



Request for Proposal
For
The Coffee Café
Business Plan Development

Due Date: August 10, 2018

Purpose:

The Housing Authority of the City of Shreveport is seeking interested and qualified consultants/firms to submit a proposal for the development of a Business Plan for the Coffee Café component of the Milam Street Kitchen Incubator (MS-Kick). The business plan will provide recommendations and specifications for the establishment, development, operation, governance, funding and evaluation of the Coffee Café.

About the Coffee Café:

As part of the Milam Street Kitchen Incubator (MS-KICK), the Housing Authority has the responsibility to manage a coffee café within the flexible event space where target public and assisted housing residents, particularly youth between 16 and 24 years old will operate the café while receiving job training in hard and soft skills (including customer service, management, cashiering, etc.).

Projected Timeline:

Date	Event
7/18/2018	Release of Request of Proposal
8/3/2018	Question Deadline
8/6/2018	Addendum Issue Date
8/10/2018	Proposal Due Date
09/03/2018	Contract Start Date with Successful Proposer

The Business Plan Specifications:

The Business Plan for the Coffee Café will guide the implementation and development for the coffee café . It must document and clearly communicate a detailed framework for the development of the Coffee Café. It should include key activities, funding, governance, structures, implementation plans, and staffing and operational requirements from start up through the first 3 years of operation.

Especially the business plan must include:

- A strategic Environmental analysis (SWOT)
- Detailed descriptions of the services and resources to be delivered through the coffee café
- A description of staffing and operational requirements\
- A description of how the coffee café would link and interact with other established entities

- A marketing and communications plan for the new business including target market
- A financial plan implementation
- A financial plan for the first three full operating years including capital and operating cost, revenue sources, etc.
- A detailed timeline for implementation
- A competition Analysis
- A detail/cost structure of all equipment needed for operation including materials.
- Suggested strategies for providing long term sustainability for the coffee café

The business plan must also address any significant issues and potential obstacles related to developing and implementing the coffee café.

Written Proposal Response:

The consultant/firm will be expected to closely with the staff at the Housing Authority of the City of Shreveport and provide progress updates on the business plan.

The proposal should include the following information:

- Name of consultant/firm
- Relevant Experience/Qualifications (if there will be a project team, the names of all individuals who will be involved in the project)
- References with details of work completed
- A description of the approach that will be used to complete the business plan, including a detailed timeline
- A description of project deliverables
- A detailed budget for the project including estimated expenses

Evaluation:

The Housing Authority of the City of Shreveport along with the Coffee Café Committee will conduct an evaluation of qualifications and will rate each submittal based upon the following criteria: Experience

- Ability to produce the business plan timely
- Budget/Cost Proposal

Award will be based on scoring criteria below:

	Maximum Points	Factor Description
1	45	Experience
2	25	Ability to Produce the Business Plan Timely
3	30	Budget/Cost Proposal
	100	Total Points

Relevant and Past Experience

Provide evidence of a minimum of three (3) years experience in providing services of the nature that may be required under this contract, by listing at least three references/clients to which similar services were provided. The client listing must include a detailed description of the services, the entity for which the services were provided, the name, title and contact information.

Ability to Produce the Business Plan Timely

HACS is expecting the selected consultant/firm to produce a functional business plan no later than September 30, 2018. Illustrate your firm's ability to perform services in a timely manner through the detailed timeline and approach description.

Budget/Cost Proposal

Provide a budget to perform all services associated with the development of the business plan including estimated expenses.

Contract Term:

The initial contract term shall be for a period of one (1) year effective from date of award. HACS reserves the option to extend the contract term for one (1) additional one (1) year period.

Submission:

Three (3) copies and one (1) original of the proposal must be received by the Housing Authority of the City of Shreveport prior to 4:00 p.m. on August 10, 2018. The proposal must be plainly marked as "Coffee Café Business Plan Proposal". Proposals shall be delivered or mailed to:

The Housing Authority of the City of Shreveport
2500 Line Ave.
Shreveport, LA 71104

Any questions regarding this proposal are to be submitted to:

Kia Fuller
Housing Authority of the City of Shreveport
2500 Line Ave.
Shreveport, LA 71104
kfields@shvhousauth.com