

“The Break”

Creative Capstone Project

Analysis

Throughout the time I spent on this creative capstone project, I have learned that in order to design an effective business plan which embraces important aspects from communications professional sales, and arts, I had to first focus on the client or customers of whom the business is going to be catered towards. A lot of thought and intention needed to be placed on not only what I, as the designer would like, but more so on what the client base would like, because ultimately this is who I was designing for.

A generous amount of time was spent doing market research and analysis along with ethnography in order to understand what kind of strategy and direction I should take and draw upon in forming this business plan. I also found however, that I was able to pull from my knowledge and skills in business relationships, customer service, and marketing, which I obtained from my 18 years of operational and administrative management experience within the retail sector.

Generally speaking, a good business plan provides a thorough and logical breakdown of how a business makes money by delivering goods or services to customers and taking payment. They are designed to answer the question: Can this business work under real-world conditions? In the case of The Break, it was about taking these business plan concepts and formulating them with meaningful ideals derived from communications, professional sales, and arts to build an effective business plan. Fortunately, communications, professional sales, and arts blend very well together as business ideals that are seen and used on a wide scale in many different business

platforms. This situation aided in how aspects such as sales, marketing, along with visual communications would be worked through in The Break business plan.

Many times, just as in scenarios found in the art world, you must subtract from the plan to actually add to it. In other words, making something more comprehensible by “rinsing away the excess fat,” which was something that I had touched on in my support paper. By doing this constantly throughout the construction of the business plan, I found that it came together in a more logical and understandable manner. Not only was I able to omit unnecessary financial information that made it perplexing at times, it enabled me to identify material that I was missing in certain areas and may have not otherwise.

Overall, The Break business plan was an exciting endeavor for me as it finally brought to life something that had just been an ordinary idea of mine for multiple years. It was the seamless integration of concepts between communications, professional sales, and arts along with my personal knowledge and skills from my own experiences, that have helped fashion this project in such a way to where I feel confident in saying that The Break is a business platform that could undeniably work in a real-world setting. Not only could it work, I feel it has the real possibility of being able to benefit the citizens of Maui by offering a unique blend of artistically expressive business concepts that focus on people first.

If various things in my life go as desired, maybe the next time you take a trip to the island of Maui, you may just happen to bump into The Break coffee bar/bistro and we can sit down and have a cup of island grown coffee, where I will be more than happy to share my work on The Break.