The Westland Pour

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COMPREHENSIVE BUSINESS PLAN

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1. Executive Summary

1.1 The Problem & Solution

Westlands is a busy business district in Nairobi. Many professionals, freelancers, and visitors struggle to find a quiet, premium space to work or meet. Existing large coffee chains are often too noisy, crowded, and lack a personal touch. The Westland Pour solves this problem by providing a premium, comfortable coffee shop experience. We offer expertly crafted Kenyan coffee in a warm, inviting setting. Our space is designed perfectly for a morning energy boost, a casual business meeting, or a relaxing afternoon escape.

1.2 Target Audience

Our main customers are young professionals, business executives, and digital nomads working or living in Westlands. We also target expatriates, tourists, and local coffee lovers. These groups want high-quality beverages, reliable Wi-Fi, and a comfortable place to work or socialise. They value good service and are willing to pay for a premium cafe experience.

1.3 Value Proposition

The Westland Pour blends top-tier, locally sourced Kenyan coffee with excellent customer service. Unlike busy chain restaurants, we focus on a cozy atmosphere and premium quality. We offer a space where comfort meets productivity. This unique mix of high-quality drinks, friendly staff, and a peaceful environment makes us the top choice for daily coffee rituals in Westlands.

1.4 Financial Highlights & Funding Ask

The Westland Pour projects robust financial growth, targeting Year 1 revenue of KES 9,859,225 and rapidly growing to KES 19,996,598 by Year 5. This growth translates into increasing profitability, with Net Income projected at KES 218,776 in Year 1 and significantly expanding to KES 2,853,330 by Year 5. The Westland Pour's break-even revenue is established at KES 9,194,252, indicating a clear operational target for sustained profitability. With KES 2,000,000 in total funding secured/sought, The Westland Pour is well-positioned for launch and expansion.

- **Year 1 Revenue:** KES 9.86M
- **Year 1 Net Income:** KES 218.8K
- **Year 5 Revenue:** KES 20.00M
- **Year 5 Net Income:** KES 2.85M
- **Total Funding Secured/Sought:** KES 2.00M
- **Break-Even Revenue:** KES 9.19M

2. Company Overview

2.1 Mission, Vision, & Core Values

Our mission is to provide the Westlands community with an exceptional coffee experience in a welcoming space. Our vision is to become the most loved independent coffee brand in Nairobi. Our core values are Quality, Community, Sustainability, and Excellent Service. We believe in serving the best local products while treating every customer like a guest in our home.

2.2 Legal Structure & Ownership

The Westland Pour will operate under the formal trading name Westland Coffee Co. It will be registered as a private limited company in Kenya. This legal structure protects the founders from personal liability. It also makes it easier to bring in future investors and secure commercial bank loans.

2.3 Location & Operating Regions

The business will be located in Westlands, Nairobi. Westlands is a major commercial and entertainment hub in Kenya. This prime location guarantees high foot traffic from nearby office blocks, shopping centers, and residential apartments. The area is highly secure and easily accessible by public and private transport.

2.4 Current Status & History

The Westland Pour is currently in the idea and planning stage. The founders have developed the core business concept, brand identity, and menu design. We are actively searching for an ideal retail space in Westlands and preparing to secure the required startup capital. The full funding request and planned financing structure are detailed later in the Financial Highlights and Financials sections.

3. Market Analysis

3.1 Industry Overview & Regional Trends

Kenya is world-famous for producing premium Arabica coffee beans. Historically, Kenya has been a tea-drinking nation. However, domestic coffee consumption is steadily growing. In 2026, the United States Department of Agriculture projects domestic coffee consumption in Kenya to reach about 62,000 bags. Urban coffee culture is booming in Nairobi. Consumers now view cafes as essential social hubs and modern workspaces. There is a strong, growing trend toward specialty, single-origin coffees and artisanal pastries.

3.2 Target Market Sizing (TAM/SAM/SOM)

The Total Addressable Market (TAM) is the entire cafe and restaurant market in Nairobi. The Serviceable Available Market (SAM) includes all coffee drinkers, digital nomads, and cafe-goers specifically in the Westlands district. The Serviceable Obtainable Market (SOM) is the realistic share of professionals, expats, and students in Westlands that our single location can serve during our first few years of operation.

3.3 Customer Personas

We focus on three main customer types. First is the Remote Worker: a freelancer or tech developer who needs strong Wi-Fi, good coffee, and a quiet desk for a few hours. Second is the Corporate Executive: a manager working in a nearby office block who wants a quick, premium morning espresso or a nice space for a client meeting. Third is the Socializer: friends or couples looking for a cozy, safe environment to chat over lattes and fresh pastries on a weekend.

3.4 Competitor Analysis & Market Positioning

Our main competitors in Westlands include large chains like Java House and Artcaffe, as well as specialty roasters like Spring Valley Coffee. Java House and Artcaffe have strong brand recognition but often feel crowded, loud, and commercial. Spring Valley Coffee focuses heavily on premium roasting and direct trade. The Westland Pour positions itself carefully in the middle. We offer the premium coffee quality of a specialty roaster, combined with the cozy, customer-focused seating of a boutique lounge.

4. Products & Services

4.1 Detailed Product Description

We offer a full menu of espresso-based drinks, including cappuccinos, lattes, and flat whites. We use high-quality, locally sourced Kenyan Arabica beans. We also serve pour-over filter coffee, cold brews, and iced coffees. For non-coffee drinkers, we offer fresh juices, smoothies, and specialty teas. To complement our drinks, we sell fresh, artisanal pastries, sandwiches, and light salads.

4.2 The Problem Solved / Use Cases

Customers have multiple daily needs that we solve. They need a reliable morning energy boost before work. They need a comfortable setting for a relaxed lunch break. They also need an informal but professional space to host meetings outside the office. Our menu and environment solve all these needs in one convenient location.

4.3 Sourcing & Production

We will source our coffee beans directly from reputable local roasters who work fairly with Kenyan farmers. This guarantees freshness and supports the local agricultural economy. Pastries and food items will be prepared fresh daily. We will partner with a high-quality local bakery to supply our food until we eventually build our own in-house kitchen capacity.

4.4 Future Product Roadmap

In the first year, we will focus purely on perfecting our core coffee and food menu. In year two, we plan to introduce branded retail coffee bags so customers can brew our coffee at home. Later, we aim to launch an office delivery service for large corporate meetings. We also plan to introduce a custom mobile app for easy ordering and customer loyalty rewards.

5. Marketing & Sales Strategy

5.1 Pricing Strategy

We will use a value-based pricing strategy. Our prices will be competitive with major chains like Artcaffe and Java House. However, customers will feel they are getting a superior, more personalized experience for the same price. We will charge premium prices for specialty, single-origin brews, while keeping standard espresso drinks reasonably priced to encourage daily visits.

5.2 Customer Acquisition & Distribution Channels

Our primary sales channel is physical walk-in traffic driven by a highly visible location in Westlands. We will use social media platforms like Instagram and TikTok to showcase our beautiful space, latte art, and fresh food. We will also run local promotions and partner with nearby businesses to offer corporate discounts to their employees.

5.3 Sales Process & Cycle

The sales process in a coffee shop is direct and immediate. Customers enter the shop, place their order at the counter, and pay. Our trained baristas then prepare the drinks quickly. Excellent customer service during this short cycle is critical. Friendly interactions, speed, and high-quality products will turn first-time visitors into daily, loyal regulars.

5.4 Strategic Partnerships

We will build strong partnerships with local bakeries to supply our fresh pastries daily. We will connect with nearby corporate offices to provide event catering or morning coffee delivery runs. Additionally, we plan to partner with local artists to display their artwork on our walls. This makes the space look beautiful and draws the local arts community into our shop.

6. Operations Plan

6.1 Day-to-Day Operations

The shop will open early in the morning to serve the breakfast crowd and close in the early evening. Daily tasks include opening procedures, espresso machine calibration, inventory checks, and food display setup. The shift manager will oversee the floor at all times. They will ensure fast service, clean tables, and happy customers throughout the day.

6.2 Supply Chain & Logistics

Coffee beans and milk will be delivered multiple times a week to ensure maximum freshness. Dry goods, cups, and takeaway packaging will be ordered monthly. We will maintain strict inventory management to avoid wasting fresh food. A modern Point of Sale (POS) system will track stock levels automatically and alert us when supplies run low.

6.3 Technology Infrastructure & Tools

We will use a modern, cloud-based POS system to process sales, accept mobile money (M-Pesa), and track inventory. We will provide high-speed, secure Wi-Fi for our customers, which is essential for digital nomads. We will also use standard accounting software for financial management and digital scheduling tools for managing staff shifts.

6.4 Regulatory Compliance & Licenses

We will obtain a Unified Business Permit (UBP) from the Nairobi City County government. We will also secure a Food Hygiene Certificate to comply with strict public health regulations. The company will use its Kenya Revenue Authority (KRA) PIN to ensure full compliance with all local labor laws, business taxes, and Value Added Tax (VAT) requirements.

7. Management & Organization

7.1 Founders & Key Management

The founders bring a strong passion for the coffee industry and business management. The management team will be responsible for setting the company vision, managing finances, and building local supplier partnerships. The founders will actively oversee daily operations in the beginning to ensure the brand standard is firmly established.

7.2 Organizational Chart

At the top of the organization are the founders. They oversee the daily floor operations. The staff is then divided into two main areas. The Front of House team includes the Lead Barista, a Junior Barista, a Cashier, and Waitstaff. The Back of House team includes a Prep Cook and a Cleaner.

7.3 Hiring Plan & Personnel Gaps

Our first priority is hiring a highly skilled Lead Barista. This person must have formal barista training and deep knowledge of coffee extraction. We will also hire a friendly cashier and support staff who fit our core values. Detailed headcount plans and salary budgets are outlined later in the Approved Personnel Plan and the Financials section. As customer traffic grows, we will hire additional staff to cover evening and weekend shifts.

7.4 Board of Directors / Advisors

Currently, we rely on an informal advisory board. This group includes a local business mentor and a consultant with experience in the Nairobi hospitality sector. They provide valuable guidance on real estate leases, supplier contracts, and market positioning. As the business expands to multiple locations, we plan to form a formal board of directors to guide our strategic growth.

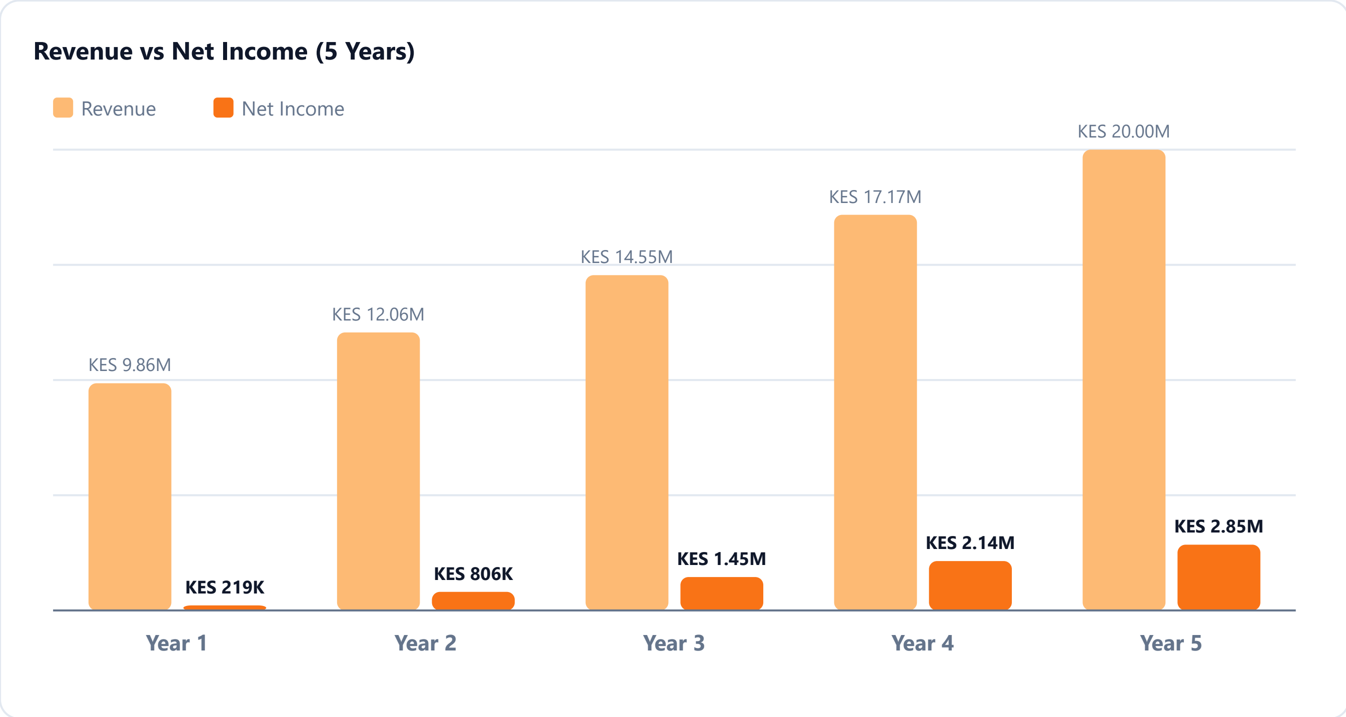
7.5 Approved Personnel Plan

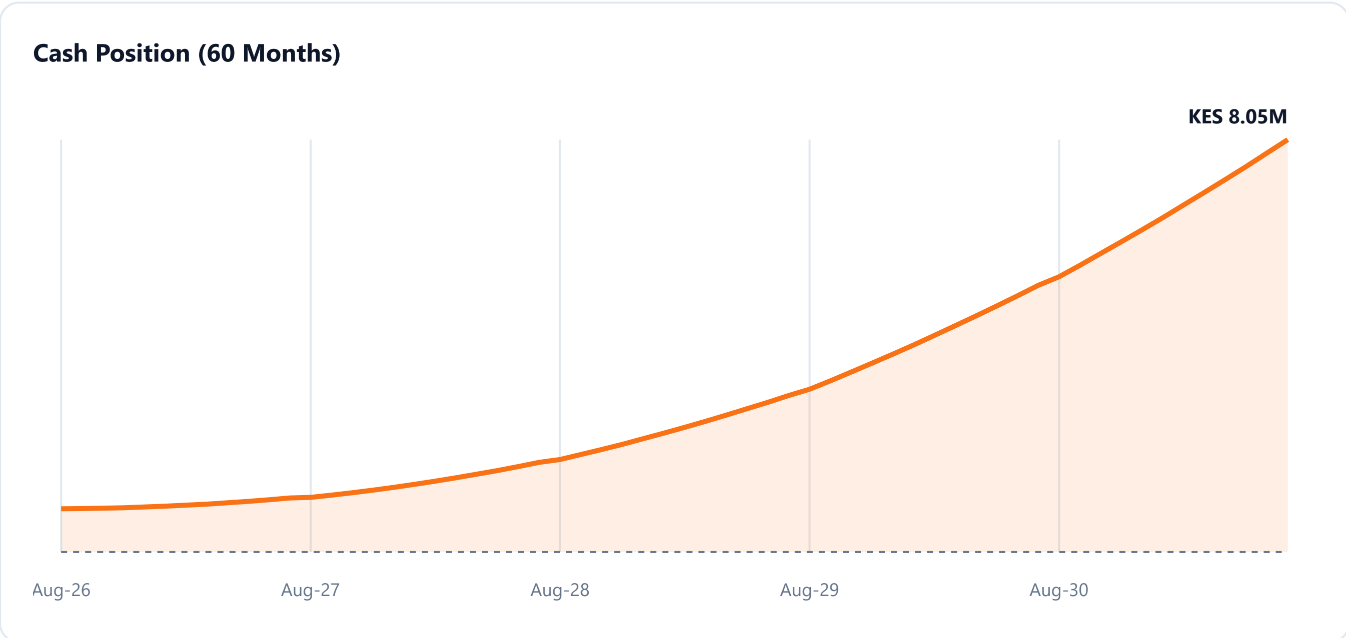
The staffing structure below reflects the personnel assumptions approved in the financial model and supersedes any staffing or salary figures mentioned elsewhere in this plan.

Role / Position	Monthly Salary	Headcount	Total Monthly
Lead Barista	KES 50.0K	1	KES 50.0K
Junior Barista	KES 35.0K	1	KES 35.0K
Cashier	KES 25.0K	1	KES 25.0K
Waitstaff	KES 15.0K	2	KES 30.0K
Prep Cook	KES 20.0K	1	KES 20.0K
Cleaner	KES 15.0K	1	KES 15.0K
Total Monthly Payroll			**KES 175.0K**

- **Statutory & Related Expenses:** 7.5% of gross salary

8. Financials





Year 1 Cost Structure

Break-Even Analysis

The following section presents the financial assumptions, inputs, and five-year projections for The Westland Pour.

8.1 General Assumptions

Parameter	Value
Base Currency	KES
Tax Rate	30%
Inflation Rate	6.41%
Start Date	2026-08

The Westland Pour will commence operations in August 2026, operating within a 30% tax rate environment. The assumed inflation rate of 6.41% suggests a need for careful pricing and cost management over time for The Westland Pour.

8.2 Revenue Projections

Revenue Stream	Type	Unit Price	Sales Volume
Espresso & Coffee Drinks	Product	KES 400	1,000
Artisanal Pastries & Food	Product	KES 600	500
Non-Coffee Drinks (Juices/Teas)	Product	KES 350	200

Projected Compound Annual Growth Rate (CAGR)

Year 1	Year 2	Year 3	Year 4	Year 5
15%	15%	12%	10%	9%

The Westland Pour's revenue model is diversified across Espresso & Coffee, Artisanal Pastries, and Non-Coffee Drinks, with initial volumes of 1000, 500, and 200 units respectively. The projected compound annual growth rate (CAGR) starts strong at 15% for the first two years, gradually moderating, indicating a strategic growth path for The Westland Pour to achieve Year 1 revenue of KES 9,859,225 and Year 5 revenue of KES 19,996,598.

8.3 Direct Costs & Operating Expenses

Direct Costs (COGS)

Cost Item	% of Revenue
Beverages & Coffee Beans	20%
Food & Pastries Ingredients	28%
Takeaway Packaging	5%

Operating Expenses (OPEX)

Expense	Monthly Amount
Rent & Service Charge (Westlands)	KES 100.0K
Utilities & High-Speed Wi-Fi	KES 20.0K
Marketing & Social Media	KES 15.0K
POS & Software Subscriptions	KES 5.0K
General Maintenance & Cleaning Supplies	KES 10.0K

The Westland Pour's direct costs are structured as a percentage of revenue, with beverages at 20% and food at 28%, alongside 5% for packaging. Operating expenses include a significant fixed cost for rent at KES 100,000 per month, emphasizing the importance of sales volume to cover these overheads for The Westland Pour.

8.4 Personnel Plan

Role / Position	Monthly Salary	Headcount	Total Monthly
Lead Barista	KES 50.0K	1	KES 50.0K
Junior Barista	KES 35.0K	1	KES 35.0K
Cashier	KES 25.0K	1	KES 25.0K
Waitstaff	KES 15.0K	2	KES 30.0K
Prep Cook	KES 20.0K	1	KES 20.0K
Cleaner	KES 15.0K	1	KES 15.0K
Total Monthly Payroll			**KES 175.0K**
Total Annual Payroll			**KES 2.10M**

- **Statutory & Related Expenses:** 7.5% of gross salary

The Westland Pour plans for a lean but effective team of seven, including a Lead Barista, Junior Barista, Cashier, two Waitstaff, a Prep Cook, and a Cleaner. This personnel structure represents a substantial fixed cost, underscoring the need for efficient operations and sales performance to support the team at The Westland Pour.

8.5 Capital Expenditure & Startup Costs

Equipment / Hardware

Item	Cost	Lifespan (Years)
Commercial Espresso Machine (Double-Group)	KES 200.0K	5
Commercial Coffee Grinder	KES 60.0K	5
Cloud-based POS System Hardware	KES 65.0K	3
Cafe Furniture & Modest Fit-out	KES 200.0K	5
Total Equipment	**KES 525.0K**	

Other Startup Costs

Cost Item	Amount	Amortization (Years)
Unified Business Permit & Food Hygiene Cert	KES 40.0K	1
Initial Branding & Signage	KES 50.0K	3
Rent Deposit	KES 140.0K	5
Total Startup Costs	**KES 230.0K**	

- **Working Capital Need (Inventory):** 1 months

The Westland Pour requires an initial capital outlay of KES 525,000 for essential equipment, including KES 200,000 for a commercial espresso machine and another KES 200,000 for cafe furniture and fit-out. These foundational investments are crucial for establishing the operational capacity and ambiance of The Westland Pour.

8.6 Financing & Funding

Source	Type	Amount	Interest Rate	Duration
Founder's Equity Investment	Investment	KES 1.50M	N/A	N/A
Commercial Bank Loan	Long term Loan	KES 500.0K	15%	36 months
Total Funding		**KES 2.00M**		

The Westland Pour is financed through a combination of KES 1,500,000 in Founder's Equity Investment and a KES 500,000 Commercial Bank Loan, totaling KES 2,000,000. This blend of equity and debt provides The Westland Pour with a solid financial foundation for its initial setup and operational ramp-up.

8.7 Income Statement

Metric	Year 1	Year 2	Year 3	Year 4	Year 5
Total Revenue	KES 9.86M	KES 12.06M	KES 14.55M	KES 17.17M	KES 20.00M
Total COGS	KES 5.23M	KES 6.39M	KES 7.71M	KES 9.10M	KES 10.60M
Gross Profit	KES 4.63M	KES 5.67M	KES 6.84M	KES 8.07M	KES 9.40M
Total Payroll	KES 2.26M	KES 2.40M	KES 2.56M	KES 2.72M	KES 2.89M
Total OPEX	KES 4.06M	KES 4.32M	KES 4.59M	KES 4.89M	KES 5.20M
EBITDA	KES 576.3K	KES 1.35M	KES 2.24M	KES 3.18M	KES 4.20M
EBIT	KES 378.0K	KES 1.19M	KES 2.09M	KES 3.06M	KES 4.08M
Total Interest	KES 65.5K	KES 42.6K	KES 16.0K	KES 0	KES 0
EBT	KES 312.5K	KES 1.15M	KES 2.07M	KES 3.06M	KES 4.08M
Net Income	KES 218.8K	KES 806.4K	KES 1.45M	KES 2.14M	KES 2.85M

8.8 Cash Flow Statement

Metric	Year 1	Year 2	Year 3	Year 4	Year 5
Cash from Operations	-KES 46.8K	KES 861.0K	KES 1.50M	KES 2.15M	KES 2.85M
Cash from Investing	-KES 755.0K	KES 0	KES 0	KES 0	KES 0
Cash from Financing	KES 1.86M	-KES 165.4K	-KES 192.0K	KES 0	KES 0
Net Cash Flow	KES 1.06M	KES 695.5K	KES 1.31M	KES 2.15M	KES 2.85M
Ending Cash	KES 1.06M	KES 1.75M	KES 3.06M	KES 5.20M	KES 8.05M

8.9 Balance Sheet

Metric	Year 1	Year 2	Year 3	Year 4	Year 5
Total Assets	KES 2.08M	KES 2.72M	KES 3.97M	KES 6.12M	KES 8.97M
Total Liabilities	KES 357.5K	KES 192.0K	KES 0	KES 0	KES 0
Total Equity	KES 1.72M	KES 2.53M	KES 3.97M	KES 6.12M	KES 8.97M

8.10 Break-Even Analysis

- **Break-Even Revenue:** KES 9.19M
- **Contribution Margin Ratio:** 47.0%
- **Total Fixed Costs (Y1):** KES 4.32M
- **Margin of Safety:** 6.7%

8.11 Key Financial Ratios

Ratio	Year 1	Year 2	Year 3	Year 4	Year 5
ROA	10.5%	29.7%	36.5%	35.0%	31.8%
ROE	12.7%	31.9%	36.5%	35.0%	31.8%
ROI	10.9%	40.3%	72.4%	107.1%	142.7%

- **NPV:** KES 2.24M
- **IRR:** 40.8%

8.12 Data Sources

The following market data points informed these assumptions:

- Current standard corporate income tax rate for resident companies in Kenya is 30%.
- As of June 2026, the annual inflation rate in Kenya stands at 6.41%.
- Commercial bank lending rate in Kenya currently averages 14.50% to 14.78%, modeling at 15.0% for SMEs.
- Premium retail space in Westlands typically commands KES 100 to KES 120 per square foot plus service charges.

- Lead Barista salary range in Nairobi is KES 50,000 - KES 65,000.
- Industry standard for a profitable specialty coffee shop COGS is 25% to 35%.

9. Exit Strategy

The Westland Pour's long-term exit strategy is primarily focused on building a highly profitable and well-regarded cafe with a strong local customer base and efficient operations, making it an attractive acquisition target. Potential acquirers could include larger regional coffee shop chains looking to expand their footprint, independent hospitality groups diversifying their portfolio, or even individual entrepreneurs seeking to acquire a turnkey, cash-flow positive business in a prime Westlands location. The establishment of strong brand recognition, consistent positive cash flow, and a scalable operational model will be critical in maximizing the valuation for such an acquisition. Another viable exit option for The Westland Pour could be a management buyout (MBO) by key employees who have demonstrated commitment and possess the operational expertise. This would be facilitated by establishing clear leadership development paths and performance incentives. Alternatively, should market conditions prove favorable, The Westland Pour could explore selling to a private equity firm interested in consumer retail and hospitality, or even consider a gradual dilution of ownership through strategic partnerships that bring additional capital or operational synergies, though a full sale remains the primary focus. Ultimately, the goal is to cultivate a robust and scalable business that offers compelling financial performance and a strong market position, ensuring a favorable return on investment for its founders and investors through a strategic sale within a 5-7 year horizon, aligning with the growth trajectory indicated by the financial projections.

10. Conclusion

The Westland Pour is poised to enter the vibrant Westlands market as a sophisticated cafe offering premium coffee, artisanal pastries, and a curated selection of non-coffee beverages. With a clear vision for a modern, inviting space and a focus on exceptional customer experience, the business plan outlines a compelling strategy for market penetration and sustained growth. The detailed financial projections demonstrate The Westland Pour's capacity for strong revenue generation and profitability, underpinning its viability and attractiveness as an investment. Financially, The Westland Pour is projected to achieve KES 9,859,225 in revenue in its first year, demonstrating a quick market uptake, and is set to grow significantly to KES 19,996,598 by Year 5. This growth is complemented by a healthy net income trajectory, starting at KES 218,776 in Year 1 and reaching KES 2,853,330 by Year 5. The business aims to operate above its break-even revenue of KES 9,194,252, solidifying its path to financial stability and long-term success. The initial funding of KES 2,000,000, combining founder's equity and a commercial bank loan, provides the necessary capital for launch and operational stability. The Westland Pour is not just a cafe; it is envisioned as a community hub that combines quality products with a superior ambiance, positioned for strong financial performance and a rewarding return on investment for its stakeholders. This comprehensive plan solidifies The Westland Pour's potential to become a leading establishment in Nairobi's cafe scene.