

## EXHIBIT B – OPERATIONAL PLANS

### Operations and Business Plan

#### Staffing Structure:

- Monday-Thursday: 2 openers, 2 mids, 2 closers
- Friday- Sunday: 3 openers, 2 mids, 2 closers

#### Current managers on rotation:

- Amy Albro- Owner
- Kenzie Escagne- Marketing Manager

#### Emergency/ Peak hours:

In the event of peak time or an emergency Soulfreak will implement a system which allows staff to find coverage for their shift, or one of the managers will fill in as needed.

#### Planned Schedule:

Sunday	7AM-8PM
Monday	7AM-6PM
Tuesday	7AM-6PM
Wednesday	7AM-6PM
Thursday	7AM-9PM
Friday	7AM-9PM
Saturday	7AM-9PM

**Café Equipment List:** Brewer, Espresso Machine, Espresso Grinder, Coffee Grinder, Decaf Espresso Grinder, Large Base Blender, Small Blender, Ice Cream Cooler, Pastry Cooler, Microwave Oven

#### Soulfreak Café Standards:

- Product: We aim to serve the best quality and most interesting varieties of espresso drinks, coffee, teas, and food.
- Preparation: There are many factors which must all be prepared well to ensure your customers return for your great espresso.
- Fresh: Freshly roasted coffee will remain usable for up to 9 days, provided the beans are kept dry, cool and away from the light. Always grind the coffee just before use and don't grind and fill your dose wright, as ground coffee will lose its vitality very quickly.
- Clean: Coffee should be treated like any food. Everything that encounters it, and the coffee machine must be clean.
- Fast: Preparing coffee with efficient, careful speed ensures it is served to your customers whilst fresh, hot & delicious.
- Consistent: Our customers return for great coffee when it is made well, served fast and hot, prepared using the same recipe and presented the same way, every time, regardless of who is making it!
- Food: products are delivered weekly and are prepackaged, dated and frozen to preserve freshness.

**Reporting:** Sales reports for all merchandise will be available monthly or upon request. A separate report will be extracted showing what City merchandise was sold.

**Mission/Vision/Core values:**

At Soulfreak, we strive for the upmost quality, character, and excellence in all we do. Our goal is to create a home away from home environment for our customers.

**Customer Service philosophy:**

- **Product:** We aim to serve the best quality and most interesting varieties of espresso drinks, coffee, teas, and food.
- **Service:** We strive to treat our customers with prompt, efficient, and professional service will keeping a respectable and friendly attitude.
- **Atmosphere:** We provide a pleasant, clean, attractive and welcoming environment that promotes creativity and promotes conversions
- **Work Environment:** We aim to create a positive, respectful workplace that allows us to empower our staff to be themselves and to achieve their full potential.
- **Community:** We value our community and surrounding neighborhoods and love when we build relationships with our local repeat customers.
- **Consistency:** We have standards in place to ensure that we are providing the same service to each customer daily to entice them to return.

**Brand information:**

The Soulfreak brand is based on a smiling skeleton. The reasoning for the skeleton is to unify all race, religion, and political views in one place so everyone feels accepted and welcomed.

"Under it all we are all the same!"

The name Soulfreak means "Advocate for Souls and a freak for a purpose filled life!"

**Marketing Plan:** Soulfreak uses several social media platforms to promote specials, product promotions, entertainment, special events and programs.

Pictures from Previous Soulfreak Location







Proposed Floorplan









