

Business Plan – Landmark Coffee Roasters & Slice Society Pizza + Wine Bar

Executive Summary

Landmark Coffee Roasters will transform into a dual-purpose venue that transitions seamlessly from a bustling specialty coffee shop during the day into a vibey pizza and wine bar at night. Located in Beaumont, CA — a growing, family-oriented community — our concept offers locals and visitors a gathering place with artisanal coffee, craft pizzas, curated wines, and live music nights. This unique hybrid model maximizes revenue by serving two overlapping but distinct markets in a single space.

Business Concept

Daytime Concept: Coffee Shop

- **Operating Hours:** 7:00 AM – 3:00 PM
- **Offerings:**
 - House-roasted specialty coffee and espresso drinks
 - Fresh pastries, breakfast sandwiches, and light lunch options
 - Grab-and-go cold brew growlers, beans, and merch
- **Vibe:** Cozy and inviting with plenty of natural light, Wi-Fi, and space for remote workers, students, and casual meetups.

Nighttime Concept: Pizza & Wine Bar

- **Operating Hours:** 4:00 PM – 10:00 PM (Fri–Sat until 11:00 PM)
 - **Offerings:**
 - Wood-fired artisan pizzas with seasonal, locally sourced toppings
 - Curated wine list featuring California vineyards, natural wines, and wine flights
 - Charcuterie boards and small plates
 - Rotating dessert specials (e.g., affogato using house espresso)
 - **Vibe:** Dimmer, ambient lighting, live acoustic music or vinyl nights, a casual but elevated atmosphere for date nights, friends' gatherings, and community events.
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Market Analysis

Target Audience

1. **Morning Customers:** Commuters, parents after school drop-off, remote workers, and coffee enthusiasts seeking high-quality espresso and a welcoming space.
2. **Evening Customers:** Young professionals, couples, wine lovers, and friend groups looking for a casual but upscale dining and socializing spot.

Location Advantage

Beaumont’s population has been rapidly growing, with demand for quality dining and social venues. Few establishments offer both a true coffeehouse experience and a stylish evening concept — giving Landmark a first-mover advantage.

Competitive Landscape

- **Coffee Competitors:** Starbucks, Dutch Bros, and local cafes — but none roast on-site or provide evening dining.
 - **Dining Competitors:** Chain pizzerias and casual restaurants — but limited upscale wine-forward options.
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Menu & Beverage Program

Daytime	Evening
Espresso & coffee drinks	Wine by the glass & bottle
Breakfast sandwiches & pastries	Wood-fired pizzas
Seasonal lattes & cold brews	Charcuterie & small plates
Grab-and-go lunch options	Craft desserts & coffee cocktails

Operations Plan

- **Staffing:**
 - Baristas (AM), Bartenders/Servers (PM), Kitchen staff trained for both light café menu and pizza service.
- **Seating:**
 - Flexible layout: café tables for daytime laptop users, convertible communal tables and bar seating for night service.
- **Technology:**
 - POS system that handles day/night menus, inventory tracking, and online ordering.
- **Suppliers:**
 - Local farms for produce, California wineries for direct-to-venue wine deals, and local bakeries for pastry partnerships.

Branding & Experience

- **Interior Design:** Industrial-chic aesthetic with warm wood, exposed brick, cozy booths, and pendant lighting that can dim at night.
 - **Community Events:** Open mic nights, wine tastings, pizza-making workshops, latte art throwdowns.
 - **Social Media Presence:** Instagram-forward branding showcasing drinks, food, and community vibes.
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Financial Plan

- **Revenue Streams:**
 - Daytime coffee + breakfast/lunch sales
 - Nighttime pizza, wine, and event revenue
 - Packaged coffee bean retail + merch
 - **Projected Monthly Revenue Mix:**
 - **Coffee Shop (Day):** 45%
 - **Pizza & Wine (Night):** 50%
 - **Retail & Events:** 5%
 - **Startup Costs (Estimates):**
 - Renovation & décor: \$80K
 - Wood-fired pizza oven & kitchen upgrades: \$35K
 - Coffee roasting equipment: \$40K
 - Furniture, POS, and lighting: \$25K
 - Licenses & permits (ABC license for wine): \$10K
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Marketing Strategy

- **Grand Opening:** Weekend launch party with free tastings and live music.
 - **Loyalty Program:** Points for coffee purchases redeemable for wine flights or pizzas.
 - **Local Partnerships:** Collaboration with wineries, breweries, and food influencers.
 - **Community Involvement:** Sponsor local events, partner with schools and nonprofits.
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