
ROAST LAUNCH

First 90 Days Action Plan

A week-by-week roadmap for your coffee shop's most critical period.

Your first 90 days determine whether opening-day energy turns into lasting momentum. Use this plan to stay focused on what matters most: consistency, customer relationships, and data-driven decisions.

Pre-Launch: Soft Opening (Days -5 to 0)

- Invite friends & family for 3–5 days of limited service
- Stress-test espresso workflow during simulated rushes
- Verify POS system processes transactions correctly
- Test every menu item for consistency and timing
- Identify and fix workflow bottlenecks behind the bar
- Practice opening and closing procedures with full team
- Verify all health code requirements are met
- Take photos for social media launch content

Weeks 1–2: Launch & Stabilize

- Calibrate espresso at least 3x daily (morning, mid-day, afternoon)
- Taste every drink type before serving to customers
- Track wait times during peak hours — target under 5 minutes
- Learn the names of every customer you can
- Post daily on social media (photos, stories, customer features)
- Monitor inventory levels — adjust reorder frequency
- Hold brief daily team huddles (10 min) to address issues
- Track daily revenue, customer count, and average ticket

Weeks 3–4: Build Regulars

- Identify your top 20 most frequent customers by name
- Remember and greet returning customers by name + order
- Start building a customer email list (signup at register)
- Analyze first 2 weeks of POS data — identify peak hours
- Adjust staffing schedule to match actual demand patterns
- Review food/bev cost percentage — target 25–35%
- Order marketing materials (business cards, loyalty cards)
- Connect with neighboring business owners

Want to go deeper?

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

roastlaunch.com/workshop

Month 2 (Weeks 5–8): Analyze & Adjust

- Review full month of financial data against projections
- Calculate actual labor cost as % of revenue — target 30–40%
- Calculate actual COGS as % of revenue — target 25–35%
- Identify top 5 and bottom 5 menu items by sales volume
- Remove or replace underperforming menu items
- Host your first community event (cupping, open mic, art show)
- Set up Google Business Profile if not done — encourage reviews
- Begin weekly email to subscriber list
- Evaluate and optimize bar workflow based on observed bottlenecks
- Start training team on upselling techniques

Month 3 (Weeks 9–12): Optimize & Grow

- Compare Month 2 revenue to Month 1 — track growth trend
- Set specific 90-day goals for revenue, customer count, and costs
- Introduce seasonal menu items or limited-time offerings
- Develop a customer retention strategy (loyalty program, events)

- Review and renegotiate supplier terms if volume warrants it
- Plan content calendar for next 30 days of social media
- Evaluate team performance — identify stars and gaps
- Build relationships with local media for potential coverage
- Create a standard operating procedures document
- Celebrate your 90-day milestone with your team

Key Metrics Tracker

Track these weekly to understand the health of your business.

Metric	Wk 1	Wk 2	Wk 3	Wk 4	Wk 8	Wk 12
Weekly revenue						
Daily customer count (avg)						
Average ticket size						
COGS %						
Labor cost %						
Sales per labor hour						
Google reviews (cumul.)						
Email subscribers						