

# **Café at the End of the Universe: A Business Plan**

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## **ABSTRAKT**

Tato bakalářská práce se zabývá zpracováním podnikatelského plánu pro kavárnu Na Konci vesmíru. Tato práce je rozdělena na dvě části. Teoretická část se zabývá základními informacemi o podnikání. Zabývá se také podnikatelským plánem a jeho strukturou. V praktické části je podnikatelský plán kavárny Na Konci Vesmíru vypracovaný podle zásad uvedených v teoretické části. Hlavním účelem práce je zjistit, zda je podnikatelský plán realizovatelný.

Klíčová slova: podnikání, podnikatelský plán, SWOT analýza, kavárna, analýza trhu, realizovatelnost

## **ABSTRACT**

This bachelors thesis focuses on formulating a business plan for Café at the End of the Universe. This thesis is divided into two parts. The theoretical part deals with basic information about entrepreneurship. It also focuses on a business plan and its structure. In the analysis part, the business plan for Café at the End of the Universe is formulated according to the principles defined in the theoretical part. The main purpose of this thesis is to determine whether this business plan is feasible.

Keywords: entrepreneurship, business plan, SWOT analysis, café, market analysis, feasibility

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I hereby declare that the print version of my Bachelor's/Master's thesis and the electronic version of my thesis deposited in the IS/STAG system are identical.

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## INTRODUCTION

The topic of my bachelor's thesis is a business plan for a café that is focused on so called "geeks" and in general people who like pop culture, as well as those who would like to be able to borrow and play tabletop games in an establishment that is equipped for it. I chose this topic because I personally would appreciate such a place and I know that many of my friends would too.

I know there are such places in other cities, but I have not seen one anywhere near Zlín. I believe that this company would fill a niche that exists in Zlín. And that would be beneficial not only for me, but also for the target customers.

The thesis is divided into two parts. The first part is theoretical. It explains basic terms connected to entrepreneurship and establishing a business. It defines an entrepreneur as well a enterprise. It also describes what a business plan is and what are its advantages. And then it lists and explains the different parts of a business plan and lays down the guidelines necessary to form one.

The other part is analysis, which uses these guidelines to construct a business plan. It goes through every part of the business plan. It deals with describing the business and the offered products and services, the organizational structure, market analysis, competition analysis, marketing plan, financial plan and risk evaluation with the intention of finding out if the business plan is feasible or not.

## **I. THEORY**



## 1 ENTREPRENEURSHIP

There are many ways to define entrepreneurship as it is a broad subject. Many authors have created their own definitions. Mulač and Mulačová (2013, 15) for example describe the principal of entrepreneurship as the conversion of inputs (the factors of production) into outputs (products and services). These products and services should satisfy the needs of the customers and generate profit. The purpose of entrepreneurship is to increase the value of the invested capital.

One of the widely accepted definitions, at least according to Srpová and Řehoř (2010, 18-19), distinguishes three approaches to entrepreneurship. They are as follows:

- **Economical** – This approach is based on using economic resources and other activities in a way that will increase their value. It defines entrepreneurship as the process of creating added value. (Veber and Srpová, 2005, 15)
- **Psychological** – This approach focuses on the motivation behind the entrepreneurial process. It emphasizes the motivation to accomplish something. It defines entrepreneurship as means of achieving self-fulfillment. (Veber and Srpová, 2005, 15)
- **Socio-economic** – This approach states that entrepreneurship should create prosperity for every interested party by using resources more efficiently and creating new jobs and opportunities. (Veber and Srpová, 2005, 15)

### 1.1 Entrepreneur

Similarly to entrepreneurship, there are different ways of defining entrepreneurs as well. The same three approaches as in the previous chapter can be applied. When it comes to the **economical** approach, the entrepreneur is viewed as an innovator bringing a change in a product or the technological process, and therefore producing added value. **Psychological** approach examines the qualities of the people involved in entrepreneurship and tries to find some common characteristics in successful entrepreneurs. And **socio-economic** approach focuses on the influence of socio-economic environment on the success of an entrepreneur. (Srpová and Řehoř, 2010, 18-19)

The Czech Civil Code offers several definitions of an entrepreneur. One of them says that “an entrepreneur is a person who, on his own account and responsibility, independently carries out a gainful activity in the form of a trade or in a similar manner with the intention to do so consistently for profit”. (Justice.cz)

Srpová and Řehoř (2010, 20) further explain parts of this definition as such:

- **On his own account** – legal operations of a natural person are done under their own first and last name, legal entities operate under their legal name
- **On his own responsibility** – the entrepreneur, be it a natural person or a legal entity, bears a responsibility for their actions and the consequences of those actions
- **Independently** – a natural person acts for themselves, a legal entity acts through a statutory body
- **Consistently** – the activity must be carried out repeatedly and regularly, not just occasionally
- **For profit** – the activity must be carried out with the intention of achieving profit, but it does not matter if the profit is actually achieved

Another definition given in the Civil Code states that “a person registered in the commercial register is considered to be an entrepreneur” and “a person who is authorized to conduct his business activities on the basis of a trade or another license under another statute is presumed to be an entrepreneur” (Justice.cz). This means that an entrepreneur can be a natural person as well as a legal entity. Srpová and Řehoř (2010, 30) expand this definition to include people operating in agricultural production are registered according to special regulations.

## 1.2 Enterprise

An enterprise is another term that is defined by the Civil Code. The definition states it to be “an organized set of assets and liabilities created by an entrepreneur which, based on his will, are used to pursue his activities. An enterprise is presumed to comprise everything that is typically used for its operation” (Justice.cz). This means it includes everything that the entrepreneur uses in the entrepreneurial process, whether it is tangible or intangible.

But the legal definition is not the only way to look at an enterprise. It also be viewed as a place where input is turned into output. Or as a legal entity established with the goal of starting a business. (Srpová and Řehoř, 2010, 35)

## 2 BUSINESS PLAN

A business plan is used to evaluate if a certain business idea is viable. It is a document drawn up by an entrepreneur. It describes all internal and external factors connected to the business. (Srpová and Řehoř, 2010, 59) A business plan is also a tool used by the entrepreneur to carry out his business idea and make it a reality. To achieve that, the business plan must be written correctly. One of the most important things when writing a business plan is to consider all the variables. The most important things to think about concerning the new business are:

- What is and what should be the business activity?
- What is the value for customers?
- What are the strengths and are they enough?
- Are the strengths applied where they will generate results?
- What is the market and what will it be in the near future? (Červený et al., 2014, 3)

When it comes to drawing up the business plan, there are some principles that should be adhered to. The business plan should be:

- **Innovative** – It is important to show some added value for the customer. The product or service needs to satisfy the customer's needs better than already existing products or services.
- **Understandable and concise** – The language used in the business plan should be simple. The sentences should not be complex and explain several thoughts at once. Adjectives should be scarce.
- **Logical and clear** – There needs to be continuity between the parts of the plan. There needs to be basis in facts. Different parts of the plan cannot contradict each other. There should be graphs and tables.
- **Truthful and realistic** – There cannot be any lies, and everything must be realistic and achievable.
- **Respecting the risks** – As the business plan reflects the future, there are certain risks involved. It is important to try and identify these risks. Not only can it help with eliminating them, it also makes the business plan more credible. (Srpová and Řehoř, 2010, 60)

As investors are often thinking in terms of numbers, a good business plan should also aspire to back up words with numbers. Using figures is much likely to impress an investor. (Blackwell, 2004, 4-5)

The business plan is a very useful tool, but the planning itself is what's really important. The finished document is much less important than the process of developing it. Each step in the process and the analysis of every possible aspect is what creating a business plan is all about. Drawing up a business plan should reveal mistakes and things the entrepreneur has not thought about. And a part of the process is dealing with those things. (Abrams, 2014, 30)

## 2.1 Goals and benefits of a business plan

A business plan can be used for **internal** and **external** purposes. Internal purposes include planning and making decisions. It is important not only in the initial stages of starting a business, but also in later stages where important decisions arise. But is also necessary for external purposes, when interacting with investors, banks and other stakeholders who might be interested in how the business is doing. (Srповá and Řehoř, 2010, 60) According to Pinson (2008, 15), there are 3 important advantages of writing a business plan.

1. **To serve as a guide for your business** – This is the most important advantage. The business plan is written for a reason. It is necessary as a guide for the business. It helps an entrepreneur analyze the business and implement changes. That is of course, if it is kept up to date.
2. **As a documentation for financing** – A business plan is very important for potential investors and lenders. If they are approached and asked for their money, they want to see how it will increase the company's profits. They want to see how their money will be used, and how big their returns will be. And they want this information to be backed up by solid information such as estimates.
3. **To work in foreign markets** – A business plan is also important when dealing with foreign markets. It is a tool of evaluating a company's potential in that market.

## 2.2 Structure of a business plan

There is no fixed structure of a business plan. There are several templates and some suggestions as to what a business plan should include, but no unified form. (Srповá and Řehoř, 2010, 60) The form of the business plan should be adjusted to the type of business, where the business stands on the market, product life cycle, the goal of the business plan and other factors. (Červený et al., 2014, 3-9) This thesis will work with the following structure, which was constructed based on the templates provided by Abrams (2014), Blackwell (2004), Červený et al. (2014), Pinson (2008) and Srповá and Řehoř (2010).

- Cover sheet

- Executive summary
- Company description
- Market and competition analysis
- Marketing plan
- Organizational structure
- Financial plan
- Risk evaluation

### **2.2.1 Cover sheet**

The cover sheet will be the first page of the business plan and should cover the basic information such as:

- Company name
- Address
- Phone number
- Website
- Logo
- Names, titles, addresses and phone numbers of the owners
- Month and year in which the plan is issued
- Optional confidentiality statement (Pinson, 2008, 18)

### **2.2.2 Executive summary**

The purpose of the executive summary is to summarize the most important parts of the business plan and to cover all the key points. It needs to describe what the company is and where it is going, as well as how it will achieve its goal. It should answer basic questions such as:

- Who?
- What?
- Where?
- When?
- Why?
- How?

The executive summary should be written last as it is a summary requiring the information from the other parts of the business plan. It should be concise and clear, so that all the important information can be easily found. If the business plan is written in order to seek

funding, the executive summary should also mention the purpose of the required funding. Moreover, past performance of the business should be there. (Pinson, 2008, 21-26)

### 2.2.3 Company description

An important part of writing a business plan is understanding the business. In this section it is necessary to describe not only the basic information about the company such as the company's name, location, organizational structure and form of business (Abrams, 2014, 399), but also the vision, mission and objectives of the company. This will help other see the company in the light the entrepreneur wants them to see it, and it can also help with formulating strategies necessary to achieve the company's goals. The company description also contains the description of the product or service the company provides. This part of the business plan can also include a SWOT analysis. (Pinson, 2008, 32)

A company's **mission** states what its goals are, and what it wants to achieve in the future. A business plan should include a short mission statement describing these goals. It should give an overview of what the company stands for and why it exists, as well as its future plans. This is closely connected to the strategy, which should also be mentioned in a company's description. The strategy states the short term and long term objectives alongside a plan to achieve them. (Pinson, 2008, 32)

**Product or service description** is important as it shows how the company plans to execute its strategy. It not only describes the product or service itself, but also the process by which it is made. Ideally, this is where the company can show its uniqueness and competitive advantage. The product or service should not only be described from the perspective of the entrepreneur, but also from the perspective of the customer. It is necessary to describe how the product or service will satisfy the customer's needs and how the customer will benefit from the purchase. (Shelton, 2017, 63) This part of the business plan should describe the finished product and service as well as the used materials and the production process. Although that can be a lot of information, the description should not be too long or complicated. (Sutton, 2012, 75) Technical specifications, photos or brochures should not be there. They should be located in the appendix or available on request. (Shelton, 2017, 62)

A **SWOT analysis** is an important tool of analyzing a company. Apart from the initial purpose of identifying strong and weak points for a company, it can also be used for strategic planning as well as tactical and operative planning. A SWOT analysis needs to contain only relevant data. Too much irrelevant information defeats the purpose of the analysis. The data in the analysis should be connected to the purpose of the analysis. And information affecting

the company's strategic planning is more relevant than something that can be changed immediately (e.g. a weakness that can be dealt with operatively). The most important thing is that the data must be objective. (Červený et al., 2014, 135-136)

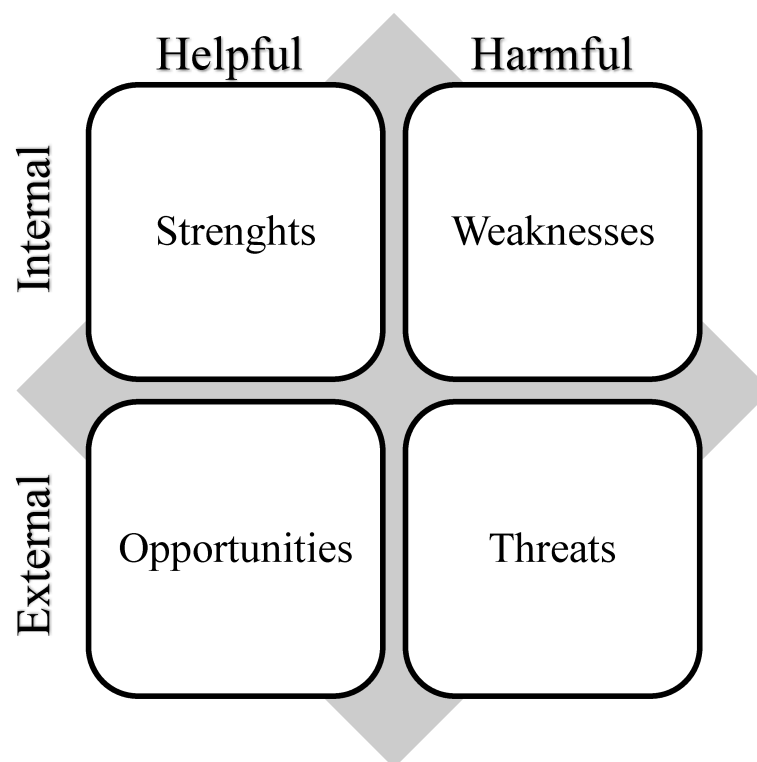
A SWOT analysis examines both external and internal factors that affect the company. Internal factors are divided into strengths and weaknesses.

- **Strengths** signify a competitive advantage and are helpful to the company's objective. (Pinson, 2008, 32-34) They are further divided into common and competitive strengths. A common strengths something the company does well, but is not the best at. Other companies can be just as good. A competitive strength means that the company is not only good at it, but that it does it better than anyone else in the field. (Sutton, 2012, 50-52) Some of the areas that can often be strengths are an proprietary product or technology, superior location, unique business model, added value, specialization or recognition received in the past. (Pinson, 2008, 32-34)
- **Weaknesses** are areas in which the company is lacking. They are harmful to the objective. (Pinson, 2008, 32-34) Although they are no something the company likes to advertise, they are even more important than the strengths. That is because they force the entrepreneur to look into the bad sides of the company and confront them. And identifying weaknesses is the only way to formulate a plan to eliminate them. Weaknesses can also be divided into two categories. Common weaknesses are those that many other companies in the field have as well. As long as the company does not fall under the industry's standard, they do not pose a serious problem. With time those weaknesses can be dealt with. The company should be able to rid itself of them with proper planning. Catastrophic weaknesses on the other hand are those that cannot be overcome and consistently cause the company to fall short of the competition. (Sutton, 2012, 53-57) Some examples of weaknesses can be aspects of operation of the business that need improvement, imperfect products that need improvement, lack of expertise, bad location or negative press. (Pinson, 2008, 32-34)

External factors are focused on the marketplace and not on the company itself. Their purpose is to identify problematic areas as well as areas in which the company could grow. (Pinson, 2008, 32-34) The company cannot influence these factors, but it can change its behavior in reaction to them. (Koráb et al., 2007, 48) External factors are divided into opportunities and threats.



- **Opportunities** signal a possibility for future growth. They are usually connected to the company's target market, the labor market, legislation, the state of the economy, technological advancement etc. Identifying an opportunity is not enough, to fully take advantage of it, the right action needs to follow. For example, an untapped market can be available and that can be an opportunity for a company. But unless the company uses this opportunity to come up with a strategy to penetrate this market, it is worthless. Therefore a big part of the SWOT analysis is to take the data and decide how to use it. (Koráb et al., 2007, 48-49)
- **Threats** are the opposite of opportunities. They are certain risks that can harm the company's growth if they are not dealt with. They are connected to the same areas as opportunities. So if the example for an opportunity was an untapped market, a threat in this area would be growing competition. And just as it was with opportunities, a plan of action needs to follow the identification of this threat. Unless the company plans for this threat, the SWOT analysis loses its importance. In this case, the company can for example decide to diversify the product or lower the price. (Koráb et al., 2007, 48-49)



Picture 1 SWOT analysis (own creation)

### 2.2.4 Market and competition analysis

Market analysis has two purposes. The first one is to figure out the size of the market and the number of potential customers. This is especially necessary for a business plan of a new company. Knowing if there are enough potential customers to generate satisfactory revenue is the key point in deciding whether a business plan is viable or not. The second purpose is describing the ideal customer. The shared characteristics of the target market can play an important role when making decisions. (Shelton, 2017, 65) Apart from identifying the customers and deciding if the market is big enough, the market analysis should also focus on knowing what the customers really want and knowing how to reach them. (Blackwell, 2004, 113) According to Srpová and Řehoř (2010, 62), it is crucial to know the answers to these questions:

- Which products will be offered to which customers?
- Where will the products be distributed?
- What customers are in the area and which ones should the company focus on?
- What will motivate the customers to buy the company's products?

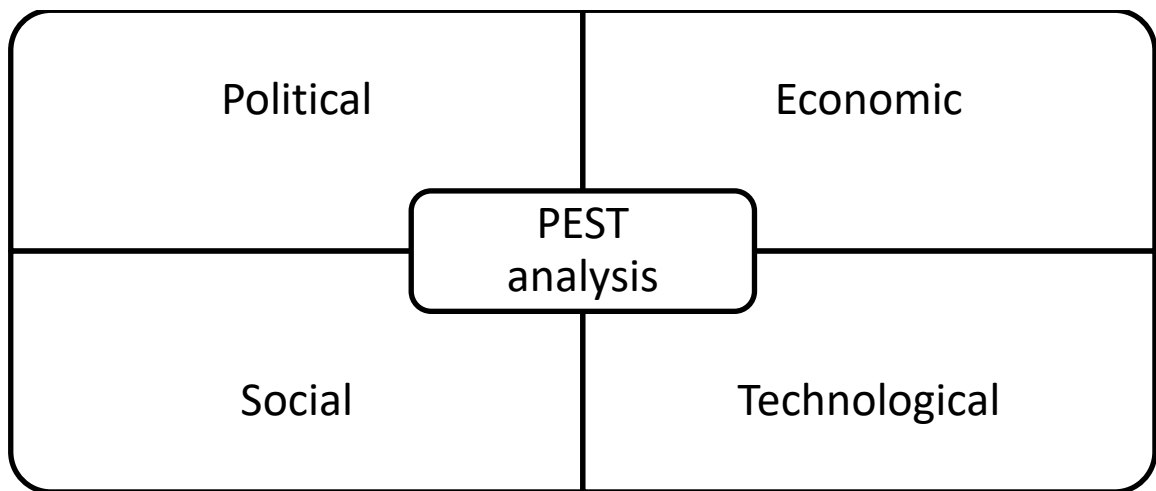
What are the customers' shopping habits?

**Market research** is useful as it can prevent expensive mistakes. Methods often used for market research are:

- **Questioners** can be in paper form or distributed online. They are non-intrusive and can generate a lot of data, especially if an incentive is offered.
- **Focus groups** offer much more insight, but work with a much smaller sample. A small, ideally diverse, group of consumers are brought together and they offer their feedback on a new product under the direction of a moderator. They are observed, and their reactions and comments are recorded. They are financially compensated for their time.
- **Surveys** can be conducted through the phone, but those are very unpopular. That is why the preferred form is an online survey. An online survey is shorter than a questionnaire and people require no incentive to complete them. (Pinson, 2008, 49-50)

**PEST analysis** is closely connected to market analysis as its purpose is to analyze and predict external influences on the company. It is an analysis of the macro environment. It studies the political, economic, social and technological factors. A well prepared PEST analysis should identify possible threats and opportunities. It is also an important tool for

understanding the market growth or decline as well as assessing the market itself. (Košťan and Šuleř, 2002, 37-39)



Picture 2 PEST analysis (own creation)

### Competition analysis

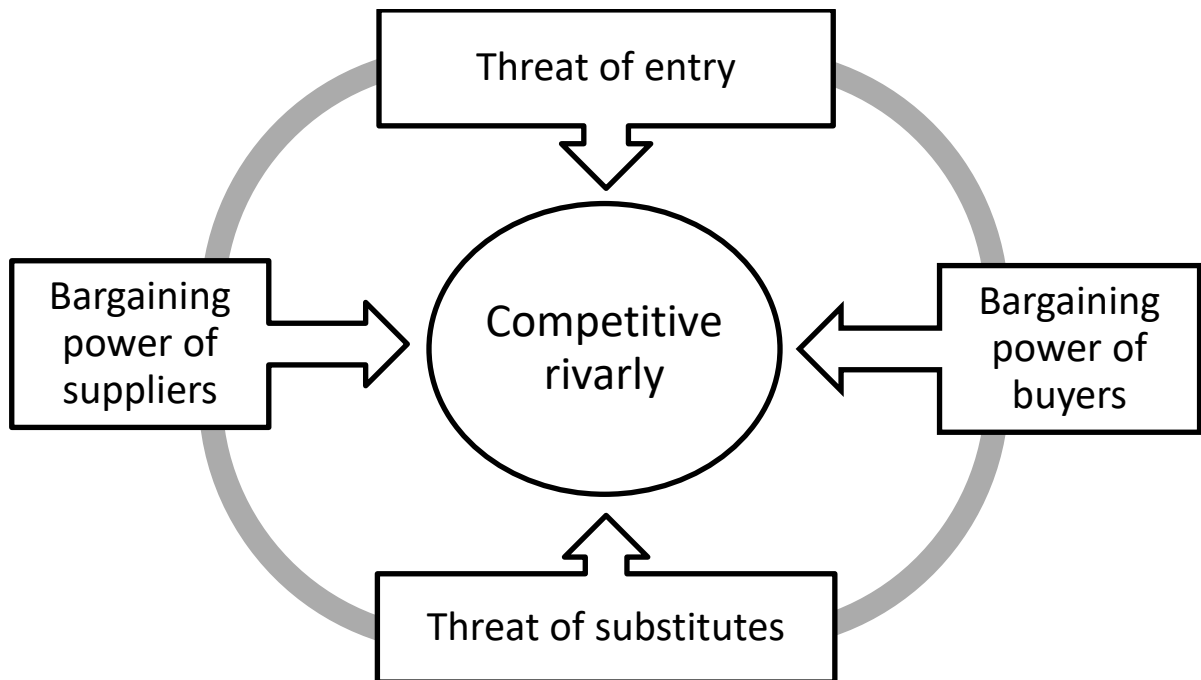
Analysis of a company's competition is also important. In today's world no business is without its competition. And knowing ones competitors is the key to defeating them and taking their market share. To achieve that, it is necessary to list the most important competitors as well as their strengths and weaknesses. In some cases there can be a lack of direct competition. This is in the case of a unique product or service. But it is still necessary to analyze competitors offering substitutes. (Shelton, 2017, 68-69)

**Porter analysis of competition** is one of the tools used in competition analysis. It maps the competition in a relevant industry. It focuses on the micro environment. It should not only analyze what is, but what could be in the near future. It is based on these five forces:

1. Bargaining power of buyers
2. Bargaining power of suppliers
3. Threat of entry
4. Threat of substitutes
5. Competitive rivalry within industries

The point of the analysis is to first identify the main threats which might emerge from the above mentioned forces. For example, the bargaining power of suppliers might be too strong as they have a lot of customers and the company creating the Porter analysis is not a priority. In this case, the threat is that the company has no influence on the supplier. The opposite can happen if the buyer has too much bargaining power over it and can dictate its own conditions. It is necessary to identify some threats, otherwise the analysis cannot be completed. The

second step after identifying the threats is to find opportunities that should eliminate or at least weaken the threats. This should result in a better position on the market for the company. If the threat is a strong bargaining power of the supplier, the company might find an opportunity of finding another supplier, even if the product they offer is a substitute. (Červený et al., 2014, 75-82)



Picture 3 Porter's five forces (own creation)

### 2.2.5 Marketing plan

A marketing plan should describe the marketing strategy of a company. A marketing strategy consists of the activities connected to sales, advertising, public relations and networking. Its goals differ depending on the company, but the most common ones are expanding customer base, increasing sales, achieving profitability and promoting new products and services. A marketing strategy should have a specific goal in order to achieve the best results. The goal should be measurable and have a planned schedule. (Pinson, 2008, 40-45)

According to Pinson (2008, 46), there are four marketing musts that help organize a company's marketing efforts:

1. **Sell selectively** – A company needs to know how they differ from the competition. Whether it is price, quality or a more effective manufacturing process, there needs to be something new that will interest customers. A reason the customer will buy from this company and not the competitors.

2. **Know your niche** – Once a company knows what makes its product special and what the added value for the customer is, it can profile its potential customers and define its niche. Some of the defining factors are:
  - Geographical
  - Demographical (age, gender, family situation.)
  - Socioeconomical (education, job position, income)
  - Psychological (hobbies, values, personality, lifestyle)
  - Consumer behavior (expected utility, degree of use, attitude towards the brand)  
(Srpková and Řehoř, 2010, 197)
3. **Create your pitch** – A company needs to make the product appealing to its customers and their individual needs.
4. **Price for profits** – Pricing the products correctly is important so that the company makes profit. It is crucial not to forget to include the costs of materials, labor, overhead costs, shipping, and storage. (Pinson, 2008, 46)

After finding a suitable market for a product, it is necessary to define **the marketing mix**. A marketing mix is a set of tools that can be used to further define a marketing strategy. The most known marketing mix is called 4P and consists of:

- **Product** is the most important tool of the marketing mix, because it is crucial for satisfying the needs of customers. A product can be a tangible thing, a service, a person or an organization (artists, sportsmen), an idea or a place. The main properties of a product are its quality, variants, design, package and brand. But things such as warranty, payment terms, installation assistance, tech support etc. can also be important. (Srpková and Řehoř, 2010, 196-205)
- **Price** of a product is the only part of the marketing mix which generates revenue and therefore must be calculated properly. Some of the factors that influence price apart from the other parts of the marketing mix are the company's goals, costs, demand, competition, the product's life cycle and legal regulatory measures. Price is especially important in relation with its quality and changes customers' opinion of the product. (Srpková and Řehoř, 2010, 205-213)
- **Place**, or more accurately distribution, deals with getting the product from the place it was made to the customer. The goal of distribution is that a customer needs to be able to buy the product in the right place, at the right time, in the right quantity. A part of distribution is choosing the right distribution channel. A product can go from

the producer directly to the customer. The second option is that it goes through a wholesaler, retailer, distributor or a combination of several of them. (Srpková and Řehoř, 2010, 213-218) There are also different methods of distribution. A product can be available in stores or physical offices, in catalogs or on a website. (Pinson, 2008, 51)

- **Promotion** or marketing communication is the most visible part of the marketing mix. It is the communication with the customer. More accurately, it is the system of methods and tools used to influence the buying behavior of customers. Its goals are to give information to customers as well as evoking certain emotions. The tools used to achieve those goals are a part of the communication mix. The communication mix consists of many parts, including advertising (advertisements on TV or the internet, billboards, leaflets etc.), sales promotion (loyalty programs, contests, coupons etc.), personal selling (business meetings, fairs and exhibitions etc.), public relations (charities, sponsorship, press conferences, PR articles etc.) and direct marketing (mail order, telephone selling etc.). (Srpková and Řehoř, 2010, 218-227)

As marketing evolves over time, the 4Ps are no longer enough. There are several other ways of looking at the marketing mix. One of them is to simply incorporate more Ps. Politics, public opinion, and people are just few of them. Along with the original four, they make the 7Ps. Another way of changing the marketing mix is to transform it into the 4Cs. This approach favors the customer, and adjusts the mix in relation to him. And the four parts of the mix become customer, cost, convenience and communication. (Srpková and Řehoř, 2010, 198)

### 2.2.6 Financial plan

A financial plan is very important as it best shows if a business plan is feasible or not. It should work with realistic numbers. The most important parts of a financial plan are formulating the balance sheet, calculating initial costs, personnel expenses and operative expenses. The goal is to calculate the revenues and find out if the company will be profitable. (Srpková and Řehoř, 2010, 314-316)

### 2.2.7 Risk evaluation

Risk evaluation is necessary because every company faces some threats. Nobody knows what will happen in the future. Identifying possible risks and preparing for them is the only

way to make the risks less dangerous. And risk evaluation makes the business plan more believable and trustworthy for investors.(Abrams 2014, 148-150)



### **3 SUMMARY OF THE THEORETICAL PART**

The theoretical part began with the description and explanation of the basic terms connected to entrepreneurship, entrepreneurs and enterprises. It also briefly mentioned the types of enterprises in the Czech Republic. After that it focused on introducing a business plan. It mentioned its goals and explained how to construct one. And then it focused on every part of a business plan and explained each one.

## **II. ANALYSIS**

#### 4 COVER SHEET



Picture 4 Logo of the company (own creation)

Company name:	Café at the End of the Universe
Legal form:	Limited liability company
Residence of the company:	T. G. Masaryk square, Zlín
Date of establishment:	3. 5 .2019
Name of the owner:	Lenka Hošková
Contact details:	Telephone: 703 561 901 Email: <a href="mailto:hosk.lenka@gmail.com">hosk.lenka@gmail.com</a> Address: Dřevnovice 32, 798 26 Nezamyslice

## **5 EXECUTIVE SUMMARY**

Café at the End of the Universe is a café focused on so called “geeks” and in general people who like pop culture, as well as those who would like to be able to borrow and play tabletop games in an establishment that is equipped for it.

It offers services such as allowing the people to borrow and play tabletop games and books, and it is possible to hold events there.

The objectives are to create a friendly and comfortable environment for the niche market that consists of geeks.

The potential market are mostly students and young people interested in pop culture.

## 6 COMPANY DESCRIPTION

Café at the End of the Universe is going to be an establishment focused on “geeks” – people who enjoy pop culture, especially science fiction and fantasy. The main goal of the company is to provide a comfortable environment and unique services that no other establishment in Zlín offers.

### 6.1.1 Legal form

The owner of the company decided that the best form of business for this café is a limited liability company, considering the lack of requirement for registered capital and the advantages of limited liability up to the sum of the registered capital. It will be established by Lenka Hošková, who is the only owner. The business requires a trade called catering services according to Czech Trade Licence Act 455/1991 Coll. It is a vocational trade. To obtain this type of trade, it is necessary to have following competencies:

- due completion of secondary education or higher education in a relevant field
- due completion of secondary education or higher education in a related field and evidence of one year’s experience in the field
- due completion of retraining for relevant work activities, issued by an establishment accredited in accordance with specific legislation, or by an establishment accredited by the Ministry of Education, Youth and Sports, or by a ministry in whose purview the sector in which the trade is operated falls, and evidence of one year’s experience in the field
- six years’ experience in the field

As the owner does not meet these requirements, she will chose a representative who will.

### 6.1.2 Location

The café will be located somewhere near the city center and Tomas Bata University. One of the options is T. G. Masaryk square, considering that there is currently a free space available for renting. The café therefore will not be in the exact center of Zlín, but the distance from it should not be long enough to cause any harm to the café. And the rent is lower than it would be in the center of town.

### 6.1.3 Product or service description

Café at the End of the Universe will in many ways function as a normal café or tearoom, therefore it should be inviting to the general public. There will be a selection of coffee and

tea as well as both alcoholic and non-alcoholic beverages. It will also provide a variety of foods.

But unlike other establishments in Zlín, it will also provide more specific services aimed at its target customers. One of these services is the possibility to lend and play tabletop games. Tabletop games are becoming more and more popular amongst geeks. Playing them is a social activity. But many people do not play them often, as they are often expensive. Café at the End of the Universe will offer variety of these games (such as Settlers of Catan, Carcassonne, Game of Thrones, Lords of Waterdeep, Cards against humanity and many more) that the customers will be able to borrow and play in the café. This service will be for free, the customers will only need to inform the staff and return the game before leaving. Customers can also bring their own games and play them in the café.

Another issue with playing tabletop games outside of one's home is, that even if an establishment lets people do it, the space is not well suited for it. People can play their own tabletop games in a teahouse or a pub, but the tables are not big enough to fit the game as well as the refreshments. That is why Café at the End of the Universe will provide huge tables that fit everything necessary and seat 8 people. There will be 6 of these tables in the main area of the café, and they can be pushed together at the customer's request. The main area will only cover half of the café. The other half will consist of 4 smaller spaces divided from the main area to give customers privacy, not unlike in a tearoom. These spaces will also seat 8 people each. Or a curtain can be drawn in the middle of each space, creating 8 even smaller spaces for smaller groups. There will be cushions on the floor and low tables that will also be big enough for tabletop games. These spaces will be available for reservation for free. The main area will be also available for reservation, but for a fee.

Similarly to the tabletop games, the café will also allow customers to borrow sci-fi and fantasy books and comic books to read in the café. The café will also regularly hold themed pub quizzes and occasional costume parties. Geeks will feel at home, because the café will be decorated with posters and action figures from their favorite fandoms. And unlike many tearooms that usually accommodate these customers, Café at the End of the Universe will serve alcoholic beverages.

#### **6.1.4 Opening hours**

As the entire premise of the café is that people should spend a lot of time there and is not meant as a place to get a cup of coffee to go, there is no point in opening in the morning. During the week the café will open at 2 pm and close at midnight. On Friday it will be open

until 2 am. On the weekend, it will open at 10 am considering people are not at work or in school. On Saturday it will close at 2 am. On Sunday it will close at midnight.

<b>Café at the End of the Universe opening hours</b>	
Monday – Thursday	14:00 – 00:00
Friday	14:00 – 02:00
Saturday	10:00 – 02:00
Sunday	10:00 – 00:00

Table 1 Opening hours (own creation)

### 6.1.5 SWOT analysis

<p style="text-align: center;"><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Unique services – niche market</li> <li>• Good location</li> <li>• High quality coffee</li> <li>• Atmosphere</li> <li>• Open late unlike competition</li> </ul>	<p style="text-align: center;"><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Many competitors offering substitutes</li> <li>• No experience</li> <li>• No reputation or customer base</li> <li>• Lack of funds</li> <li>• New staff</li> </ul>
<p style="text-align: center;"><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Collaboration with people who organize cons</li> <li>• Student market</li> <li>•</li> </ul>	<p style="text-align: center;"><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Price fluctuations of coffee</li> <li>• New competitor who offers similar services</li> </ul>

Table 2 SWOT analysis (own creation)

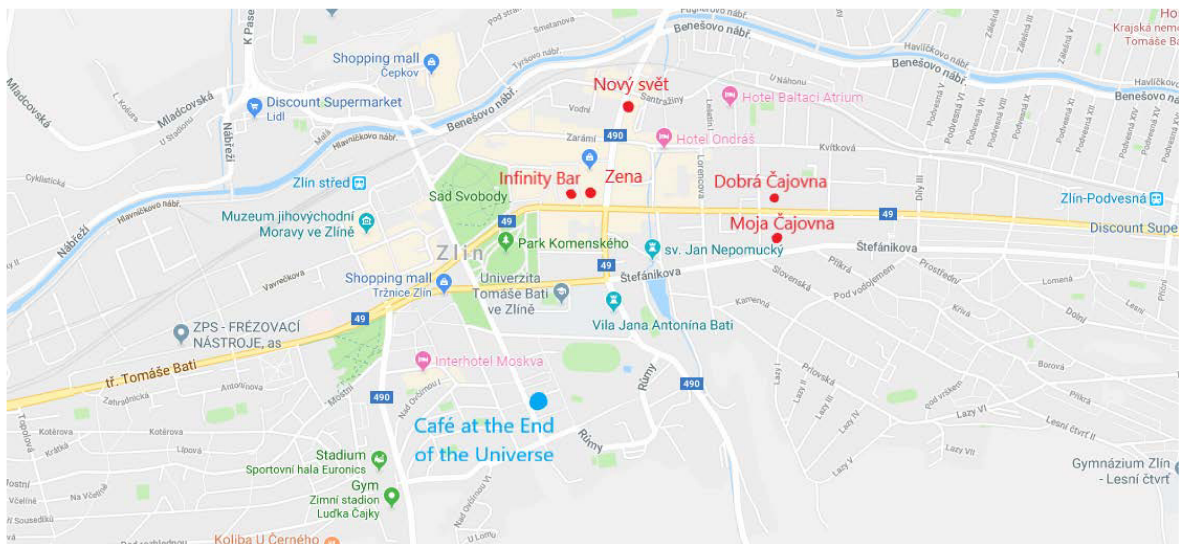


## 7 MARKET AND COMPETITION ANALYSIS

This chapter will analyze the market in which the café will operate. It will attempt to identify the potential customers, their number and properties. It will also analyze a questionnaire that was created and distributed in order to identify the target customers.

### 7.1 Potential market

The café will be located in Zlín near the center. The picture below shows a potential location for the café along with some of the competitors. Although the café is focused on a specific group of people, it can appeal to anyone as it also provides the same services as a regular café. Therefore anyone living in Zlín, especially near the location, is a potential customer. Considering the location is near the Tomas Bata University, it is likely that the students are also protentional customers. To better identify the target market it is necessary to analyze the questionnaire.



Picture 5 Possible location (own creation)

### 7.2 Questionnaire

The questionnaire was conducted via the internet and shared mainly through social media. It was focused mainly on students living in Zlín, as they are most likely to be potential customers. The questionnaire had 16 questions in total. Out of the 16 questions, 11 were closed and required from all respondents. 2 closed questions were required only from respondents who said they would visit the café. Ant the rest were open questions that were not required. The full questionnaire is available in the appendices.

The questionnaire got 107 responses. 56,1% of respondents were female and 43,9% male. 68,2% were between the ages of 18 and 25, 25,2% between the ages of 26 and 40, 3,7% between the ages of 41 and 60 and 2,8% were less than 18 years old.

One of the most important questions was if the respondents thought that Zlín could use this type of establishment. 91,6% of respondent said yes.

Do you think Zlín could use a place where "geeks" could meet, hold events, borrow and play tabletop games etc.?

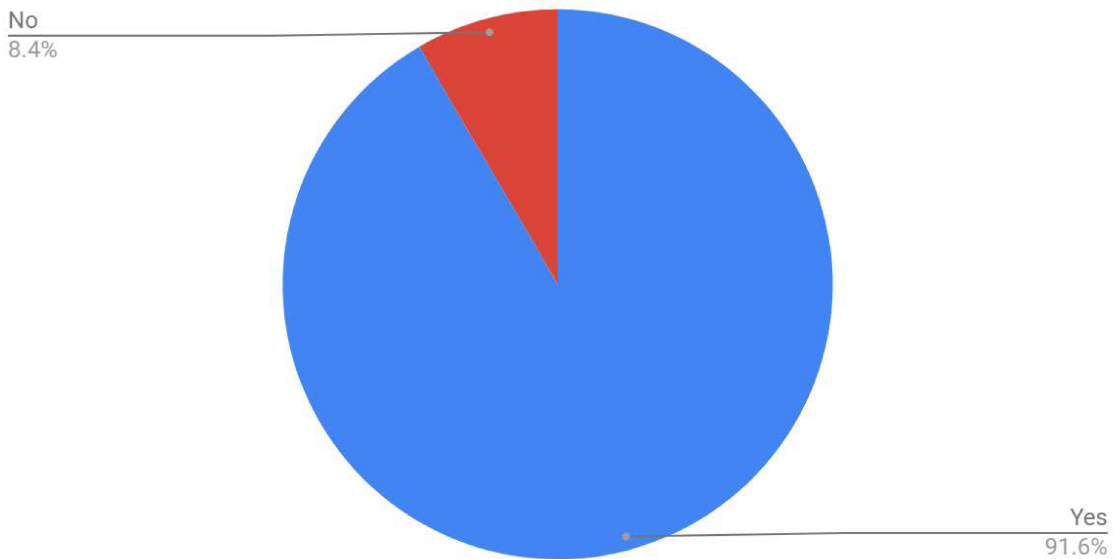


Figure 1 Do you think Zlín could use a place where "geeks" could meet, hold events, borrow and play tabletop games etc.? (own creation)

Another question was aimed at the importance of certain services on a scale from 1 to 5, where 1 meant not at all important and 5 extremely important. The table below shows the services from those which respondents found most important to those they found least important. The table is based on the weighted average and therefore the higher the number, the more important it is. As pet-friendliness and being opened after midnight scored under 3, they are not as important. Therefore the café will not be pet friendly and will only be opened after midnight on weekends. Staff fluent in English was also not a priority, but the questionnaire was distributed in Czech and therefore unfortunately lacks the votes of exchange students and other non-Czech speakers. Interestingly enough, the most desirable service is high quality coffee and tea, which is not one of the services that make this café unique.

High quality coffee and/or tea	3.971963
Possibility to borrow and play tabletop games	3.850467
Reserving a space to hold personal events	3.850467

Snacks	3.719626
Possibility to borrow and read fantasy and science fiction books, comic books	3.308411
Serving alcoholic beverages	3.308411
Regularly held pub quizzes	3.242991
Open after midnight	2.962617
Pet-friendliness	2.607477
Staff fluent in English	2.551402

Table 3 How important would these things be to you on a scale from 1 to 5?

The next question asked if the respondents knew a place in Zlín or nearby that offered the mentioned services. 80,4% answered no, 14% answered that they know a place that offers some of the services, and 4,7% answered yes. Those who did not answer no were given an open question asking them to name the place. Establishments that were mentioned are Astra, Nový svět, Indián, Zena, Dobrá Čajovna, Moja Čajovna, Gulliver and Infinity. Most of them offer some of the mentioned services, but none offer all of them.

Do you know a place in Zlín or nearby that offers similar services?

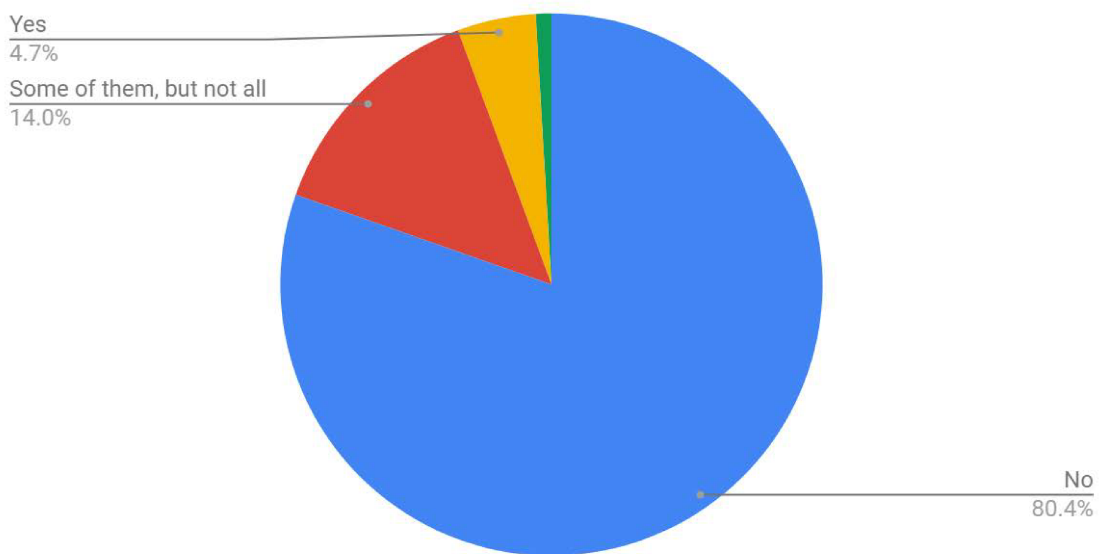


Figure 2 Do you know a place in Zlín or nearby that offers similar services? (own creation)

When asked if the café should have tables and chairs, pillows on the ground or both, 70,1% chose both, followed by 21,5% who said tables and chairs and 8,4% who said pillows on the ground. Based on these answers the café will be divided into two parts and offer both seating options.

Would you prefer there to be normal tables with chairs or pillows on the ground like in a tea room?

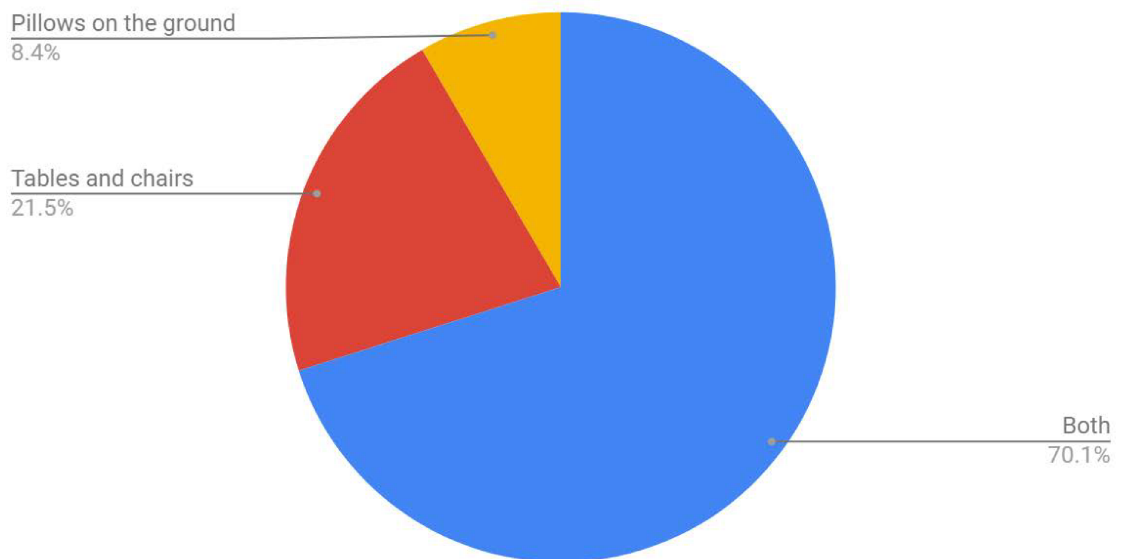


Figure 3 Would you prefer there to be normal tables with chairs or pillows on the ground like in a tea room? (own creation)

When it comes to opening and closing times, respondents could choose any time. The most frequent times mentioned were 2 pm for the opening time and midnight or 2 am for the closing time. This affected the opening hours of the café.

The next question asked, if the respondents would visit this café after they had a chance to see the offered services. 96,3% said yes and only 3,7% said no.

Would you visit this café?

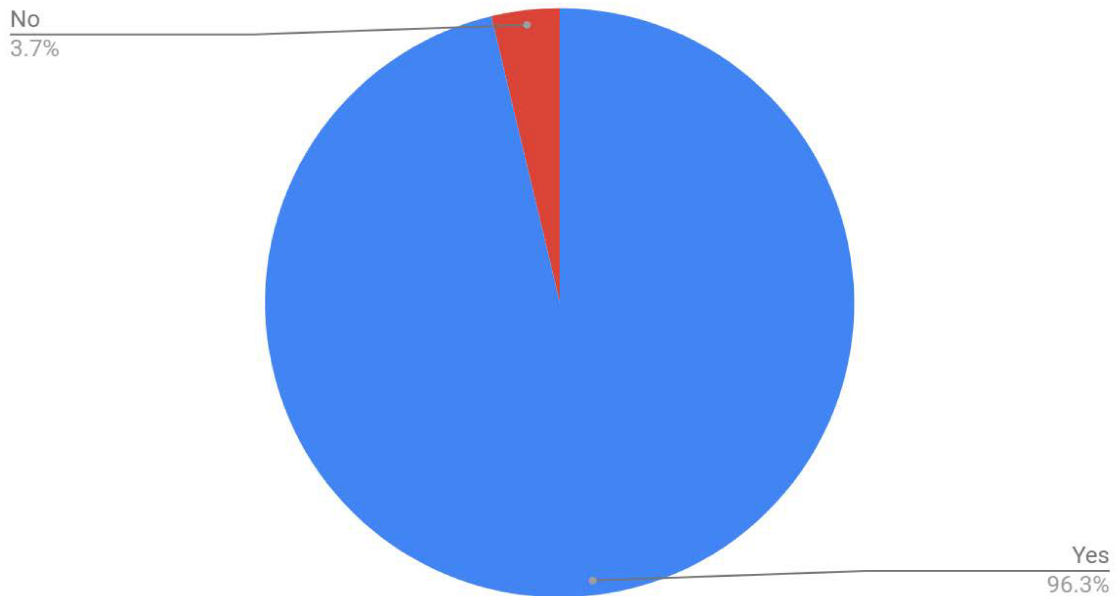


Figure 4 Would you visit this café? (own creation)

Those who answered yes were then asked how often they would visit and how much money they would spend in one visit. A majority would visit at least twice a month or more often. About half the people would spend less than 200 CZK and the other half between 200 and 400 CZK. Only 1,9% would spend more.

How often would you visit this café?

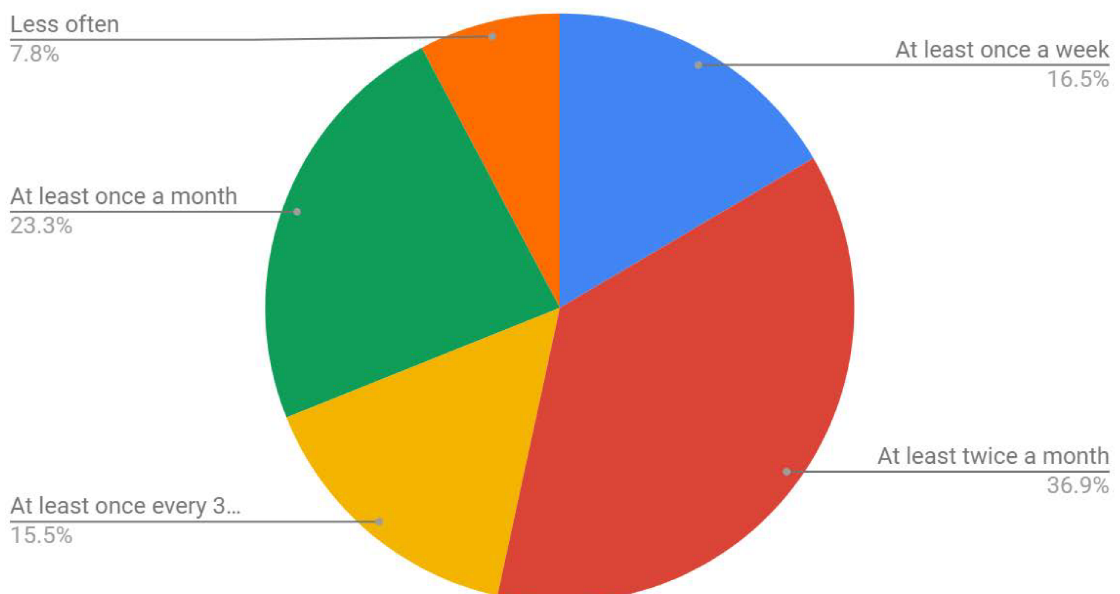


Figure 5 How often would you visit this café? (own creation)

How much would you be willing to spend in one visit?

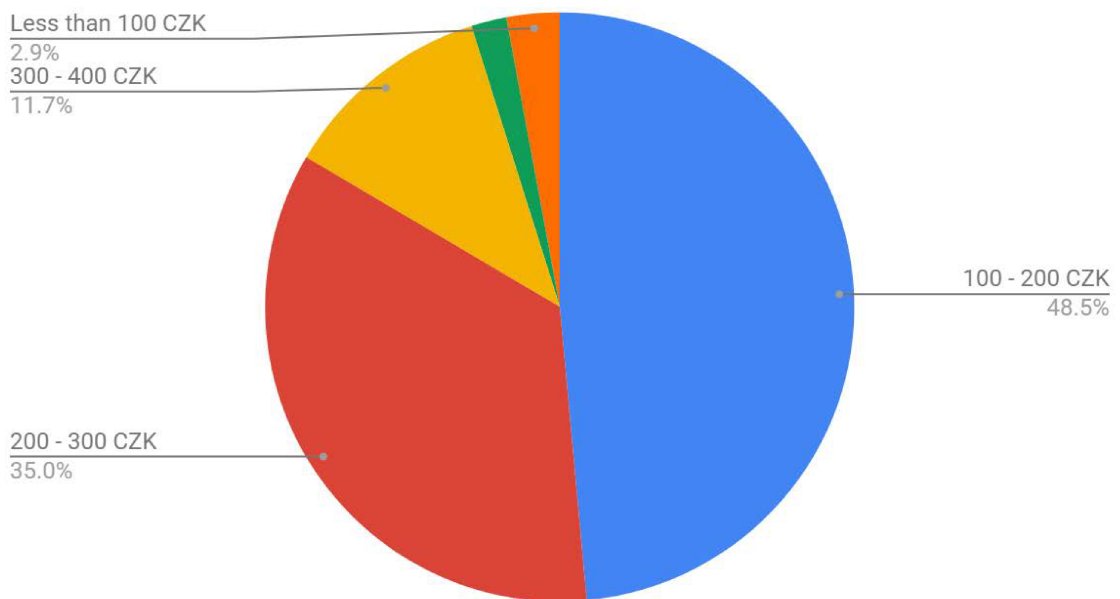


Figure 6 How much would you be willing to spend in one visit? (own creation)

### 7.3 Customer profile

As the café is targeted at geeks, it is expected that the customers will be young. This fact combined with the café's location near the university should make it attractive to students. The opening hours are also good for students, because the café opens at 2 pm and closes at midnight during the week, and is opened a little longer on the weekends. After combining the results of the questionnaire with the profile of a stereotypical geek, this is the customer profile:

- Age 18-40
- Men and women alike
- Mostly students, but employed people as well
- People interested in pop culture
- People who enjoy tabletop games

### 7.4 Competition analysis

There are no establishments offering the exact same services as Café at the End of the Universe, but there are a lot of companies who are similar and their products and services serve

as close substitutes. Some of them were mentioned in the questionnaire and are shown on the map in chapter 7.1.

### **Zena**

Zena is a tearoom near Golden apple. It has a great location near the city center, the only disadvantage is that it is hard to find as it is on the third floor and the entrance is not very visibly marked. The tearoom has a nice atmosphere. It offers a variety of teas as well as non-alcoholic beverages, beer and wine. They also offer snacks and hookahs. Customers can bring their own tabletop games and play them, but there is not enough space. Reservations are possible. Their opening hours alternate during the week, but they never open before 1 pm and are never open after midnight, which is a potential disadvantage compared to Café at the End of the Universe.

### **Dobrá Čajovna**

Dobrá Čajovna is a little further from the center than Zena, so their location is not such an advantage. Their services are similar to Zena. But Dobrá Čajovna does not serve alcoholic beverages. They have the same opening hours during the entire week, they open at 3 pm and close at 11 pm. They do not offer the possibility of reservations. There is even less space for playing tabletop games.

### **Moja Čajovna**

Moja Čajovna is located very close to Dobrá Čajovna. But it has a slight advantage, because it is bigger. It also consists of several small rooms as opposed to one big space, which gives the customers privacy. But it has the shortest opening hours out of the tearooms. It is closed on Monday, from Tuesday through Saturday it is opened from 3 pm to 11 pm, and on Friday it is opened from 5 pm to 10 pm. They do take reservations and their product and services are basically the same as in Dobrá Čajovna. Only the quality of their hookahs is a little higher.

### **Nový svět**

Nový svět is a much more direct competitor than the teahouses. It is located near the center but a little further away than the teahouses. But it has other advantages. They are very focused on their customers, going as far as giving them control over what will be happening at the bar. So they are theoretically willing to provide all the services that would make Café at the End of the Universe unique. There are even some books and games available. But there is also a disadvantage hidden in such an extent of freedom for the customer. There is no routine and unless the customer makes a reservation and tells them what he wants, he does not know what is happening there. Therefore if a customer impulsively decides to go

there, he might be unpleasantly surprised. But they have their schedule on their website, so at least customers can look at it. Other advantages of Nový svět are their eco-friendliness which gives them a good image, and their opening hours. They open at 3 pm and close between 11 pm and 2:30 am. They are closed on Sundays.

### **Infinity Bar**

Infinity bar has one of the best locations next to Zena. They mainly offer cocktails, but they also serve beer, coffee, desserts and sandwiches. They are a competitor of Café at the End of the Universe because they organize events such as pub quizzes. They open later than the rest of the competitors, they start at 6 or 7 pm, but they close between midnight and 3 am, so they are opened the longest.



## **8 MARKETING PLAN**

### **8.1 Product**

Products of Café at the End of the Universe can be divided into two parts. There is the menu offered by the café, including coffee, tea, alcoholic and non-alcoholic beverages and snacks. These items can be found on the menu in the appendices. But those are not unique and they offer no added value to the customer. They are very similar to what many competitors in Zlín already offer.

The offered services on the other hand are what makes this café stand out. They are focused on a niche market that currently only uses imperfect substitutes. The competition offers some of these services, but not on such a scale. One of the competitors offers the possibility to borrow tabletop games or books, but their space is not adapted to play them. There is not enough space for it. Café at the End of the Universe on the other hand designed its interior with this in mind. Moreover, the selection will be much broader. The competition sometimes offers pub quizzes or other events. But Café at the End of the Universe will host them regularly. And they will always have a pop culture theme. There will also be costume parties and other events.

### **8.2 Price**

The price is almost irrelevant as the real added value for customers are the services provided for free. The process of coffee, tea, snacks and other beverages are similar to many competitors in the area. There is no way to differentiate in this area.

### **8.3 Place (distribution)**

The café will be located near the center of Zlín and the TBU buildings. One of the possible locations is on T. G. Masaryk square. Considering the nature of the company, the distribution cannot be done differently than in a physical office. And considering that Café at the End of the Universe does not produce anything, we can say that it is a form of indirect distribution. There are unfortunately several competitors in the area, some of them in an even better location.

### **8.4 Promotion**

Café at the End of the Universe will start advertising itself before it opens to raise awareness. The first steps will be creating a website and promoting it through social media. It will also distribute leaflets.

**Website**

The cost of a website with its own domain is about 200 CZK per month from saywebpage.com. The owner is capable of creating a website from a template on her own. Some of the key elements that should be on the website are:

- Basic information about the café
- Menu along with prices
- Reservation system
- List of events
- Contact information
- Opening hours
- Photo gallery

**Social media**

Considering the target customers are young people, social media are the perfect platform for promoting the café. The café will have pages on Facebook and Instagram. The Facebook page should provide information and an opportunity to communicate with the customers directly. For example, reservations via Facebook chat will be possible. Instagram will mainly feature photos from events.

**Leaflets**

Before the café opens, leaflets will be distributed near TBU. Printing out about 2000 small leaflets from [www.onlineprinters.cz](http://www.onlineprinters.cz) should cost around 1000 CZK. These leaflets will contain basic information such as the location and short description of the café. They will be distributed into the TBU buildings by the owner.

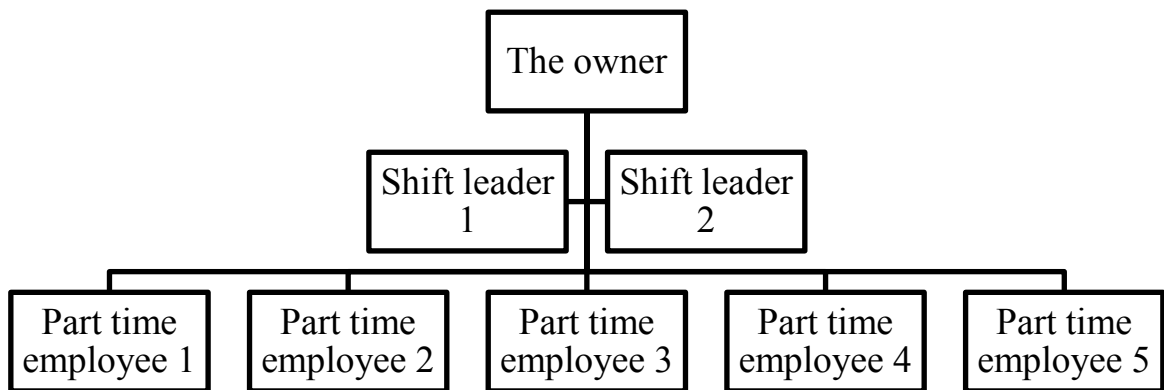
## 9 ORGANIZATIONAL STRUCTURE AND PERSONAL RESOURCES

### Personal resources

The café will have a two-shift operations. As the café will be open 82 hours a week, that means she needs the waitresses to work 164 hours a week. The owner decided to hire two full time employees as well as 5 part time employees. They will probably be university students, so the shift will be flexible. The full time employees will be shift leaders and carry more responsibility. At least one shift leader must be present at each shift. The cleaning will be done by the waitresses, there will be a schedule assigning it fairly. As there are no foods that would require a difficult preparation, no cook or baker is needed.

### Organizational structure

The organizational structure consists of the owner, 2 full time employees (shift leaders) and 5 part time employees. The owner handles the management of the company. The shift leaders will be responsible for assigning the shifts, handling deliveries, locking up and so on. The part time employees will carry the least responsibility and only work as waiters and waitresses.



Picture 6 Organizational structure (own creation)

## 10 FINANCIAL PLAN

### 10.1 Initial costs

The property on which the café will be was recently reconstructed, but it still needs to be changed. The most important change is creating 4 small spaces along the walls. This will be achieved the way it is done in tearooms, for example in Zena. Dark curtains will be connected to the ceiling. Some investment will also go into redecoration.

Apart from that, it will be necessary to buy new equipment. Tables, chairs and cushions are necessary for the main area. The kitchen needs new dishes. Dishwasher, ice machine and a proper coffee maker. A cash register and a w-fi router are necessary. Moreover, a car is also needed.

This unfortunately means that the initial costs will be high.

Initial costs in CZK		
Large tables <b>6 pcs</b>		60,000
<b>Chairs 48 pcs</b>		24,000
<b>Cushions, pillows, bean bags</b>		10,000
<b>Smaller tables 4pcs</b>		8,000
<b>Curtains</b>		5,000
<b>Coffee machine</b>		60,000
<b>Dishes, glassware, kitchen equipment</b>		20,000
<b>Ice machine</b>		6,000
<b>Dishwasher</b>		11,000
<b>Cash register</b>		7,000
<b>Wi-fi router</b>		2,000
<b>Used car</b>		100,000
<b>Tabletop games</b>		25,000
<b>Books, comic books</b>		20,000
<b>Initial inventory</b>		50,000
<b>Total</b>		<b>408,000</b>

Table 4 initial costs in CZK (own creation)

## 10.2 Startup balance sheet

As can be seen in the table above, the startup budget is 408,000 CZK. That budget is partially covered by the registered equity of the owner, and a part is covered by a bank loan. The long-term assets consist of the equipment mentioned in table 4.

<b>Startup balance sheet in CZK</b>			
<b>Assets</b>		<b>Liabilities</b>	
<b>Long-term assets</b>	358,000	<b>Equity</b>	<b>200,000</b>
Fixed assets	358,000	Registered capital	200,000
<b>Current assets</b>	<b>92,000</b>	<b>Current Liabilities</b>	<b>250,000</b>
Inventory	50,000	Bank loan	250,000
Bank account	42,000		
<b>Total</b>	<b>450,000</b>		<b>450,000</b>

## 10.3 Bank loan

The bank loan for 250,000 CZK in an entrepreneurial loan from MONETA. The interest rate is 5.9% and the loan will last 4 years. The monthly payment is 6,159 CZK.

## 10.4 Depreciation

As long-term tangible assets that cost more than 40,000 CZK can be depreciated, it is possible to depreciate the large tables (60,000 CZK), the coffee machine (60,000 CZK) and the used car (100,000 CZK). All of these items belong to the second group of depreciation.

Year	Depreciation	Residual value
1	24,200	195,800
2	48,950	146,850
3	48,950	97,900
4	48,950	48,950
5	48,950	0

## 10.5 Personnel expenses

<b>Personnel expenses in CZK</b>					
		<b>Gross wage</b>	<b>Social security expenses, health insurance</b>	<b>Monthly expenses</b>	<b>Annual expenses</b>
Full time workers (2)	320 hours, 95 CZK/hour	30,400	10,336	40,736	488,832

Part time workers (5)	336 hours, 90 CZK/hour	30,240	0	30,240	362,880
Founder		20,000	6,800	26,800	321,600
<b>Total</b>		<b>80,640</b>	<b>17,136</b>	<b>97,776</b>	<b>1,173,312</b>

## 10.6 Operating expenses

Operating expenses of the café in CZK		
Type of cost	Monthly	Annually
<b>Fixed costs</b>	40,476	485,708
Rent	15,300	183,600
Utilities	10,000	120,000
Internet	600	7,200
Insurance	1,200	14,400
Energy	5,000	60,000
Loan payment	6,159	73,908
Website	200	2,400
Depreciation in the 1st year	2,017	24,200
<b>Variable costs</b>	147,776	1,773,312
Wages	97,776	1,173,312
Inventory	50,000	600,000
<b>Total costs</b>	<b>188,252</b>	<b>2,259,020</b>

Table 5 Operating expenses of the café in CZK

The initial cost was 408,000 CZK and the annual cost is 2,259,020 CZK, which means that the total cost for the year should be 2,667,020 CZK.

The total costs will likely rise in the next years, but there won't be the initial costs. This is what the costs in the next 3 years will look like if the costs rise 5%.

Year	Costs
1	2,667,020
2	2,371,971
3	2,490,596

Table 6 Costs in the next 3 years

## 10.7 Expected revenues

Calculating revenues from sold goods is difficult. Based on the questionnaire, the owner decided to calculate three types of expected revenues. Optimistic, pessimistic and realistic. Based on the questionnaire, it is expected that a customer spends approximately 200 CZK per visit. The optimistic calculation will count with 75 customers per day, the realistic with 50, and the pessimistic with 30.

Customers per day	Daily revenues	Monthly revenues	Annual revenues
75	15,000	450,000	5,400,000
50	10,000	300,000	3,600,000
30	6,000	180,000	2,160,000

Table 7 Optimistic, realistic and pessimistic predictions

The following table shows what would happen if the revenue increased by 5% each year.

Year	Optimistic revenue	Realistic revenue	Pessimistic revenue
1	5,400,000	3,600,000	2,160,000
2	5,670,000	3,780,000	2,268,000
3	5,953,500	3,969,000	2,381,400

Table 8 Revenue in the next 3 years

## 10.8 Profit/loss

<b>Optimistic prediction</b>					
Year	Revenue	Costs	EBT	Tax	EAT
1	5,400,000	2,667,020	2,732,980	519,266	2,213,714
2	5,670,000	2,371,971	3,298,029	626,626	2,671,403
3	5,953,500	2,490,596	3,462,904	657,952	2,804,952
<b>Realistic prediction</b>					
Year	Revenue	Costs	EBT	Tax	EAT
1	3,600,000	2,667,020	932,980	177,266	755,714
2	3,780,000	2,371,971	1,408,029	267,526	1,140,503
3	3,969,000	2,490,596	1,478,404	280,897	1,197,507
<b>Pessimistic prediction</b>					
Year	Revenue	Costs	EBT	Tax	EAT
1	2,160,000	2,667,020	- 507,020	-	- 507,020

<b>2</b>	2,268,000	2,371,971	-	103,971	-	-	103,971
<b>3</b>	2,381,400	2,490,596	-	109,196	-	-	109,196

Table 9 Profit and loss predictions

As is visible in the table, the profit in the optimistic and realistic predictions grows. In the pessimistic prediction the loss decreases in the second year and then rises again. A prediction of 25 customers a day seems very pessimistic. A further analysis of the market might be required to be safe, but the realistic scenario seems much more likely.



## 11 RISK EVALUATION

There are always risks that threaten a company, the only possible preparation for them is identifying them and trying to minimize them.

### **Lack of interest**

Although the market research showed positive feedback and most respondents were interested in the company, it is always possible that when the café opens, there will be a lack of customers. In that case, the marketing plan will need to be evaluated. That could create the opportunity to focus on another market instead of the current target market.

### **Lack of customers in summer**

The café's target customers are students. That could be an issue in the summer when they leave the city. The café cannot do anything else apart from hosting more events in the hopes of drawing them back, and focusing on those customers who did not leave town.

### **Issues with employees**

Human nature is unpredictable and even the best hiring process cannot guarantee conscientious employees. The biggest issue with young people is lack of punctuality and responsibility. Fortunately double shifts mean that even if one employee is not on time, the café is not left without staff. And if the issue is more serious than lack of punctuality, the café should be able to fire one employee without suffering too much due to the number of employees.

### **Failure due to inexperience**

The owner of the company has no experience with managing a company, and that can result in serious issues. The only prevention is due diligence. And anyone can improve after getting some experience. Even if they have to learn from their own mistakes.

## **CONCLUSION**

Café at the End of the Universe is going to be an establishment focused on “geeks” – people who enjoy pop culture, especially science fiction and fantasy. The main goal of the company is to provide a comfortable environment and unique services that no other establishment in Zlín offers.

The target customers are young people interested in pop culture who live in Zlín.

The business plan is financially feasible according to the realistic and optimistic predictions.

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## APPENDICES

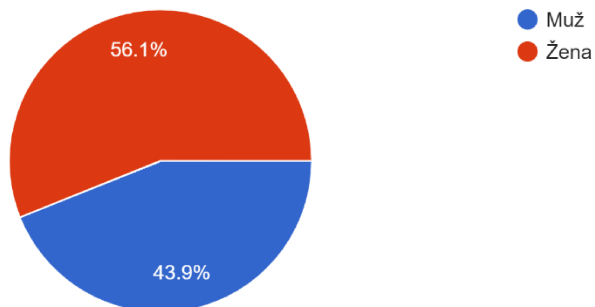
P I: QUESTIONNAIRE

P II: CV

## APPENDIX P I: QUESTIONNAIRE

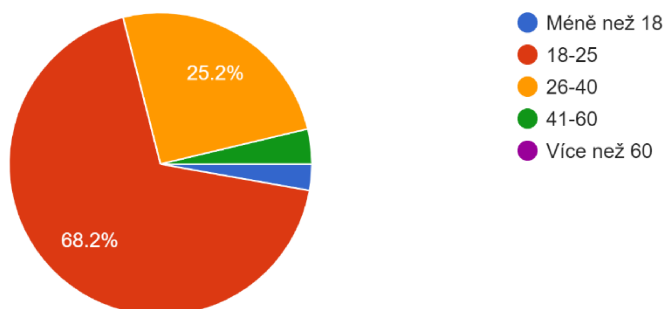
Jaké je vaše pohlaví?

107 responses



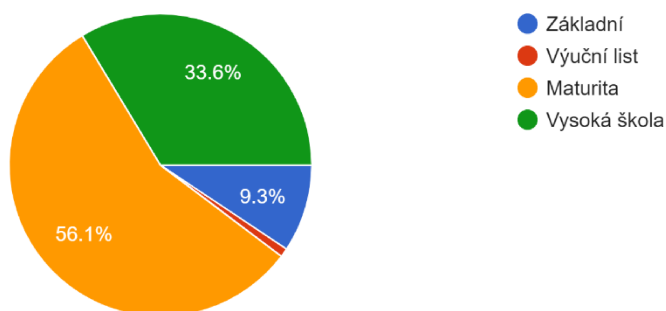
Jaký je váš věk?

107 responses



Jaké je vaše nejvyšší dosažené vzdělání?

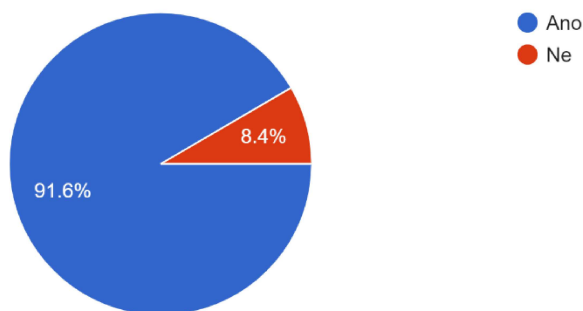
107 responses



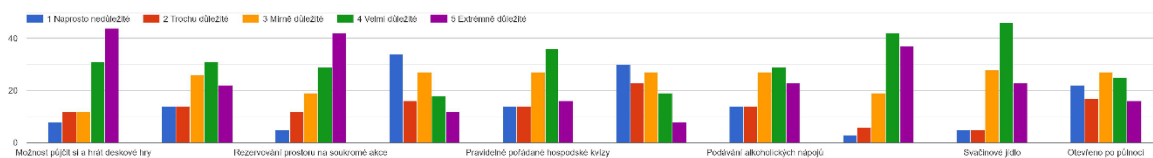


## Myslíte si, že by se ve Zlíně hodilo místo, kde by se mohli "geekové" scházet, pořádat akce, půjčovat si a hrát deskové hry atd.?

107 responses



Jak důležité by pro vás byly tyto služby na škále 1-5?



## Napadá vás ještě něco, co by pro vás bylo důležité? (nepovinné)

12 responses

Vstřícnost vůči domácím mazlíčkům je sice skvělá věc, ale pro lidi s alergiemi docela naprd. Kdybychom tam seděli s přítelkyní a sešli se se 2-3 psi, tak bychom byli nuceni kavárnu opustit a určitě by to ovlivnilo naše budoucí rozhodnutí kavárnu opět navštívit.

Příjemná obsluha, rozumné ceny, příjemný interiér s dobře zvolenou hudbou, zajištění klidu od malých dětí

Kostýmové večírky

wi-fi

Spousta geeků jsou samotáři a kavárny nebo čajovny mají zbytečně otevřené prostory. Co bych dala za malý koutek, kam se můžu před světem skrýt...

Promítání fantasy seriálů, spotů nebo krátkých filmů z youtube od fanoušků fantasy

Nejvíce dělá přístup obsluhy

výzdoba stylu Geekárny (malby, doplňky), tématické nápoje a jídlo

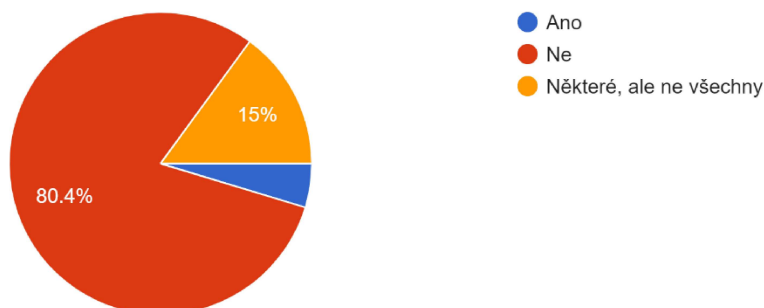
Kouření povoleno.

Lokalita, případně vodní dýmka, kvalitní pivo na čepu (ideálně jak byla Viktorka, ta byla top..)

Oddělila bych "koje" pro hrace, aby se vzájemně nerusili..

## Znáte ve Zlíně nebo poblíž místo, které tyto služby už nabízí?

107 responses



## Pokud tedy znáte, jak se jmenuje a kde se nachází? (nepovinné)

4 responses

Astra Zlín
Nový svět, Indián
Čajovny - např. ZENA, Dobrá čajovna, Gulliver, ale nikde nečepují pivo... hrát deskovky v hospodě je sice možnost, ale ta čajovna je tomu podle mě bližší

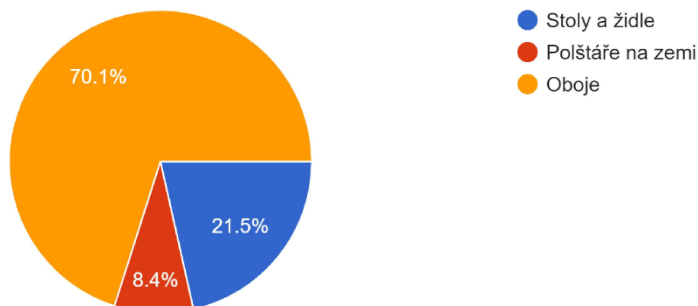
## Pokud tedy znáte, jak se jmenuje, a co nabízí? Co tam naopak chybí? (nepovinné)

5 responses

Otázku nechápu
Moja čajovna. Myslím, že personál zde neumí plyně anglicky, jinak poskytují veškeré služby
Třeba Nový Svět, jsou k půjčení hry, knihy .... Možná i v Guliverovi.
Infinity nabízí hospodské kvízy, Nový svět má vhodné zázemí.
Nový svět - má deskové hry

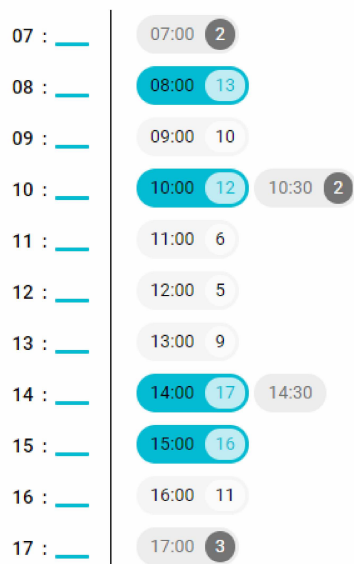
## Preferovali byste zde stoly s židlemi, nebo polštáře na zemi jako v čajovně?

107 responses



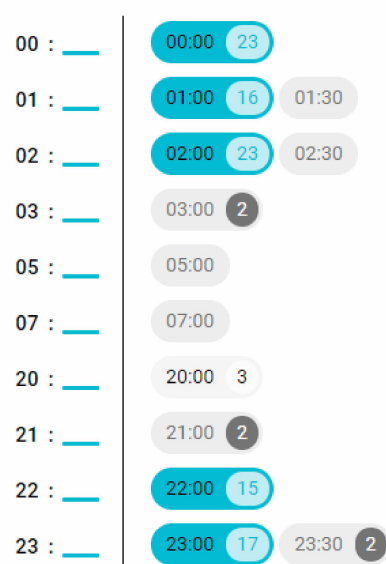
## Od kdy by měla tato kavárna být otevřená?

107 responses



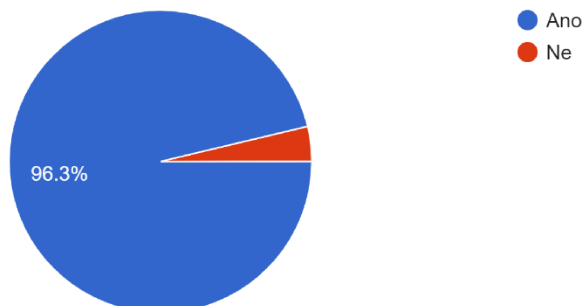
## Kdy by měla kavárna zavírat?

107 responses



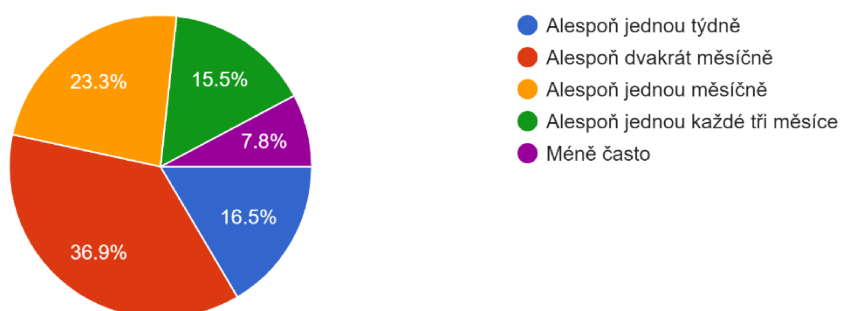
## Navštívili byste tuto kavárnu?

107 responses



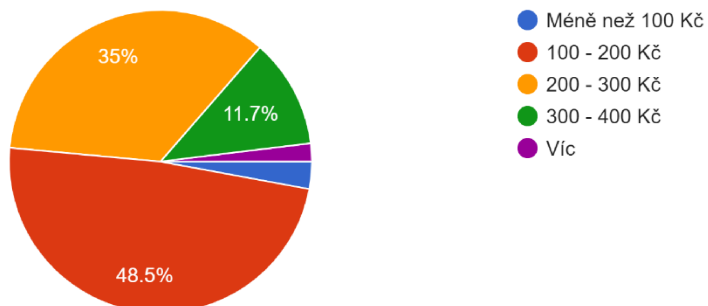
## Jak často byste tuto kavárnu navštívili?

103 responses



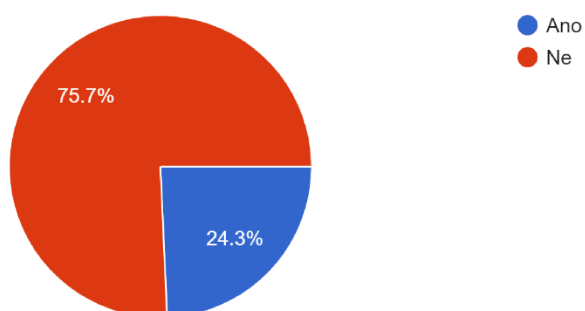
## Kolik byste utratili během jedné návštěvy?

103 responses



## Slyšeli jste o Geekárně v Praze?

107 responses



## APPENDIX P II: CV

# Lenka Hoskova

Student

### Experience

- 2017-11 - 2018-12**      **Casino host**  
*BONVER WIN, a. s., Zlin*
- Customer service
  - Administrative work including working with a registration software and managing deliveries
  - High material responsibility
- 2017-04 - 2017-09**      **Administrative worker**  
*ZPS – Frezovací nástroje, a. s., Zlin*
- Administrative work
  - Keeping track of inventory
  - Implementing and creating a contract registry
  - Co-creating (mainly editing) updated machine documentation and study materials for interns working with the machinery
- 2016-05 - 2016-10**      **Quality inspector**  
*HIGHFIVE, s. r. o., Prostejov*
- Inspecting chrome plated car parts and ensuring that they are up to par
- 2015-09 - 2015-12**      **Front desk receptionist**  
*Baltaci Hotel, Zlin*
- Administrative work
  - Working with the booking software
  - Customer service
  - Communication with English speaking customers
- 2014-11 - 2015-01**      **Marketing specialist internship**  
*VENDI s. r. o., Prostejov*
- Meeting with clients and discussing their needs
  - Market research
  - Creating and editing documents concerning corporate identity as well as contributing to creation of some marketing materials (leaflets, promotional items, stationery, invitations to events etc.)
  - Administrative work (e.g. keeping a registry of contracts, proof reading documents)
  - Working on the company website
  - Using Adobe Acrobat and Microsoft Office (especially Word and Excel) as well as basic editing in Adobe Photoshop
  - Handing the finished materials over to customers and ensuring that their satisfaction with our services

### Education

- 2015-09 - present**      **B.A. in English for Business Administration**  
*Tomas Bata University in Zlin*
- EQF level 6
- 2015-06**      **Professional qualifications certificate Marketing Specialist**  
*SOS podnikani a obchodu, spol. s r. o., Prostejov*
- EQF level 5
  - Good orientation in the basic principles of marketing, the marketing mix, and marketing strategies
  - Ability to utilize the acquired knowledge in practice
  - Ability to conduct market research and analysis
- 2011-09 - 2015-06**      **Maturita Certificate in Economics and Business**  
*SOS podnikani a obchodu, spol. s r. o., Prostejov*
- EQF level 4
  - State exam from: English, Czech grammar and literature
  - Individual school exam from: Economics, Marketing, Marketing communications, Journalism

### Personal Info

#### Address

Drevnovice 32  
798 26 Nezamyslice  
Czech Republic



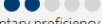
#### Phone

+420 703 561 901


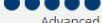

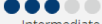

#### E-mail

Hosk.Lenka@gmail.com

### Languages

- Czech  Native proficiency
- English  Full proficiency, 8/2016 Cambridge English Level 3 Certificate (CERF level C2)
- German  Elementary proficiency

### Hard skills

- Microsoft Office (Word, Excel, Power Point, OneNote, Access, Outlook)  Advanced
- Google Drive, cloud environment  Advanced
- Adobe Acrobat  Advanced
- Photoshop  Intermediate
- SDL Trados Studio  Intermediate
- European driving license type B

### Soft skills

- Ability to work under pressure 
- Decision making 
- Adaptability 
- Communication 
- Time management 
- Teamwork 

### Interests

- Fantasy and science fiction literature, comic books
- Hiking, cycling, skiing
- Board games, card games, D&D
- Video games

