
- Competition
- The lifecycle of a product and its phases
- Legal measures (Srpová, Svobodová et al. 2011, 24)

Wupperfeld (2003, 93-94) adds that these questions should be considered as well:

- Will the price be accepted by customers?
- Will the product or service be offered to different segments for different prices?
- How will the prices change in a long-term horizon?

Place

The third parameter from a marketing mix is a place (or distribution). It is necessary to find out if the entrepreneur will ensure all selling activities alone or if there will be a supplier. (Srpová, Svobodová et al. 2011, 26)

Promotion

The last parameter is promotion, and it is probably the most visible component of a marketing mix. The most well-known form of promotion is an advertisement. Other tools of communication mix are: sales promotion, public relations, direct marketing and personal sale. The primary purpose of these is to stimulate demand to purchase a product or to provide information about a product and its properties. (Srpová, Svobodová et al. 2011, 26)

3.3.9 Financial plan

The section of the financial plan is probably the most important one because it determinates if the business idea is feasible or not (thebalance.com 2018). The financial plan aims to ensure to make a financial sense, i.e. to generate required profit from the business and to be financially sustainable in long-term. (Červený, Ficbauer et al. 2014, 152) The section of the financial plan consists of three crucial financial statements: Income statement, the projection of the cash flow and the balance sheet. (thebalance.com 2018) In some cases, a list of start-up expenditures or break-even analysis can be done in addition. (Hal 2017, 136-37) Srpová, Svobodová et al. (2011, 28) highlight the importance of realizing that for the starting enterprise it is needed to have enough finances for the acquisition of fixed assets, finances for operating costs such as rent, wages, electricity, gas, etc. Hal (2017, 140) points out that it is appropriate to assemble the financial plan at last because of a simple reason: if the executive summary is considered as a discussion of all things that are to follow, the section of the finances should be a recapitulation of all preceding things.

Income Statement

It shows the entrepreneur's revenues and expenses along with a profit for a particular period of time. An income statement indicates whether the enterprise is profitable or not in a specific moment. To know if the company is profitable or not it is used following calculation:

$$\text{Revenue} - \text{Expenses} = \text{Profit/Loss}$$

For at least the first year of running the business it is recommended to generate an income statement more frequently – monthly would be reasonable. (thebalance.com 2018)

Cash Flow

Cash flow shows the amount of cash flowing in and out of business. (thebalance.com, 2018) Pinson (2008, 84) compares the cash flows to a budget, and according to Hal (2017, 148) it reports the amount of cash that is generated from the financing activities of the company. Abrams (2014, 305) emphasises that the cash flow is one of the most important assessments of the whole financial plan. According to her, a business is not going to stay long on the market if the entrepreneur will not be able to pay his/her employees or bills. The cash flow is calculated as follows:

$$\text{Cash flow} = \text{Total Cash Revenues} - \text{Total Cash Expenditures}$$

Balance Sheet

Hal (2017, 151) describes the balance sheet is a snapshot of the assets (cash, accounts receivable inventory, equipment, and depreciation), liabilities (accounts payable and bank loans) and business equity (capital stock and retained earnings). Unlike the two previous statements the balance sheet shows results at a singular point in time, it means on a specific date (i.e., last day of the month or year). Total assets in the balance sheet should be equal to the sum of total liabilities and equities. It should look like this:

$$\text{Total Assets} = \text{Total Liabilities} + \text{Equities}$$

3.3.10 Risk evaluation

In every business, the risks are involved. Some naive entrepreneurs may suggest that if they describe their risks, they will frighten away their potential investors. Nevertheless, this is not true. Investors are looking for entrepreneurs who can understand the scope of the potential threats and who are able to calm down when they are facing tough situations. Abrams names several types of risks:

Market risk – a threat that the market will not be ready for the product

Competitive risk – a threat that a new competitor appears on the market

Technology risk – a threat that the product will not work well

Product risk – a threat that the product will not be finished on time

Capitalization risk – a threat that all costs will be underestimated (Abrams 2014, 148-49)

3.3.11 Appendices

Koráb et al. (2007, 36) point out that appendices usually contain informational materials which are not incorporated into a business plan. Nevertheless, the links to these appendices should be mentioned in the text. Srpová, Svobodová, et al. 2011, 33 claim that in some cases appendices can have even fifty pages. However, Hal refutes this opinion and states that appendices should include only the most important ones and not to be very long. Furthermore, they should be well organized and be readable. Hal (2017, 167) To the appendices should be included:

- CV of entrepreneur(s)
- COI (Certificate of Incorporation)
- Market analysis
- Questionnaires
- Reports and articles
- Pictures of products
- Technical drawings
- Key contracts etc. (Srpová, Svobodová et al. 2011, 33)

Abrams (2014, 330) suggests to include also lists of locations, floor plan, manufacturing information or other marketing material.

4 CONCLUSION OF A THEORY

In a theoretical part, the author describes the term entrepreneurship and its main characteristics. There is information about an entrepreneur and what is typical for this person. Typical entrepreneurial behaviour is explained in five steps called the five “P.” The term enterprise should not be omitted in the theoretical part long with its main functions. Enterprises are divided based on the particular aspects, and this division is also included. The entrepreneur should know the criteria according to which he/she chooses his/her business. These criteria are also mentioned. There are many types of legal forms in the Czech Republic which are explained and compared in the theoretical part.

A large part of a theory deals with a business plan and its description. There is stated what a business plan is and what is not, why it should be written. The author describes the business plan structure according to which the analytical part is processed.

II. ANALYSIS

5 THE BUSINESS PLAN

This part of the thesis will be analysing the business plan for the café which is called Design Café.

5.1 Title page



Figure 1: Logo of the company (own creation)

Design Café: A Business Plan

Name of the company:	Design Café
Legal form of the company:	Společnost s ručením omezeným (s. r. o.)
Residence of the company:	J. A. Bati 7031, 760 01 Zlín
Date:	1 January 2019
Author:	Jana Guryčová
Address:	Moravská 4781, Zlín 760 05
E-mail address:	jane.gurycova@gmail.com
Telephone:	+420 736 216 753
Registered capital:	100 000 CZK
Field of the business:	<i>Catering industry</i> – beverages and food, its preparation and sale in the café; <i>Mediation of services</i> – production and services not specified in Annexes 1-3 in the Czech Trade Act

5.2 Executive summary

The vision of the company

“Not only coffee you can drink but also a chair to your home you can bring.”

Description of the company

The main idea of Design Café is to develop a concept of cafeteria/gallery which aim is to connect people in Zlín with products mostly made by students from Tomas Bata University – Faculty of Multimedia Communications, mainly from Product and Industrial Design study fields. Products would include primarily furniture, interior or exterior accessories, glass, lights, etc. These products would be situated in the café, and if any customer is interested in the product, he/she can order it a custom – made. The café would also stage the lectures about design which should spread the community and awareness in this area. Most of the lecturers would be students from the university mentioned above.

Reason for establishing the café is that many students from FMC on TBU claim that they lack a place like this, i.e., where they could offer their products and Zlín is known for its relation towards design so it is very probable that many people would be interested in a place like this. Based on the results of the questionnaire that was spread among students of FMC vast majority of them would appreciate similar place a lot.

Would you appreciate a place where customers can see your products or eventually can order them a custom-made?

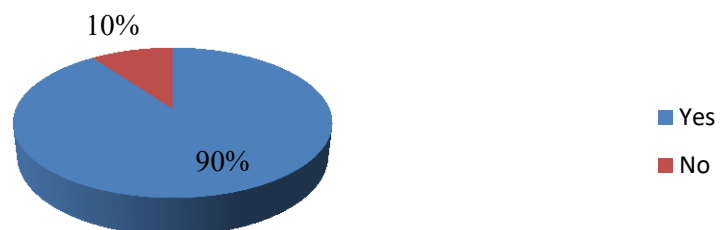


Figure 2: Would you appreciate a place where customers can see your products or eventually can order them a custom-made? (own creation)

The legal form of the company is Společnost s ručením omezeným (similar to LLC) because it is most suitable for a starting business. The founder and the owner is one natural person: Jana Guryčová, who will also manage the business. Design Café will be situated in a busy street Jana Antonína Bati in Zlín. The place of the café is situated very well because it becomes more popular among people as the former “Svit” has a potential to be a second centre of the town. And what is more, this area of old Svit is unique for its

industrial architecture which attracts many creative people who can be potential customers of the café.

Main goals of the company

- Be professional
- Be different
- Penetrate the niche on the market
- Satisfy needs of customers
- To keep regular customers of the café

Description of the products and services

The offer of Design Café will consist mainly of typical café's products such as different blends of coffee which will also be possible to purchase on weight, milkshakes and other beverages such as lemonades or alcohol. The offer will include homemade desserts and salty snacks. Café will offer homemade food such as oat cookies of many kinds, tortilla wraps with hummus or with prosciutto. The most interesting offer of the café are products made by FMC students (custom-made only). It will be mainly furniture (chairs, small tables, shelves, etc.), interior/exterior decorations or glass.

Competitive advantage

The most prominent competitive advantage is the possibility of custom-made orders of some product from the café. All products made by students will have a tag with the name of the product along with the name of the author. Other advantages are homemade meals and lemonades.

Summary of the financial plan

The partial source of finances for the business is ensured by the owner's economies which are 100 000 CZK. As the expenditures for running a business are high, especially for the very first month, the owner decided to take a loan in a total amount of 150 000 CZK for covering the remaining necessary expenditures. Data below contain the overview of the expenditures of Design Café.

Start-up costs:	266 800 CZK
Personnel expenses/month:	85 400 CZK
Operating expenses/month:	106 150 CZK

To find out revenues of the café it is necessary to elaborate three estimated guesses – optimistic, realistic and pessimistic. The whole plan is elaborated in chapter 5.9 Financial plan.

5.3 Description of the business

5.3.1 Products and services

Among the offer of Design Café are included beverages (coffee, tea, lemonades, juices, etc.) along with homemade food. Some products from the menu such as coffee or cookies are possible to purchase packaged as a gift. Other products that are offered are design products made by students of FMC of Zlín's Tomas Bata University.

Beverages

The menu of beverages consists of different blends of coffee which are possible to purchase on weight. The coffee offer includes espresso, cappuccino, caffè latte, flat white, lungo, americano, etc. Customers can choose from a diverse menu of teas as well. Most ordered teas such as green, fruit, earl grey are included, but the offer, however, includes also teas like Indian Masala tea, etc. Milkshakes are flavoured with banana, strawberry, chocolate, black currant, etc. Other beverages are homemade lemonades with ginger, elderberries or raspberries. Alcoholic beverages will be offered as well, wine and beer are included.

Dishes

Tender of dishes includes predominantly homemade desserts and salty snacks. Customers can order homemade oat cookies of many kinds – for example, cookies with chia seeds, with peanut or almond butter and ginger cookies. The offer of meals is not every day the same, but it differs. Salty snacks include tortilla wraps with hummus or with prosciutto, croissants and open-faced sandwiches.

Changing the menu

The owner decided that the menu will be changing once in time according to the seasons. The spring menu includes special cakes such as typical Czech “mazanec” or cake called Easter lamb. In the summer café is focus on homemade lemonades from diverse ingredients such as lavender, elderberries, strawberries, ginger or from lilac. Autumn menu consists of pumpkin pie or specially spiced latte. In the winter menu, customers find Christmas sweets or special wrapped cookies.

Special products and services

Design Café is not an ordinary café. It is the café along with a gallery where customers can order same products by which the café is equipped (custom made). These products are made by FMC students. It is mainly furniture (chairs, small tables, shelves, etc.), interi-

or/exterior decorations (chess, anti-stress toys) or glass. The questionnaire showed that majority of people would be interested the most in interior/exterior decorations.

In the café, there will be a wi-fi connection as it allows people working on their laptops or mobile devices.

Samples of products are provided in the appendix. The author of this thesis has a permission from authors to share pictures of their products.

5.3.2 Lectures

Design Café organizes lectures focused on topics related to design such as new design trends etc. Most of the lecturers are FMC students who have shown an interest in organizing these lectures in the questionnaire.

Would you be interested in organizing regular lectures or workshops about design in the café?

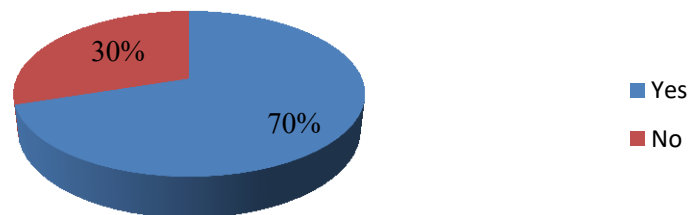


Figure 3: Would you be interested in organizing regular lectures or workshops about design in the café? (own creation)

Based on the questionnaire which was prepared for potential customers, the majority of them (56,6 %) would be interested in visiting lectures, but it would depend on the topics lectured. In the open-ended question which was asking people “*In which topics about design are you interested the most?*” majority of people (60,6 %) mentioned lectures about interior design, 41,7 % furniture production, 19,7 % lectures about glass and the rest of respondents was interested in lectures about porcelain, architecture of the buildings, plastic or paper products, graphic or online design.

Would you find organizing lectures about design in the café interesting?

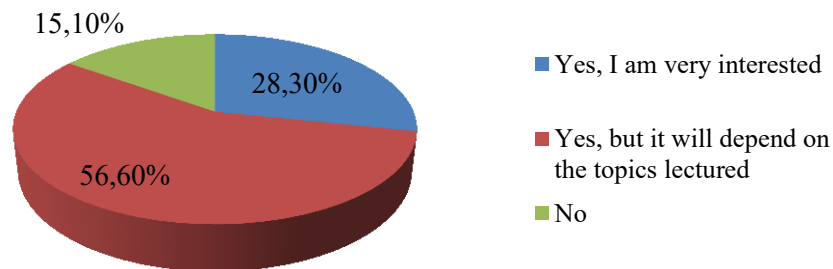


Figure 4: Would you find organizing lectures about design in the café interesting? (own creation)

5.3.3 Final theses defense

Students of the Faculty of Multimedia Communications have to find a place for their final thesis defense on their own. Based on the advice from FMC students the owner of the café came up with the idea that the cafeteria could also serve as a place for thesis defenses. The questionnaire was dealing with this idea and results were following:

Would you appreciate if the café will serve as a place for final theses defenses?

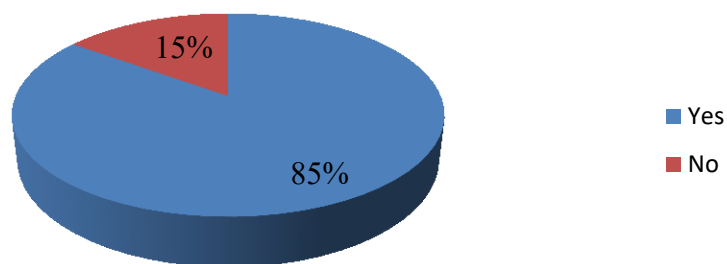


Figure 5: Would you appreciate if the café will serve as a place for final theses defenses? (own creation)

5.3.4 Legal form

Design Café is owned by one natural person – Jana Guryčová and a legal form of the company is Společnost s ručením omezeným. The reason for choosing this type of a legal form is because of s. r. o. is the most suitable form for starting businesses as the amount of the registered capital is 1 CZK. The amount of capital registered is 100 000 CZK. Another

important reason for choosing this legal form of business is that the liability for debts is only up to the sum of registered capital.

Due to the preparation of food and beverages in the café, the business is being done based on the trade called “hostinská činnost” according to Czech Trade Licence Act 455/1991 Coll. To obtain this type of trade, it is necessary to have following competencies:

- Education in the relevant field (no need for practical training)
- Education in a related field (one year of practise needed)
- At least six years of practical training in the relevant field
- Experiences of being several years employed as a senior manager

The owner does not meet these conditions therefore it has to be chosen a responsible representative who has all the necessary qualifications.

5.3.5 Location of the company

Design Café is located in the area on the street Jana Antonína Bati in Zlín 760 01. The owner decided to rent a place where all necessary equipment such as fridge, washing machine or freezer will be included. There is currently the free place for rent on the street Jana Antonína Bati 7031 which is in accordance with owner’s intended plan. In the range of the café is a bus station right across the road, there are two ATM machines and relatively new building Max 32 which is a crucial place because there are new inhabited flats which mean more potential customers. In the same location, there is also a post office, pharmacy, fitness centre and Tax Office. The area of the café in the former so-called “Svit” is according to the owner chosen very well for following reasons: Due to the number of shops and services growing in this area the crowds of people are flowing in this location every day. Many predictions say that Svit has a high potential to become the second centre of the town. The original architectonic style of the Bat’a’s factory remains nearly untouched. That is the reason why this place attracts many people, foreigners included.

5.3.6 Opening hours

Table 2: Opening hours (own creation)

Opening hours of Design Café	
Monday	9.00-21.00
Tuesday	9.00-21.00
Wednesday	9.00-21.00
Thursday	9.00-21.00
Friday	9.00-23.00
Saturday	10.00-23.00
Sunday	10.00-20.00

Opening hours may differ from time to time due to lectures that will be hold. In this case, opening hours will be extended. It is expected that majority of people would visit the café in afternoon hours after their working hours. Though there are also plenty of people who like to have a morning coffee coupled with breakfast and that is the reason why the owner decides to open at 9 o'clock.

5.4 Organizational structure

Organizational structure determines the status of a superior and subordinate person in the café which is shown in figure 6 – Organizational hierarchy. Organizational structure states the legal form of the company which is Společnost s ručením omezeným as was already mentioned.

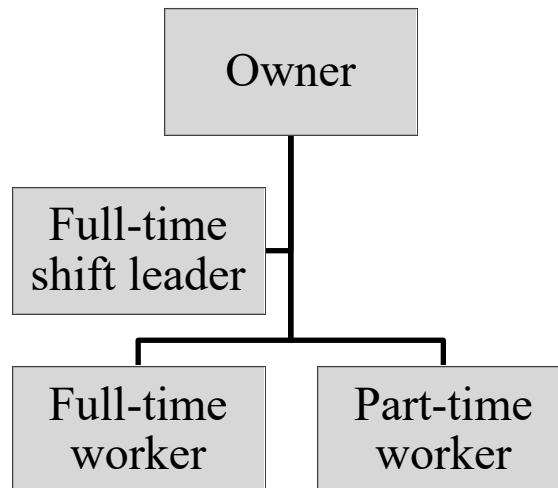


Figure 6: Organizational hierarchy (own creation)

The superior person is the owner itself. The owner works in the café as barista and cashier, manages accountancy, marketing and hires people. As the café is relatively small enterprise, there are only three employees. Two of them work full time, and one worker is employed at part-time. One full-time worker is a shift leader and he/she is superior to other two workers. The shift leader is responsible for running the business when the owner is not present, and he/she manages distribution and all necessities. After a shift is done each employee is obliged to clean up the place. Each employee is required to have experiences with working as a waiter/waitress. Wages stated in the chapter 5.4.1 are only approximate.

5.4.1 Rewarding of employees

Part-time workers

Most of the competitors employ their part-time workers for CZK 80 – 95 per hour. The minimum wage in the Czech Republic nowadays is CZK 73,20. Author of the café decided to employ part-time workers for 85 CZK per hour minimum. The final reward is, however, depends on the total number of customers served.

Full-time workers

The wage per hour for full-time workers is 100 CZK. Assuming that a worker works on 15 shifts/month that last 12 hours the gross wage per month is around 20 000 CZK.

5.5 Market analysis

There are plenty of cafés on the market in Zlín. Based on the questionnaire, however, people in the city of Zlín do like visiting cafés quite often, 43,4 % of respondents several times per month and 17,8 % several times a week. Results are shown in figure 7.

How often do you visit cafés?

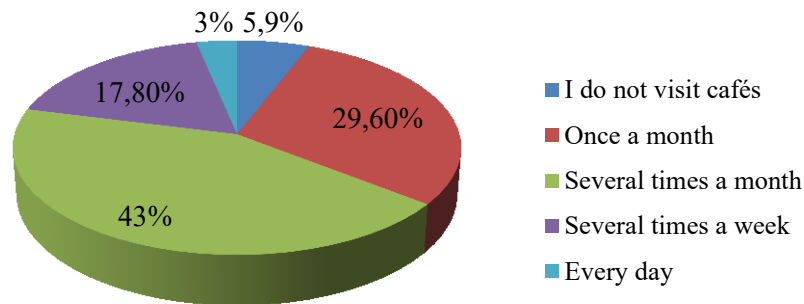


Figure 7: How often do you visit cafés? (own creation)

5.5.1 Customer profile

As the café is located in Zlín, its potential customers will be predominantly citizens of Zlín. Nevertheless, Zlín is an attractive place for lots of tourists. Most of these tourists find the industrial Svit very interesting so it is also a big chance that they will visit Design Café. Due to the very close location of the café to the Tax Office, it is probable that many of potential customers will be employees of this facility. The café is open from 9 AM to 9 PM, and there is no lunch break, therefore, customers can visit the café in their lunch break. According to the questionnaire the potential customer of Design Café has following characteristics:

- Age 21-40
- Predominantly women but men also
- Students and working people
- Creative people
- Interested in design in general
- Interested in visiting interesting lectures
- Interested in design products

5.5.2 Questionnaire

The first questionnaire that was released among people via internet was available to fill from 18th of March until 18th of April 2018. It helped to find out if people would be interested in a concept of Design Café. The questionnaire contained ten basic questions, and the majority of them was close-ended type of questions. One of the questions that the questionnaire helped to find out was what people in cafés order mostly. As far as beverages concern, 71,1 % of people choose coffee, 24,3 % would order a tea, 16,4 % go for milkshake, 5,9 % would order alcohol and 0,7 % would like to have cacao. People like to order food in cafés as well, 39,5 % order some dessert or a cake and 19,1 % like to have salty snacks. Next question that the questionnaire was dealing with was the maximum amount of money that customers are willing to spend in cafés. Majority of them – 58,6 % from 101-200 CZK, 18,4 % from 0-100 CZK, 17,1 % from 201-300 CZK and only 5,9 % of people is willing to spend more than 301 CZK. The full questionnaire is provided in the appendix.

The second questionnaire was available to fill from 18th of March until 20th of April. This questionnaire contained nine questions, open-ended and close-ended. It was released via internet among students of Faculty of Multimedia Communications in Zlín, mainly for students of these two study fields – Product and Industrial Design. The majority of them were students from those fields, 65 % together. Notwithstanding 15 % were students of Digital design and the rest were students of Marketing Communication and Design of glass. It shows that majority of students (90 %) would be interested to cooperate with a place like Design Café. Students also showed interest in helping with organizing design lectures for the public. Students enlarged their answers in open-ended questions. Their enthusiasm was evident from the questions, and they were undoubtedly excited by the concept of the café. In the questionnaire they were asked to state at least three types of products they would like to exhibit in the café and the most suitable answers are listed in the table below:

Table 3: Products which students would like to exhibit in the café (own creation)

Nice chairs	Porcelain	Posters	Flowerpots	Fashion accessories
Fancy tables	Toys for kids	Anti-stress toys	Sushi plates	Water carafe
Chess	Nice lights	Lamp	Phone holder	Notebooks

The last question for students asked to write at least three things that cannot be missed in a café like this. These are the most interesting tips that students wrote:

- Chill out zone – couch, table for playing poker
- Books and paper with pastels for drawings
- Posters on the walls with motivational quotes
- A gramophone with many vinyl records which would be working as a jukebox
- Clothes hangers
- Projector
- A corner with products which would be able to buy immediately
- Lots of flowers
- Lockable storage space
- Lots of candles

5.6 Competition analysis

Cafeterias in Zlín are growing, therefore, the competition for Design Café is bigger. However, none of them are offering similar service as Design Café offers. Slightly similar concept has only Kavárna Továrna along with Kafirna Zlaté Zrnko, where customers can buy paintings or photographs from authors. The list of competitors is assembled from the strongest competitor to the lowest one. Owner of the café set the pricing strategy in chapter 5.7 according to these competitors. Competitors which are chosen are slightly similar as Design Café and may be focused on the similar target group of customers. Competitors were assembled according to the overall score in the table 4 below. The scoring was on a scale from 0 (lowest score) to 5 (highest score).

Café Malá Scéna

As the strongest competitor, it is considered Café Malá Scéna. The interior of the café is focused on design elements. The equipment consists of sometimes extraordinary chairs, many types of stools and lots of fancy design accessories. The offer includes delicious coffee, homemade desserts and quite recently the café starts to offer soups, for example, cauliflower and broccoli soup or soup from sweet potatoes or ginger. The surrounding and the atmosphere in Café Malá Scéna is very pleasant as well as their prices. The café offers to sit down outside, on the chairs and ottomans are blankets prepared along with pillows. This cosiness and a quite new concept of so-called “hygge” atmosphere impress lots of customers. The café also has very pleasant service and long opening hours. Malá Scéna has very good promotion including websites, a facebook page and also Instagram which is very popular nowadays. The only disadvantage of this café is its location because it is a bit far from the centre of Zlín.

Kavárna Továrna

The café Kavárna Továrna is also very powerful competitor. Továrna was also selected in the questionnaire as the most visited café in Zlín. This cafeteria offers slightly similar services as Design Café. Once in time there are “exhibitions” of painting or photographs that can be purchased directly from authors after an exhibition is over. These works are however not in the café permanently as the products in Design Café but only temporarily. Továrna is located in Svit near Design Café. Továrna organizes lectures from time to time where lecturers talk about various topics, most often about travelling. There are also being held dance courses where dances such as salsa or bachata are taught. The significant advantage against Design Café is that Továrna is very spacious thus more people fit in. To-

várna has its own websites along with a facebook page. The personnel in this café is very pleasant. Nevertheless, their prices are slightly higher than usual, but the offer is wide.

Mr. Coffee

Based on the questionnaire, Mr. Coffee was chosen as the second most visited café, thus the owner decided to classify on the list of biggest competitors. However, the café is not focused on art or design. The place of the café is very attractive mainly to the fact that it is located on the edge of the city park near the Zlín castle but also near the city centre. Café is mainly glazed which offers a nice view of the park with its trees and flowers, however, this is simultaneously a reason why there is very hot inside in the summer. Mr. Coffee offers selective blends of coffee with a possibility to purchase them on weight in their special shop which is their competitive advantage. The offer of the café includes homemade desserts as well. Mr. Coffee has its own websites and a facebook page. Its pricing strategy is, however, quite high. Employees of Mr. Coffee are quite slow and opening hours are short.

Kafírna Zlaté Zrnko

It is a nice cafeteria with high-quality coffee and pleasant service. According to the questionnaire, Kafírna Zlaté Zrnko is relatively unknown among people, which is its disadvantage. However, this café is considered as a competitor due to the possibility for starting artists who can exhibit their photographs in the café for one month. The exhibition is changed every month. Prices of the café are average. The café does have its websites, however, it can be quite confusing for people because its name is different and they are not easy to find. Also the opening hours are not very pleasant, at the weekends it is closed. Nevertheless, they have nice a facebook page with regular updates.

Table 4: Score of competitors (own creation)

	Café Malá Scéna	Kavárna To-várna	Mr. Coffee	Zlaté Zrnko
Offer	5	5	5	3
Opening hours	5	4	3	2
Personnel	5	5	3	3
Prices	5	4	4	5
Environment	5	5	4	3
Overall score	25	23	19	16

5.7 Operative plan

5.7.1 Workflow of the café

Design Café opens at 9 AM, but employees have to be in the place earlier because of the preparation of everything necessary. There is one employee or two employees each shift, depends on the number of customers. Employees take turns on shifts based on their previous agreement. When the lecture is being organized in the café there are three employees due to the faster service. The café has its closing time determined, but it may vary on the number of customers in the café or on the lectures being held. Customers are priority number one, so it is essential to perform the best service.

5.7.2 Suppliers

Choosing suppliers depends on specific parameters such as price, payment terms, quality, delivery on time, loyalty, etc. The area of suppliers might change from time to time. For each type of product, there will be a different supplier. Suppliers of most of the products are permanent (authors of design equipment included). One-time suppliers are those who deliver kitchen equipment or make some repairs in the café. Final prices for supply are listed in the chapter 5.9 Financial Plan.

Table 5: Table of suppliers (own creation)

Supply of	Company
Café equipment	Authors from FMC
Remaining furniture	Gazel s. r. o. Zlín
Kitchen electronics	Datart
Kitchen equipment	Tescoma
Coffee machine	VítCafé s. r. o. Zlín
Cups and mugs to-go	MUGS s. r. o.
Toiletries etc.	Baumax
Decoration	Ikea
Electronics	Datart
Gramophone	
Cash register (EET Box+ Cash system “Pexeso”	AWIS Pokladní systémy

Beverages	Lesko s. r. o. Zlín
Tea	Káva Čaj Pohoda Zlín
Coffee	VítCafé s. r. o. Zlín
Wine	Vinotéka u Svatého Antonínka Zlín
Groceries	Makro Zlín
Leaflets	Cenytisku.cz
Loyalty cards	GetID.cz
Internet Acces	O2

Most of the café equipment (chairs, tables, decorations) is supplied by authors – students of FMC mainly. It will probably not be enough of those products, therefore, the owner decided to buy at least two big sofas and few little tables to make the café more comfortable for customers. As the café is planned to be in the rent where the basic kitchen equipment such as fridge, freezer or pancake maker is, there is only few kitchen equipment needed – coffee maker, smoothie maker, mixer and other small equipment. Supply of kitchen equipment includes kitchen cutlery, plates, bowls, etc. Toiletries are supplied along with toilet equipment, kitchen equipment, paper boxes, etc. The café will be decorated partly by student's products, however, it is necessary to buy pillows, blankets, candles, paintings on the wall, etc. to make the café area more comfortable and cosy. Electronic equipment includes wi-fi router, gramophone, and loud-speakers.

5.8 Marketing plan

Based on the questionnaire which is described in chapter 5.6 Market analysis, the owner of Design Café already knows who the target customers of the café are. The marketing plan is dealing with a tool called 4P, and it describes the product, its price, place of the café and its promotion. The SWOT analysis that is dealing with strengths, weaknesses, opportunities and threats, is introduced as well.

5.8.1 Product

Design Café offers typical café beverages such as coffee, tea, lemonades, shakes and alcoholic beverages. The menu also offers homemade meals such as desserts or salty meals. Unique products which are offered are products made by students from Zlín's Tomas Bata University. These products can be ordered custom-made. Product offer consists for instance of tables, chairs, vases and other accessories for the interior. Products are described in more detail in the chapter 5.3 Description of the business.

5.8.2 Price

The pricing strategy of Design Café has been set according to its competitors. As was already mentioned there are many cafés in Zlín, and most of them have a similar pricing strategy. Design Café is new on the market, and it aims to attract as many customers as possible. That is the reason why the prices should be set adequately, but the price should also be adequate to cover the costs of the café. In order to set similar prices as competitors have, the service of Design Café should be appropriate. Customers are the priority number one, and the personal and the service have to be as pleasant as possible. To attract more customers, there are special offers during lectures such as a tea or a coffee plus a dessert or a snack for a special price.

5.8.3 Place (distribution)

Distribution is being done right in the café as products are consumed immediately in the café area. The owner decided to rent a place in Zlín on the street Jana Antonína Bati. Beverages form the majority of products of the café, and they are distributed from wholesales and retails. Meals are also distributed and are prepared in the facility. Distribution of custom-made products is being done based on the cooperation with students from FMC. The list of suppliers is shown in the chapter 5.7.2. in the Operative plan part.

5.8.4 Promotion

Because the competition in Zlín is strong, it is important to have outstanding promotion. The owner decided to create a campaign aiming at target customers and through this way get into their awareness. The promotion consists of following forms:

Leaflets

Leaflets are simple though an effective way of promotion. Because Design Café cooperates with students from one of the Zlín's faculty majority of leaflets are distributed in faculties of Tomas Bata University and in the Rectorate building. Leaflets are also distributed on Zlín's events called Design Market Zlín and Zlín Design Week. Leaflets inform about what the café offers in a nutshell, about its location, opening hours and there is a Facebook page adduced. Total price for 1000 pieces of leaflets is CZK 2 631 from Cenytisku.cz websites.

Websites

The owner decided to run websites as well. Websites include information about the café, custom-made products which are now available to order in the café and the café menu. Information about the address, opening hours, contact and facebook are also included. On the websites, customers find news about lectures that are about to held. Design of the pages is modern and simple in order to better orientation. There are photographs of meals and other products which are regularly updated. The owner also came up with an idea to create a promo video in cooperation with students of the FMC faculty from Audio-visual production study field in case these students will be interested. The annual rent of web domain is CZK 217, and domain name *cafedesign.cz* is currently available and ready to use.

Social networks

In a word of modern technologies, a Facebook page and an Instagram account is almost a must. Design Café's Facebook page includes photographs of a new offer of homemade products and news about interior changes. Customers can rate the café or write there their proposals. Instagram account shares newest photographs from café offer, trends in design or interesting tips how to decorate a flat or a house.

Promoting sign

The easiest and low cost-way how to promote the café is via promoting sign above the entrance. It has to be simple but catchy to attract as many people as possible. The total price of purchasing the promoting sign is CZK 1 500.

Loyalty cards

A loyalty card is an effective way how to keep regular customers. People nowadays like to collect things, stamps for their loyalty card included. Customers receive a stamp for every ordered coffee, and every eighth coffee is for free. The owner decided to print 1 000 pieces of loyalty cards. The price for one paper card is CZK 2,50. Total amount for loyalty cards is, therefore, CZK 2 500.

5.8.5 SWOT analysis

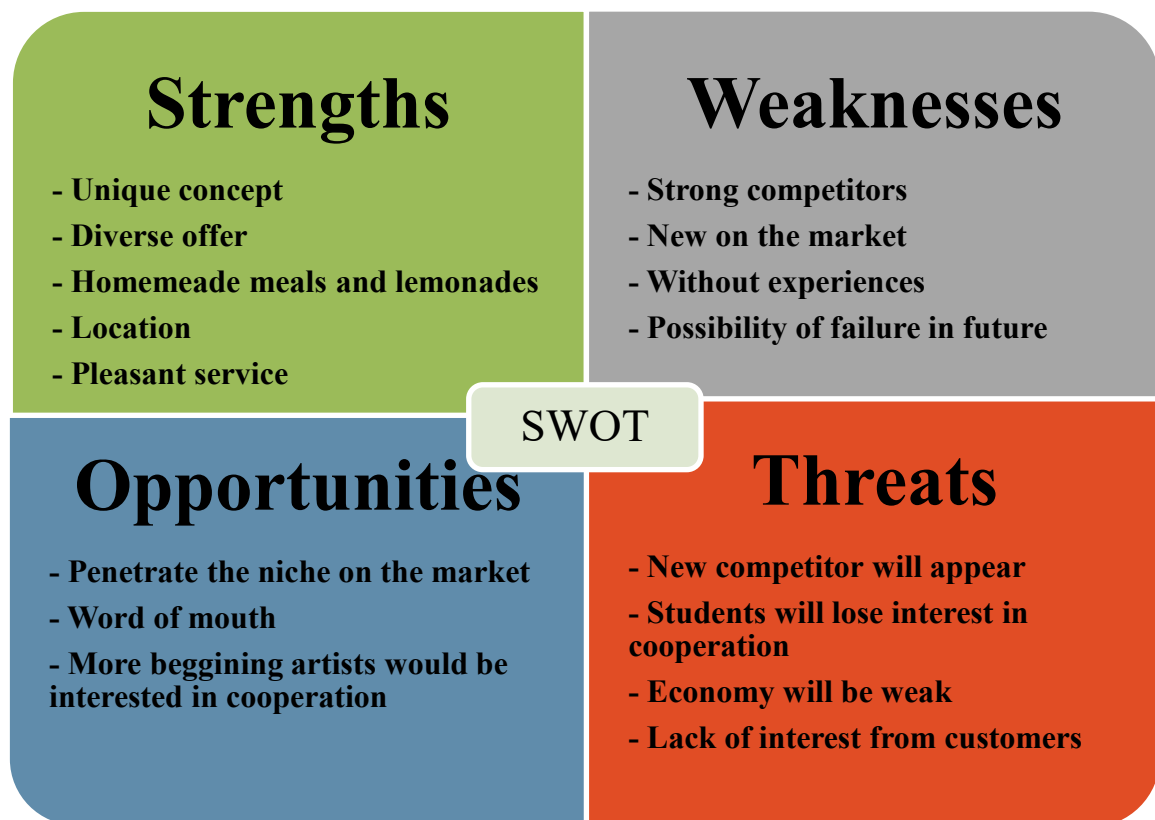


Figure 8: SWOT analysis of Design Café (own creation)

Strengths

Design Café came with a new concept which connects café and design. People who are interested in design have the opportunity to order a product they like in the café a custom-made from the author. According to the questionnaire the concept attracted many students from FMC along with general public who have not be interested in design so far. The café has a diverse offer of the menu which is changing each season of the year. Most of the products (lemonades and meals) from the menu are homemade and from fresh ingredients which attract many customers for its taste. Another strength of the café is its location in the industrial part of the town which many people find attractive. So-called Svit is growing

and slowly becomes second city centre. Design Café is also based on excellent service which plays a significant role in the world of tough competition nowadays.

Weaknesses

Although Design Café comes with a new concept, there are still strong competitors who have been known longer time and have regular customers. Café is new on the market, and it needs to become aware among customers. Also, the owner has no previous experiences with running a business, and it may be a reason for the possible failure of the business in future.

Opportunities

Lots of people do not know about Zlín's FMC and do not know about all the products that have been created there. However if the owner will make the grade and penetrate the niche on the market and become aware among people, the café might be very prosperous both for the owner and for students who would like to exhibit their products inside the café. If people would like the place, the phenomenon called Word of Mouth will hopefully work, and people will be spreading their positive experiences with the café among others. Another opportunity is seen in more FMC students and other beginning artists who would like to cooperate with the café. If many artists are interested in displaying their works, the café may change the interior more often which might be from the customer's perspective attractive.

Threats

The most significant threat for the café may occur when a new competitor with similar idea appears on the market. Another threat may happen when students or another potential artist loses their interest in cooperation with the café. In a case that the economy will be weakening it would mean that people will not want to spend their money. Lack of interest from customers is on the list also. People may find the products unattractive, or they will not want to buy these products.

5.9 Financial plan

The greatest attention of the whole business plan should be paid to the financial plan part. The basis of the financial plan is to calculate the start-up budget which serves as a tool for better orientation about financial funds needed for starting a business. On the basis of the financial funds required it is created start-up balance sheet. Based on the balance sheet is created the required loan from a bank. Finally, the owner has to calculate expected costs and revenues.

5.9.1 Start-up budget

Start-up budget includes financial funds needed for starting a business, such as funds for acquisition of a property, goods, and supplies. It is also necessary to include expenditures for trade license and promotion but also for electricity and wages for the first month.

Table 6: Start-up costs of Design Café (CZK) (own creation)

Start-up costs of Design Café (CZK)	
Finances for the establishment of a company	8 850
Trade license	1 000
Fees for trade license edition	1 000
Promotion	6 850
Finances for long-term assets acquisition	126 800
Machinery and café equipment	126 800
Finances for current assets acquisition	50 000
Merchandise and materials	50 000
Operating expenses for the first month	86 150
Rent/month	20 000
Internet/month	650
Wages/month	65 000
Insurance/month	500
Total	266 800

In table 7 there are prices for equipment and machinery of Design Café.

Table 7: Equipment and machinery of the café (CZK) (own creation)

Equipment and machinery of the café (CZK)	
Sofas and small furniture	20 000
Other small equipment (pillows, blankets, decoration)	20 000
Coffee machine	50 000
Smoothie maker	1 500
Blender	800
Kitchen equipment	18 000
To go mugs	6 000
PC system for the cash register	6 000
Wi-Fi router	1 000
Loudspeakers	2 000
Gramophone	1 500
Total	126 800

5.9.2 Start-up balance sheet

Based on the previous calculation in table 6 the financial budget for starting the business around 266 800 CZK. Part of this sum is covered by the registered capital of the owner which is 100 000 CZK. It is necessary to have a bank loan also which is 150 000 CZK. Raiffeisen Bank provides the most appropriate bank loan. The interest is 5,29 %, and the owner chose 24 month repayment period. The payment per month is 6 600 CZK. The start-up balance sheet below in the table is only simplified version.

Table 8: Start-up balance sheet (CZK) (own creation)

Start-up balance sheet (CZK)			
Assets		Liabilities	
Long-term assets	135 650	Equity	100 000
Fixed Assets	135 650	Registered capital	100 000
Current Assets	114 350	Current liabilities	150 000
Cash	14 350	Bank loan	150 000
Inventory	50 000		
Bank Account	50 000		
Total	250 000	Total	250 000

5.9.3 Income statement

Costs

Before starting the business it is necessary to calculate all costs associated with the business. After calculating costs the income statement (profit or loss) can be made.

The café employs four employees – the owner, two full-time workers and one part-time worker. The initial salary is planned to be around 20 000 CZK gross for full-time workers. The part-time worker is expected to be in the café occasionally just for help, and the wage also corresponds to this fact. Part-timer is employed on “Dohoda o provedení práce” (DPP), and the average wage is around 5 000 CZK. As this type of agreement enables to work up to 10 000 CZK without the necessity of paying insurance, a part-time worker has 0 CZK in the insurance column. Due to the fact that DPP does not allow to work over 300 hours/year, it may be agreed “Dohoda o pracovní činnosti” (DPČ), however, the tax 15 % will be paid. For full-time employees, there are obligatory insurance payments by the employer which are currently 25 % for social insurance and 9 % for health insurance.

Table 9: Personnel expenses of the café (CZK) (own creation)

Personnel expenses of the café (CZK)				
Employee	Gross wage/month	Insurance/month	Wage + insurance/month	Annually
Full-time worker (3)	60 000	20 400	80 400	964 800
Part-time worker	5 000	0	5 000	60 000
Total	65 000	0	85 400	1 024 800

Table 10: Operating expenses of the café (CZK) (own creation)

Operating expenses of the café (CZK)		
Type of costs	Month	Year
Fixed costs	21 150	253 800
Rent	20 000	240 000
Internet	650	7 800
Insurance	500	6 000
Variable costs	85 000	960 000
Wages	65 000	720 000
Merchandise and material	20 000	240 000
Total	106 150	1 213 800

Operating expenses of the café include fixed and variable costs associated with the managing of the café.

Revenues

The main portion of revenues comes from products sold. Moreover, the owner receives a margin from each exposed product sold. This margin will be approximately 20 %, but it will depend on the contractual agreement with authors. As far as revenues concern they are difficult to predict. Nevertheless, the owner calculated estimated revenues according to the questionnaire. Based on these results the owner came up with the estimated guess of the number of customers visiting Design Café. The total number of potential customers who are willing to visit cafeterias is 143 people. 66 people chose that they visit cafés several times a month ($66/2,5=27$) 45 people visit café once a month ($45/4=12$). 27 visit cafés several times a week ($27*3=81$). The estimated number of potential customers is therefore 120 people ($27+12+81$). According to this fact, there are 17 customers per day. Based on the questionnaire the owner also found out the approximate amount of customer's spendings in cafés which is 101-200 CZK. The average expenses of customers, therefore, might be 150 CZK. The next step is to calculate three types of guesses – optimistic, realistic and pessimistic guesses.

The optimistic guess

According to the optimistic guess, the owner assumes that the total number of customers per one day will be three or four times bigger.

- The optimistic number of customers is therefore 60.
- The average spendings for one person per visit are 150 CZK.
- $150 \text{ CZK} * 60 \text{ customers} = 9\,000 \text{ CZK}$ per one day.
- $9\,000 \text{ CZK} * 30 = 270\,000 \text{ CZK}$ per one month.
- $270\,000 \text{ CZK} * 12 = 3\,240\,000 \text{ CZK}$ per one year.

*Table 11: Revenues according to the optimistic guess
(own creation)*

Revenues according to the optimistic guess	
	Optimistic guess
Customers/day	60
Average spendings/day (CZK)	150
Revenues/day (CZK)	9 000
Revenues/month (CZK)	270 000
Revenues/year (CZK)	3 240 000

The realistic guess

According to the realistic guess, the owner assumes that the total number of customers per one day will be twice or three times bigger.

- The realistic number of customers is therefore 43.
- The average spendings for one person per visit are 150 CZK.
- $150 \text{ CZK} * 43 \text{ customers} = 6\,450 \text{ CZK}$ per one day.
- $6\,450 \text{ CZK} * 30 = 193\,500 \text{ CZK}$ per one month.
- $193\,500 \text{ CZK} * 12 = 2\,322\,000 \text{ CZK}$ per one year.

*Table 12: Revenues according to the realistic guess
(own creation)*

Revenues according to the realistic guess	
	Realistic guess
Customers/day	43
Average spendings/day (CZK)	150
Revenues/day (CZK)	6 450
Revenues/month (CZK)	193 500
Revenues/year (CZK)	2 322 000

The pessimistic guess

According to the pessimistic guess, the owner assumes that the total number of customers per one day will be once or twice bigger.

- The pessimistic number of customers is therefore 26.
- The average spendings for one person per visit are 150 CZK.
- $150 \text{ CZK} * 26 \text{ customers} = 3\,900 \text{ CZK}$ per one day.

- $2\,600\text{ CZK} \cdot 30 = 117\,000\text{ CZK}$ per one month.
- $78\,000\text{ CZK} \cdot 12 = 1\,404\,000\text{ CZK}$ per one year.

*Table 13: Revenues according to the pessimistic guess
(own creation)*

Revenues according to the pessimistic guess	
	Pessimistic guess
Customers/day	26
Average spendings/day (CZK)	150
Revenues/day (CZK)	3 900
Revenues/month (CZK)	117 000
Revenues/year (CZK)	1 404 000

It is presumed that the longer the café will be on the market the most substantial number of customers will have. The owner predicted that the revenues percentage would rise to 12 % (optimistic guess), 10 % (realistic guess), 8 % (pessimistic guess) every year. Moreover from each author's product sold the owner receive margin in the amount of 20 % from the price. Assuming that the average price of a product is around 1000 CZK to 3 000 CZK, the margin for the owner will be 200 CZK to 600 CZK/product, the average is therefore 400 CZK. The estimated number of product sold is from the optimistic point of view 5 pieces/month (margin 2 000 CZK). From the realistic point of view 3 pieces sold per month (margin 1 200 CZK). From the pessimistic point of view 1-2 products sold per month (margin 600 CZK).

Profit/loss statement

Based on the calculations of presumed costs and revenues above the owner can approximately determine if the business will be profitable or losing. As the total number of costs for the very first month includes initial costs the café will surely be in loss. However, the total number of costs for following months exclude the initial costs, and it is 191 550 CZK. Costs for the first year include initial costs (135 700 CZK), therefore, the amount of costs for the first year is 2 354 300 CZK. It is important to notice that the amount of merchandise in the very first month is 50 000 CZK and for the rest of the month the owner counts with 20 000 CZK for merchandise. Costs for other years might rise about 3 % due to the higher rent, wages, etc. For every entrepreneur, it is also necessary to include the Corporate tax which is currently 19 % in the Czech Republic (for turnover 1 million+)

Table 14: Optimistic income statement (CZK) (own creation)

Optimistic income statement (CZK)			
	1st year	2nd year	3rd year
Revenues	3 240 000	3 628 800	4 064 256
Costs	2 354 300	2 305 758	2 374 930
EBT	885 700	1 390 200	1 689 326
EAT	717 417	1 126 062	1 368 354

Table 15: Realistic income statement (CZK) (own creation)

Realistic income statement (CZK)			
	1st year	2nd year	3rd year
Revenues	2 322 000	2 554 200	2 809 620
Costs	2 354 300	2 305 758	2 374 930
EBT	-32 300	248 442	434 690
EAT	-32 300	201 238	352 099

Table 16: Pessimistic income statement (CZK) (own creation)

Pessimistic income statement (CZK)			
	1st year	2nd year	3rd year
Revenues	1 404 000	1 516 320	1 637 625
Costs	2 354 300	2 305 758	2 374 930
EBT	-950 300	-789 438	-737 305
EAT	-950 300	-789 438	-737 305

Evaluation of the financial plan

From the calculations in the financial plan part, it is evident that the business has a chance to operate normally, but it is strongly dependent on the number of visitors per day. In the first year, the café will be probably moving around zero profit, but the important thing is that the business could be profitable in the second year of existence already. Nevertheless, the owner of the café will try to do her best to keep the business up and to ensure loyal clientele which would be happy to come back again and again.

5.10 Risk evaluation

Every entrepreneur has to be aware of potential risks in the future. However, it is needed to face these risks and try to minimize them as much as possible.

Market risk

Market risk is connected with lack of interest from the side of customers. They might not be interested in the concept of Design Café, they will not be interested in having custom-made products, or they might not want to attend lectures. To avoid market risk, it is important to elaborate the promotion thoroughly. The attention has to be also paid to customers complaints on social networks or directly in the café.

Competitive risk

The risk of a new competitor is needed to be taken into consideration as well. It might happen that someone will come up with the same concept and will take over regular customers of Design Café.

Capitalization risk

Capitalization risk may occur when the owner underestimates the initial costs, or the calculation will not be precise.

Suppliers

As the café buys goods from warehouses, there is a risk of unreliability included. In this case, the café is ready to change its supplier. Another risk might happen when students will not be interested in cooperation with the café anymore, and they would not want to exhibit their products there.

Property damage

It is huge risk mainly because a part of the equipment of the café is not in possession of the owner. In order to property damage, the owner decided to arrange property insurance. Insurance covers burglary, vandalism or natural disasters.

Other risks

For a starting business there exist many other threats that can endanger this business. It may be for instance the wrong choice of employees which is however controllable by proper admissions. Other potential risks include weakening of economy or changing in legislation, these risks the café, however, cannot influence.

CONCLUSION

This thesis deals with the elaboration of the establishment called Design Café. The main idea is to connect a café with design elements. According to the questionnaire, the author found out that authors of design products will be interested in cooperation with the café, therefore, it is the first step to success. Design Café will also organize lectures about design. Questionnaire showed that these lectures were welcomed not only from the customer's side but also from the side of lecturers, who will be lecturing in the café.

Writing a business plan is a very demanding and comprehensive topic as it requires profound analysis and choosing from a lot of important information. As the basis of knowledge, the author uses mainly literature and internet. The theoretical part of the thesis deals with basic information about entrepreneurship and legal forms in the Czech Republic. This part serves also as a background for the analytical part as it characterizes the structure of a business plan. In the analytical part, the concrete business plan is elaborated with all its necessary parts. The author found out who the strongest competitor of the café is or which factors influence the establishment (elaboration of the SWOT analysis). Another essential part is market analysis. The questionnaire used in this part proves that people are interested in design and they will welcome establishment like Design Café. The part of the financial plan, according to the calculation of costs and revenues, proves that the café has a chance for a success and it is able to reach a profit in the second year on the market.

The goal of writing this business plan was to find out if Design Café has a chance to be feasible or not. It was found that the café could reach a profit after some time, even though there are many potential risks on the market for a starting business and it would not be easy for the owner. There is always a risk of potential failure in running a business, but the owner will try to eliminate these risks by appropriate steps.

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LIST OF ABBREVIATIONS

CV	Curriculum Vitae
COI	Certificate of Incorporations
CZK	Czech Koruna
LLC	Limited Liability Company
TBU	Tomas Bata University
FMC	Faculty of Multimedia Communications
EET	Elektronická evidence tržeb
DPP	Dohoda o provedení práce
DPČ	Dohoda o pracovní činnosti
EBT	Earnings before taxes
EAT	Earnings after taxes

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APPENDICES

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APPENDIX P I: CV OF THE FOUNDER

Jana Guryčová

Moravská 8717, ZLÍN 760 05
 +420 736 215 693 | jana.guryc@gmail.com

**SKILLS**

- Administrative familiarity
- Accounting familiarity
- Excellent communication skills
- Microsoft office skills
- Flexible
- Accurate and detailed
- Working well under the pressure

EXPERIENCES

Kongresové centrum Zlín	Zlín, CZ
<i>Usherette</i>	10/2016-present
B – Inside	Zlín, CZ
<i>Telephone operator</i>	8/2017-1/2018
Indicie Financial	Zlín, CZ
<i>Accounting Assistant</i>	10/2014-10/ 2015
Wimers Zlín	Zlín, CZ
<i>Administrative assistant</i>	3/2015-6/2015

EDUCATION

Tomas Bata University	2015-present
<i>English for Business Administration</i>	
Tomas Bata Business Academy	2010-2014
<i>Maturita examination</i>	

My references are available on request.

APPENDIX P II: QUESTIONNAIRES

Průzkum pro založení designové kavárny – dotazník pro veřejnost

Ahoj, v rámci své bakalářské práce rozvíjím koncept kavárny/galerie, která má propojit veřejnost ve Zlíně s produkty studentů FMK. Tato kavárna má sloužit také k přednáškám zaměřeným na design a rozšířit tak komunitu a povědomí v této oblasti. Ráda bych Vás touto cestou poprosila o vyplnění krátkého dotazníku, který mi při mé práci výrazně pomůže.

Jak často navštěvujete kavárny?

- Vůbec
- Jednou za měsíc
- Několikrát za měsíc
- Několikrát za týden
- Každý den

Co si v kavárně dáváte nejčastěji? (více možností)

- Kávu
- Čaj
- Alkohol
- Ovocný koktejl
- Slaná jídla (wraps, pity, crêpes, obložené pečivo)
- Dezerty a moučníky
- Jiné:

Jakou peněžní částku jste ochotni v kavárně celkem utratit?

- 0-100 Kč
- 101-200 Kč
- 201-300 Kč
- 301-400 Kč
- 401 Kč a více

Kterou z uvedených kaváren ve Zlíně navštěvujete nejčastěji? (více možností)

- Mr. Coffee
- Kafec Zlínský
- Café malá scéna
- Masters of Rock Café
- Moje Dílna
- Kavárna Továrna
- Café Archa
- Jiné:

Uvítali byste ve Zlíně kavárnu, kde byste si mohli od autorů na zakázku nechat zhotovit např. různé dekorativní předměty či židli, na které třeba zrovna v kavárně sedíte?

- Ano
- Ne, nic mi to neříká

Pokud ano, o jaké produkty byste měli zájem?

- Nábytek
- Doplnky do interiéru/exteriéru
- Sklo
- Jiné:

Uvítali byste, kdyby se v kavárně pořádaly přehlídky produktů, přednášky o designu, či workshopy pořádané studenty či uznávanými designéry?

- Ano, velmi mne to zajímá
- Spíše ano, záleželo by na přednášených tématech
- Ne

Jaká témata ohledně designu vás zajímají? (více možností)

- Design interiéru
- Výroba z porcelánu
- Výroba nábytku
- Sklo

Jiné:

Jaký je váš věk?

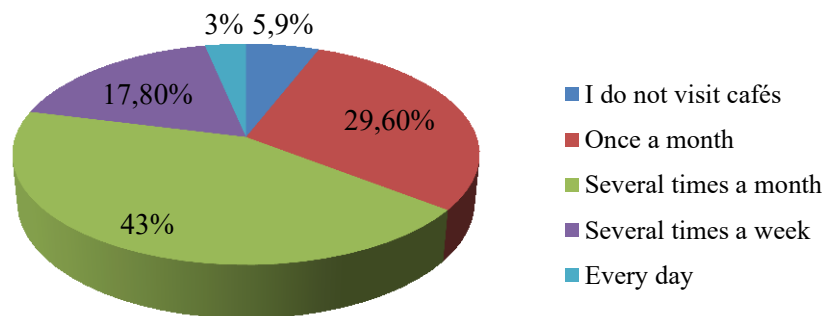
- 15-20 let
- 21-30 let
- 31-40 let
- 41-50 let
- 50 let a více

Jaké je vaše pohlaví?

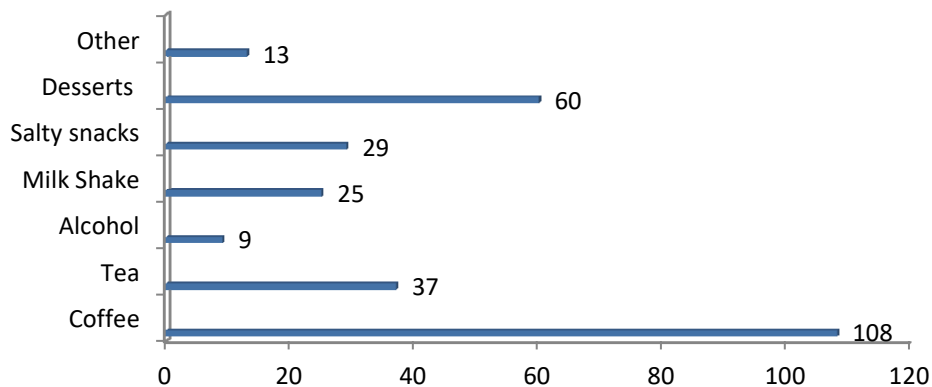
- Muž
- Žena

Evaluation of the questionnaire:

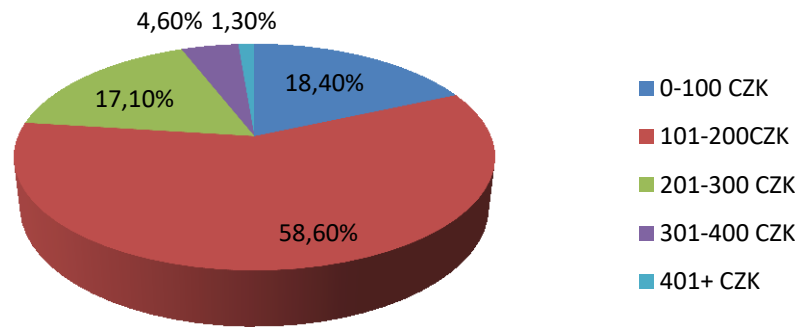
How often do you visit cafés?



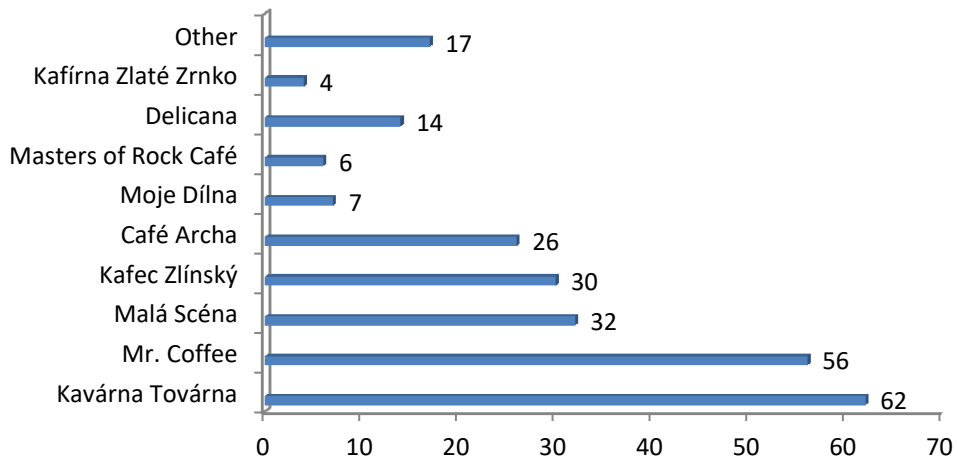
What do you usually order in a café?



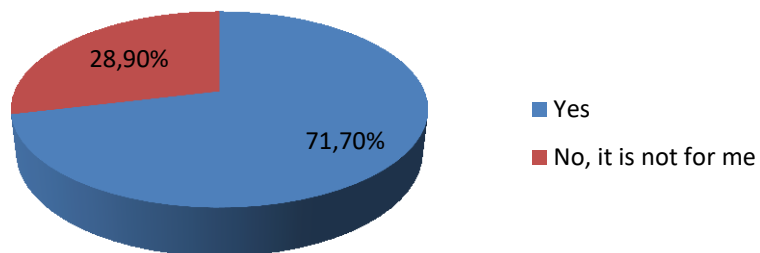
How much money are you willing to spent in a café?



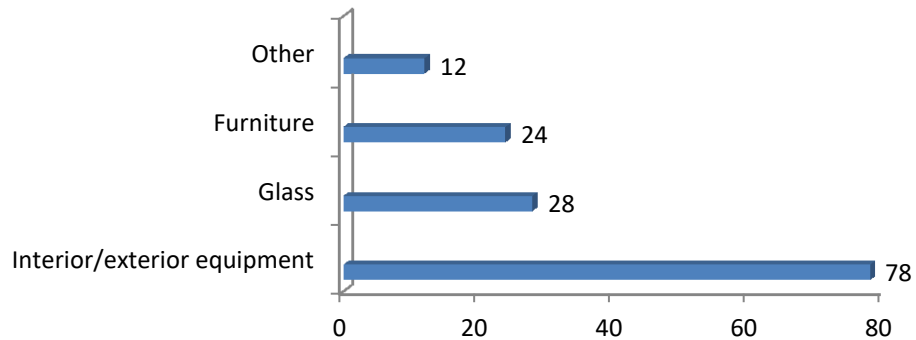
Which of the following cafés do you visit the most?



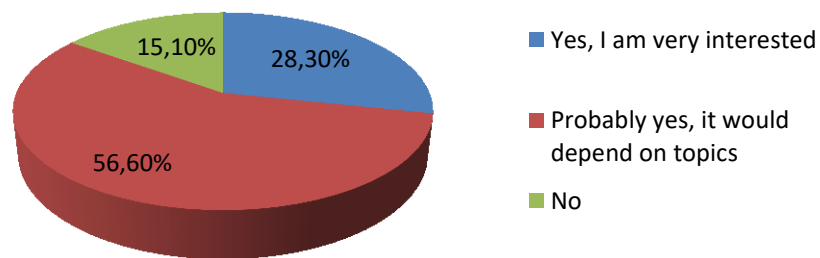
Would you appreciate a place where you can order custom-made design products?



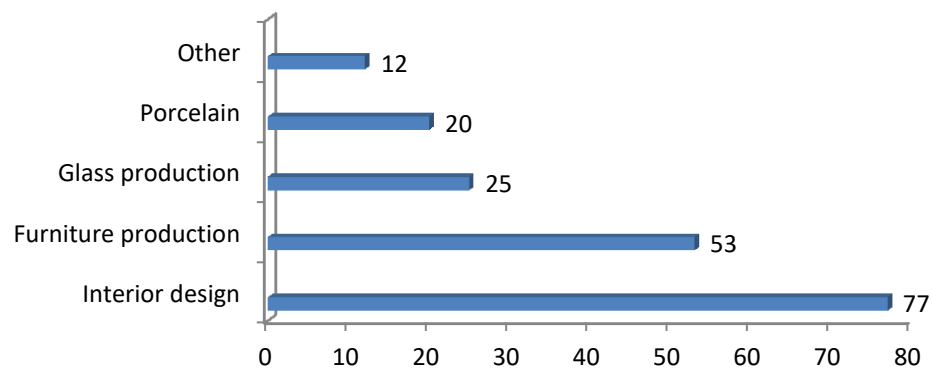
If so, in what products will you be interested in?

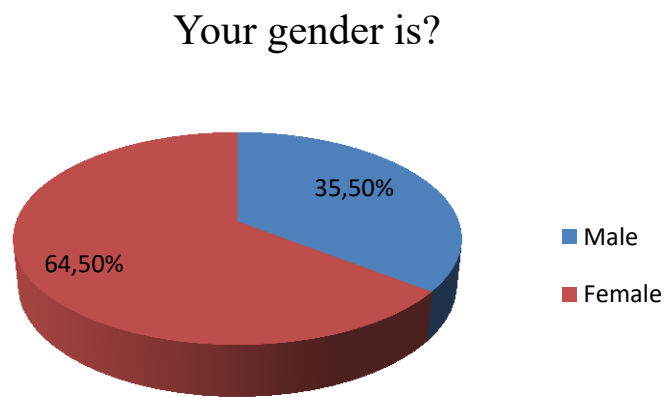
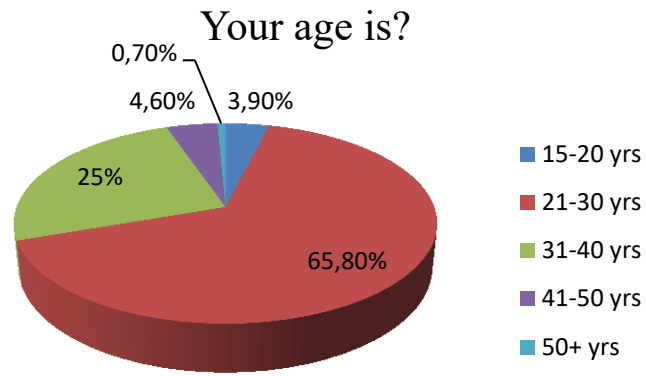


Would you appreciate a place where students and designers organize lectures and workshops about design?



In what topics about design are you interested in?





Průzkum pro založení designové kavárny – dotazník pro studenty FMK

Ahoj, v rámci své bakalářské práce rozvíjím koncept kavárny/galerie, která má propojit veřejnost ve Zlíně s produkty studentů FMK. Tato kavárna má sloužit také k přednáškám zaměřeným na design a rozšířit tak komunitu a povědomí v této oblasti. Ráda bych Vás touto cestou poprosila o vyplnění krátkého dotazníku, který mi při mé práci výrazně pomůže.

Jaký obor studujete?

- Průmyslový design
- Produktový design
- Jiné:

V jakém ročníku právě jste?

- Vaše odpověď

Jaké produkty zpracováváte? (více možností)

- Nábytek
- Doplnky do interiéru/exteriéru
- Sklo
- Svítidla
- Jiné:

Ocenili byste ve Zlíně místo, kde by lidé mohli vidět vaše práce a případně si je objednat na zakázku?

- Ano
- Ne

Uveďte prosím alespoň tři produkty, které byste rádi vystavovali:

- Vaše odpověď

Měli byste zájem pořádat v kavárně pravidelné přednášky nebo workshopy zaměřené na aktuální design trendy apod.?

- Ano
- Ne

Ocenili byste, kdyby kavárna sloužila jako místo pro závěrečné obhajoby?

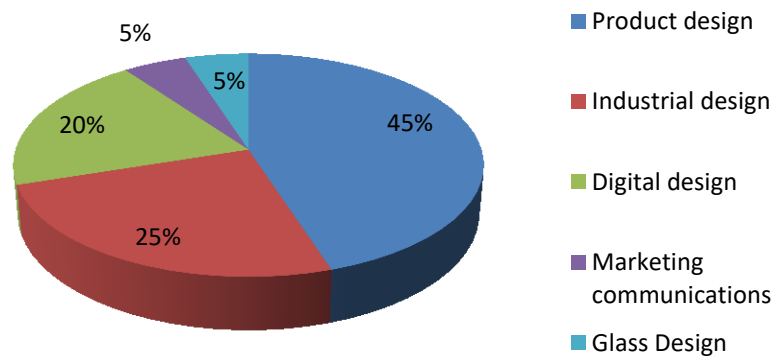
- Ano
- Ne

Napište alespoň tři věci, které by podle vás neměly v takové kavárně chybět:

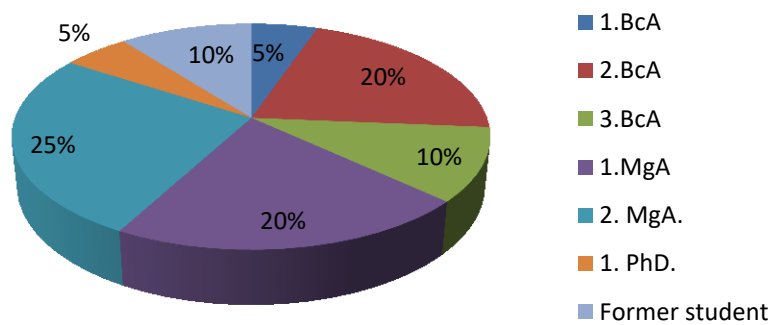
- Vaše odpověď

Evaluation of the questionnaire:

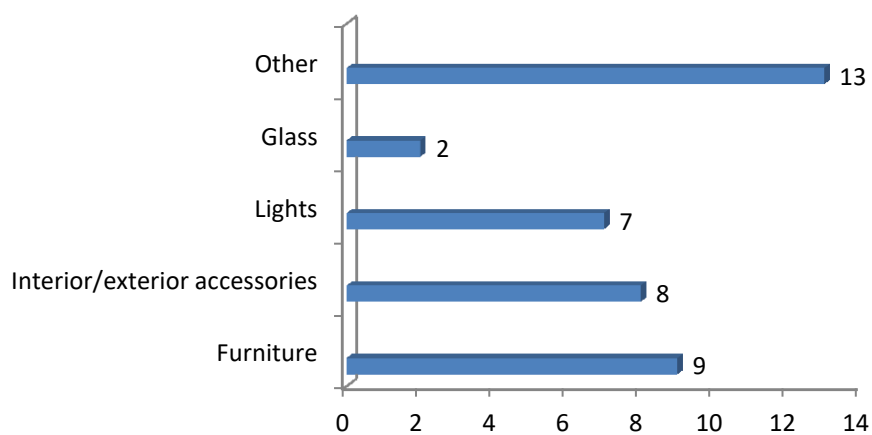
Which study field do you study?



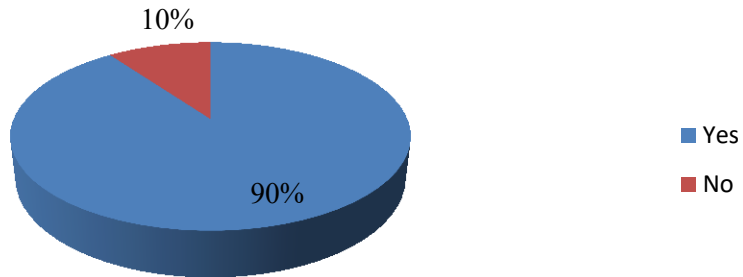
Which year do you study?



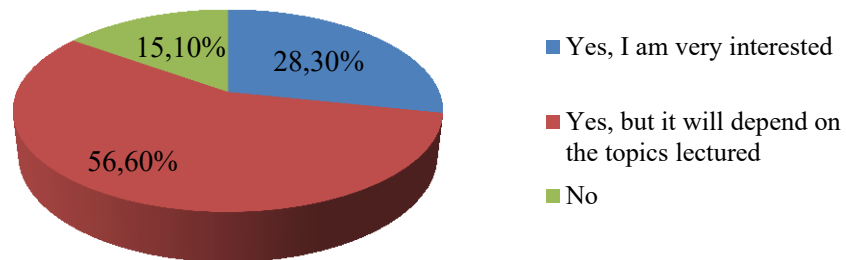
Which products do you create?



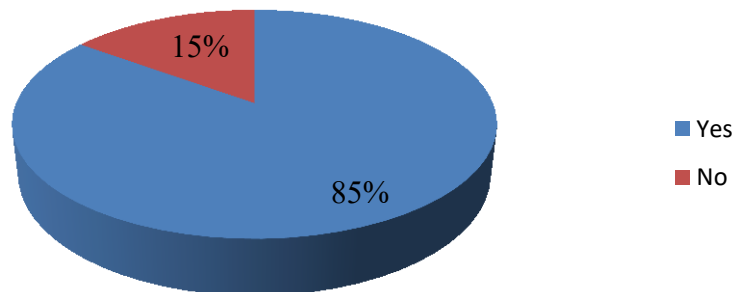
Would you appreciate a place where customers can see your products or eventually can order them a custom-made?



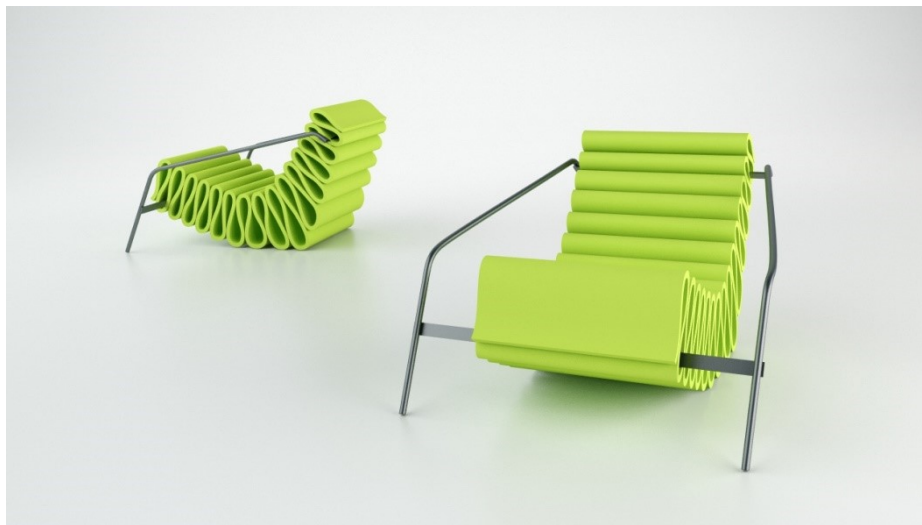
Would you find organizing lectures about design in the café interesting?



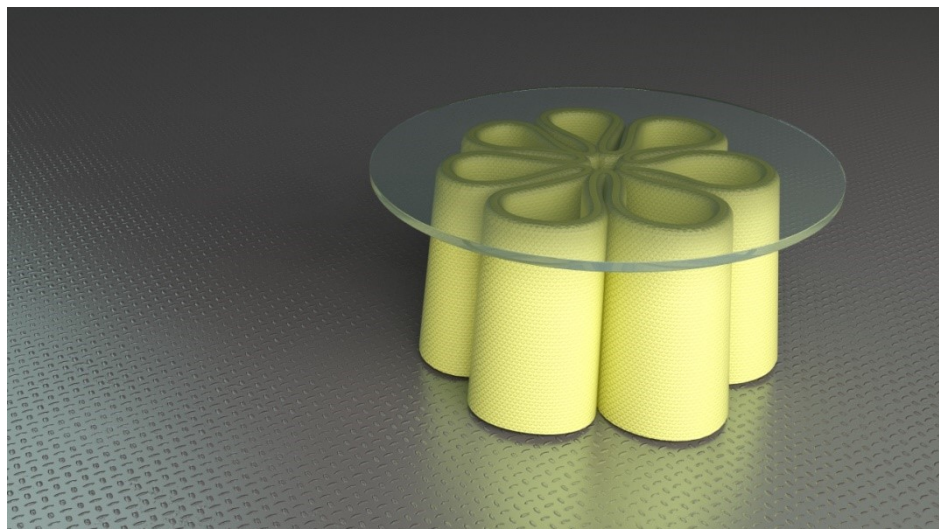
Would you appreciate if the café will serve as a place for final theses defenses?



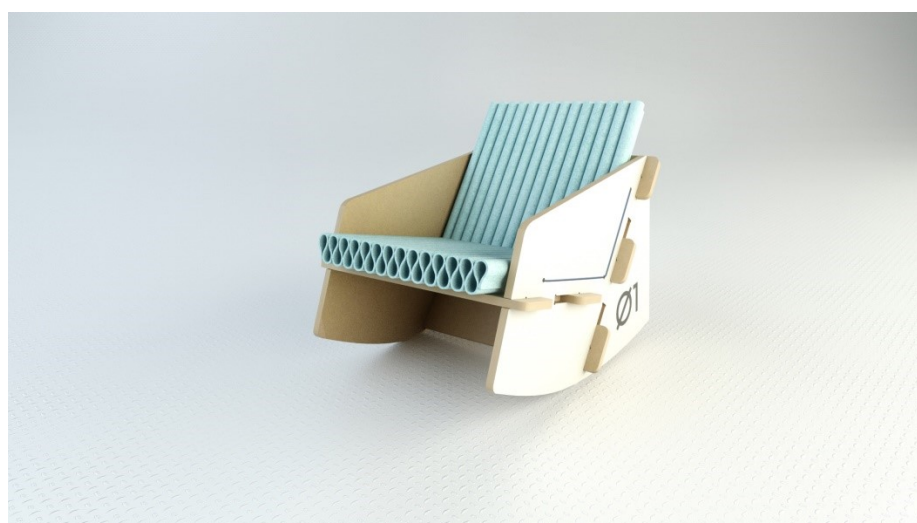
APPENDIX P III: PRODUCT SAMPLES



Sample 1: Lounger (Frederik Dedik, FMC student)



Sample 2: Table (Frederik Dedik, FMC student)



Sample 3: Rocking chair (Frederik Dedik, FMC student)



Sample 4: Cartoon chair (Frederik Dedik, FMC student)



Sample 5: Chess set (Frederik Dedik, FMC student)



Sample 6: "Magic foam" (Frederik Dedik, FMC student)



*Sample 7: "Lázeňský pohárek TO"
(Daniel Szöllösi, FMC student)*



Sample 8: Multifunctional clothes hanger (Frederik Dedik, FMC student)