
ROAST LAUNCH

Coffee Shop Business Plan Template

A fill-in-the-blank framework for writing a business plan that gets funded.

This template walks you through every section a lender or investor expects to see. Fill in each section with your specific information. The prompts guide you toward the level of detail that makes the difference between a plan that gets funded and one that gets rejected.

1. Executive Summary

Write this section last, but place it first. Keep it to one page. Every sentence should earn its place.

Business name: _____

Business concept (1–2 sentences describing your coffee shop):

Target market (who your customer is, specifically):

Competitive advantage (why customers choose you over alternatives):

Funding request: \$ _____ | **Personal investment:** \$ _____

Projected timeline to profitability: _____ months

2. Market Analysis

Use real data. Census data, Google Maps, foot traffic counts. This section should feel like journalism.

Population within 5-mile radius: _____

Median household income: \$ _____

Number of existing coffee shops in area: _____

Number of specialty coffee options: _____

Market gap you've identified:

Target customer profile (age, income, lifestyle, coffee habits):

Foot traffic data (morning peak count / lunch / afternoon):

_____ / _____ / _____

3. Concept & Menu

Square footage: _____ | Seating capacity: _____

Format (counter service / full service / drive-thru / hybrid): _____

Aesthetic / vibe (describe in 2–3 sentences):

Signature offering or differentiator:

Average ticket price target: \$_____

Food service scope (beverages only / pastries / light food / full kitchen): _____

4. Operations Plan

Hours of operation: _____

Staffing plan (# of employees, roles):

Key suppliers (coffee roaster, food, disposables):

Quality control approach:

Want to go deeper?

Watch our free training on the 5 things that kill most coffee shops before they open.

roastlaunch.com/workshop

5. Financial Projections

Build from conservative assumptions. Work backwards from verifiable inputs.

	Month 1	Month 6	Month 12	Month 24
Projected daily customers				
Avg ticket size				
Monthly revenue				
COGS (25–35%)				
Labor (30–40%)				
Rent & occupancy				
Other operating				
Net profit / (loss)				

Break-even point: _____ months

Startup cost total: \$ _____

Working capital needed: \$ _____

6. Funding Request

Use of Funds	Amount
Build-out & renovation	\$
Equipment	\$
Permits & professional services	\$
Initial inventory & supplies	\$
Furniture & decor	\$
Working capital	\$

Use of Funds	Amount
Contingency (10–15%)	\$
TOTAL REQUEST	\$

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