

# THE ULTIMATE CHECKLIST TO OPEN...

**A GREEN COFFEE DISTRIBUTION CENTER**



**A CAFÉ**

Let's begin

**Why do you want to join the coffee industry? Are there cafés in your area that need green coffee?**

**1**

**Why coffee? Do people drink a lot of coffee in your area?**

**Who is consuming green coffee in your area?**

**2**

**What kind of coffee do they drink?**

\*Suggestion: head out to your area and do market research in person, talk to roasters and see what they consume, how much, and from where.

\*Suggestion: go to cafés and speak with the baristas about their experience and what they find their customers most want/need.

**You'll likely never be able to sell to Starbucks or the bigger chains**

**3**

**Which values do they associate to the coffee they want to drink?**

\*Suggestion: go for independent shops or chains, or have a focus on getting involved in the local coffee startup scene.

Are people interested in paying more to support sustainable coffee processes or more budget conscious?

**You'll always have competition, identify how you can be unique in the market: Price, experience, quality?**

**4**

\*Suggestion: Complete your SWOT analysis to confirm your unique selling points.

**After you identify which one is going to be your unique value proposition, establish a business plan.**

**5**

Try to identify in the beginning how many orders you'll need, quantity and prices you can pay.

**Find the right green coffee supplier!**

**6**

[Click here](#) to go to our coffee sourcing guide from Colombia.

**Are your possible clients looking for green coffee, roasted coffee or both?**

**7**

**Will you be roasting the coffee yourselves or will you outsource it?**

**Would you like to roast yourself?**

**8**

**Which roast or brewing methods are preferred by your target market?**

How will you do it? Do you know how to do it? Start your research on roasting, training, and hiring for the job.

Check out our coffee brewing guide [here](#).

AFTER ANALYZING THOSE ASPECTS, DECIDE:

**9**  **When will you launch?**

**10**  **Where will your shop be located?**

**11**  **What do you need to have ready before the opening?**

Questions about the next step of your coffee journey?, Send us an email to [jennifer@thosecoffeepeople.com](mailto:jennifer@thosecoffeepeople.com)

