

# INTERNET CAFE BUSINESS PLAN

## Table of Contents

Executive Plan .....	3
Mission, Objectives and Keys to success.....	4
Mission.....	4
Vision .....	4
Objectives .....	4
Core Values .....	5
Keys to Success .....	6
Company Summary.....	8
Business Description .....	8
Products & Services .....	8
Ownership.....	10
Company Structure .....	13
Operational Requirements .....	18
Location & Premises .....	18
Equipment .....	21
Internet Service Providers.....	23
Operational Strategy.....	24
Tips for Running an Internet Cafe Business .....	25
Marketing Strategies.....	30
Sales Strategy.....	32
Market Analysis .....	34
Demand .....	34
Market Segmentation .....	34
Competition and Buying Patterns .....	35
Competitor Analysis.....	36
Industry Analysis.....	38
Players in the Industry .....	38
SWOT Analysis .....	39

# INTERNET CAFE BUSINESS PLAN

PEST Analysis .....	40
Financial Statements.....	42
Start-up Costs .....	42
Financing & Bank Loan Amortisation .....	44
Pro Forma Income Statement .....	45
Assumptions .....	46
Revenue and Expenses .....	47
Monthly Cash Flow .....	48
Pro Forma Annual Cash Flow .....	53
Pro Forma Balance Sheet .....	54
Break Even Analysis .....	55
Payback Period Analysis.....	56
Financials Graphs .....	57
Risk Analysis.....	59
Business Risk.....	59
Development Risk.....	59
Operational Risk .....	59
Exit Risk .....	60
Internal obsolescence .....	60
External Obsolescence .....	60
Ways To Minimise Our Business Risk .....	61
Generic Operational Risk Assessment .....	63
Potential Sources of Finance.....	64
Equity Financing.....	64
Debt Financing.....	65
Top Reasons Why Internet Cafes Fail.....	68
Other Business Plans.....	71
StartupBiz Global Disclaimer.....	74

# INTERNET CAFE BUSINESS PLAN

## Other Business Plans

Email us at [shop@startupbizglobal.com](mailto:shop@startupbizglobal.com) or visit our website [www.startupbizglobal.com](http://www.startupbizglobal.com) to purchase other business plans which include:

- Cattle Fattening Business Plan
- Broiler Production Business Plan
- Free Range Chicken Business Plan
- Poultry Egg Farming Business Plan
- Pig Production Business Plan
- Quail Meat And Eggs Production Business Plan
- Rabbit Farming Business Plan
- Tilapia Fish Farming Business Plan
- Cabbage Farming Business Plan
- Tomato Farming Business Plan
- Potato Farming Business Plan
- Goat Farming Business Plan
- Peanut Butter Manufacturing Business Plan
- Dairy Farming Business Plan
- Beef Cattle Production Business Plan
- Supermarket Business Plan
- Butchery Business Plan

## INTERNET CAFE BUSINESS PLAN

- Auto Parts Store Business Plan
- Restaurant Business Plan
- Hardware Store Business Plan
- Clothing Boutique Business Plan
- Trucking Business Plan
- Taxi Business Plan
- Minibus Business Plan
- Sheep Farming Business Plan
- Maize Farming Business Plan
- Honey Bee Farming Business Plan
- Onion Farming Business Plan
- Bakery Business Plan
- Car Wash Business Plan
- ECD Day Care Centre Business Plan
- Catering Business Plan
- Coffee Shop Business Plan
- Hair & Beauty Salon Business Plan
- Laundry Business Plan
- Gym Business Plan
- Cleaning Services Business Plan

## INTERNET CAFE BUSINESS PLAN

- Guest House Business Plan
- Tuck Shop Business Plan
- Internet Café Business Plan

*And many more*

Our Business Plan packages comes with 4 files

1. Comprehensive Business Plan – PDF File
2. Comprehensive Business Plan – Word File
3. Funding/Bank Loan Business Plan – Word File
4. Automated Financial Statements – Excel File