

Whiskers & Brews Cat Cafe

Cali Scholes, Trevor Tilseth, Randi Lockman

BUMGT-480 Entrepreneurship Capstone: Small Business Planning
Mary Shepard Spaeth, Ph. D, Ihor Katernyak



University of
Wisconsin-Stout
Wisconsin's Polytechnic University

Products & Services

Cat Adoption Services - We will partner with the Dunn County Humane Society to supply, promote, get our kitties adopted.

On-site Roasted Coffee - Our delicious coffee is roasted on-site to craft our beautiful beverages.

Hand-Crafted Mocktails - Our mocktails recipes are crafted and then mixed in-house.

Large Study Spaces - for individuals or larger groups.



Who We Are

Our concept blends the cozy charm of a cat café with the refreshing atmosphere of a mocktail bar. Within our space, you'll find a particular area where you can play with our adorable cats without them getting in the way of making your drinks. Additionally, our feline friends have a room where they can unwind and recharge. For those not ready to adopt, we've made it easy for you to contribute to the humane society's important work by donating through our establishment. We're here to spread joy, support our community, and make a positive impact in the lives of both humans and our beloved feline friends.

Financial Analysis

Within our startup venture, Whiskers & Brews, we have projected a net profit of 7%, amounting to \$38,602 in 2024. This projection is derived from a comprehensive analysis of total revenue minus total operating costs. For a detailed overview of our financial forecast, please refer to the itemized report below, providing a thorough breakdown of anticipated costs and expected sales for the fiscal year 2024.

Additionally, this report encompasses a forward-looking perspective, extending into the subsequent 24 months (about two years) of 2025-2026. In 2025, we anticipate a growth of 10%, resulting in a total net profit of \$62,537. This positive trajectory is expected to continue in 2026, with an estimated increase of 14%, yielding a net profit of \$91,829. These projections reflect our strategic planning and commitment to achieving sustained financial success in the coming years.



Figure 1: Profit & Loss Analysis for Whiskers & Brews Cat Cafe 2024 - 2026



Figure 2: Cash Flow Statement for Whiskers & Brews Cat Cafe 2024 - 2026

Competitive Analysis

The biggest competition will be the other coffee shops in Menomonie. Dunkin, Caribou, and Starbucks are three chain coffee shops in Menomonie that are well known and liked. All three have a rewards system that prompts customers to return to receive deals or free items.

Local Coffee Shops - Raw Deal and Golden Leaf have great coffee and are great spaces for students to study. Raw Deal offers similar amenities to what we have to offer such as roasting their own coffee and a stage area for local singers.

Mocktail Club - Our direct competitors that sell mocktail drinks are found online.

Pic a Pet Plus - Pet store in Menomonie, but with the questions raised of where the animals are coming from that are available for adoption, this helps set us apart by having our cats provided courtesy of the Dunn County Humane Society.

By providing a great space for studying, quality coffee, and local singers combined with the unique fact of adoptable cats and mocktails served, this will help our company stand out amongst the competitors.



References & Acknowledgements

We would like to thank Karlyn Kruszynski, Brian Hawkins from Westconsin Credit Union, Amy Arbetan from Menomonie Environmental Health, and Bob and Kat Jones from the Dunn County Humane Society.

Tilseth, T., Lockman, R., & Scholes, C. (2023). Whiskers & Brews Annual Report. <https://app.liveplan.com/company/YVSKa/kYO/plan/>

Caribou Coffee. (2023). Caribou Coffee® | Life is short. stay awake for it®. <https://www.cariboucoffee.com/>

Craftmix. (2023). Craftmix instant cocktail mix: Great-tasting cocktails in seconds. <https://www.craftmix.com/>

Dunkin'. (2023). Dunkin'®: America's Favorite Coffee, espresso, and donuts: Dunkin'®. Dunkin'® | America's Favorite Coffee, Espresso and Donuts. <https://www.dunkindonuts.com/en>

Mocktail Club. (2023). Premium non-alcoholic cocktails. <https://www.mocktailclub.com/>

Pic A Pet Plus. (2023). Pic a pet plus - menomonie, WI. Pic A Pet Plus - Menomonie, WI. <https://picapetplus.com/#home-section>

The Raw Deal. (2023). <http://www.rawdeal-wi.com/>

Starbucks. (2023). Starbucks Coffee Company. <https://www.starbucks.com/> Bendición Dry Bar. Bendición Bottle Shop. (n.d.). <https://bendicionbar.com/>

The Cafe Meow. (n.d.). <https://thecafemeow.com/coffee/>

Moscow Copper. (2021, August 20). 6 health benefits of Mocktails. Moscow Copper Co. <https://moscowcopper.com/blogs/the-mule-blog/6-health-benefits-of-mocktails>

Non-alcoholic drinks - US: Statista market forecast. Statista. (n.d.). <https://www.statista.com/outlook/cmo/non-alcoholic-drinks/united-states>

The Pawffee Shop. Pawffeeeshop.com. (n.d.). <https://www.pawffeeeshop.com/>