Worked example - a fictional cafe. Figures are made up for illustration.

One-page business case

Riverside Community Cafe - buy a second coffee grinder

Proposal	Second coffee grinder	**Prepared by**	Alex Morgan
For decision by	Owner	**Date**	12/11/2026

What is the problem?

Queues at the coffee counter reach the door between 8:15 and 9:00 on weekdays. We have one grinder, which has to be re-set for each blend, so every change slows service.

What do you propose?

Buy a second grinder so one is always set for house blend and one for decaf and single-origin. Fit it on the back counter in the existing space.

What will it cost and return?

Item (income positive, costs negative)	One-off (£)	Per year (£)
Grinder, delivered and fitted (cost)	-780	
Extra drinks: about 20 a week at £3.00 (income)		3,120
Extra milk, coffee and servicing (cost)		-1,060
Net per year		2,060

Payback	About 5 months (780 divided by 2,060, times 12)
Biggest risk	Sales may not rise; review after 3 months

What are the alternatives?

Do nothing (queues continue). Hire a second barista at peak times (about £4,000 a year). Buy a second-hand grinder (cheaper, but no warranty).

Recommendation

Buy the new grinder now and review sales and queue times after three months.

Approved	*A Morgan*	13/11/2026
Decision	*Signed*	*Date*