
BREWCRAFT ARTISAN COFFEE ROASTERS

Business Plan

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Prepared with BizPlan Genius

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1. EXECUTIVE SUMMARY

BrewCraft Artisan Coffee Roasters is a specialty coffee company dedicated to delivering an unparalleled coffee experience through direct-to-farm sourcing, meticulous small-batch roasting, and complete transparency. We specialize in single-origin beans from Colombia, Ethiopia, and Guatemala, offering customers a direct connection to the origin of their coffee. Our unique value proposition lies in our commitment to traceability, allowing customers to scan a QR code on every bag to discover the exact farm, altitude, harvest date, and roast profile, fostering trust and appreciation for the craft. We serve coffee enthusiasts aged 25-45 who prioritize ethical sourcing, exceptional flavor, and are willing to invest in premium quality.

MISSION

To connect coffee enthusiasts with the world's finest single-origin beans through a transparent, ethical, and educational roasting experience, empowering them to discover and appreciate the true craft of coffee.

VISION

To be the most trusted and sought-after source for traceable, ethically sourced, and expertly roasted specialty coffee, building a community that values quality, sustainability, and the stories behind every cup.

VALUE PROPOSITION

BrewCraft offers an unmatched level of transparency and traceability in specialty coffee, connecting customers directly to the farm and process via QR codes on every bag. Combined with our direct-to-farm sourcing, small-batch roasting to order, and curated educational content (tasting boxes, brewing guides), we provide a premium, immersive, and trustworthy coffee experience that generic brands and larger roasters cannot match.

Key Projected Metrics

- Year 1 Revenue: \$125,000
- Year 1 Active Subscribers: 250
- Year 3 Revenue: \$450,000
- Customer Acquisition Cost (CAC): \$45-\$60
- Gross Profit Margin: 50-55%

2. COMPETITOR ANALYSIS

The specialty coffee market is highly competitive, populated by a mix of established national brands, regional roasters, and emerging direct-to-consumer (D2C) subscription services. Competitors range from large-scale operations with extensive retail footprints to niche players focusing on specific origins or roasting styles. While many emphasize quality and ethical sourcing, few offer the granular, verifiable traceability that BrewCraft intends to provide. The market is also characterized by a growing demand for convenience (subscriptions) and education.

Trade Coffee

Subscription prices vary by roaster, typically \$15-\$22 per bag.

A D2C subscription service that curates coffees from over 50 roasters nationwide, offering personalized recommendations.

- + Wide variety of roasters/origins
- + Personalized recommendations
- + Strong brand recognition
- Lacks direct farm relationships
- No single brand identity/story
- Transparency limited to roaster, not farm

Blue Bottle Coffee

Single bags typically \$18-\$25, subscription around \$20-\$24 per bag.

A high-end specialty coffee roaster with cafes and a strong D2C presence. Known for fresh roasting and minimalist aesthetic.

- + Strong brand equity
- + High-quality product
- + Extensive retail presence
- Premium pricing can be prohibitive
- Limited explicit farm-level transparency
- Acquired by Nestle, perceived loss of 'indie' status

Atlas Coffee Club

Subscription plans range from \$14-\$28 per bag, depending on size and frequency.

A coffee subscription service focused on delivering single-origin coffees from different countries each month, with postcard-style information.

- + Discovery aspect (new country each month)
- + Engaging branding
- + Subscription convenience
- Less direct farm relationships/transparency
- Roasting quality can vary across origins
- Limited deep-dive educational content

Onyx Coffee Lab

Single bags typically \$20-\$30+, often higher for rare lots.

An award-winning specialty roaster known for exceptional quality, meticulous sourcing, and innovative roasting

techniques. Strong D2C and wholesale.

- + Exceptional coffee quality
 - + Strong industry reputation
 - + Detailed sourcing information (often)
 - Higher price point
 - Less emphasis on full QR-code driven traceability
 - Smaller variety of origins compared to some subscription models
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Counter Culture Coffee

Single bags typically \$17-\$22, wholesale pricing varies.

A pioneering specialty coffee roaster with a strong focus on sustainability, transparency, and education. Extensive wholesale and D2C.

- + Long-standing reputation for quality and ethics
 - + Comprehensive sustainability reporting
 - + Educational programs
 - Large scale can dilute 'craft' perception for some
 - Transparency is high-level, not granular farm-to-bag QR code
 - Less personalized experience than smaller D2C
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Market Gaps & Opportunities

1. Lack of granular, verifiable farm-to-cup traceability in the majority of specialty coffee offerings.
2. Limited direct educational content (beyond basic tasting notes) integrated with product delivery for home brewers.
3. Inconsistent freshness from larger roasters due to longer inventory cycles and less frequent roasting.
4. Absence of a truly immersive discovery experience that combines premium beans with comprehensive origin stories and expert brewing instruction.

3. MARKET ANALYSIS

The global coffee market was valued at approximately \$120 billion in 2023 and is projected to grow at a CAGR of 4-5% through 2030. Within this, the specialty coffee segment is experiencing robust growth, driven by increasing consumer demand for premium products, unique flavor profiles, and ethically sourced goods. Consumers are becoming more discerning, moving away from commodity coffee towards high-quality, traceable, and sustainably produced options. The direct-to-consumer (D2C) model, particularly through subscriptions, has gained significant traction, offering convenience and a personalized experience, further fueled by the rise of home brewing during and post-pandemic. The market also sees a growing emphasis on transparency and the 'story' behind the product, aligning with BrewCraft's core values.

MARKET SIZE

Total Addressable Market (TAM): Global Coffee Market ~\$120 Billion (2023). **Serviceable Available Market (SAM):** US Specialty Coffee Market ~\$28 Billion (2023, projected to reach \$40B by 2030). **Serviceable Obtainable Market (SOM):** BrewCraft's realistic share of the US D2C specialty coffee market is estimated at \$1.5 - \$2 Million within 5 years, representing a small but significant penetration of this growing niche.

GROWTH RATE

The specialty coffee market in North America is projected to grow at a Compound Annual Growth Rate (CAGR) of 8.5% from 2023 to 2030, according to reports by Grand View Research and Statista.

Key Industry Trends

- Premiumization and demand for high-quality, unique flavor profiles.
- Increased focus on ethical sourcing, sustainability, and fair trade practices.
- Growth of direct-to-consumer (D2C) sales channels and subscription models.
- Rising popularity of home brewing and demand for fresh, whole bean coffee.
- Demand for transparency and traceability in the supply chain, connecting consumers to producers.

Target Customer Profile

Demographics: Coffee enthusiasts aged 25-45, urban professionals residing in major metropolitan areas (starting with Austin, Texas, then expanding across the USA). Household income of \$60,000+ per year. Tech-savvy and comfortable with online purchasing and digital interactions.

Psychographics: Values authenticity, quality, and ethical consumption. Enjoys culinary exploration and trying new flavors. Seeks educational experiences and appreciates craftsmanship. Willing to pay a premium for products that align with their values and offer superior quality. Environmentally and socially conscious.

Buying Behavior: Discovers new products through social media (Instagram, TikTok), food blogs, and word-of-mouth. Researches product details and reviews online. Prefers convenient online purchasing, especially subscription models for recurring needs. Values brands that offer detailed product information and a strong brand narrative. Makes purchase decisions based on quality, ethical considerations, and unique experiential value.

Pain Points

- Generic, uninspiring supermarket coffee lacking distinct flavor.
- Lack of transparency regarding coffee origins and sourcing practices.
- Inconsistent freshness and quality from large-scale, mass-produced roasters.
- Difficulty in finding truly unique, single-origin beans with a verifiable story.

4. MARKETING & SALES STRATEGY

POSITIONING

BrewCraft Artisan Coffee Roasters is positioned as the premium, transparent, and educational choice for discerning coffee enthusiasts seeking the freshest, ethically sourced, single-origin beans with verifiable farm-to-cup traceability.

Marketing Channels

Channel	Priority	Strategy & CAC
Social Media Marketing (Instagram, Facebook, TikTok)	High	Visually rich storytelling showcasing farm visits, roasting process, and beautiful brewing moments. Engaging reels and stories highlighting traceability features (QR code scans). Partner with micro-influencers in the coffee and foodie space. Run targeted paid ad campaigns based on demographic and psychographic data. CAC: \$40-\$60
Email Marketing	High	Build an email list through website sign-ups and lead magnets (e.g., 'Ultimate Home Brewing Guide'). Send weekly newsletters with new bean releases, origin stories, brewing tips, special offers, and subscription incentives. Segment lists for personalized communication. CAC: \$20-\$30 (for list building, lower for conversions from existing leads)
Search Engine Optimization (SEO) & Content Marketing	Medium	Optimize website for relevant keywords (e.g., 'single-origin coffee subscription,' 'traceable coffee'). Develop a blog featuring in-depth articles on coffee origins, processing methods, ethical sourcing, and advanced brewing techniques. Create downloadable brewing guides and tasting journals. CAC: \$0-\$20 (long-term organic acquisition)
Local Austin Engagement (Farmers Markets, Pop-ups)	Medium	Participate in high-end farmers markets and collaborate with local artisan food shops for pop-up tasting events. Offer samples, educate customers on traceability, and capture email leads. This builds local brand awareness and trust. CAC: \$50-\$80 (includes event fees, staff time, samples)
Partnerships & Collaborations	Medium	Collaborate with complementary brands (e.g., high-end kitchenware, sustainable lifestyle brands, local bakeries in Austin). Partner with coffee bloggers and YouTube reviewers for sponsored content and reviews. Offer affiliate programs. CAC: \$30-\$70 (variable based on partnership type)

90-Day Launch Plan

Period	Activities
Month 1	Finalize e-commerce website (Shopify + ReCharge), establish social media presence (Instagram, Facebook), initial green bean inventory acquisition, secure contract roasting partner or small in-house setup. Launch initial email list building campaign with a lead magnet.
Month 2	Official website launch for single bag purchases. First targeted paid social media campaigns. Begin local Austin market testing with pop-up events. Outreach to initial micro-influencers.

Period	Activities
Month 3	Launch subscription box service. Introduce first wholesale accounts to local Austin cafes. Refine marketing based on initial customer feedback and sales data. Begin content marketing (blog posts, detailed brewing guides).

5. FINANCIAL PROJECTIONS

BrewCraft's revenue will be generated through three primary channels: 1) Monthly Subscription Boxes priced at \$34/month, offering curated beans and brewing guides. 2) One-time purchases of single 12oz bags of coffee, ranging from \$18-\$24, sold directly through our e-commerce platform. 3) Wholesale accounts with local specialty cafes, where we anticipate a 40% gross margin on sales, with an average wholesale price of \$12 per 12oz bag. The subscription model is expected to provide stable recurring revenue, while single bag sales attract new customers and allow for discovery. Wholesale builds brand presence and increases volume efficiency.

Metric	Year 1	Year 2	Year 3
Revenue	\$125,000	\$280,000	\$450,000
Costs	\$105,000	\$210,000	\$320,000
Net Profit	\$20,000	\$70,000	\$130,000
Customers	250 active subscribers, 600 one-time purchasers, 3 wholesale accounts	600 active subscribers, 1,500 one-time purchasers, 8 wholesale accounts	1,000 active subscribers, 2,500 one-time purchasers, 15 wholesale accounts

Break-even Timeline: BrewCraft is projected to reach monthly cash flow break-even within 8-10 months of launch, assuming conservative sales growth and efficient cost management. Full recovery of initial startup costs is expected by the end of Year 1.

Startup Costs

Item	Amount
Commercial Coffee Roaster (small capacity)	\$12,000
Initial Green Bean Inventory (3-month supply)	\$5,000
Custom Packaging & Labels	\$2,500
E-commerce Website Development (Shopify theme, apps)	\$3,000
Legal & Business Registration	\$1,500
Initial Marketing & Photography	\$3,000
Office/Roasting Space Deposit & Setup	\$3,500
Subscription Management Software (Annual)	\$1,000
Working Capital Buffer	\$6,500
TOTAL	\$38,000

6. OPERATIONS PLAN

Business Model

BrewCraft operates on a direct-to-consumer (D2C) and wholesale model, emphasizing small-batch, roast-to-order fulfillment. Green beans are sourced directly from small farms via established importers with direct trade relationships, ensuring quality and ethical practices. Roasting occurs in-house using a small commercial roaster to maintain quality control and freshness. Orders received via the e-commerce platform (Shopify) trigger the roasting process, ensuring beans are shipped within 24-48 hours of roasting. Packaging includes our unique QR code for full traceability. Fulfillment is managed internally, with shipping handled by major carriers (USPS, UPS). Customer service is managed digitally via email and social media, with a focus on education and rapid response. Wholesale orders are fulfilled on a scheduled basis, with dedicated support for cafe partners.

Team Structure

Initially, the core team will consist of the founder, who will manage overall business strategy, direct sourcing, roasting operations, and lead marketing efforts. As the business grows, key hires will include: Month 6-9: Part-time Roaster/Fulfillment Assistant to support roasting, packaging, and shipping. Year 2: Part-time Customer Service/Social Media Manager to handle inquiries, community engagement, and content scheduling. Year 3: Dedicated Sales Representative for wholesale expansion and a full-time Head Roaster as production scales.

Technology

Our technology stack will include: Shopify for e-commerce and website management, ReCharge for subscription billing and management, Klaviyo for advanced email marketing automation and segmentation, QR Code Generator for unique bag traceability, QuickBooks for accounting and financial management, ShipStation for shipping label generation and logistics, and a robust inventory management system (integrated with Shopify) to track green beans and roasted coffee.

Key Milestones

Timeline	Milestone
Month 1	Business registration complete, initial green bean contracts secured.
Month 2	E-commerce website & subscription platform (Shopify + ReCharge) fully launched.
Month 3	First 100 D2C customers acquired (mix of single purchases & subscriptions).
Month 6	Secure 3-5 wholesale accounts in Austin, Texas.
Month 9	Achieve monthly cash flow break-even.
Year 1 End	Total 250 active subscribers and \$125,000 in annual revenue.
Year 2 End	Expand wholesale presence to 8-10 accounts, explore regional shipping hub.
Year 3 End	Exceed 1,000 active subscribers, achieve \$450,000 in annual revenue.

7. RISK ANALYSIS

Risk	Likelihood	Mitigation Strategy
Supply Chain Disruptions	Medium	Diversify sourcing across multiple farms and importers within each origin country. Maintain buffer inventory of green beans. Build strong, long-term relationships with suppliers to ensure priority during shortages.
Intense Competition & Customer Acquisition Cost (CAC)	High	Differentiate aggressively with our unique traceability and educational content. Focus on niche marketing to true coffee enthusiasts. Optimize digital ad spend constantly, focusing on LTV:CAC ratio. Build strong community engagement to drive organic growth and referrals.
Quality Control & Roasting Consistency	Medium	Invest in high-quality roasting equipment and continuous training. Implement strict quality protocols for every roast batch, including cupping and sensory evaluation. Maintain detailed roast profiles and leverage roasting software for consistency.
Green Coffee Price Volatility	Medium	Monitor global coffee markets closely. Establish flexible pricing models that allow for minor adjustments. Hedge purchases where feasible or lock in prices for larger volumes with trusted importers. Educate customers on reasons for price changes.
Customer Churn in Subscription Model	Medium	Prioritize exceptional customer experience and responsive support. Continuously introduce new and exciting beans. Offer loyalty programs and personalized recommendations. Gather feedback regularly to address pain points and enhance value proposition.
Regulatory Compliance (Food Safety, Labeling)	Low	Ensure strict adherence to FDA food safety guidelines and local health department regulations. Maintain accurate and compliant labeling. Consult with legal counsel to stay updated on relevant food and beverage industry regulations.

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