

## **Business Plan**

### **Part A – The Venture**

Our business is called the Bunnyhop Café, the Bunnyhop Café is a bunny café, which allows you to relax with bunnies and have a refreshing drink or snack. The Bunnyhop Café is different from other cafés because it's a unique place that features bunnies to play along with and still have the usual café experience. We're a one of a kind business because there are no other bunny cafés in our area. The Bunnyhop Café is located in Weyburn, Saskatchewan. It's a great place to do business because it has a large range of people to enjoy the café, and it may increase tourism in Weyburn. We will need to rent a building and we will also need to buy a range of equipment from café supplies (hot beverage equipment, to-go supplies, coffee condiments, pastries) to bunny enclosures, bunny food and dishes, water bottles, etc.

### **Part B – The Product or service**

We sell breakfast foods/baked goods (such as bagels and croissants), cool refreshments and hot beverages. We specialize in coffees and hot chocolate with a variety of different flavors. We also sell a service for time allowed with bunnies. We decided on the Holland Lop and Lionhead bunnies due to their low-maintenance tendencies and relaxed personalities. Going to the Bunnyhop Café is a unique, once in a lifetime café experience. Our café isn't your regular one, as we feature adorable bunnies. The bunnies are cute, cuddly, comforting as well as safe and sterile. The bunnies act as a way to relieve stress from the outside world.

### **Part C – Marketing and Prices**

Our targeted age group ranges from teens and adults to elders. We focus on people with a stressed lifestyle whether that be an old lady catching up with her friends or a stressed, struggling university student who wants to study in a calming environment. We will decide our food prices based on the average price that they sell at, and how much money it took to make it. For the bunny services, it depends on how long you play with them, if you feed them (with bunny-safe foods) and how many people interact with a bunny which then the prices will vary. Our hot beverage prices depends on the size. A small is \$1.99, a medium is \$2.99, while a large is \$3.99. Our baked goods and breakfast foods include bagels (\$2.99), croissants (\$1.25), and muffins (\$1.00). As for the bunny service, we have sessions where you pay as much as you will stay for. We pay \$0.30 for a minute, which calculates to \$18.00 an hour. As for our advertisement, they are focused mainly on online advertisements, posters as well as ads in newspapers and on TV. Our expansion of the Bunnyhop Café is a possibility in the future, but as of right now we'll focus on the community of Weyburn and try to maintain a sustainable business.

### **Part D – Workers**

Jaylyn Prawdzik and Rhea Sturgeon own the Bunnyhop Café business. We both own 50% of it. We do have employees and they have different areas of work and skills. For example, we will have baristas (they do not need prior training) as well as *experienced* caretakers for the bunnies. We do pay our employees based on how advanced their exact job is. For example, a caretaker may get paid more than a barista. A barista gets paid \$12.00 an hour. A

Career Education  
Youth Biz – Planning Sheet

caretaker gets paid \$17.00 an hour. We have both a food service and a bunny service. So, if an employee is working in our food service, they must have a good grasp on serving and making goods. If an employee is working in the bunny service, they must have experience in taking care of bunnies and keeping them safe.

**Part E – Day-to-Day**

We are open from Monday to Friday at 6am-7pm (13 hours). Saturdays are from 8am–10pm (14 hours). Meanwhile, Sundays are open from 10am-6pm (8 hours). We buy our animal supplies from an animal supply store (Pet Valu) and we order furniture from online stores. Our food/beverages comes from superstores, and we buy them in bulk. We also sell our business from a storefront.

**Part F – Money Plans**

Roughly \$50,000 to \$75,000 will be needed to start our café. We will split the costs and start a loan if needed. The rabbits will be around \$15-30 per rabbit, resulting in a cost of \$75-150. In our first year of owning the Bunny hop Café, we want to be able to repay our loans and try to make at least \$60,000. We most likely will have to pay loans and we need supplies for both food/beverages and bunnies, as well as money for employees. We also have to pay for vet checkups for the bunnies.

**Part G – Why this Business Idea?**

We picked this because we both like bunnies and the idea of owning a café and serving the people of Weyburn with this unique service. We would consider creating a business in the future due to being able to be your own boss and use your own ideas.