

Project : Business Development Plan
Business Name : Moncafé Inc.

Project Narrative – Mobile Coffee Business Expansion into Deltona Plaza

Moncafé Inc. was founded in August 2023, currently operates as a licensed and insured mobile coffee cart serving Volusia, Flagler, and Seminole counties. The operation has built a strong reputation and customer base through consistent participation in local fairs, festivals, farmers markets, parades, and private events. The next phase of growth aims to establish a semi-permanent presence within the community while continuing mobile operations.

Existing Business Model

The business currently functions as a self-contained mobile coffee operation transported via a cargo trailer. The trailer supports all operational needs, including Italian Espresso machine and accessories, portable Ice maker, portable sink, fresh water supply, wastewater storage, high-grade coolers for perishable items, cleaning supplies, inventory, and display equipment. Fresh ingredients such as various milks, creamers, flavored syrups, sauces, teas, juices, lemonades, and other consumables are transported daily and kept at safe temperatures using commercial-quality coolers. This mobile framework meets Florida Food Safety requirements for Mobile Food Dispensing Vehicles (MFDV).

The current model has proven highly successful and efficient, enabling rapid setup, reliable food safety compliance, and strong customer engagement across multiple cities and community events.

Project Vision

The proposed project involves leasing a small, previously unoccupied ATM building located within Deltona Plaza. This structure has existing electrical service and air conditioning, but likely lacks traditional plumbing infrastructure, including water supply and sewer lines. The vision is to utilize this building as a service kiosk to offer residents and commuters a convenient, consistently accessible location for high-quality drinks during morning hours.

The business intends to operate from 6:00 AM to 12:00 PM, providing a focused menu of:

- Hot and iced coffee
- Hot cocoa
- Boba lemonades
- Teas

This morning-centered schedule supports plaza activity, enhances community convenience, and complements the larger retail environment without interfering with existing businesses.

Operational Concept

The concept follows a hybrid model, combining the mobility and self-contained capabilities of the existing coffee cart with the stability and visibility of a fixed kiosk. Depending on city and health department requirements, the operation may continue using the fully self-contained mobile food system already in place, with the building serving as an enclosed point-of-sale and customer interaction area, or as a covered station to support mobile operations.

This model allows flexibility in how the business adapts to regulatory requirements regarding water supply, wastewater handling, and structural modifications. All beverage preparation would remain compliant with Florida Department of Health (DOH) regulations for mobile food operations unless additional site-specific requirements necessitate on-site installation of water or sanitation infrastructure.

Community Impact

Establishing a consistent presence in Deltona Plaza will provide several community benefits:

- Increased morning activity and foot traffic within the plaza
- A reliable, locally owned coffee option for commuters and nearby residents
- Enhanced vibrancy for an underutilized structure
- Strengthening of small-business identity within the Deltona community

The business aims to maintain its positive reputation for friendly service, high-quality beverages, and active community participation.

Growth Objectives

The expansion aligns with long-term goals of:

- Establishing a stable, repeat customer base
- Enhancing brand visibility
- Increasing operational capacity while preserving mobility
- Creating potential for future satellite locations or additional mobile units

This fixed-location kiosk is envisioned as a natural evolution of the business, offering greater stability and customer reach while maintaining the adaptability that has driven the company's success to date.
