

Business Collaboration Proposal:

"Coffee, Clientele & Community II"

Project Title: Coffee, Clientele & Community: A collaborative venture between a cafe and a restaurant

Prepared For: BOKAGUÁ & Artizen NYC

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1. Executive Summary

This proposal outlines a collaborative venture designed to leverage BOKAGUÁ's prime location in front of the local bus stop during its morning closure, while simultaneously increasing revenue and community engagement for Artizen NYC. By establishing a dedicated coffee and pastry cart outside BOKAGUÁ during morning rush hours for the community workforce, we aim to provide a convenient, value-added amenity for the locals and a new revenue stream for both participating businesses. This initiative capitalizes on existing foot traffic and fosters a stronger local business ecosystem.

2. Introduction

In today's competitive landscape, businesses are constantly seeking innovative ways to differentiate themselves and improve customer satisfaction. For restaurants with evening-focused hours, the morning often represents an untapped window of opportunity. For coffee shops, expanding reach beyond their primary location is crucial for sustained growth. This proposal bridges these two needs by creating a seamless system for the local community to enjoy high-quality coffee and pastries, conveniently available at a prominent neighborhood spot in the morning rush hours.

3. Project Goal

To create a mutually beneficial partnership where Artizen NYC operates a coffee and pastry cart outside BOKAGUÁ during its closed morning hours, thereby improving community convenience, taking advantage of rush hour traffic, and strengthening community ties.

4. Objectives

- **Enhance Community Convenience:** Provide easy access to quality coffee and pastries for commuters and local residents during morning hours.
- **Generate New Revenue Streams:** Create a new sales channel for Artizen NYC and a commission-based revenue stream for BOKAGUÁ.
- **Increase Brand Visibility & Loyalty:** Expose willing customers to Artizen NYC's offerings and potentially increase evening foot traffic for BOKAGUÁ by establishing its location as a vibrant morning hub.
- **Foster Local Business Collaboration:** Strengthen the local economy by creating a direct partnership between complementary neighborhood businesses.

5. Proposed Collaboration Model: "Morning Coffee Rush"

The core of this collaboration is a simple, integrated mobile coffee and pastry service:

- **Cart Operation:** Artizen NYC will operate a branded coffee and pastry cart directly outside BOKAGUÁ's entrance during mutually agreed-upon morning hours (e.g., 7:00 AM - 10:00AM), typically when the restaurant is closed.
- **Curated Menu:** Artizen NYC will provide a streamlined menu suitable for morning commuters and local residents, focusing on popular hot and cold coffee beverages, along with a selection of freshly baked pastries and grab-and-go items.
- **Seamless Operation:** Artizen NYC will manage all aspects of the cart operation, including staffing, inventory, and point-of-sale.
- **Payment & Revenue Share:**
 - **Client Pays Coffee Shop Directly:** Customers will pay for their coffee and pastries directly to Artizen NYC at the cart.
 - **Commission Structure (Negotiable):** Artizen NYC will offer a percentage-based commission to BOKAGUÁ for sales generated through the cart's presence at their location. This incentivizes the restaurant to support and promote the initiative.
- **Marketing & Promotion:**
 - **On-Site Signage:** BOKAGUÁ can display attractive signage encouraging morning patrons to visit the Artizen NYC coffee cart.
 - **Cross-Promotion:** Artizen NYC will promote the partnership at its main cafe and on its digital channels, highlighting BOKAGUÁ's location and evening offerings.
 - **Joint Social Media Campaigns:** Collaborative social media posts and campaigns will spread awareness of the "Morning Brews" cart.

6. Benefits for BOKAGUÁ:

- **Optimized Space Utilization:** Monetize previously unused morning hours and exterior space.
- **Increased Foot Traffic:** Draw new customers to your location during morning hours, potentially converting them into evening diners.
- **Positive Brand Image:** Enhance your reputation as a community-focused business offering convenient amenities.
- **Potential New Revenue Stream:** Earn commission on coffee and pastry sales without additional operational burden.
- **Community Engagement:** Strengthen ties with local residents and contribute to the vibrancy of the neighborhood.

For Artizen NYC:

- **Expanded Customer Base:** Access to a new, visible location with existing foot traffic.
- **Increased Sales Volume:** Consistent, recurring sales during morning peak hours.
- **Diversified Revenue Streams:** Reduces reliance solely on walk-in traffic at the main café.
- **Enhanced Brand Recognition:** Increased visibility and new opportunities for customer acquisition in a high traffic area.
- **Community Engagement:** Strengthened ties with local businesses and residents.

7. Implementation Plan (Phased Approach)

Phase 1: Pilot Program (1-2 Months)

- **Partner Identification:** Formalize the partnership agreement between BOKAGUÁ and Artizen NYC.
- **Logistics Setup:** Coordinate cart placement, power access, and storage at BOKAGUÁ's location.
- **Menu Finalization:** Curate a pilot menu specifically for the morning cart.
- **Staff Training:** Train Artizen NYC staff on cart operation and customer service at the new location.
- **Pilot Launch:** Soft launch the "Morning Coffee Rush" cart.
- **Feedback Collection:** Gather feedback from customers and staff to identify areas for improvement.

Phase 2: Refinement & Expansion (Ongoing)

- **System Optimization:** Based on pilot feedback, refine the menu, operations, and any logistical aspects.
- **Marketing Rollout:** Develop and launch comprehensive marketing materials and campaigns to promote the cart.
- **Performance Monitoring:** Continuously track sales data, customer satisfaction, and operational efficiency.

8. Resources Required

From Artizen NYC:

- Dedicated staff for cart operation.
- Coffee cart, equipment, and supplies.
- High-quality coffee and related ingredients/pastries.
- Marketing materials (signage for cart, digital promotions).

From BOKAGUÁ:

- Permission and designated exterior space for cart placement during agreed-upon hours.
- Access to power (if required for cart).
- Willingness to promote the service to their network.
- Answering initial client questions about the service.

9. Success Metrics

- **Number of Orders:** Track daily/weekly coffee and pastry orders.
- **Revenue Growth:** Monitor the increase in sales for Artizen NYC attributed to the "Morning Coffee Rush" program and commission earned by BOKAGUÁ.
- **Customer Feedback:** Collect periodic feedback on customer satisfaction.
- **Partner Satisfaction:** Regular check-ins with BOKAGUÁ to assess their experience and identify areas for improvement.
- **New Customer Acquisition:** Track how many new customers Artizen NYC gains through this location.

10. Next Steps

We propose a meeting with BOKAGUÁ and Artizen NYC to discuss this proposal in detail, answer any questions, and collaboratively refine the terms of partnership. We are confident that "Morning Coffee Rush" will be a successful venture that benefits both our businesses and the entire local community.

