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A Proposal to Improve Louisiana State University at Alexandria Student Life



We are presenting a proposal to open a coffee shop on the campus of Louisiana State University at Alexandria (LSUA) to expand the currently limited leisure space for students. The coffee shop will be named “The Generals’ Coffee Shop” as a way to honor the university mascot. The Generals’ Coffee Shop (Coffee Shop) would be a great addition to LSUA’s campus. The campus is used by LSUA students, faculty, and staff members, is home to many social and academic clubs, and is often used for many other events. The Coffee Shop could greatly enhance the quality of student life as well as encourage student-faculty and staff interaction. The Coffee Shop could also offer a more casual environment for everyone to mingle and relax than the James C. Bolton Library (Library) or the Magnolia Café (Café). The library has an unwritten rule of “silence” giving students the feeling that they cannot communicate among themselves when studying. The Café has a high traffic flow making it nearly impossible to communicate or study due to the noise level. The relaxed environment of the coffee shop could contribute to academic excellence.

The proposed Coffee Shop will offer a menu of coffees, cappuccinos, hot chocolate, and a nice selection of freshly baked pastries. Both caffeinated and decaffeinated beverages will be made from the finest ingredients; brewed to perfection and served at the perfect temperature. The interior décor of the Coffee Shop will feature bistro tables and leather lounge chairs of the highest quality. This will offer our customers a comfortable setting for enjoying their coffee and snacks. Since the Coffee Shop will be perfectly located on the LSUA campus,

Limited Leisure Space on Campus

Due to increasing enrollment at LSUA since 2007, there is insufficient leisure space for students to study other than the Library and or the Café. There is also currently no appropriate space for faculty and/or staff to take breaks during the day. Likewise, the Coffee Shop could provide its customers with a place to interact with one another. A campus Coffee Shop could definitely benefit LSUA’s residence hall, The Oaks, by giving the residents a place, other than their room, to study and converse with others while also enjoying a refreshing cup of coffee.

The Generals’ Coffee Shop

The Coffee Shop will be located within the LSUA’s Library. There is an unoccupied conference room in the front of the Library available for use. Centrally located the Library is convenient for students, faculty, and staff to access from anywhere on campus, making it the perfect location for the Coffee Shop. This space has sufficient square footage to

accommodate inventory storage, counter and operating space, as well as and an attractive, functional seating arrangement for the customers.

In order to accommodate everyone, the Coffee Shop hours of operation will be Monday thru Saturday 7:30 a.m. to 8:30 p.m. By offering evening hours, the Coffee Shop will be available to night students when the Café is not. The Coffee Shop will only close on university holidays, giving faculty and staff access even when classes are not in session.

Mrs. Barbara General, LSUA alumni, has donated two hundred and fifty thousand dollars (\$250,000) to the Business Administration Department of LSUA. Mrs. General received her Associate's Degree in Business Administration at LSUA in the early 90s. As part of the donation agreement, Mrs. General requested that this donation be used to enhance the Business Administration program at LSUA. After much debate on how to best utilize this donation the Business Department, decided to create an internship opportunity open to all Business majors. The LSUA Business Club, Phi Beta Lambda (PBL), will be responsible for operating the Coffee Shop. PBL is the recipient of a donation of funds from this benefactor. The donation amount will be used to cover the expenses incurred to establish the Coffee Shop.

The new Coffee Shop could offer many advantages to LSUA's campus. The Coffee Shop will provide an opportunity for the Business students to obtain customer service and management career experience. The PBL members will be eligible for employment opportunities at the Coffee Shop and potentially qualifying for additional credit hours.



The Coffee Shop will offer coffees, cappuccinos, hot chocolate and a selection of delicious pastries such as: muffins, croissants, cookies, and danishes. Drinks available will be coffee (decaf and regular), cappuccino (French Vanilla, Mocha, and Carmel), and hot chocolate for those that do not drink coffee. At this time no other beverages will be offered. Management will look at adding additional beverages once the coffee shop is established. The pastries will be baked daily at the Magnolia Café and brought over to the Coffee Shop. The Coffee Shop prices will be affordable for our campus community. PBL's main objective with the Coffee Shop is to expose students not only to a cooperative work environment but also areas of to customer service and management. The Coffee Shop can provide a relaxing,

positive atmosphere for students to study and gather ~~together~~. ~~The Coffee Shop's~~ Its interior will be designed to provide a peaceful, relaxing environment for our campus community. ~~The Coffee Shop and~~ will promote a casual ambiance by playing contemporary background music for its customers. The Coffee Shop will also offer free Wi-Fi access. ~~The Coffee Shop and~~ will be a very welcoming place for everyone to gather, relax, study, and socialize.

The Generals' Coffee Shop Expenditures

- Annual Labor: \$87,360
- Annual Supply Cost: \$8,200
- Initial Setup Cost: \$7,000
- Advertising Cost: \$68
- TOTAL COST: \$102,628

Labor costs were figured assuming three to four part-time employees and two full-time management employees on payroll year around. Part-time employees could work a maximum of 20 hours per week at \$9 per hour. Full-time management employees could work up to 40 hours per week at \$12 per hour. The average weekly labor costs are estimated to be \$720 for four part-time employees (20 hours x \$9/per hour = \$180 x 4 = \$720) and \$960 for 2 full-time employees (40 hours x \$12/per hour = \$480 x 2 = \$960). Total annual labor costs are projected to be \$87,360 (\$720 + \$960 = \$1,680 x 52 weeks = \$87,360).

Based upon an estimate the Coffee Shop will sell approximately 1000 cups of coffee and 500 cups of cappuccino each day. The Coffee Shop will enter into a one year sales contract with Community Coffee (Lacombe). The estimated annual cost for this contract will be \$8,200 (\$157.69 weekly supply cost x 52 weeks). The weekly rate of \$157.69 covers the cost of coffee, cappuccino mix, creamers, sweeteners, cups, stirrers and lids. As part of this contract, Community Coffee has agreed to supply all of the large equipment, such as brewers, pots, etc., at no additional cost ~~so~~ as long as the Coffee Shop purchases Community Coffee products exclusively.



Approximately \$7,000 will be allocated for the purchase of large furniture and supplies. We plan to purchase these items from various vendors. ~~Needed~~ are: leather lounge chairs (three white and three black), bistro tables with chairs, cash registers, and pastry display cases. Plans are to purchase six lounge chairs from RestaurantFurniture4Less.com at a cost of \$260 each and six bistro tables with four chairs from Wayfair.com at a cost of \$461 each. The combination of these two seating options will give the Coffee Shop seating capacity for thirty-two customers. Two cash registers will be

purchased from Staples.com at a cost of \$299 each. Three pastry display cases will be purchased from Amazon.com at a cost of \$149 each. The estimated cost of these purchases will be \$5,371. The remaining \$1,629 will be used to purchase small supplies such as silver wear, napkin holders, trash cans, etc.

Advertising cost will be kept to a minimum by utilizing the electronic billboards and televisions already located on campus for the main advertising opportunity. The Coffee Shop will offer a "Loyalty Drinker" card as an incentive to bring customers back. We plan to purchase 3,000 cards from Vistaprint.com at a cost \$68.

As an LSUA campus business, there will be no need for outside maintenance, rental, or insurance cost. All maintenance will be provided by LSUA Facility Services. According to LSUA Office of Administration, the Coffee Shop will be covered under LSUA's general liability insurance policy (Gauthier).



Business Qualifications

PBL, along with the LSUA Student Life Coordinator, will strive to do an excellent job of operating this business by focusing on student interests and input. The Coffee Shop will ~~not only offer~~ not only a business and job opportunity for the LSUA campus, ~~but also it will also offer~~ a great learning experience for many Business majors. By getting involved in the operations of the Coffee Shop, Business majors can gain valuable experience for real life while also earning resume-worthy job experience, ~~as well as, and~~ course credits.



FlashFurniture 5 Piece Table Set

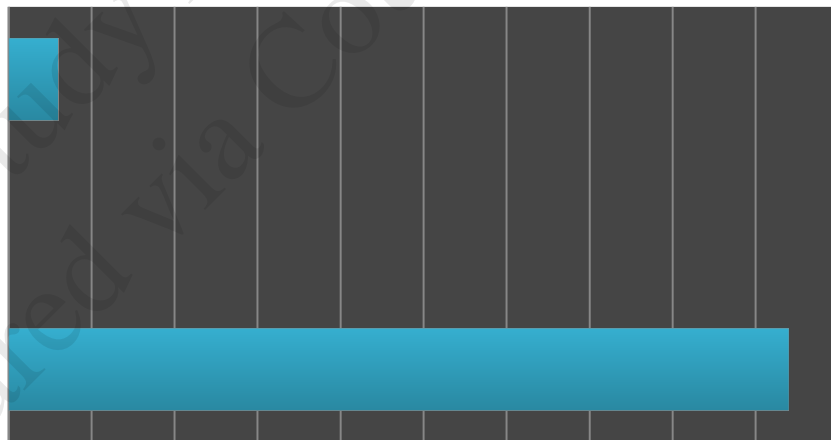
University Benefits

PBL has partnered with the LSUA Student Life Coordinator in developing this proposal to open a coffee shop on campus. This coffee shop would be run solely by the PBL organization and LSUA Business students. The Coffee Shop will offer great learning and work experience for the students who choose to participate. As part of their upper level classes, Business students will be given the opportunity to work at the Coffee Shop for one semester, serving as a paid internship. Each semester the Coffee Shop will offer four part-time and two full-time management positions. All Business students in their junior and senior years will be given the opportunity to apply for one of the two part-time positions while seniors will be given first opportunity to apply for the management positions. Students ~~that are~~ employed at the Coffee Shop will earn two credit hours. These experiences will be a great asset to the student's future.

As a way to give back to the campus and to honor Mrs. General's wishes, PBL will give 100% of the profit from the Coffee Shop to the Business Department. This money will be placed into a scholarship fund to be awarded each semester to two Business majors. The amount of the scholarship will vary from semester to semester depending on the profit earned by the Coffee Shop.

A coffee shop on campus could provide an outstanding forum for studying, taking breaks, meeting and mingling, establishing rapport, and fostering positive interaction among students, as well as faculty, and staff. Most importantly, this setting could contribute to academic excellence by offering students a place to study together. Opening a coffee shop on LSUA's campus will enhance the quality of campus life for both day and night students by staying open until 8:30p.m. Monday-Saturday.

A Facebook poll was performed on two different LSUA Group pages (The Oaks @ LSUA and LSU-A Students looking to buy, sell, or trade books!) in an effort to get students' input on the coffee shop proposal. The proposal of opening a coffee shop on campus was approved by a landslide! Faculty and staff also weighed in on this proposal by casting their votes on the Facebook polls. One student who participated had the following comments to make. Amber Thibeaux (personal communication, October 18, 2013) made the following comment "My vote is yes. We are a commuting college and the vast majority of enrolled students are non-traditional. Most of them are older and have full-time jobs along with children. Coffee is what keeps most of us going. It would also provide employment for students. It's a win-win situation in my opinion." (Facebook). Results from the poll can be viewed at the following links; <https://www.facebook.com/groups/284462798999999999/> and <https://www.facebook.com/groups/17777727176585988888888888/>.



Conclusion

Coffee shops are a growing trend among the young and old. Having a coffee shop on campus will be a great “selling point” for LSUA when recruiting new students! After hearing the campus input on the proposal of a coffee shop, we believe it would be a great asset to the campus. The coffee shop could bring new exciting opportunities to the Business Students in the form of job possibilities once they have reached their junior and senior years and also by offering scholarships each semester.

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