

Yum taste.by

The project involves the opening of a mini - doughnut shop with a modern interior, as well as an easy-to-prepare, but quite pleasant and tasty menu; employees of the doughnut shop - disabled and elderly citizens- volunteers will carry out all necessary work activities: making coffee, cooking and serving doughnuts and other dishes, cleaning.

This project is also aimed at creating a place for leisure activities for people with disabilities and the elderly, their socialization and adaptation to society.

Coming to an inclusive cafe, people living in Verkhnedvinsk will learn how to treat the disabled and the elderly as full-fledged members of society. People with disabilities will be able to meet not on social networks, but "live", learn how to communicate with other people.

The project is aimed at finding employment for people with disabilities (adaptation to work), creating a place where they can learn work skills, spend time comfortably in the company of friends, make new acquaintances, which will significantly accelerate the process of their social adaptation to society, as well as the organization of secondary employment for older citizens.

Goal:

1. Employment and social adaptation of people with disabilities
2. Organization of secondary employment of elderly citizens

Tasks:

1. Providing jobs for young people with disabilities, including wheelchair users, and organizing secondary employment for senior citizens
2. Training in professional work skills (brewing coffee, preparing blanks, cooking simple dishes, and more)
3. Organization of a unique environment of an inclusive cafe for successful socialization and further employment of young people with disabilities

Justification of social significance

A significant part of the young disabled people living in the Verkhnedvinsky district, despite all the efforts made by society for their education and upbringing, as adults, are not prepared for integration into life. Most of them, firstly, do not have special knowledge in a particular field, and secondly, are not capable of studying in educational institutions. It is difficult for young people with disabilities to work in those areas where they need to engage in communication. Employers are afraid to hire people with mental disabilities, because they also do not have the skills to communicate with this category of people. Working in a cafe, "shoulder to shoulder", with elderly volunteers, young people with disabilities will gain invaluable communication experience and professional skills, and, accordingly, the opportunity to find a job in the future.

Geography of the project

Vitebsk region, Verkhnedvinsk

Target groups

1. People with disabilities
2. Senior citizens
3. Other categories (youth, schoolchildren, students and others)

Why did we choose donuts? They are the best fit for all occasions - you can buy them on the occasion of a holiday or celebration, you can take them to the beach or have a snack at your workplace. In addition, when planning the opening of the donut shop, such trends and factors as:

- the growth of demand for confectionery products across the entire range of product types by an average of 3-4% per year;
- the project can be developed in new directions - starting from sales on the street in the form of a lotto trade or a van store, to trade in cafes and ending with the creation of a network of donut coffee shops under its own brand.

As the main product range, customers will be offered:

1. Donuts without filling and with filling (with raspberries, pistachios, banana glaze, chocolate, coconut chips, raisins and more).
2. Hot drinks - tea, coffee.
3. Chilled drinks - juices, lemonades.

The target audience of the donut shop will be:

- Residents of the city (children and youth, working and elderly citizens). In the future, some of the orders of private clients will be carried out by prior request, including with the prospect of home delivery.
- Employees of institutions and enterprises located both in the immediate vicinity of the place where the doughnut shop is located, and in other parts of the city. In the future, the delivery of products to such customers will be carried out by pre-order.

Advertisement

1. Accounts on social networks, such as V Kontakte, Instagram or Telegram channel. This will allow, using a minimum budget, to reach most of the potential customer groups in the city.
2. External or outdoor advertising by creating an attractive appearance of the institution, its design, placement of billboards, colorful posters.
3. Donchikova's participation in various cultural, creative and charitable events organized in the city and district.

The doughnut shop will be located in a one-story building. The layout of the room includes the following functional areas:

1. Customer service area with tables - where 2 tables are provided, with a capacity for 4 people each.
2. A food hall or a production area.
3. The room is household, including a storage place for stocks (flour, sugar and others).

Necessary equipment:

1. Pastry oven (electric oven) - \$ 400
2. Refrigerator cabinet - \$ 770
3. Dough mixing machine - \$ 780
4. Hood - \$ 520
5. Electronic scales - \$ 20
6. Doughnut machine - \$ 770
7. Stainless steel sink - \$ 20
8. Pastry cutting tool (set) - \$ 10
9. Tables and chairs for clients (set) - \$ 320
10. Cash register - \$ 90
11. Heated counter - \$ 470
12. Coffee machine - \$ 450

Total: \$ 4620.