

Concordia University



Project Proposal

INTE 290

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PROJECT DESCRIPTION

Green Café is a coffeehouse primarily dedicated to ensuring its customers receive nothing but the finest, healthiest, environmentally friendly coffee available to them. Made with 100% certified organic



Source: Arabica Bean. Digital image. Vox Caffè. N.p., n.d. Web. 15



Source: Coffee Shop. Digital image. Her Campus. N.p., n.d. Web. 15 Oct. 2015.

the heart of downtown Montreal in close proximity to a number of academic institutions, it will also act as the ideal place for students to come and study.

Oct. 2015.
coffee beans harvested from the Arabica plant, Green Café also aims to ensure that its customers are able to obtain this without having to compromise quality and taste. Furthermore, as the coffeehouse will be located in

TIMELINE AND DELIVERABLES

The estimated period of time needed to complete this project is four months.

In this time, the lease for the location will be signed, the menu will be

designed, and the store will be built according to the desired specifications.

TIMELINE FOR GREEN CAFÉ

October

- Select location
- Sign lease
- Begin renovations
- Design menu

November

- Begin raising brand awareness
- Purchase supplies and equipment

December

- Hire and train staff
- Furnish the coffeehouse

January

- Purchase inventory
- Open doors to coffeehouse

LOCATION OF THE PROSPECTIVE BUSINESS

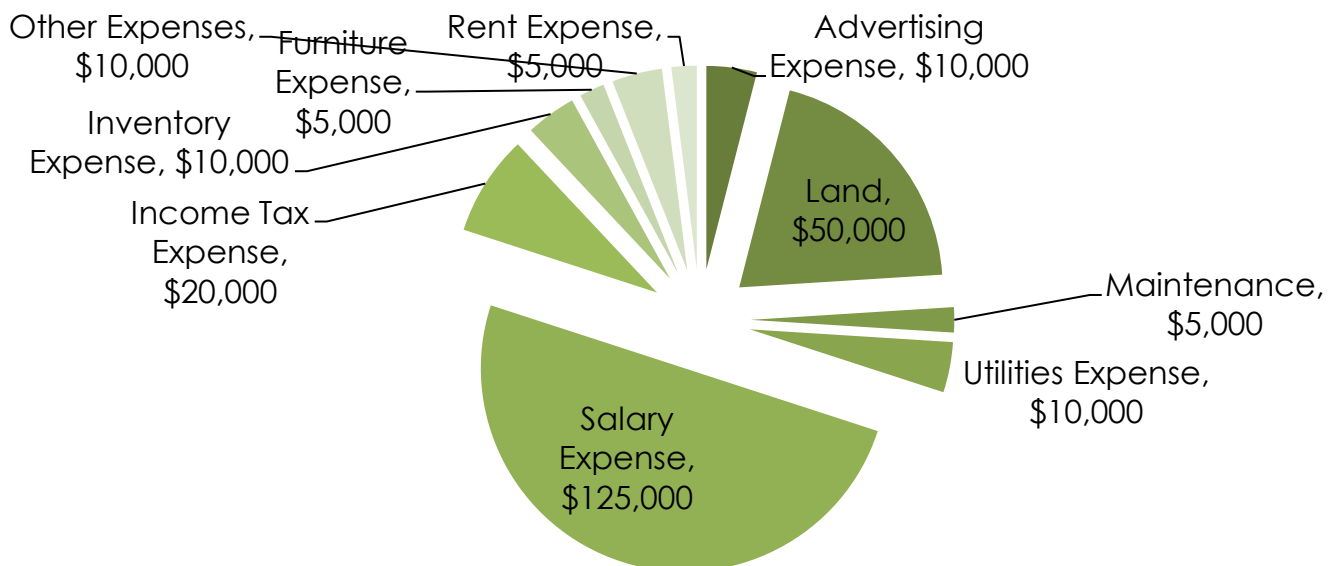


Source: Artisan Exterior. Digital image. InSharePics. N.p.,
n.d. Web. 15 Oct. 2015.

As previously mentioned, Green Café is set to be located in the heart of downtown Montreal in close proximity to a number of academic institutions. The building itself is a former bar that has been put up for lease since closing. It has a single floor that can easily be renovated to meet the desired specifications of the coffeehouse, as well as a basement that can be used for storage.

BUDGET

The total budget for this project is approximately \$250,000. This amount will be divided in order to cover the initial operating expenses needed to open the business, including the cost of rent, maintenance, utilities, etc.



POTENTIAL VALUE OF

Green Café differs from other coffeehouses in the sense that its main focus is not only the wellbeing of its customers, but the wellbeing of the ecosystems of the



Source: Environment. Digital image. AgriSolar Solutions. N.p., n.d. Web. 15 Oct. 2015.

THE BUSINESS

from other coffeehouses in the sense that its main focus is not only the wellbeing of its customers, but the wellbeing of the ecosystems of the Earth as well. That

being said, Green Café is sure to be a positive addition to the community, as it will prove to be beneficial to those who are conscious of their health, as well as the planet's natural environment.

BIBLIOGRAPHY

Arabica Bean. Digital image. *Vox Caffè*. N.p., n.d. Web. 15 Oct. 2015.

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