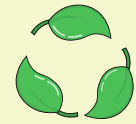


SUSTAINABLE BUSINESS PLAN

Scooter's Coffee

Kelsey Peterson



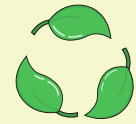


WHO IS SCOOTER'S COFFEE?

Scooter's Coffee is a drive-through coffee shop chain that was founded in 1998 by Linda and Don Eckles in Bellevue, Nebraska. Scooter's Coffee has over 800 different locations across 29 states, making it the second largest drive-through coffee house chain, and the fifth largest coffee chain.

The Battle Creek, Michigan location is the newest of only four locations in Michigan. The franchise owner, Shannon Jones, opened her location in September of 2024.





MISSION STATEMENT, BRAND PROMISE, CORE VALUES

A SMALL COFFEE SHOP FRANCHISE THAT'S DRIVEN BY MORE

At Scooter's Coffee, we know that a small coffee shop franchise isn't just the sales it makes each day. We understand that we're in the people business as much as we're in the coffee business. Every person who makes up Scooter's Coffee – from our franchisees and their employees to our corporate team – is guided by our mission and brand promise.

OUR MISSION

To create an amazing experience for each life we touch

OUR BRAND PROMISE

AMAZING PEOPLE, AMAZING DRINKS... AMAZINGLY FAST!®

OUR VALUES, OUR COMPANY.

At the center of any business is its core values. From the beginning, our commitment to integrity, love, humility, and courage have helped our brand navigate through challenges and toward future opportunities. These beliefs are found deep in our DNA and are a part of how we treat our franchisees, employees and customers:

[Scooter's Coffee's Website](#)



INTEGRITY

We uphold the highest moral and ethical principles. Everything we do is built on a foundation of honesty and trust.



LOVE

We approach one another with kindness, respect and grace. We actively listen and show empathy with a caring, understanding attitude.



HUMILITY

We seek to build up others, not ourselves. We acknowledge and celebrate each other's accomplishments because we know we can't truly succeed on our own.



COURAGE

We embrace challenges and encourage new ideas. We have the curiosity to ask questions so we can continue learning and exploring new possibilities.

[Scooter's Coffee's Website](#)



“RELATIONSHIP COFFEE”

Scooter’s Coffee’s “Relationship Coffee” is a business approach that involves building strong relationships with coffee farmers, franchise owners, employees, and customers

Scooters partners with family farms, or onsite coffee mills. This ensures that farmers receive fair pay for their products, and Scooters receives quality coffee, rather than relying on mass supply chain. This practice also benefits customers by ensuring the coffee is ethically sourced, and benifiets the planet by relying on small local farms, rather than large coffee farms that produce mass amount of coffee.





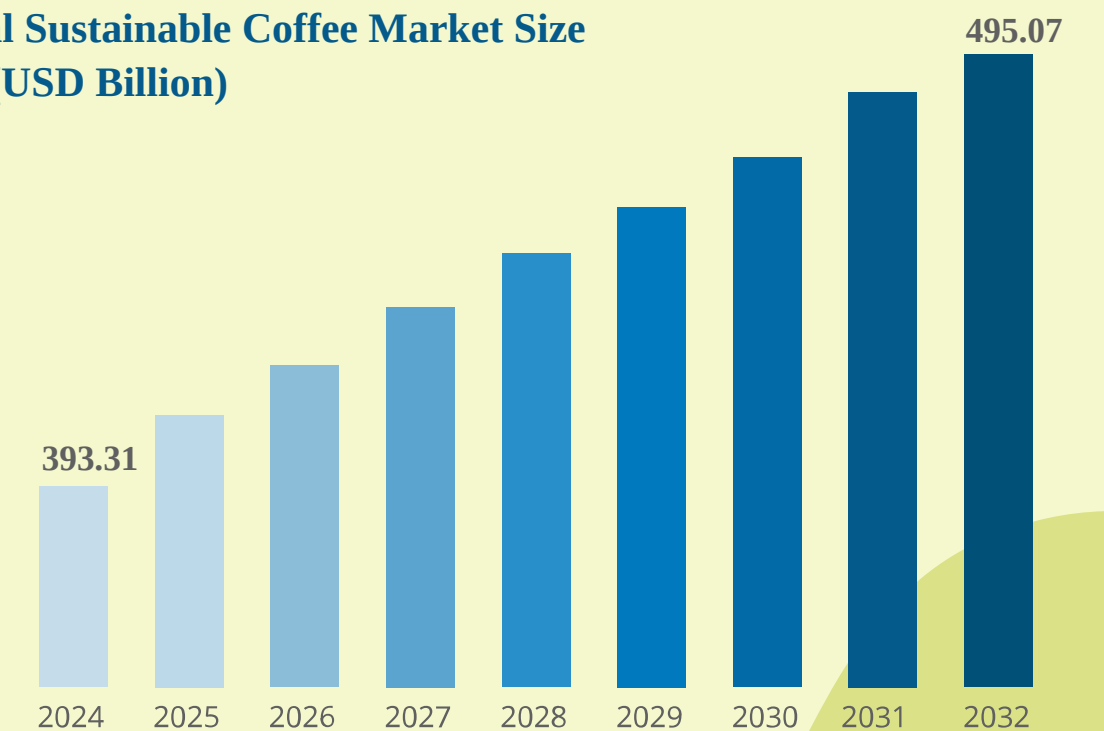
WHY SUSTAINABILITY MATTERS AT SCOOTERS

Scooter's Coffee mission emphasizes care and quality. Making Scooter's locations sustainable reflects their mission, in action. Sustainability would benefit both the consumers, and the planet.

Their values of integrity and love would be shown through the implementation of sustainability

Moving towards sustainability would also help meet customer expectations. There is a growing market for eco-conscious brands, with the main targets being Millennials, Gen-Z, and Earth conscious consumers.

Global Sustainable Coffee Market Size
2032 (USD Billion)



REPORT INSIGHTS



MARKET SIZE
**USD 393.31
BILLION**
2024



MARKET SIZE
**USD 495.07
BILLION**
2032



CAGR
2.62%
2024-2032

Business Research Insights



Battle Creek Location

LOCATION OVERVIEW

The Battle Creek, Michigan location has been opened since September 28th 2024. The building is 665 square feet, as it is strictly a drive-through, there is no indoor seating for customers. Shannon has 33 employees at her location, many work only a couple days a week, and many high school employees only work a few hours in the afternoon. The busiest hours at this location are from 7am-9am, which is about average compared to other coffee shops.

The two things this location actively does to be sustainable is:

1. The lead baristas, and managers take turns returning RedBull cans (in the state of Michigan, each can is 10 cents) and the money is used for employee parties, or events.
2. Shannons partner takes boxes from the weekly distribution to the recycling plant

WHAT IS THE PURPOSE?

The purpose of this project is to enhance sustainability at the Battle Creek location, and eventually encourage other business in the community to look at their own operations.



CURRENT OPERATIONS

Recycling	RedBull cans, cups and lids come in recyclable packaging, boxes get taken to the recycling place,
Composting	No composting
Waste	No more products are ordered than needed, they go through products before expiration,
Sourcing	Scooters does their own distribution, dairy is locally sourced.
Electricity and Water	Similarly priced each month, everything gets turned off at night/ energy saving mode, lights outside stay on.
Energy	Ice maker, ovens, and espresso machines



SWOT ANALYSIS

1. Strengths

- RedBull cans get recycled
- Shipment boxes get recycled
- Cups, lids, etc. are recyclable

2. Weaknesses

- Don't compost
- Lights stay on outside
- Appliances stay on all day, and use energy at night

3. Opportunities

- Still in the early stages, so theres time to change certain operations
- Scooters would stand out in the community for taking sustainable measures

4. Threats

- Sustainability comes with a cost
- Sustainable measures are stictly on this location to implement, no help from the franchise as a whole





PROPOSED STRATEGIES

IN TWO PARTS

1. Change in products
2. Change in current flow of operations





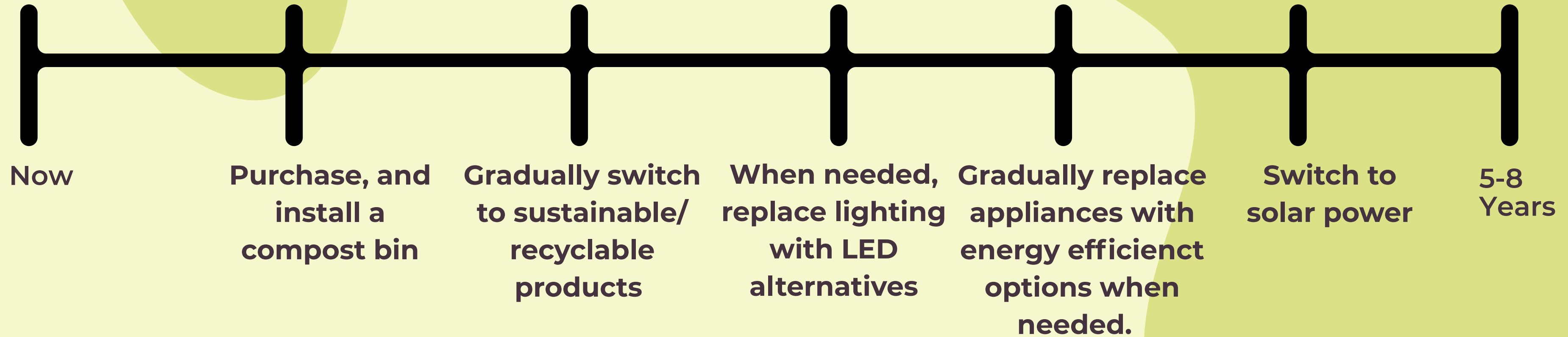
CHANGE IN PRODUCTS

- Get a compost bin
 - Coffee grounds
 - Food
- Change products (to recyclable) where able.
 - Napkins
 - Straws
 - Food wrappers
- Switch to energy/water efficient appliances
 - LED lighting
 - Energy efficient fridges, and ovens
 - Tankless water systems
 - Water saving fixtures
 - Solar panels





IMPLEMENTATION



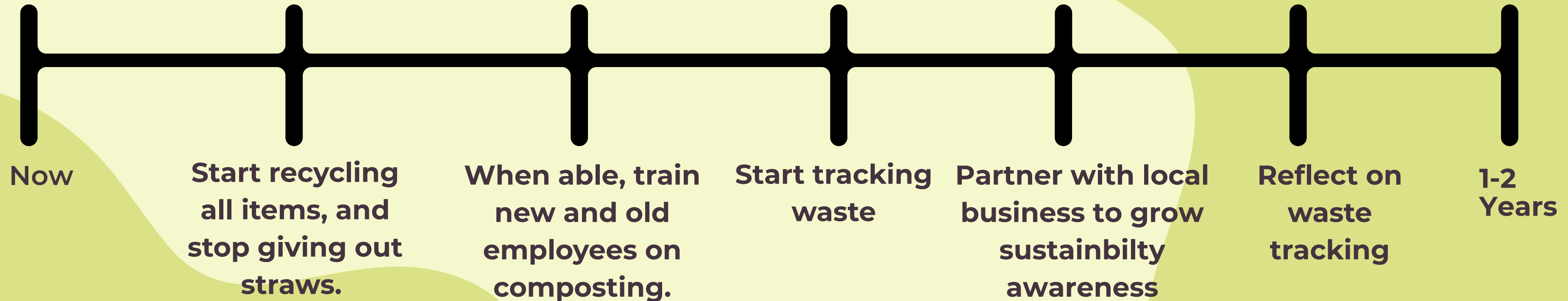


CHANGE IN FLOW OF OPERATIONS

- Staff training to take more sustainable steps
 - Recycle ALL recyclable item (even when extra steps need to be taken)
 - Stop giving out straws (unless they ask)
 - Training on composting
- Partnering with local farms or businesses
 - Continue to have partnerships for dairy
 - Partner with waste companies to ensure waste, and recycling is properly taken care of
- Track waste, and reduce as much as possible
 - Create a waste tracker for the store
 - Track the waste over the span of 3 months, see where the store needs to make improvements



IMPLEMENTATION





BUDGET AND COST ANALYSIS

Strategy 1

Composting (1st year) = \$650-\$2000

Change products = an increase of \$100-\$200 a month

Energy efficient fridges = \$1,500-\$4,000 each

Energy efficient ovens = \$2,000-\$4,000 each

Tankless water systems = \$3,000-\$4,000

Solar panels = \$10,000 - \$20,000



Strategy 2

A change in training will cost more time, but will be well worth it!



MARKETING AND COMMUNICATION*

1.

BYO- Reusable Cup

This location could run a promotional deal where when you bring your own reusable cup into the store, on certain days or during certain hours, you could receive a discount. This will encourage customers to use less plastic waste, and even buy their own Scooters cups.

2.

Outdoor Banners

Scooter's has the benifiet of being located on a busy street, while people are on their way to work, or taking their children to school, they will see banners and signs in front of Scooters sharing about their new sustainable practices or new implementations.



*Scooters Coffee currently does not allow individual locations to run their own marketing and communications through social media.



CONCLUSION

In conclusion, through this business plan I hope to be able to make the Battle Creek location of Scooter's Coffee, more sustainable. Not only to align with Scooter's values, and mission statement, but to appeal to customer, and eventually inspire more Scooter's locations to Think Green!

Although this sustainable business plan is not perfect, it is a good start, because every little thing will add up throughout the years. Making Scooter's a little more sustainable will have them stand out in the community, and can help other businesses in the community to follow in Scooter's foot steps.



Battle Creek Employees Outside



THANK YOU!