

THE POINT COFFEE SHOP

AT POINT PLEASANT PARK



WHY A COFFEE SHOP AT POINT PLEASANT PARK?

1. There is a strong demand for a coffee shop at Point Pleasant Park that can serve the daily and tourist visitors.
2. The need for a place for people to meet, gather and enjoy the park experience.
3. Make Point Pleasant park a new coffee meeting point and destination
4. Enhance the experience for pets and their owners
5. A new Gelato Ice-cream destination.

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 coffee and great service, the Point will offer its customers the best prepared coffee in the area.
- The Coffee shop will operate in a 20-foot container next to the Point Pleasant Park parking lot and within a walking distance from the main park entrance.

OUR MISSION

- To set and maintain the highest standard of quality and ethics in everything we do
- To provide perfect, delicious coffee products, gelato ice cream, organic dogs treats and excellent, reliable services to our customers
- To earn the trust of our customers, employees, partners and our community and to contribute to good development and prosperity
- To inspire and to connect people

VISION

- To be established and trusted as the perfect coffee business partner
- To be a leader in innovation, service and quality
- To be among the most admired and respected companies in our industry
- To be the leader in our markets

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.
- Employee training to insure the best coffee preparation techniques.
- Marketing strategies aimed to build a solid base of loyal customers.
- The sustainability strategic plan.



COFFEE
BOX

THE POINT COFFEE

Hot Coffee		Pastries	
Latte	\$2.75	Chocolate	\$2.50
Cappuccino	\$2.75	Apple Pie	\$2.50
Latte	\$2.75	Blueberry	\$2.50
Hot Chocolate	\$2.75	Strawberry	\$2.50
Frappé	\$2.75	Vanilla	\$2.50
Tea	\$2.50	Cherry	\$2.50

Hot Chocolate		Syrup	
Hot Chocolate	\$2.75	Vanilla	\$1.50
Hot Chocolate	\$2.75	Chocolate	\$1.50
Hot Chocolate	\$2.75	Strawberry	\$1.50
Hot Chocolate	\$2.75	Blueberry	\$1.50
Hot Chocolate	\$2.75	Apple Pie	\$1.50
Hot Chocolate	\$2.75	Cherry	\$1.50



FARMHOUSE ICE CREAM

Vanilla	Small \$1.50
Strawberry	Small \$1.50
Chocolate	Small \$1.50
Flour	Small \$1.50
Homemade	Small \$1.50
Brown Butter	Small \$1.50
Local Honey	Small \$1.50



PRODUCTS

- ❖ The Point will offer its customers the best tasting coffee beverages in the area. This will be achieved by using high-quality ingredients and strictly following preparation guidelines.



- ❖ The menu of The Point will be built around espresso-based coffee drinks such as lattes, mochas, cappuccinos, etc. Along with brewed coffee and teas.

BUBBLE
GUM



VANILLA



STRAWBERRY



PISTACHIO



MINT



MANGO



LEMON



HAZELNUT



GRAN
STRACCIATELA



COCONUT



CHOCOLATE
HAZELNUT



CHOCOLATE



CARAMELLATTE



CAPPUCCINO



ORGANIC DOGS TREATS



BUYING PATTERNS

- ❖ The major reason for the customers to return to a specific coffee shop is a great tasting coffee, quick service and pleasant atmosphere. Coffee consumption is uniform across different income segments, that why The Point will price its product offerings competitively. We strongly believe that selling coffee with a great service at the Park will help us build a strong base of loyal clients.

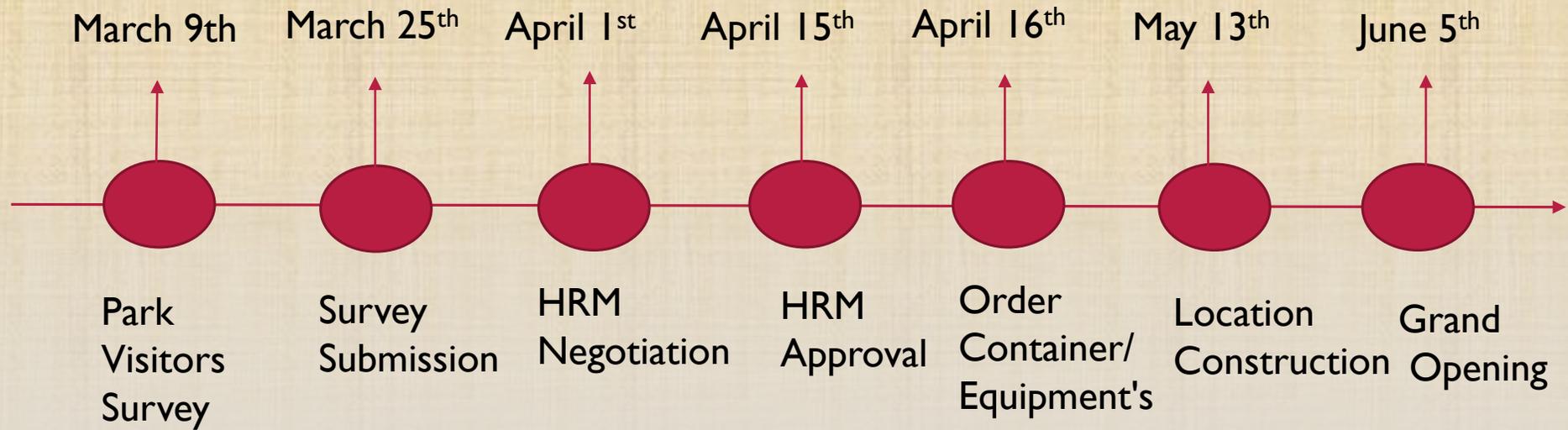
TERM AND HOURS

- The Point will operate for **8 months** from (**April- December**)
- Operating hours for the **Winter**:
 - Weekdays 7 am – 5pm
 - Weekends 7 am – 7 pm
- Operating hours for the **Summer**:
 - All week 7 am – 8 pm

CREATING A SUSTAINABLE COFFEE SHOP

- Environment: Water Saving; Workplace Resources; Waste Management; Energy Efficiency.
- Society: Community Engagement; Treating People Fairly; Healthy Eating; Responsible Marketing
- Sourcing: Environmental Positive Farming; Local & Seasonal; **Fair Trade**
- Disposable Cups
- Reusable cups- Discount offered
- 15 Recycling bins around the park
- Community cleaning day

TIMELINE



OUR ASK

**We hope to receive a
recommendation from the Point
Pleasant Park Advisory Committee**

WISH LIST



Q & A

