

Competitive Competencies: Business Plan

1. **Name of Team** : Happy Espresso :)
2. **Name of Members** : Magdalena, Bosia, Mario , Madalina , Gabriele
3. **Common Target Group** : Young People with lesser opportunities ; Local Businesses and NGO's.
4. **Which service needs to improve ?** : Employability of people with disabilities and social inclusion of youths with fewer opportunities.
5. **Rate of progress monitoring?** : Surveying target group in terms of Satisfaction , performance and inclusion.
6. **Means of Promotions** : Research and Publication ; Social Media ; Through NGO's
7. **SPHERE OF INTEREST** (Tourism, Cuisine, Finance)
8. **NAME OF THE PROJECT OR IDEA** : Happy Espresso
9. **BRIEF DESCRIPTION OF THE PROJECT OR IDEA:**

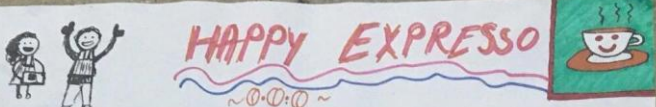
The main idea of the project is to promote work with young persons with fewer opportunity backgrounds. A cafeteria will be set up with the collaboration of both mainstream and lesser opportunity youngsters with the support of the investors.

The youngsters will be involved in different types of work with the cafeteria business; these being:

- Research and compilation of menus
- cooking snacks and / or serving customers at the cafeteria
- collection of sponsor packages and hunting for sponsors
- using internet and Social Media to promote event and sponsors
- campaigning for NGO's that work with youth coming from lesser opportunity background.

Professionals needed: trainers in the various fields (catering, media and promotion)
Reinforced mentorship for people coming from lesser opportunity backgrounds

10. PICTURE OF THE PROJECT OR IDEA



HAPPY EXPRESSO

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Idea → A bar where the some of the employees are people with mental problems; we train them with the help of special trainers

- We'll apply for European Grants that promote social inclusion (Citizen Justice, local grants)
- We'll cooperate with the existing bars
- During the 1st year we'll train 20 people and at least 10 of them will get a job
- it is cheaper for the businesses to hire people with mental problems (less taxes)

Ist year → 40 000 € From Citizen grants + local grants + fees (20000)

IInd year → 30 000 € (local grants, Erasmus + + fees (4000€)

IIIrd year → 30 000 € (o-') + fees (3000€)

Expenses

- trainers 20 000 €	- promotion 1000 €
<u>1st year</u>	- bills 2000 €
- statutory 1000 €	- press office personnel 5000 €
- Computer 3000 €	
- training leave 6000 €	

2nd and 3rd year the expenses will be doubled

Monitoring - evaluation of relationship with the businesses, the NGOs involved; of the media coverage.

INVESTORS

- Companies involved in the coffee bar sector

DEVELOPMENT

- our NGO will focus only on this project as it is a complex one

PROMOTION

- research
- publications
- Campaign with NGOs that work with disabled people
- social media

CHANGES

- the service sector is increasing, so there will be a constant demand for people (waiters)

