



FRIENDLY PAWS BUSINESS PLAN

Ana Rosero

1003 Hawk Drive, New Paltz, NY 12561

roseroa1@newpaltz.edu & 929-332-3155

11/17/22

EXECUTIVE SUMMARY:

Friendly Paws is a cat café, which is a café with a cat theme. In the communal area, customers will eat breakfast and lunch surrounded by cute small furry faces. Amid our rescue kitties, you may unwind, concentrate, or have fun. Additionally, customers can pay a small fee to spend private time in the playroom with the cats. Friendly Paws will serve as a therapeutic, fun space for people of all ages—children, adults, teenagers, and the elderly.

Opportunity:

Friendly Paws will provide New Paltz with a unique place for locals & tourists to hang out. Currently, New Paltz is known for its bars/restaurants, and because it is a new industry that is gaining popularity in the U.S., a cat café is likely to prosper. Since there are now no competitors in this highly inventive sector of the economy that is expanding quickly in the United States, Friendly Paws will also give the town a new significance and likely attract visitors from well beyond the Town of New Paltz. ("Cat Café Business").

Solution:

Cat cafés have the potential to be more profitable than traditional cafes because they can attract larger crowds of customers for a longer average visitation duration than traditional cafes. ("Cat Café Trend"). The fact that people will likely spend more money on drinks is because people spend more time in cat cafes than they would in a traditional cafe. Cat cafes are popular with families, kids, and people who have free time to sit down, have a drink, and play with the cats.

Requested Investment:

I am requesting \$100,000 in investment to open Friendly Paws ("How to Start"). Every penny will be spent on the location, and a lease will cost anywhere from \$5,000 to over \$8,000 per month on average (LoopNet). Other costs, as I will explain in the financial section of my plan, will cover a lease, renovations, and fees for the license and permits.

Expected Returns for Investors:

The expected returns for my investors will be about 25% of our revenue. This will be based on our estimated yearly sales, with our target-based customers. The market & industry will also experience an increase of 4% within the next couple of years ("Cat Café Business").

COMPANY OVERVIEW:

Friendly Paws wants to become the area's favorite hangout spot. Catering to people of all ages, we will be a friendly place where you can socialize and spend your free time. Of course, the main attraction is the cats. We want to spread happiness to the residents of New Paltz and our company's motto is: "Caffeine & Cuddles."

Mission Statement:

Our goal is to help the emotional and mental health of our customers by making them smile. Friendly Paws will be a safe place they will seek out.

Company History:

My business was founded after visiting a cat café in Brooklyn, NY. The experience itself is what I want New Paltz to experience for themselves. Since I am from the city where there are a handful of cat cafes that I can access. I wanted to make such a café accessible for the residents who don't own a car. Ever since I've been here, I've longed to stop by the cat café. I also miss my cats back home and being a cat owner, I know what great emotional support animals they are. Therefore, I wanted to start a cat café because it's the one thing that New Paltz needs.

Management Team:

The founder of Friendly Paws is Ana Rosero (myself) I am 18 years old, from Queens NY, and currently a first-year student at SUNY New Paltz. I was born in Guayaquil, Ecuador.

Fun fact I have two cats named Angel & Luna.



EXTERNAL ENVIRONMENT:

Interesting/relevant information about the New Paltz region:

New Paltz is a very well-liked tourist destination. Visitors come here for hiking, rock climbing, biking, and sightseeing because of the area's convenient access to the Wallkill Valley Rail Trail, the Mohonk Preserve, and Minnewaska State Park Preserve. In the bustling hamlet one can find restaurants supplying food from all over the world, unique shops, antique shops, and a breathtaking view of Skytop on the Shawangunk Ridge. The Samuel Dorsky Museum of Art, live theater, and a variety of hotels are available to locals and guests at SUNY New Paltz. ("Our Region"). The community is bustling with business, and the 8,000 SUNY students regularly brighten up the streets and stores (Lasky).

Why is the Town of New Paltz a good location for your business?

Since New Paltz is mostly a college town and many students are regularly stressed out after their exams and midterms, it is an ideal location for Friendly Paws. They lack the emotional capabilities to lessen stress. So, it makes sense that students looking to unwind from their worries would find a cat café appealing.

College students can work or study while sipping coffee and taking in the most serene creatures. The first benefit of my concept is that, unlike a regular café, it serves a highly specialized customer, giving me the opportunity to differentiate myself from rivals by offering a fresh idea to a niche market. People who adore cats are more likely to frequent cat cafes, which are popular for holding children's birthday parties, family celebrations, and special occasions with friends. A day of relaxation or even working on a laptop is likely to draw customers to a cat café, as is commonly the case in Japan (Diaz).

Hudson Valley Region:

The Hudson Valley has a distinctive culture that combines local pride with weekend visitors from New York City looking for a break from the Big Apple. Hudson Valley is a never-ending treasure trove of adventure with cultural centers like New Paltz and historical places like Hyde Park. Putnam, Orange, Dutchess, and Ulster counties make up the Middle Hudson Valley. This area is renowned for its picturesque and historic riches, with its rolling hills, grand mansions, and the Shawangunk and Catskill Mountain ranges. The beautiful Hudson Highlands dominate the banks on each side of the Hudson as it narrows ("Hudson River Valley"). People

will be drawn to my business, since Hudson valley is popular with tourists taking a break from the city. They can enjoy my café since I will be the only one located in New Paltz, versus the nearest cat café located in Beacon, NY. Which is about a 30-minute drive away from New Paltz.

Industry Analysis:

Friendly Paws falls under the NAICS category of café industry. The market for cafes is predicted to grow significantly between 2023 and 2030. The market is growing faster than in previous years. More coffee is being consumed by customers of all ages, which has boosted sector growth and sped up expansion in the café sector. The main forces behind the café industry are the millennial generation, full-time workers, urbanites, parents of children under 18, and teenagers. People who work already spend a lot of time at home and at work, thus there is a growing need for the café business. As a result, industry marketing strategies are closely related to the way of life that the businesses supporting the growth of the café sector are promoting (“Cafe Market Size”). A third of all cat cafes that opened in 2019 were in tiny communities with fewer than 30,000 residents. Towns with fewer than ten thousand residents are home to 16% of all cafes that have opened in 2019 (“Cat Café Trends”). My business fits perfectly into Americas growing café industry. With the trendiest cat cafes starting off in small towns, New Paltz will be the perfect place to grow. (Please see Fig. 1, Fig. 2, and Fig.3).

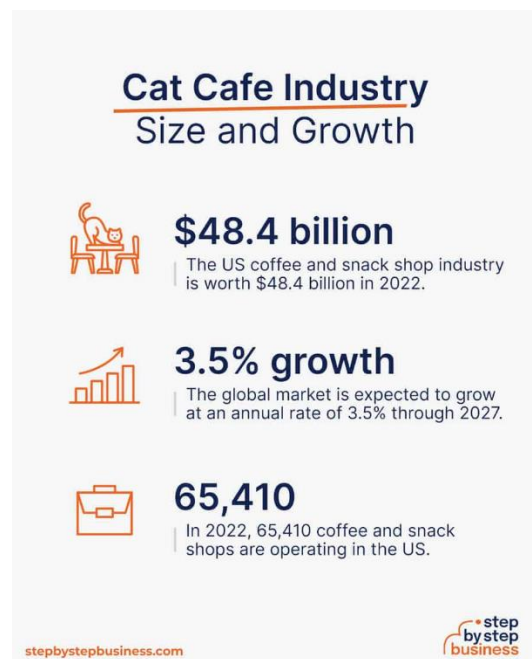


Figure 1 (“How to Start”)

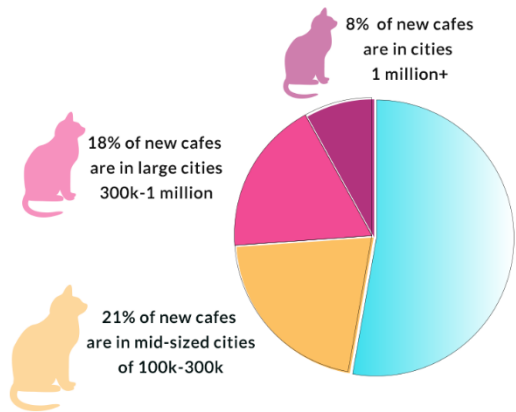


Figure 2 (“Cat Café Trends”)

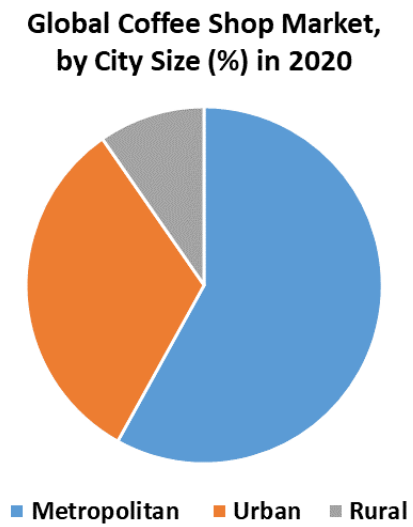


Figure 3 (“Global Coffee Shop”)

MARKET ANALYSIS:

Target Market and Customer Analysis:

People who adore cats are more likely to frequent cat cafes. Of the estimated 85.8 million cats in America, 35% of households have one. Many people enjoy cats, and those who don't have the time or space to care for them often visit places like cat cafes to express their desire to socialize with the adorable animal. The target audience's enthusiasm shows that the business will soon reach its peak point ("Cat Café Business"). Overall, we plan to target people from New Paltz & outside New Paltz. Our customers will be of all ages, gender, race, and class. With NP being a college town, we plan to also have many students who want to hang out with friends or study at my café.

Competitive analysis:

Opening a cat café should allow me to avoid direct competition with other cafes in the Town of New Paltz. As of right now, there are standard coffee shops, but mine is a clear difference. So, competition will be. Even so, I believe the food that is served at Friendly Paws, needs to be tasty food customers can enjoy. We will serve custom food that fits our theme to make our food presentable and attractive to patrons. How our café looks on the inside and outside is also particularly important in competition; we want to become a place where consumers can upload images to social media platforms of their experience in the café.

SWOT Analysis:

Strengths: • My business is the only Cat Café in New Paltz within a close distance ("Allison Kay") • My Cat Café will cater to all residents of New Paltz including adults, teens, children, & elderly. • It is a relatively new industry in America but a popularized industry in Asia ("Blue Zones")	Weaknesses: • I have no experience in the café industry • There will be some potential newfound competitors in the area • There are little to no Industry Statistics on cat cafes
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• My Location is an old coffee shop walking distance from SUNY New Paltz & town so you can use all travel methods (“LoopNet”) • The cats that will be in our café will be adoptable & rescues (“Animal Wellness”)	• Initial startup costs will include maintenance of the cats (“Excited Cats”) • Those that are allergic to cats will refrain from attending the café (“Excited Cats”)
Opportunities: • We will attract townspeople, tourists, & other new consumers • Because cats are popular, we will become popular amongst college students (“Rousselle”) • Playing with cats therapeutic for all people (“Ehtram”) • We plan to become partners with local companies such as the veterinary clinic & pet store.	Threats: • New cat café in the district • Because we are new, we may lack customers • Café furniture can be damaged by cats • Cats often fight with one another, which could increase vet bills

Marketing Plan:

My marketing plan is promoting the café by the theme. I want patrons to enjoy the scenery of the café itself. There will be cat themed pastries, breakfast, coffee, snacks, treats, & lunch. This will make the café more aesthetically pleasing. I also plan to make the cats adoptable so patrons can look no further & adopt the cats from the café. I will create a social media account & promote my business so that young adults & teens can engage with the platform, repost & boost my account. I will also have a play area for patrons who strictly want to play with the cats 1 on 1, at a small price of \$20 for 1 hour. My café can host kids' birthday parties so we will be charging for the rental of the place. I also want to partner with veterinary clinics in the New Paltz area to ensure cats & customers' health & safety. We will also partner with nonprofit organizations for animal rescues in the New Paltz area. We will also have donations for the café in which proceedings go to the furniture, vet bills, cat food, & cat supplies that will be needed to support the cats.

LOCATION:

The location for my business will be an old café shop at New Paltz. It is found at 11 Church St, New Paltz, NY 12561. I chose this location because it is in the middle of town near Main Street, so it is near the most populated area in New Paltz. It is a 2,100-sf beautiful corner retail space at 11 Church Street, formerly occupied by Lagusta's Commissary Café ("LoopNet"). It is the location in my opinion that is best for a cafe since it has 2 parts, the front & back, which is the kitchen. I like the home feeling I get when I see the business, it can make patrons feel at home at the location.



Figure 4 ("LoopNet, New Paltz, NY")

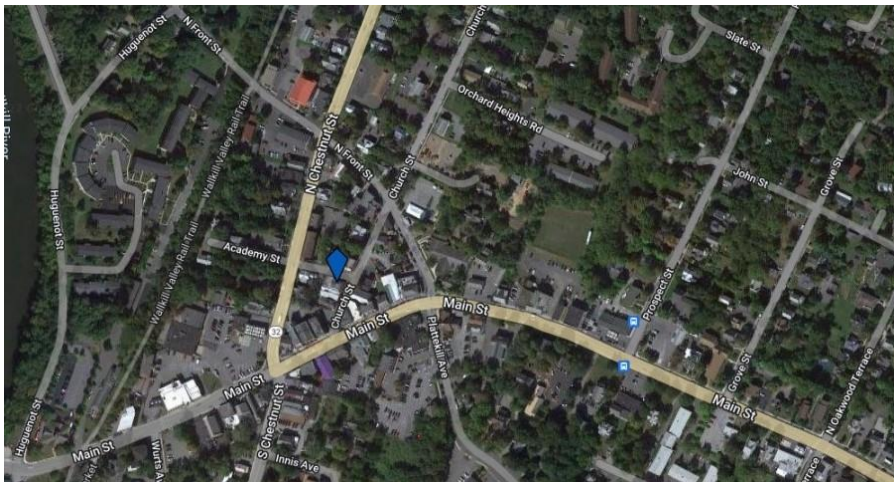


Figure 5 ("New Paltz, NY," Google Maps)

FINANCIAL PLAN:

Annual Lease	\$5,000 a month	11 Church St, New Paltz, NY 12561 - 11 Church Street LoopNet	10/20/22
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Salaries	Barista Salary in NP: \$28,147 per year Managers salary in NP: \$33,237 per year Business owner salary: \$45,186 a year Social Security Tax: 12.4% Cashier salary NP: \$9.96 per hour Cat Trainers: \$56,255 Janitors: \$33,666	Barista Salary (\$26,617 - November 2022) ZipRecruiter	Oct 28, 2022
Start Up	The average startup costs for a cat cafe: \$187,300	Cat Cafe Business Plan Sample [2022] OGScapital Cat Café Business Plan [Sample Template for 2022] (profitableventure.com)	Sept 12, 2018
Marketing Budget	\$200-\$400 a month	6 Coffee Shop Marketing Strategies that cost less than \$100 a Month (handground.com)	Accessed in 2022

Profit Forecast/Plan:

- Coffee (\$2.50 - \$5.00)
- Pastries (\$3.00 - \$7.00)
- Breakfast (\$5.00 - \$10.00)
- Lunch (\$10.00 - \$15.00)
- Birthday Parties (\$200 - \$300 for 2 Hours)
- Play time with cats (\$20 per person for 1 hour)



IMPLENATION PLAN:

Once we receive the funds from our investors, we plan to begin refurbishing the leased space. I want to start the promotion of my business by advertising it on social media platforms, on the university campus & around town, since New Paltz is relatively small word will spread fast. I want to go to local shelters & rescues to find the cats that need a home or at risk of being put down. I will take them to the vet & make sure they are in a healthy condition to live in the public safe. I will buy all necessities needed for maintenance of the cats. I want to make sure the cats

are in a comfortable space, so they are not in distress. I will make sure the theme of the cat café is very eye-catching. So, once we get grounded in New Paltz, we shall be hosting exclusive cat events to ensure the popularity of our café.

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