



# Never Alone

YOU WILL  
NEVER BE  
ALONE WITH  
US

Coffee and books delivery

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## What the guidelines include

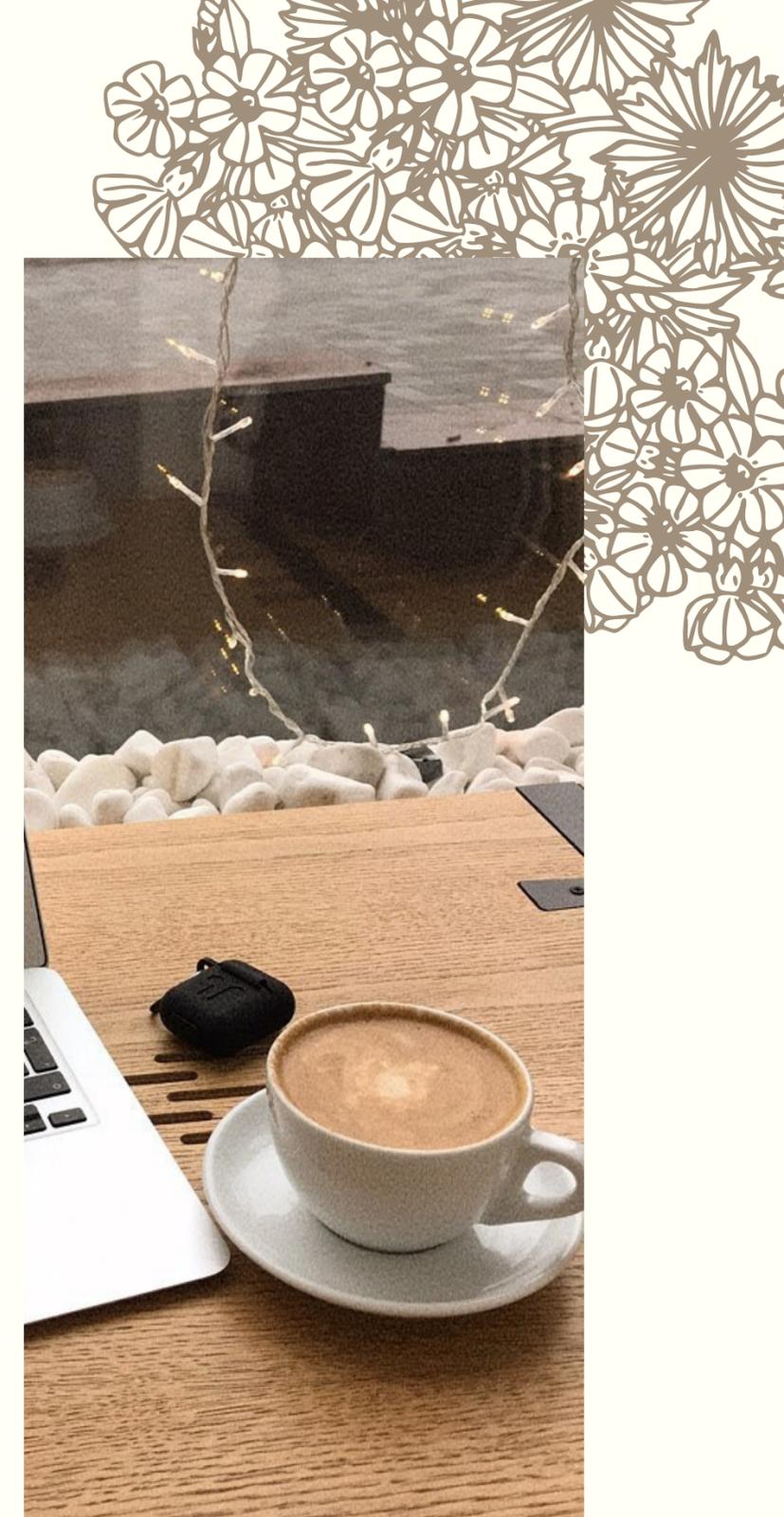
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The Never Alone Brand Identity  
Our Brand Strategy  
Some statistical information  
Our Advantages  
How does it work?

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## What our brand stands for

Now, in the age of COVID-19 pandemic many people started to feel themselves bad. People just staying at home, often alone, working and watching tv-series or movies. I asked my friends and they said that their life became bored. But I found something, that will make our days better



The background of the image is a dense, repeating pattern of coffee beans. The beans are a light brown or tan color, and they are arranged in a way that creates a textured, almost abstract pattern. The lighting is soft, highlighting the natural creases and curves of the beans.

# COFFEE

[kaw-fee] Noun

a hot drink made from the  
roasted and ground seeds  
(coffee beans) of a tropical  
shrub.



## THE PURPOSE

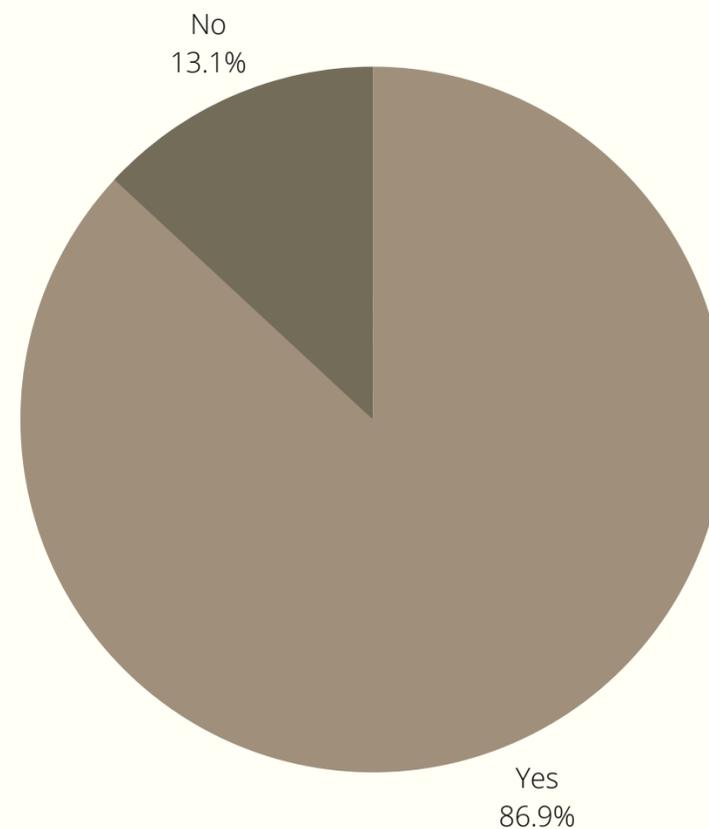
My company established with the purpose of enclosing more people to everyday reading. Every person could find time to drink coffee, so why we can't combine good drink and new knowledge?



# Some Statistical Information

According to survey 86,9% people love coffee against 13,1% who don't like it

Do you like coffee?



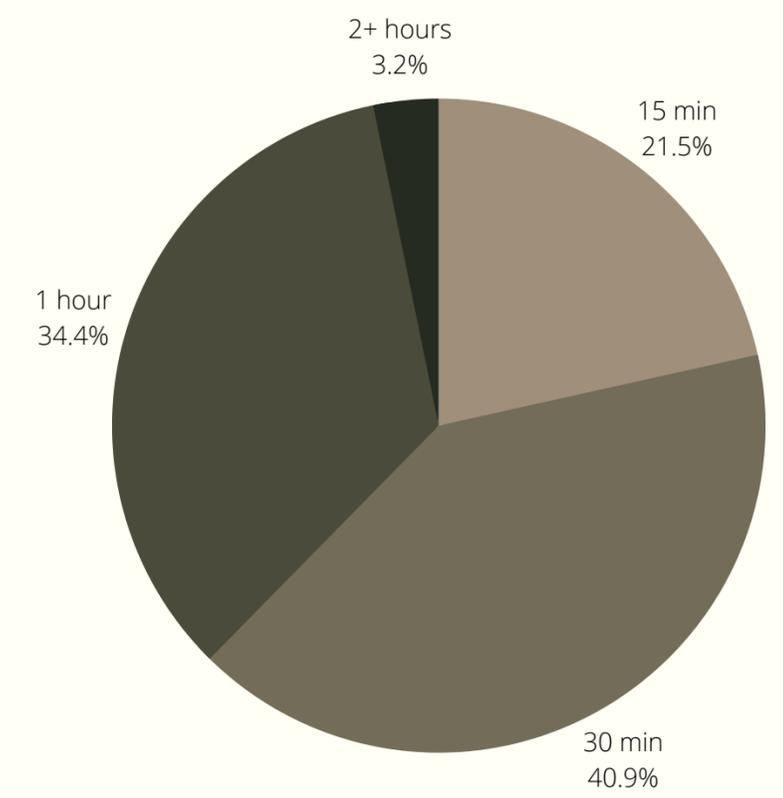
According to the results of survey conducted by the evaluation team to 61 persons



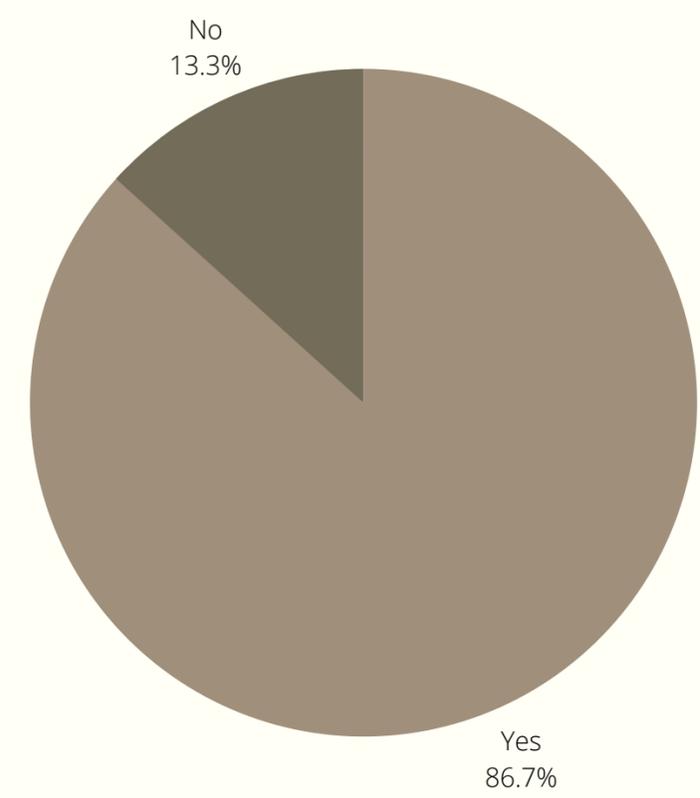
# Some Statistical Information

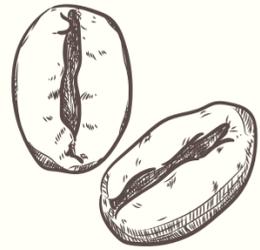
According to survey 86,7% people want to read more and 48,4% read less than 30 minutes per day.

How much time do you usually spend on reading per day?

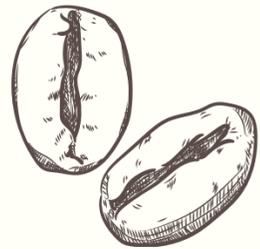


Do you want to read more?

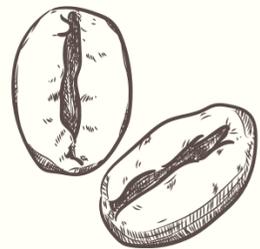




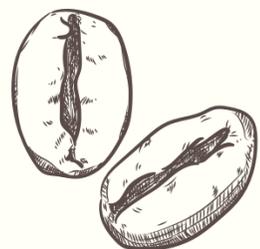
Every month you will receive a different package of high-quality coffee. You don't have to be worried where to find good beans in your city



Except coffee you will receive a good book. You won't know what exactly book it will be, but it will meet preferences.



You could choose the size of the package and how many months you want to receive it. The more months you will pay for, the less it will cost



We could send you beans or we could grind it according you taste.

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OUR ADVANTAGES

# HOW DOES IT WORK?

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## FIRST STEP: REGISTRATION

customer fills in questionnaire, writes about his/her hobbies, how many hours per day he/she wants to read and how many months he/she wants to receive our boxes.

## SECOND STEP: PAYMENT

customer pays for the period of the subscription, and chooses way of delivery.

## THIRD STEP: BOX PREPARING

our system chooses the best book according to customer's preferences. Then we choose coffee that will be best for customer's brewing equipment, and grind it if client wants.

## LAST STEP: DELIVERY

at the end of the month (25-28 day) box goes to the customer's house, thus, every month client starts with new coffee and interesting book.

# WHY "NEVER ALONE"

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I am absolutely sure, that books help surviving in difficult times. Every time I was sad, I started to read Russian classics and all my problems were going away. I don't have many friends, so books become the closest friends for me. People used to be addicted to other people, but I believe, that we could feel good with ourselves. Furthermore, I love coffee and can't imagine my day without it. It is my addiction for many years and I think that good coffee beans could help us in finding new tastes. Coffee is my every day's magic ritual.



# MODELING

<https://investor.starbucks.com/ir-home/default.aspx>

I think, That Starbucks is a good idea because firstly, they use beans delivery and secondly, after CoVid time I want to open my own coffeeshop

<https://farmerbrothers.gcs-web.com/corporate-profile>

Here I can order coffee to sell through my delivery

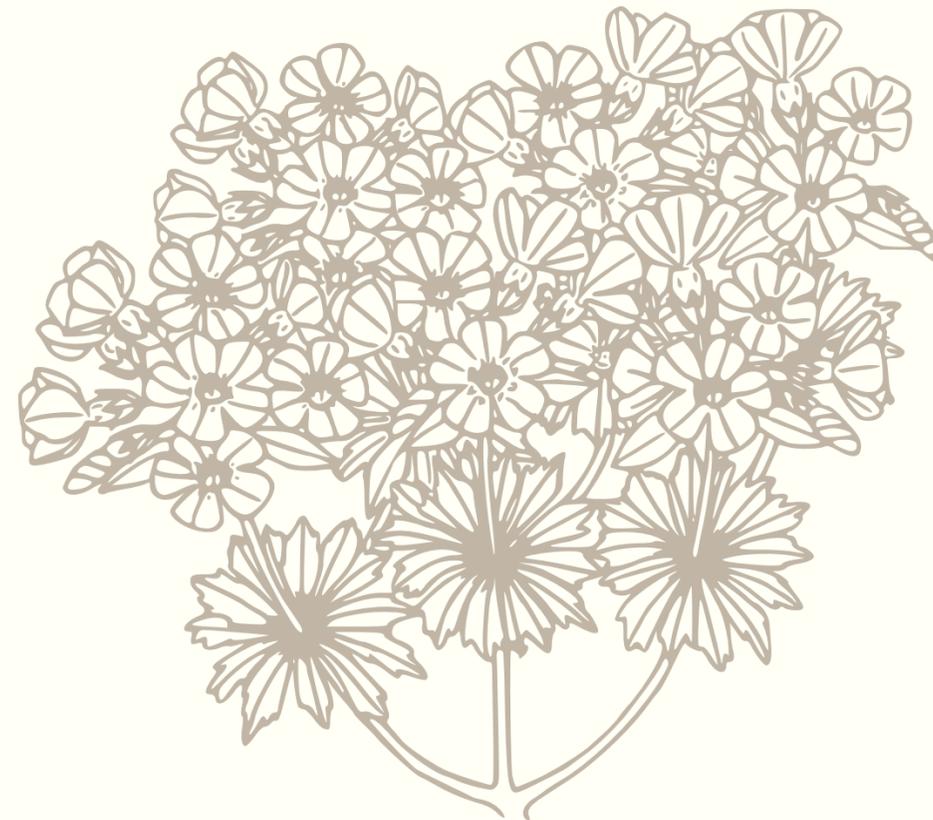
<https://thebarn.de/pages/wholesale-application>

This company is one of my favourite and it will be really cool to work with them. Their coffee is always high quality.

# GOAL SETTINGS

HOW WILL OTHER PEOPLE KNOW YOU HAVE WHAT YOU ASPIRED FOR? WHAT KIND OF CRITERIA ARE THEY LIKELY TO USE WHEN APPRAISING YOUR ACHIEVEMENT?

I want to make my coffeeshops famous enough, to make people visiting my places. Furthermore, I want to be published in coffee magazines.



WHAT EXACTLY DO YOU WANT IN 5 YEARS FROM NOW? WHAT KIND OF STATE, POSITION OR SITUATION DO YOU WANT TO FIND YOURSELF IN?

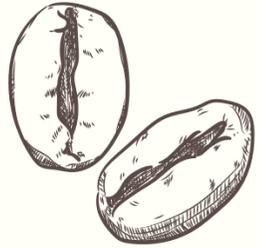
I think it will be really good to open a couple points of my coffee shops in the Europe and to start a worldwide subscription and delivery. Also I want to collaborate with new coffee roasters to find new tastes.

HOW WILL YOU KNOW YOU WILL HAVE REACHED WHAT YOU WANT? WHAT KIND OF BENCHMARKS, METRICS OR CONFIRMATIONS WILL YOU USE TO SAY: 'I HAVE WHAT I WANTED TO HAVE?'

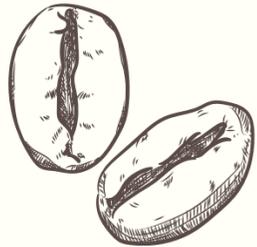
I want to buy places where I can start coffee shops. Also, I want to have enough money to travel enough to visit coffee farms, so I can taste new coffee and choose only the best beans on my own.



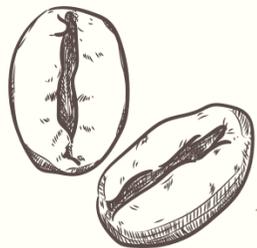
# Risk assessment



Assuming that I start this manufacturing business now, in 5 years I want to start a worldwide subscription and delivery.



I need to have a steady cash flow to buy or rent places where I can start coffee shops. If I have a steady cash flow, I will know that my business is profitable and I am ready to open off-line location.



I need to have enough money to travel enough to visit coffee farms, so I can taste new coffee and choose only the best beans on my own





The mirroring adverse events are:

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Starting a worldwide subscription and delivery <  
> Adverse events:

Low demand for this type of subscription  
Heavy competition  
Unattractive prices for logistic services for far countries (such as USA, East countries, Africa and Australia)

Steady cash flow < > Adverse events:  
Failure to assure steady net profit after tax, raw material costs and logistic services (such as coffee beans, packages, delivery etc)



# PROBABILITY AND MAGNITUDE

## Low demand for this type of subscription

. Low probability, big magnitude. Because of Covid-19 people reduce their visits to off-line coffee shops and started to order coffee online. So now it is high demand for home delivery.

## Unattractive prices for logistic services for far countries (such as USA, East countries, Africa and Australia)

High probability, High magnitude. Because high prices for logistic services customers more likely will find domestic subscription companies. If people won't make orders, we will lost a big part of income, that will damage our company.

## Heavy competition

High probability, low magnitude. Because of competition it is difficult to be first in our field, but competition make us to create something new that will attract clients.

## Failure to assure steady net profit after tax, raw material costs and logistic services (such as coffee beans, packages, delivery etc)

Low probability, Low magnitude. We could use pre-order to understand how much people want to subscribe. Thus, we can order as much beans and books from our suppliers. Another side is that demand will be less than minimal order from our suppliers. In this situation we can start pre-order for as many months as help us to meet the expenses.



## The management of my risks

I can hedge. In parallel to investing in the coffee and books subscription, I can invest in low price coffee beans that I can sale to coffeeshops at a higher price separately from my mane business (subscription)

## The value of my risk:

My risk is related to cash flow and number of orders.

How much capital am I willing to put into hedging (with investment in coffee beans), in order to counter the possible loss of cash flow?

enough capital to produce the inequality 'Count of coffee beans orders  $\geq$  Operational cash flow at risk'



# PLANNING

## Best case:

.In the best case I have enough clients and my income bigger than all material and delivery costs. Thus, I have enough money to open off-line location after covid-time, and I have money to travel and find best beans all over the world. Furthermore I have clients all over the world.

## Worst case:

My net income is less than material costs. I don't have enough clients to cover all expenses. I can't open off-line place and I don't have clients from foreign countries because high delivery price.

## Critical moments:

looking for clients;  
setting affordable prices;  
making good advertisement to attract clients all over the world;  
don't buy more materials than clients want to buy.



# PLAN MY RESOURCES

What kind of resources do I need to have the best-case scenario come into life?



Money



Good advertisement



Agreement with logistic company for the best prices for delivery



Completion of Covid-19

What kind of resources I need to avoid the worst-case scenario?



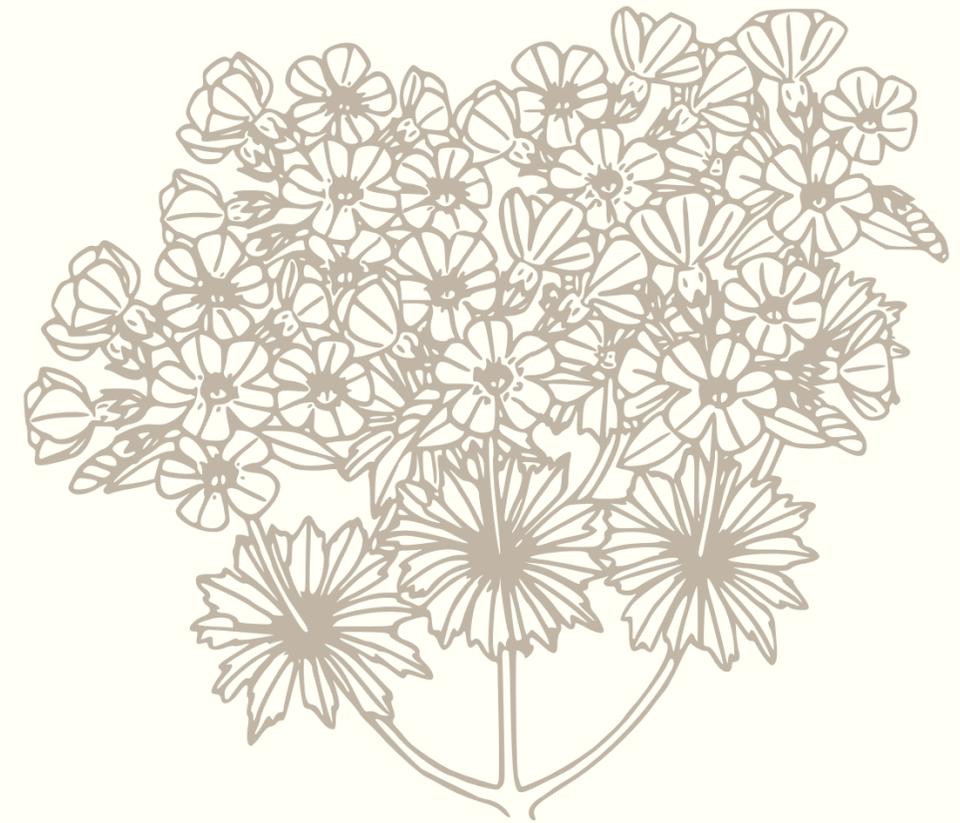
Money



# MY GOALS AND MY RISKS - A REMINDER

MY MAJOR RISK CONSIST IN LOW NUMBER OF CLIENTS, AND THUS FAILING TO GENERATE STRONG POSITIVE CASH-FLOW THAT WILL HELP ME GOING FORWARD THROUGH MY BUSINESS PLAN.

I WANT TO START A COFFEE BEANS AND BOOKS SUBSCRIPTION, WITH STRONG OPERATIONAL CASH-FLAW. OPERATIONAL SHOULD BE HEDGED THROUGH THE RESALE LOW-COST COFFEE BEANS TO OTHER COFFEE SHOPS. — THIS IS DESIRED OUTCOME.



THE TIMELINE OF MY PLAN:

I set my goals in perspective of 5 years. Both my goals and my risk factors turn around the operational cash- flow

# Profiling the people I want to work with

Take a business concept:



I want to work with someone, who is emotionally strong enough, who is a quick learner and who really enjoy my business concept.



I need experts in logistic and marketing, but IT-specialist and manager could be quick learners.



For my business concept I need logistics specialists, marketer, IT-specialist and manager.



No, I don't want to work with my family and friends.

## How much control I can give away:



I can share 10% of my business with experts after our successful result of our work, but other people could work as industrial engineers.



For engineers I can offer classical employee contract with result-based bonus.



Business facilitators can become my business partners after successful work together.





# MARKETING

My business concept: Coffee beans and books delivery subscription...



...possibly with some additional equipment for coffee making



My essential market are households or small organisations located all over Poland or all over the globe in future.

## My product:

Boxes with coffee beans packages (250 g or 500g) and different books (3 kinds: fiction, scientific literature or historical literature.).

Customer can order new box every month or place an order for 3 or 6 months

We could offer our customers upselling:

## Two tariffs:

– basic (coffee beans package (250 g) and a book.)

– improved (coffee beans package (500 g) and a book.)

# THE HEADCOUNT OF MY HOUSEHOLD CUSTOMERS:

POLAND: 13 658 000 HOUSEHOLDS IN  
2020

GERMANY: 41 666 700 HOUSEHOLDS IN  
2020

I ASSUME THAT IN 5 YEARS, I CAN  
REACH 20% OF HOUSEHOLDS, THE MOST  
INNOVATIVE ONES.

THAT MEANS MARKET (OF GERMANY  
AND POLAND) \* 10% = 5532470 CLIENTS



# MY OPERATIONAL FINANCIALS



WITH FORMULA OF PERCENTAGE I COULD FIND HOW  
MANY CLIENT I SHOULD HAVE FOR THE BEGINNING TO  
RECEIVE 5532470 IN 5 YEARS:

$$5532470 = A \times (1 + 0,2)^{60}$$

A=99 CLIENTS

SO, I WANT TO RECEIVE ENOUGH MONEY FOR 6 MONTHS WITHOUT ANY PROFIT.

THE LOGIC GROWTH OF MARGIN IS

$P \times Q =$  REVENUE OF MY BUSINESS

MINUS

$VC \times Q =$  THE DIRECT VARIABLE COSTS OF MY PRODUCT SOLD

VC = 1 PACKAGE OF COFFEE + 1 BOOK + 1 CARD

IF EVERY MONTH I WILL HAVE  $A + 0,2A$  IN 6 MONTH I WILL HAVE 247 CLIENTS



## NEXT STEP: I CONTACTED WITH BOOK PUBLISHER

- rabat od cen detalicznych netto to 40%
- faktura wystawiana jest z 30-dniowym terminem płatności
- minimum logistyczne, od którego wysyłamy książki na nasz koszt to 250 zł netto
- prawo zwrotu to 20% zamówień za ostatni rok

AVERAGE PRICE OF THEIR BOOKS IS 40 ZŁ, BUT I CAN RECEIVE 40% DISCOUNT, SO 1 BOOK COSTS 24ZŁ  
VC OF 247 BOOKS = 5928ZŁ

NEXT STEP: I WANT TO ADD A CARD TO EVERY ORDER  
VC OF 247 CARDS = 168,83ZŁ8

**Format**

A6

**Papier**

PO20'285 Woodstock Betulla

285gsm

**Zadruk awers**

CMYK

**Zadruk rewers**

Black

**ilość**

247

Cena

**168,83 zł**

SO, FOR 6 MONTH I HAVE TO RECEIVE 9816,83 ZŁ = 2168, 15 EURO

TAX FOR SMALL BUSINESS IS 19,8%

VC OF 1 BOX = 0,68 ZŁ + 24 ZŁ + 15 ZŁ = 40 ZŁ

THE LOGIC OF GROSS MARGIN

70 ZŁ × 247 = 17290 ZŁ

MINUS

40 ZŁ × 247 = 9880 ZŁ

MINUS

TAX 19,8% OF MARGIN

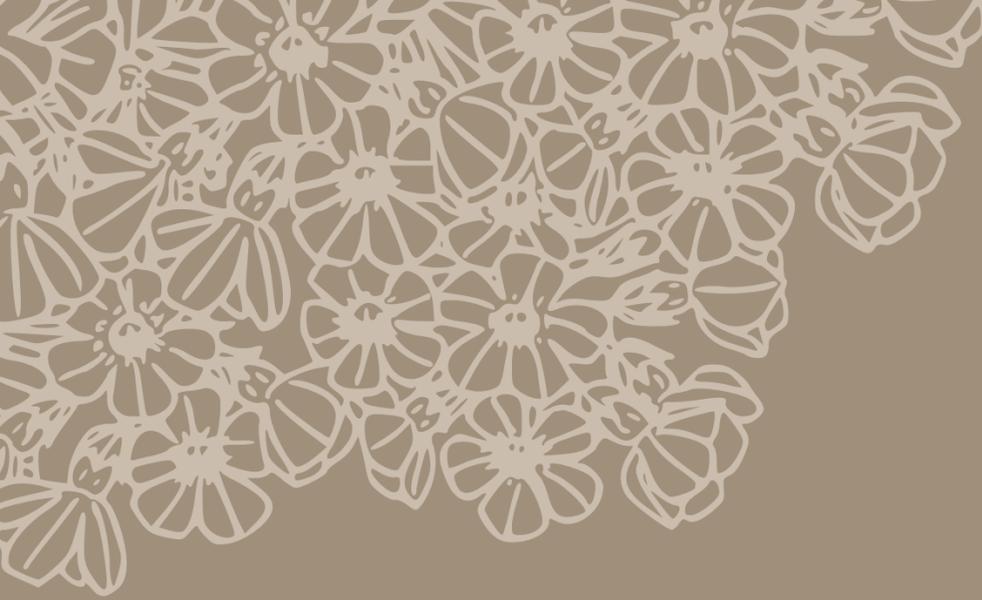
THE GROSS MARGIN IS 5942,82 ZŁ

IN 5 YEARS AVERAGE OF R AROUND 3% TO 7%.

LET'S TAKE 5% DEBT =  $[0,5 * Q * (P - VC) - FC] / [(1+R)^5] = [0,5 *$

$5532470(\text{CLIENTS IN 5 YEARS}) * (70 - 40)] / [(1+0,05)^5] = 65026680 \text{ ZŁ}$





# CONTACT ME

## INSTAGRAM

@lalletinaa

## EMAIL ADDRESS

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neveralonecoffee@gmail.com

## LINK TO MY SURVEY

[https://docs.google.com/forms/d/1q3U00Zut8mQu6cBHjLxktf9DJEuYA7JtJeLW7FIV\\_L8/edit](https://docs.google.com/forms/d/1q3U00Zut8mQu6cBHjLxktf9DJEuYA7JtJeLW7FIV_L8/edit)

