

# Coffee Shop Business Plan - Starting a Coffee Shop and Making it Profitable

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If you're thinking about [starting a coffee shop](#) in your neighborhood, then you'll find this article to be helpful.

The first thing you need to do is learn from others. There is no point in reinventing the wheel. See what other franchises have done to achieve their success. You might want to look at places like Dunkin Donuts and Starbucks to help you come up with your own coffee shop business plan.

## Check Out Your Competition

For starters, actually go to your competition. It will really help in creating your business plan. I know this doesn't sound like something you're going to enjoy doing, but consider it research. Go look and see how they have their establishments setup. See what kind of menus they have. A coffee shop is more than just coffee. The more competition you check out, the better an idea you'll have of how to compete.

## Study Their Ad Campaigns

Next, you want to study their ad campaigns to get a feel for their marketing plan. Everybody advertises differently based on their USP, but they all do have things in common. Look for those similarities. There are some basic things that you're going to want to convey to your target market and include in your [coffee shop business plan](#).