BUSINESS PLAN SERIES

Investor & Lender Business Plan

Kiri Coffee Roasters: Specialty Coffee Subscription (Sample Edition, Fictional Company)

Document type	Business plan for funding applications
Coverage	Opportunity, strategy, market, operations, financials, funding request
Audience	Banks, investors, and grant reviewers
Status	Sample work product for portfolio demonstration

Business Plan: Kiri Coffee Roasters (Sample, Fictional Company)

> **How to read this sample.** Kiri Coffee Roasters is a fictional specialty coffee subscription company created to demonstrate this document format. A client plan follows the same architecture but is built entirely from the client's real business, market research, and numbers, and is tuned to the specific audience named in the requirements form (credit officer, investor, or grant reviewer).

1. Executive Summary

Kiri Coffee Roasters is a Tokyo-based specialty coffee roastery selling freshly roasted single-origin beans through a direct-to-consumer subscription model. The company converts Japan's deep cafe culture and growing home-brewing segment into recurring revenue: subscribers receive freshly roasted beans on a two or four week cycle, roasted to order and shipped within 48 hours of roasting.

The company seeks **$120,000** in funding to purchase roasting and packing equipment, build working capital, and fund a twelve-month marketing launch program. The plan projects break-even within the second year of operation and a three-year path to approximately $660,000 in annual revenue (illustrative figures, detailed in the companion financial model summary).

- **The ask:** $120,000, structured for either a term loan or an equity investment.
- **The model:** recurring subscription revenue with a 62% illustrative gross margin.
- **The edge:** roast-to-order freshness plus Japanese-market sourcing relationships, a combination importers and mass-market brands cannot match.

2. Company and Concept

The company operates as a registered Japanese corporation with a small roasting facility and an e-commerce subscription storefront. The founding insight is simple: freshness is the single largest quality variable in home coffee, and retail distribution structurally cannot deliver it, because beans sit in inventory for weeks. A roast-to-order subscription removes that inventory entirely.

Table 1. Company snapshot (fictional, illustrative)

Legal form	Japanese corporation (kabushiki kaisha)
Stage	Pre-launch; pilot roasting completed with 40 trial subscribers
Revenue model	Two subscription tiers (2-week and 4-week cycles) plus one-time gift and trial boxes
Target customer	Urban professionals aged 28 to 45 who brew at home and already buy specialty beans
Location	Tokyo; shipping nationwide

3. Problem and Market Opportunity

Home brewers face a quality compromise: supermarket beans are stale, and specialty cafe beans are expensive and inconvenient to restock. Meanwhile Japan's home-brewing segment has grown steadily as remote work persists and consumer interest in specialty coffee deepens. The subscription e-commerce format is proven in adjacent categories (meal kits, cosmetics, pet supplies) but remains under-penetrated in premium coffee, where freshness matters most.

In a client engagement, this section carries the full market sizing and competitor analysis for the client's actual industry and geography, triangulated from at least two independent estimation methods and presented as a range.

4. Products and Business Model

Table 2. Subscription tiers and unit economics (illustrative)

Tier	Contents	Price	Illustrative gross margin
Standard	200g, roasted to order, every 4 weeks	$24 per delivery	58%
Enthusiast	2 x 200g, rotating origins, every 2 weeks	$42 per delivery	64%
Gift and trial boxes	One-time, seasonal	$28 to $55	50%

Recurring delivery revenue is the core; gift boxes function as a low-cost acquisition channel that converts recipients into subscribers. Blended illustrative gross margin is 62%, with churn assumptions detailed in the financial model summary.

5. Marketing and Sales Strategy

- **Content and search.** Brewing guides and origin stories targeting high-intent home-brewing searches in Japanese and English.
- **Referral loop.** Subscribers gift a trial box at cost; recipients convert at a discounted first cycle.
- **Cafe partnerships.** Wholesale placement in select independent cafes builds brand credibility and feeds direct subscriptions.
- **Launch program.** A twelve-month paid program capped at the marketing allocation in the use of funds, measured strictly against subscriber acquisition cost targets.

6. Operations Plan

Roasting runs twice weekly against confirmed subscription volume, so inventory is measured in days, not weeks. Green bean sourcing uses direct relationships with two importers plus one origin-direct supplier. Fulfillment is handled in-house for the Tokyo metro area and via a national carrier elsewhere. The funding request purchases a larger roaster and semi-automated packing line, raising weekly capacity from roughly 400 to 1,600 deliveries.

7. Management and Organization

The founding team combines specialty coffee operations experience with e-commerce and subscription business management. In a client plan, this section presents the real team's track record in the format lenders and investors expect: relevant operating history, domain expertise, and clearly assigned roles, with an organization chart for larger businesses.

8. Financial Highlights

Table 3. Financial summary, years 1 to 3 (illustrative, USD thousands)

Metric	Year 1	Year 2	Year 3
Revenue	206	368	658
Gross margin	58%	61%	64%
Net income	(15)	40	89
Subscribers (year end)	950	1,700	2,900

Full assumptions, quarterly projections, break-even analysis, and lender metrics are in the companion financial model summary; a client engagement also delivers the editable spreadsheet behind every figure.

9. Funding Request and Use of Funds

Request: $120,000.

Structured flexibly for a term loan (with the repayment capacity shown in the lender metrics) or an equity investment (with the growth trajectory shown in the projections). Allocation below.

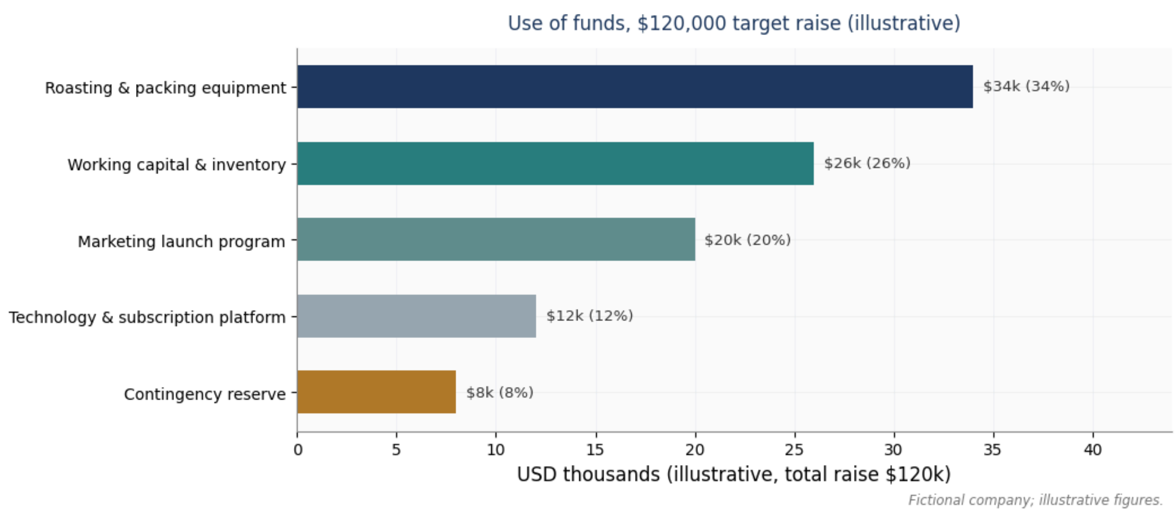

Figure 1. Allocation of the $120,000 raise (illustrative)

10. Risks and Mitigations

Table 4. Principal risks and planned mitigations

Risk	Mitigation
Green bean price volatility	Two importer relationships plus one origin-direct supplier; quarterly price reviews; margin buffer in pricing.
Subscriber churn above plan	Roast-to-order differentiation; pause and skip features; win-back offers; churn tracked weekly against model.
Large competitor enters subscriptions	Freshness and origin-direct positioning is structurally hard for inventory-based competitors to copy quickly.
Slower subscriber acquisition	Marketing spend is performance-capped; cost targets gate each month's budget release.

> **Confidentiality.** Client plans are never shared, published, or reused. This document was created solely as a portfolio demonstration around a fictional company and contains no client material.