



# MeowFee

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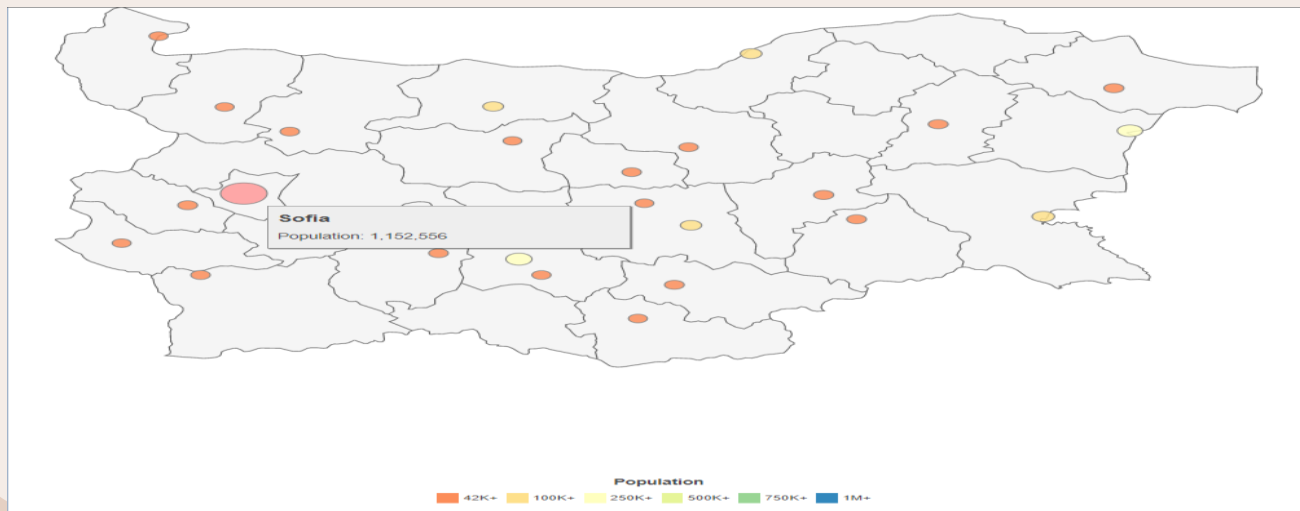
# Our idea

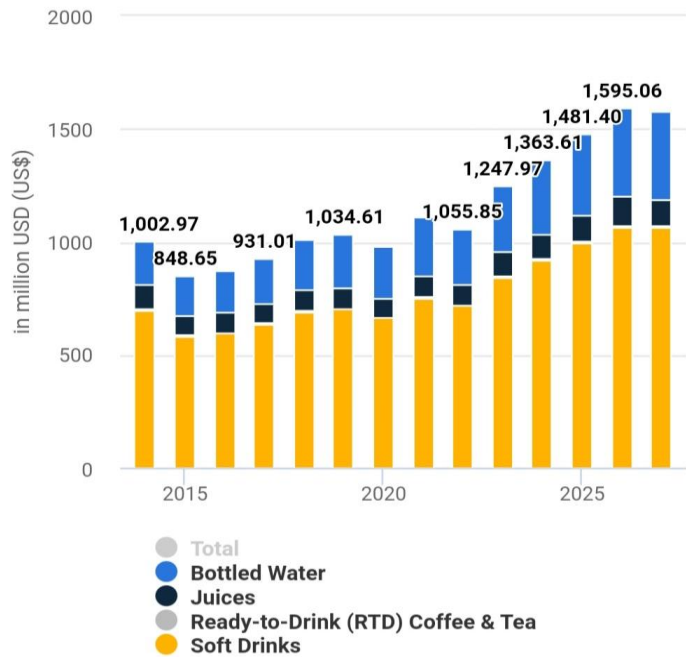
We will make a cat cafe where visitors can play with cats. Our main goal is to shelter animals and make people happy. A percentage of our earnings will go to the shelter in where a dozens of animals left in the cold streets can find a home. Thanks to our shelter and cat cafe the animals will receive love, care and their needed resources from our employees.



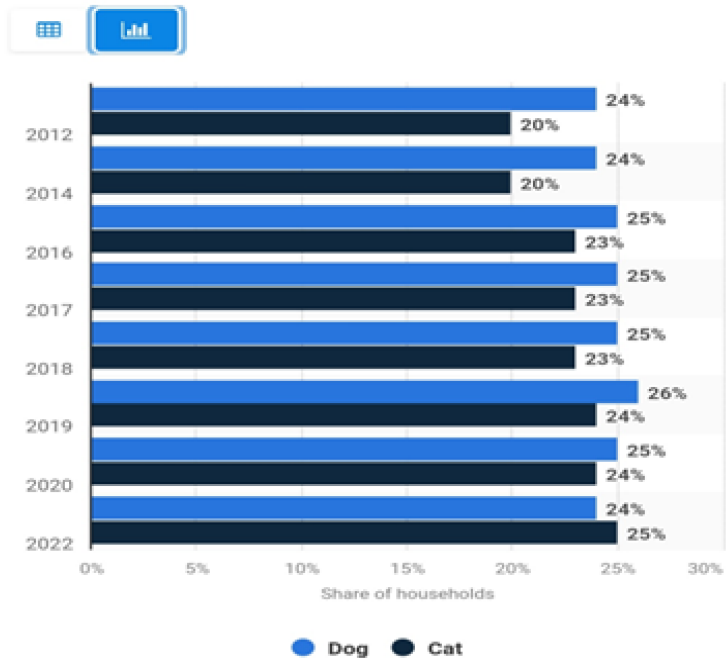
# Marketing research

- Audience – cat lovers
- Location – Around Ndk(3<sup>rd</sup> most visited place in Sofia)





## Share of households owning at least one cat or dog in Bulgaria from 2012 to 2022

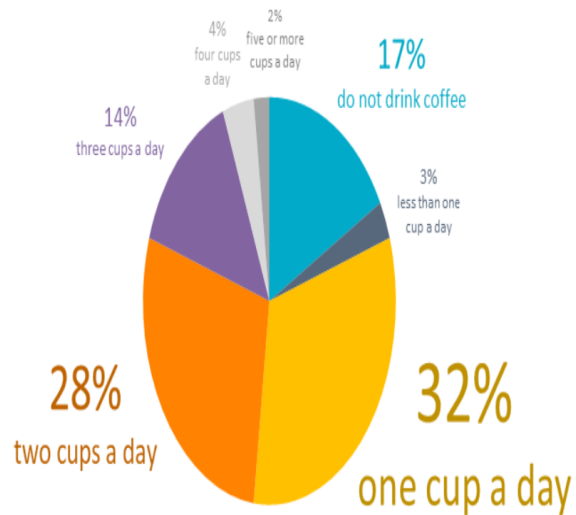




On average Bulgarians drink 1.92 cups of coffee per day



How many cups of coffee do you drink per day?



**S**

- Very unique idea/theme
- No competition
- Traditions
- Cooperation with local animal shelters

**W**

- Limit number of customers
- Difficult cat maintenance
- Small place

**O**

- Creating a friendly community
- Chance to open more than one location
- Selling variety of cat accessories
- Health benefits

**T**

- No interest from the public
- Limited profit levels
- Potential health problem with customers



## PESTEL


<b>P</b>	No legislation against it, usual permits and licenses needed. The animal welfare regulations
<b>E</b>	Understanding costs and competition
<b>S</b>	Based around the customers
<b>T</b>	Machines and equipment
<b>E</b>	Protecting the lives of cats and taking care of their health
<b>L</b>	The animal welfare regulations. Establishing a legal business entity such an LLC or corporation protects you from being held personally liable if your cat café is sued





<p><b>Problems</b></p> <ul style="list-style-type: none"> <li>• Small place</li> <li>• No money</li> <li>• Difficult cat maintenance</li> </ul>	<p><b>Solutions</b></p> <ul style="list-style-type: none"> <li>• Animal care</li> <li>• Find investors</li> <li>• Donations</li> <li>• More cafes</li> </ul>	<p><b>Unique Value Proposition</b></p> <ul style="list-style-type: none"> <li>• The ability to adopt a cat</li> <li>• Selling cats accessories</li> </ul>	<p><b>Unfair Advantage</b></p> <ul style="list-style-type: none"> <li>• Unique idea</li> </ul>	<p><b>Customer Segments</b></p> <ul style="list-style-type: none"> <li>• Morning drinkers</li> <li>• Before work drinkers</li> <li>• Weekend coffee drinkers</li> </ul>
<p><b>Key Metrics</b></p> <ul style="list-style-type: none"> <li>• Percentage of people who come more than one time</li> </ul>			<p><b>Channels</b></p> <ul style="list-style-type: none"> <li>• Street flyers</li> <li>• Social media</li> </ul>	

<p><b>Cost Structure</b></p> <ul style="list-style-type: none"> <li>• Discount for new customer</li> <li>• Loyal customer percs</li> </ul>
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<p><b>Revenue Streams</b></p> <ul style="list-style-type: none"> <li>• Special offers</li> <li>• Vending machine for cat treats</li> </ul> 
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<p><b>Key Partners</b></p> <ul style="list-style-type: none"> <li>• Animal shelters</li> <li>• Food suppliers</li> <li>• Coffee suppliers</li> </ul>	<p><b>Key Activities</b></p> <ul style="list-style-type: none"> <li>• Customers pay for food/coffee and feed cats</li> </ul>	<p><b>Unique Value Proposition</b></p> <ul style="list-style-type: none"> <li>• The ability to adopt a cat</li> <li>• Selling cats accessories</li> </ul>	<p><b>Customer Relationship</b></p> <ul style="list-style-type: none"> <li>• Social environment</li> <li>• Family friendly community</li> </ul>	<p><b>Customer Segments</b></p> <ul style="list-style-type: none"> <li>• Morning drinkers</li> <li>• Before work drinkers</li> <li>• Weekend coffee drinkers</li> </ul>
<p><b>Key Resources</b></p> <ul style="list-style-type: none"> <li>• Hygienist</li> <li>• Cat trainer</li> <li>• Bartender</li> </ul>			<p><b>Channels</b></p> <ul style="list-style-type: none"> <li>• Street flyers</li> <li>• Social media</li> </ul>	

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# Financial part

## Expenses

Company registration costs –  $150/24m=6.25$   
Rent – 5 000  
electricity and water – 900  
Internet – 30  
Advertisement – 300  
Security – 40  
Subscription – 300  
Salary – 10 200  
Social security – 12 140.04  
Cat food – 360  
Café – 2 200  
Café machine –  $10\ 000 * 30\%=3000/12=250$   
Refrigerators –  $1\ 500*15\%=225/12=18,75$   
fixed assets (under 700) –  $8\ 950/60m=149,16$   
Snacks and drinks – 3000  
Total: 24 552,53

## Income

Cafe – 33 600  
Vending – 2 000  
Snacks and drinks – 3 100  
Total: 38 100



# Markup and Margin

Markup:  
$$\frac{13\,547,47}{24\,552,53} * 100 = 55\%$$

Margin:  
$$\frac{3,50 - 1,50}{3,50} = 0,57$$

Markup = profit / (cost \* 100%)

(price - cost) / price = Margin



# Information was taken from

<https://www.ireappos.com/>  
[www.statista.com](http://www.statista.com)

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