



WOW CAFE, A CAFE WITH A CAUSE



BUSINESS PROJECT PROPOSAL

**PREPARED FOR :
GLOBAL GIVING**

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PROJECT OVERVIEW

WOW Tanzania is a registered national charitable NGO located in Arusha, Tanzania, with a mission to promote economic sustainability and empower disadvantaged members of our community.

We are launching a transformative coffee shop initiative. This venture goes beyond serving coffee; it offers training, employment opportunities, access to nutritious and affordable food, and best of all, 90% of the profit goes to fund our NGO Charity.

Our overarching goal is to break the cycle of poverty faced by single-parent families, orphans, widows, and street children. By focusing on the coffee business, we aim to stimulate the local economy, create inclusive employment, and foster self-sufficiency within our community.

Join us in this journey to brew not only great coffee but also hope, opportunity, and a brighter future for all. Your support can make a lasting impact on the lives of those in need.



Our Sponsor-A-Child children
getting new shoes



ABOUT OUR COMPANY

At WOW Tanzania, we are dedicated to nurturing a vibrant community-focused coffee shop in Arusha, Tanzania. Our unwavering commitment is to uphold sustainable and Eco-conscious practices while harnessing locally sourced resources to craft exceptional food and drink products at an accessible price point. Integral to our mission is the drive to uplift the most vulnerable segments of our society. Through our coffee shop venture, we fervently strive to provide employment and training opportunities to community members, especially those with limited formal education but a strong ambition for personal growth and self-improvement. Beyond our economic endeavors, we are resolute in ensuring that our community enjoys access to wholesome and reasonably priced food and drink products. In doing so, we bolster food security and enhance the overall well-being of our residents. Join us in sipping a cup of change, where every coffee serves a purpose beyond taste – it serves hope, growth, and the betterment of our community.



OBJECTIVES AND BENEFITS

OBJECTIVES


1. ****Community Hub****: Our coffee shop is a welcoming space that brings the community together.
2. ****Empowering Employment****: We provide jobs to orphans and widows, fostering stability.
3. ****Affordable food and drinks****: Enjoy quality food at prices that everyone can afford.
4. ****Skills and Growth****: We offer training and growth opportunities for a brighter future.
5. ****Community Well-Being****: Your support contributes to economic growth, food security, and improved well-being in our community. Join us in making a difference, one cup at a time.

BENEFITS

****Enhancing Nutrition and Food Security**** Our coffee shop is not just about great coffee; it's about enhancing food security and nutrition within our community. By offering a steady supply of high-quality food and wholesome treats, we improve overall health and well-being.

Empowering Women and Orphans** We are committed to empowering women, single parent households, and orphaned individuals through our coffee shop. By actively involving them in our coffee business and related activities, we provide opportunities for skill development and economic independence.

Health and Nutrition Education** Beyond coffee, we offer health and nutrition education to our community. This knowledge empowers individuals to make informed dietary choices, leading to healthier lives for all. Join us in savoring the flavor of empowerment and well-being at our coffee shop. Every sip contributes to a healthier, more vibrant community.



OUR TEAM

WOW Tanzania will oversee both the establishment and operation of the Cafe, working closely with local leaders to ensure that the project aligns with broader community goals. We prioritize sourcing talent locally and implementing training programs to cultivate a skilled workforce proficient in various aspects of coffee shop management, including quality control, customer service, sales, and efficient operations.



Paula Comba
NGO Chairman



Mike Chomba
NGO Executive Director



Drew McGregor
NGO Vice-Chairman



Betsie Green
NGO Treasurer



Tia Sternberg
Head of Human
Resources



Ben Shirima
Translator/Consultant



BUSINESS STRATEGY DEVELOPMENT

1. Mission and Vision Statement:

- Clearly define the cafe's mission and vision, emphasizing its commitment to supporting orphans and widows through profits generated.

2. Market Research:

- Analyze the local market to identify the target audience and assess the demand for BBQ, coffee, teas, and cakes.
- Study your competitors, both regular cafes and those with similar charitable missions.
- Gather data on customer preferences, pricing, and market trends.

3. Menu Development:

- Create a menu that balances BBQ, coffee, and cake offerings. Ensure diversity and quality in the food selection.

4. Branding and Marketing:

- Develop a compelling brand identity that reflects the café's cause and mission.
- Create a marketing plan that leverages social media, local advertising, and partnerships with local businesses and influencers.
- Emphasize the charitable aspect in all promotional materials.

5. Location and Store Setup:

- Design the café with a welcoming atmosphere that reflects the cause, potentially using photos or stories of beneficiaries.

6. Funding and Financial Planning:

- Develop a financial plan outlining revenue projections, expenses, and profit allocation.

7. Staffing:

- Hire local Tanzanians in need who align with the mission and values of our NGO and cafe.
- Train employees to understand the NGO's work and how it is funded through the café.

8. Pricing:

- Set prices that are competitive in your local market while ensuring a margin for profit to support the NGO.
- Consider having a "suggested donation" option for customers who want to contribute more.

9. Partnerships:

- Establish partnerships with local suppliers for cost-effective sourcing of ingredients.
- Collaborate with local NGOs, schools, or community groups to raise awareness about your cause.

10. Community Engagement:

- Host events and workshops related to the cause, inviting beneficiaries to share their stories.
- Create a loyalty program that offers discounts or rewards for repeat customers to encourage return visits.


11. Transparent Reporting:

- Regularly communicate the impact of the café's contributions to the NGO, ensuring transparency in financial reporting to build trust with customers.

12. Sustainability Initiatives:

- Consider eco-friendly practices, such as reducing food waste and using sustainable packaging.
- Highlight your commitment to both social and environmental responsibility..

13. Evaluation and Adaptation:

- Regularly assess the café's performance and adjust the business strategy as needed.
 - Seek feedback from customers and make improvements accordingly.
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PROJECT TIMELINE

The project timeline for the WOW Tanzania's Café With A Cause proposal spans a duration of 12 months. This comprehensive outline provides a detailed roadmap, highlighting essential milestones, deadlines, and key activities that will guide our project from inception to completion

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- 1. **Thorough Market Research:** Understand local preferences and feasibility.
 - 2. **Business Plan Development:** Create a comprehensive plan for our coffee shop.
 - 3. **Infrastructure Setup:** Build our coffee shop space and install equipment.
 - 4. **Team Recruitment & Training:** Assemble and train our dedicated team. .
 - 5. **Distribution & Community Selection:** Finalize how we serve the community and select local suppliers.
 - 6. **Refine our menu and perfect cooking and preparation techniques.**
 - 7. **Ongoing Improvement:** Continuously review operations and finances for growth and betterment.
 - 5. **Production Kickoff:** Begin brewing, serving coffee, and food, implementing quality control measures.

PROJECT BUDGET

START UP COSTS FOR ONE MONTH

ACTIVITIES PERFORMED	FEEs REQUIRED
Packaging and Presentation	\$300
chicken/beef/meats	\$500
dishes, glasses, silverware, kitchen supplies, blender, and microwave	\$3000
coffee making machinery	\$3500
4 employees	\$2400
Initial marketing and advertising budget, (brochures, website development)	\$700
Deep Freezer	\$1000
Utilities setup costs (electricity, Water)/ Water filtration	\$500
Stove	\$500
Refrigerator	\$650
Serving Equipment and table dressings	\$500
Initial Inventory: coffee beans, syrups, milk, honey, butter etc	\$1500
Decoration for Atmosphere	\$500
Total cost	\$15,550



CAFE WITH A CAUSE

"WHERE EVERY SIP SAVES A
LIFE."

THANK YOU

We hope that this proposal meets your
company's needs and expectations.

CONTACT

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