

**Columbia College Honors Program
Honors Project Prospectus
Cover Sheet**

This TYPED form is due to the honors office the semester before enrolling in HON 498 (for example, students taking the course during fall semester must submit the prospectus by the end of April). The proposal should be approximately 1000 words in length, demonstrating careful, detailed planning and vigorous, genuine collaboration with your faculty director. The Director of Honors helps to evaluate proposals.

Name Venelina Hristova Vateva

Title of project Business Plan for a Non-Profit Coffee Shop

Hon. 498 Semester/Year Spring 2016 Credit hours 4
(3-4)

The following items should be addressed in the prospectus:

1. Describe the goals of the project. Provide specific details about how the project will be conducted and state a specific hypothesis (if applicable). You may also want to provide some background information about your topic.
2. Describe how the project fits in with your educational background and experience and how the project is related to your post-graduation plans for career or graduate study. Describe how the project enhances your honors education.
3. Detail how your director will assess your project. Include specific details about the assessment criteria. Describe in detail any product that you expect to generate. For example, if you will be completing a written paper, provide information about the expected length of the paper, the number of resources to be used, and the citation style to be used (APA or MLA, etc.). If you will be doing a creative performance or preparing a portfolio or some other product, you may include a checklist of items to be included and details about how the project will be judged.
4. Provide a preliminary bibliography. Generally, a preliminary reference list of resources will be appropriate.

Note: Projects completed during spring semester are due to faculty directors for assessment by early April. Projects completed during fall semester are due to faculty directors for grading by early November. The project is showcased for students, faculty, family, and friends at the senior Honors Medal Ceremony held before graduation. Displays may vary from computer presentations, to poster displays, to video segments, to artifact collections or any other creative, appropriate means to share your project. Although students complete their project during the junior year, graduates are expected to participate in the showcase at the Medal Ceremony.

The undersigned agree to the guidelines set forth in the Honors Project Prospectus:

Venelina Vateva
Student Signature

3/14/2016
Date

[Signature]
Faculty Director Signature

3/15/2016
Date

[Signature]
Honors Program Director Signature

3/15/2016
Date

1. Describe the goals of the project. Provide specific details about how the project will be conducted and state a specific hypothesis (if applicable). You may also want to provide some background information about your topic.

Over the course of the semester I will research the business functions of non-profit organizations, and explore the idea of creating a non-profit coffee shop in Columbia, S.C. The coffee shop is intended to enhance the cultural life in the city, and provide young artists, poets, and writers with a free stage for their work with scheduled special events, that would be open to the general public. In addition, part of the business profits will be directed towards charitable and arts/culture organizations in the area: Harriet Hancock LGBT Center, SisterCare Inc, The Nickelodeon Theatre, etc.

I will be writing an in-depth business plan, including all financial and legal documents that the state of South Carolina requires for the establishment of a non-profit organization. I will also research a viable location for the business, and create a model of a preliminary interior and exterior set-up of the business, which would best enhance the purpose of the organization.

2. Describe how the project fits in with your educational background and experience and how the project is related to your post-graduation plans for career or graduate study. Describe how the project enhances your honors education.

As a Business Administration major, I have taken courses that focus on Entrepreneurism and Business Research. I am interested in opening my own small business in the future, and I am hoping that this project will prepare me for the planning and executing of my goals. Non-profit organizations have become a focus of my interest after I took LA 301 during Fall 2015 with Dr. Helen Rapoport, while also working on a virtual internship with a non-profit organization in Chicago, I.L. (Stage 18 Chicago). Stage 18 Chicago offers space and funding for local filmmakers and producers, while also providing their clients with educational benefits and scholarships. For my final project in LA 301, I wrote a business plan proposal for the establishment of a non-profit organization in Columbia, S.C., which delivers birthday parties and other special events to children in local foster homes.

My personal interest in the Arts is also a factor that I strive to incorporate in my career goals; as an (undeclared) Art History Minor, I have taken five Honors Art History classes with Dr. Ute Waschamann-Linnan; all of those courses required me to analyze and assess the cultural and arts climate in Columbia, S.C., visit local galleries, and gain more knowledge about the arts business.

I plan to incorporate the knowledge, gained from the diverse courses I have taken at Columbia College, and my personal interests, in an effort to create the first building block of my future career as an entrepreneur. My Honors education has taught me about the valuable connections one can make among multiple disciplines, and I plan to use this knowledge in the creation of a comprehensive business plan for an organization, which would hopefully benefit my social and economic environment.

3. Detail how your director will assess your project. Include specific details about the assessment criteria. Describe in detail any product you expect to generate.

For this project, I will be writing a comprehensive business plan (15-20 pages) for a non-profit coffee shop and a 3-4 page paper (MLA style) that would reflect on my experience and findings throughout the semester. In addition to that, I will compile a portfolio containing:

1. Samples of all legal documents required by the state of South Carolina and the U.S. Internal Revenue Service for the registration of a non-profit business in S.C.
2. Sample marketing materials from different mediums—posters, website, social media.
3. Sample plan of the interior and exterior of the coffee shop.

My academic mentor, Dr. Yuan Li, will be assessing the following:

1. Quality of the business plan--make sure all necessary components are discussed, financial data is correct, analyzed, and written according to GAAP.
2. Length--the set required lengths of the business plan and reflection paper are met.
3. Work process

4. Preliminary Bibliography

"Choose & Register Your Business". *The U.S. Small Business Administration*. SBA.gov." Choose& Register Your Business. The U.S. Small Business Administration. SBA.gov. Web. 21 Jan. 2016.

"Coffeeshops." *Restaurant, Food & Beverage Market Research Handbook 15*.(2014): 183-185. *Business Source Premier*. Web. 13 Jan. 2016.

DeLung, Joshua. "How Small Businesses Can Get Tax Deductions for Charitable Giving.*The U.S. Small Business Administration*. SBA.gov." How Small Businesses Can Get Tax Deductions for Charitable Giving.The U.S. Small Business Administration, 16 Dec. 2013. Web. 22 Jan. 2016.

Kaufman, Nina. "How Should I Donate Business Sales to Charity?" *Entrepreneur*. 15 July 2011. Web. 22 Jan. 2016.

Korunka, Christian, et al. "Personal Characteristics, Resources, And Environment As Predictors Of Business Survival." *Journal Of Occupational & Organizational Psychology* 83.4 (2010):1025-1051.Academic Search Complete. Web. 21 Jan. 2016.

Mancuso, Anthony. *How to Form a Nonprofit Corporation*. Berkeley, CA: Nolo, 2007. Print.

Pakroo, Peri. *Starting & Building a Nonprofit: A Practical Guide*. Berkeley, CA: Nolo, 2005.
Print.

"Resources." South Carolina Small Business Development Centers. Web. 22 Jan. 2016.

"SC Department of Revenue." SC Department of Revenue. Web. 21 Jan. 2016.

"Today's Coffee Consumer." *Restaurant Business* (2015): 82. Small Business Reference Center.
Web. 25 Jan. 2016.

McKeever, Mike P. "Chapter 1: Benefits Of Writing A Business Plan." *How To Write A
Business Plan* (2014): 7-12. Small Business Reference Center. Web. 25 Jan. 2016.