**I MANAGEMENT SUMMARY**  
The purpose of this business plan is to present the profitability of the Caramel Violin startup.  
               Market research shows that the creation of a new cafe will be generally recognized and welcomed by customers. They reported the need for more places to spend their free time and take advantage of the opportunity to rest - it became an impulse for us to work towards satisfying it.  
The company's activity is mainly focused on industries related to the sale of products and offering entertainment services. Cafe customers will have a large selection among the range offered.  
The "caramel violin" cafe will have 9 workstations, 2 main departments and 6 departments directly reporting to them.  
The company's operations will be based on developed principles of strategic and modern (marketing) management. The company will use various forms of advertising and promotion, and has a developed price strategy.  
Thanks to the analysis: SWOT and Porter's five forces - we have the opportunity to use strengths, counteract threats, and have market and competitive orientation.  
         The entire study presents the amount of costs necessary to start a business, divided into: obtaining the necessary permits, utility fees, carrying out repairs, advertising, purchase of equipment, equipment, inventory, etc.  
The business plan also includes the calculated profitability threshold of the project under consideration, the expected income statement, the balance sheet and cash flow in three years.  
All the data obtained support the rightness to undertake this investment. The promising result is the expected, achieved profit, the level of which increases from year to year in the subsequent years of the cafe's operation.  
  
  
  
  
  
  
**II. COMPANY CHARACTERISTICS**  
  
2.1. company name  
"Caramel Violin" Cafe  
2.2. Form of the property  
The "Caramel Violin" cafe will be established as a civil law partnership. It will operate on the basis of the Act of 28 December 1998 on business activities and will be governed by the provisions of the Civil Code. The cafe will be reported to the Economic Register at the Commune Office in Katowice on December 1, 2001.  
The company's activities will be undertaken on the basis of a written agreement concluded by two partners: Magdalena Chomacka, Wioleta Dziedzic, in the form of a notarial deed. Pursuant to Article 860 of the Civil Code, the company's articles of association undertake to pursue a common economic goal by making contributions and providing services.  
Each of the partners is obliged to make the contribution indicated in the contract. The object of the contribution will be money, as well as the provision of services and work. It is also important that the partners will be jointly and severally liable with all their assets, as well as personal assets for the company's obligations. Each partner will be entitled to an equal share in profits and losses, regardless of the type and value of the contribution.  
2.3. creation date  
The expected start date for operations is 1 January 2002.  
2.4. Company location  
Katowice city center  
Ul. May 3, 15  
In order to facilitate contact with clients, the company will also have:  
tel. (032) 256-13-89  
fax. 032-284-00-51  
The location of the cafe will be favored by the nearby bus station, railway station, Silesian State Philharmonic, Teatr im. Stanisław Wyspiański, department stores. Locating the cafe in a place easily accessible and frequented by many people has a very positive impact on the number of potential customers, and thus the volume of turnover and expected profit.

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2.5. Core business  
"KARMELKOWE SKRZYPCE" cafe offers a wide range of services related to gastronomy and entertainment.  
Recommends:  
• sale of various confectionery and pastry products, desserts and drinks, including alcoholic beverages;  
organizes:  
• intimate evenings of classical music.  
2.6. Industry definition  
According to the industry classification of services, the company will start operating in the field of:  
• catering services  
• services related to cultural and entertainment activities  
  
2.7. Range of activity (clients)  
The main cafe customers are:  
• residents of the center of Katowice and other city districts  
• students due to the cultural repertoire and intimate atmosphere  
• visitors from outside of Katowice who intend to spend their free time in the philharmonic or theater or shopping  
• diabetics due to the offer containing products without sugar  
  
2.8. Company prospects  
We anticipate that the opening of the "KARMELKOWE SKRZYPCE" Cafe will be a profitable undertaking, especially since the company's location is conducive to a considerable demand for gastronomy and entertainment.

**III BASE STRATEGY**  
  
3.1. Mission  
"By visiting us you will relax and rest in an atmosphere of good music and delicious desserts, which we will provide you with the high quality of our services, nice staff, atmospheric interior and tasteful cultural events."  
3.2. Vision  
We will create a network of stylish cafes and restaurants, where you will find not only something for the body but also for the spirit.  
3.3. Strategic objectives  
§ ensuring company stability:  
§ business expansion - a chain of cafes  
§ 2 new cafes for up to 15 years in the Silesian Voivodeship - diversification of activities (jazz cafe, cafe for cabaret lovers)  
§ up to 15 years of establishment of a wine cellar (cellar)  
§ after 10 years, we will expand the product range to include restaurant dishes and expand the services to organize special events and catering  
§ up to 6 years after starting the activity, we will organize a cyclical cultural event under our patronage (young talent competition) (the need to establish cooperation with the sponsor of such an event)  
§ after 3 years investing 10% of income (increase in these expenses depending on income) in the staff so as to improve their qualifications and attach to the company  
§ repay part of the investment loan  
§ acquiring regular customers  
§ providing satisfactory services to the client  
§ establishing attractive contacts with the artistic community  
§ expanding the range of services offered (rotation of the range offered)  
§ maintaining premises in a similar tone (similar atmosphere)  
§ we will introduce at least 3 new products in the next 5 years