



**BREWED AWAKENING**

# HISTORY

- Planning began in 2012
- Shop opened in Cushing Health and Sports Center in 2013
  - High customer traffic
- Relocated to West Center in December 2015
  - Maintained high customer traffic, while increasing rate of repeat customers
  - Partnered with Canyon Coffee Roasters, of Lincoln NE, since opening
  - Two new partners acquired in 2016, Chapman Swifts and Daylight Donuts



# HUMAN CAPITAL

Board of Directors – 8 students

Weekly hourly meetings for business planning

Shop and Catering Staff – 5 employees

Staff the shop during business hours, 7:30 – 12:30 M-F, and work catering events as needed

Advisors – 3 professionals

Advise students for shop success

## **Lessons Learned:**

Its important to consider all perspectives before going forward with a project. It is okay for disagreement, but all concerns should be fully understood.



# SALES AND INVENTORY

- Creation of spreadsheet to easily track inventory and sales
  - Useful for analyzing sales trends and for marketing purposes
- Updated cash register
  - Addition of PLU, new items, and a discount department
    - Prepaid cards and the discount department

## Lessons Learned:

Its important to have a sound system in place and ensure that all staff fully understand the register. Training is very important!



# FUNDING

- The shop is in the process of purchasing new equipment
  - Espresso machine
    - Expanded offerings will include mochas, lattes, cappuccinos, americanos, and more
  - Oven
    - Expanded offerings will include freshly baked Eileen's Cookies, breakfast sandwiches, paninis, and more
- Used several methods for raising capital
  - Crowdsourcing
    - GoFundMe
  - Fundraising events
    - Holiday party and Storm hockey games

## Lessons Learned:

Raising sufficient funds can be difficult. Crowdsourcing is great, but it requires extensive marketing, and can be challenging to implement in a large organization such as UNK.



# Questions?

