

# ARNOLD'S COFFEE & TEA

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## Business Profile

### Mission Statement

Arnold's Tea's mission is to serve the freshest, purest, healthiest, and best-tasting tea humanly possible. Arnold's Tea (AT) seeks to provide a safe space for Northside Residents to dwell as well as strengthen Ms. Verna's Legacy, the former owner. AT is a for profit business specializing in food, drinks, and events.

### Product & Services

Arnold's Tea is a for-profit business specializing in selling food, teas and coffees (green and lavender), and events.



## Research

Research shows that several health benefits are linked to tea drinking. Tea contains substances linked to a lower risk for heart disease, cancer, and diabetes. Green tea, especially, is good for one's physical health. Tea has also been associated with lower risks of depression and strokes. Beyond the benefits of tea, researchers also denote the importance of community gathering spaces, where members can unite, convene, and engage in healthy conversation. These spaces are even more relevant in communities of color where limited positive spaces exist.

## SWOT Analysis

### Strengths

A black owned Northside tea shop with an extensive menu - a casual, comfortable, and nice space for events or casual meetings with a family like atmosphere - high-traffic location - catalytic space for entrepreneurs

### Weaknesses

Limited staff - rush and large orders overwhelm the operation - need more organization - insufficient approach to product stocking

### Opportunities

Increase size of kitchen to expand menu options - increase product sales - mugs, customized apparel - Increase locations/ move to other parts of the city

### Threats

The neighborhood is up and coming, so there is a risk of development, or rent increasing - other casual dining in the area - owner is managing other businesses



## Staffing Structure Work Design

CEO/ Owner

Manager

3 Staff Members

Arnold's Tea's has a functional work design - although there are no departments, individuals oversee various parts of the operation - from ordering tea and food products to preparing and selling food items.

## Customer Profile

Arnold's Tea's goal is to elevate their customers' tea experience to a level that redefines the meaning of tea. Professional-status individuals of a diverse race and gender, ranging from 25 years and older, Northside residents, and seeking a meeting space.

## Market Research

### Average Survey Respondent

Our average survey respondent is a white female between the ages of 16 - 20, with a high school education and is uncertain about their income.

### Study Specific Questions

- 48% enjoy Green Tea
- More than 70% denote that the cost of items and atmosphere matter most when visiting a coffee shop
- 90% note they would spend \$3-\$5 on tea
- 70% social media marketing influences their tea shop experience
- 100% believe tea shops should sell other items

## Revenue Streams & Pricing

Tea Shops traditionally have multiple revenue streams. Revenue is generated by selling tea and a host of food items typically ranging from \$5-\$10. Arnold's Tea accepts cash, cards, and Apple Pay. Small coffee shops or cafes tend to make a profit margin of 80%-85%.

## Key Resources

PrestoGeorge - Tea  
Allegheny Coffee and Tea - Coffee  
Event Space | Verna Arnold | Capital

## Key Partners

Eminent Hospitality Solutions Co.  
YNGBLK Pittsburgh  
Cocoapreneur  
East Ohio Small Business Consortium

## Recommendations

1. Expand menu items
2. Identify larger kitchen space
3. Monetize business aspects
4. Improve food preparation
5. Hire another leadership member