



CAFÉ CARPINCHO

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Cafe Carpincho

- ★ *Multiple Names in Rotation currently*
- ★ *Capybara*



Motto

“Experience Colombia One Sip at a Time”

★ *Just a rough draft, but could change.*

Mission Statement

- ★ ***“We strive to introduce foreigners to Colombian coffee culture and cuisine through our cafes and coffee products, creating a deep appreciation for all things Colombian.”***
- ★ ***Some values we have quality, authenticity, and experience***



Target Market

Our target market is tourists

We want our company to feel more luxurious. Colombia is known for their coffee, why not make it a luxury product for tourists since coffee is one of their top exports and many locals can get coffee fairly cheaply.



Products Available

- ★ *It is a cafe so we are planning to have our main product be our coffee drinks along with coffee inspired baked goods*
- ★ *Considering the idea of creating a coffee flight, similar to how breweries do beer flights*
- ★ *We will have the option to buy coffee beans in our stores.*

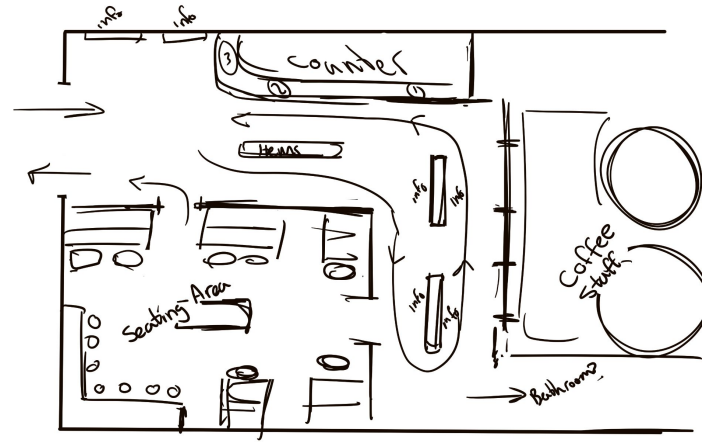
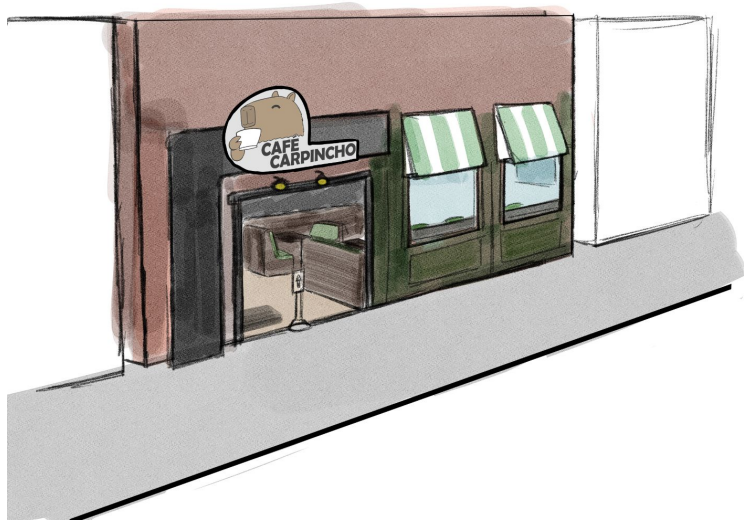


Distinction

- ★ *Serving different types of coffee produced in Colombia*
- ★ *Freshly ground coffee*
- ★ *Creating an experience when you dine*
- ★ *Options to read about the history of Colombian coffee*
- ★ *Portion of profits go to a local charity*



Storefront, Layout, and sample product



3 Competitors

1) Popular speciality coffee shops in each city

- Every shop has a “thing”

2) Coffee made at home

- Convenience, exactly what customer wants/need is met

3) Store bought coffee

- Cheap, convenient

Bogotá

<https://flavorsofbogota.com/coffee-shops-in-bogota/>

Cartagena

<https://www.enjoytravel.com/us/travel-news/food-and-drink/coffee-cartagena>

Medellin

<https://www.desktodirtbag.com/best-coffee-medellin/>



