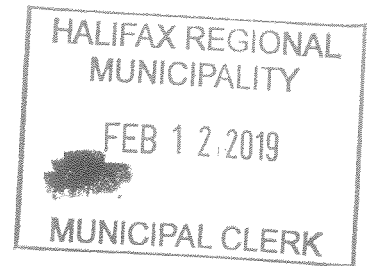


The Point Coffee Shop



Executive Summary

The Point coffee shop is determined to become a daily necessity for local coffee addicts, a place to dream of as you try to escape the daily stresses of life and just a comfortable place to meet your friends before heading for a walk at the park or stop for your dog treats, all in one. With the growing demand for high-quality gourmet coffee and great service, The Point will capitalize on its proximity to the Point Pleasant Park visitors to build a core group of repeat customers. The Point will offer its customers the best prepared coffee in the area that will be complimented with pastries.

The Coffee shop will operate in a 20-foot container next to the Point Pleasant Park parking lot and within a walking distance from main park entrance. The owner is looking to secure this location through a three-year lease with an option for extending.

Keys to Success

The keys to success will be:

- Store design that will be both visually attractive to customers, and designed for fast and efficient operations.
- Product quality: Food, coffee-based beverages, and gelato ice cream are our products. They must be of the high quality and value.
- Employee training to insure the best coffee preparation techniques.
- Marketing strategies aimed to build a solid base of loyal customers.
- Sustainability:

- *Coffee Cups:* The thermal cover is made of recycled content and the lid is 100% recyclable. It is working with manufacturers to try to create a cup that can be recycled anywhere in the world.
- *Recycling:* recycle as much as they can. Recycle coffee sacks into carpet underlay. Many stores recycle organics waste and coffee grounds to create renewable fuels.
- *Grounds for Grounds:* Customers can request used coffee grounds for free. Can be used in the garden as a natural plant fertilizer or to add to a compost pile.
- *Machines:* Machines are turned off when not needed to reduce carbon emissions.

Mission

The Point will make its best effort to create a unique place where customers can socialize with each other in a comfortable and relaxing environment while enjoying the best brewed coffee or espresso and pastries in town. We will be in the business of helping our customers to relieve their daily stresses by providing piece of mind through great ambience, convenient location, friendly customer service, and products of consistently high quality. The Point will invest its profits to increase the employee satisfaction while providing stable return to its shareholder.

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