



Portugal D2 Visa Business Plan

Verde Café Lisboa Lda

Location: Lisbon, Portugal

Legal Form: Sociedade por Quotas (Lda)

Visa Category: Portugal D2 Entrepreneur Visa

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Executive Summary



1.1 Business Overview

Verde Café Lisboa Lda is a sustainable plant-based café and zero-waste lifestyle hub headquartered in Lisbon, Portugal. The company will introduce an innovative café model that combines healthy, locally sourced vegan cuisine with a community-oriented retail experience, promoting eco-living through food, education, and conscious consumption.

The café will serve freshly prepared plant-based meals, cold-pressed juices, and specialty coffees in a plastic-free, compostable environment, complemented by a small in-store retail section featuring eco-products (bamboo cutlery, reusable bottles, local crafts).

- ☐ **Mission:** To redefine urban dining in Portugal through sustainable choices, ethical food sourcing, and community connection.
- Tagline:** "Eat Clean. Live Green."

1.2 Entrepreneurial Vision

Portugal's growing focus on sustainability, health, and tourism offers a unique market opportunity for an eco-conscious café chain. Verde Café Lisboa aims to become the flagship brand for mindful dining, expanding across Lisbon, Porto, and Algarve within five years.

The founder envisions Portugal not just as a market, but as a European base for sustainable lifestyle entrepreneurship — blending culinary innovation, community education, and environmental responsibility.

1.3 Location & Setup

The pilot café will be established in Lisbon's Principe Real or Campo de Ourique — neighborhoods known for affluent residents, international tourists, and wellness-focused communities. The location ensures proximity to yoga studios, coworking spaces, and expat hubs, creating strong natural footfall.

- Space Required: 120–150 m²
- Seating Capacity: 35–40 covers
- Interior Concept: Minimalist décor, cork furniture, natural lighting, and greenery.

1.4 Products & Services

Verde Café Lisboa will offer:

- Plant-Based Menu** – Smoothie bowls, salads, wraps, grain bowls, cold-pressed juices, vegan pastries, and specialty coffee.
- Eco-Retail Corner** – Sustainable daily-use items (straws, cups, bags, soaps).
- Workshops & Community Events** – Vegan cooking classes, sustainability talks, zero-waste living sessions.
- Delivery & Subscription Meals** – Healthy weekly meal plans through eco-packaging.

All ingredients will be locally sourced from Portuguese organic farms and cooperatives.

1.5 Market Opportunity

Portugal's health and sustainability markets are rapidly expanding:

- Vegan & vegetarian population increased by 450% between 2017–2023.
- Lisbon is among Europe's top 10 cities for vegan and plant-based dining.
- Over 30 million tourists annually seek unique food experiences.
- Urban consumers now spend 35–40% more on health-oriented food products.

Verde Café will bridge the gap between mainstream cafés and conscious lifestyle destinations.

1.6 Competitive Advantage

Factor	Verde Café Advantage
Concept	Hybrid model: café + eco-retail + community hub.
Sourcing	100% local, organic, zero-plastic policy.
Brand Identity	Premium, wellness-driven lifestyle experience.
Market Position	Mid-luxury sustainable dining segment (€10–20 per ticket).
Technology	POS-integrated loyalty system + delivery app partnerships.

1.7 Business Objectives



1.8 Financial Overview (Summary)

Metric	Year 1 (€)	Year 2 (€)	Year 3 (€)
Total Revenue	150 000	310 000	520 000
Gross Margin	55%	58%	60%
Net Profit	(5 000)	48 000	125 000
Employment	5	8	12

Initial investment: €75 000–€85 000. Break-even projected within 14–16 months of operation.

1.9 D2 Visa Relevance

Verde Café Lisboa Lda qualifies under the Portugal D2 Entrepreneur Visa as a legitimate, impactful SME that:

- Generates local employment (5+ jobs).
- Contributes to eco-tourism and sustainable innovation.
- Creates ongoing revenue through local and export retail.
- Aligns with Portugal's Green Economy & Circular Economy Agenda 2030.

1.10 Mission & Long-Term Vision

Mission: "To make sustainable food and conscious living accessible, inspiring, and beautifully designed."

Vision: By 2030, Verde Café Lisboa aims to be a recognized green dining chain across Portugal and Southern Europe — integrating eco-retail, education, and hospitality into one holistic lifestyle ecosystem.

1.11 Summary

Verde Café Lisboa Lda is more than a restaurant — it's a movement for mindful living. It captures Portugal's transition toward sustainability and wellness, backed by global tourism and lifestyle trends. This plan demonstrates a clear operational, financial, and social case for D2 visa approval — a small business with global intent and local heart.

"Eat Clean. Live Green. Feel Portugal."

Company Overview

2.1 Company Identity

Field	Details
Company Name	Verde Café Lisboa Lda
Legal Form	Sociedade por Quotas (Lda)
Business Sector	Food & Beverage / Sustainable Hospitality
Visa Category	Portugal D2 Entrepreneur Visa
Headquarters	Lisbon, Portugal
Proposed Location	Príncipe Real / Campo de Ourique / Chiado district
Ownership	100% held by founder (non-EU entrepreneur)
Registered Capital	€80 000
Banking Partner (Planned)	Millennium BCP or Novo Banco
Company Stage	Pre-launch (to be incorporated before lease signing)

2.2 Legal Structure

Verde Café Lisboa Lda will be incorporated under the Portuguese Commercial Companies Code (Código das Sociedades Comerciais) as a Sociedade por Quotas (Lda) — equivalent to a Private Limited Company.

This structure allows:

- Limited liability protection for the founder.
- Flexibility for future partners or investors.
- Eligibility to hire Portuguese employees under local labor law.

The company will be registered with:

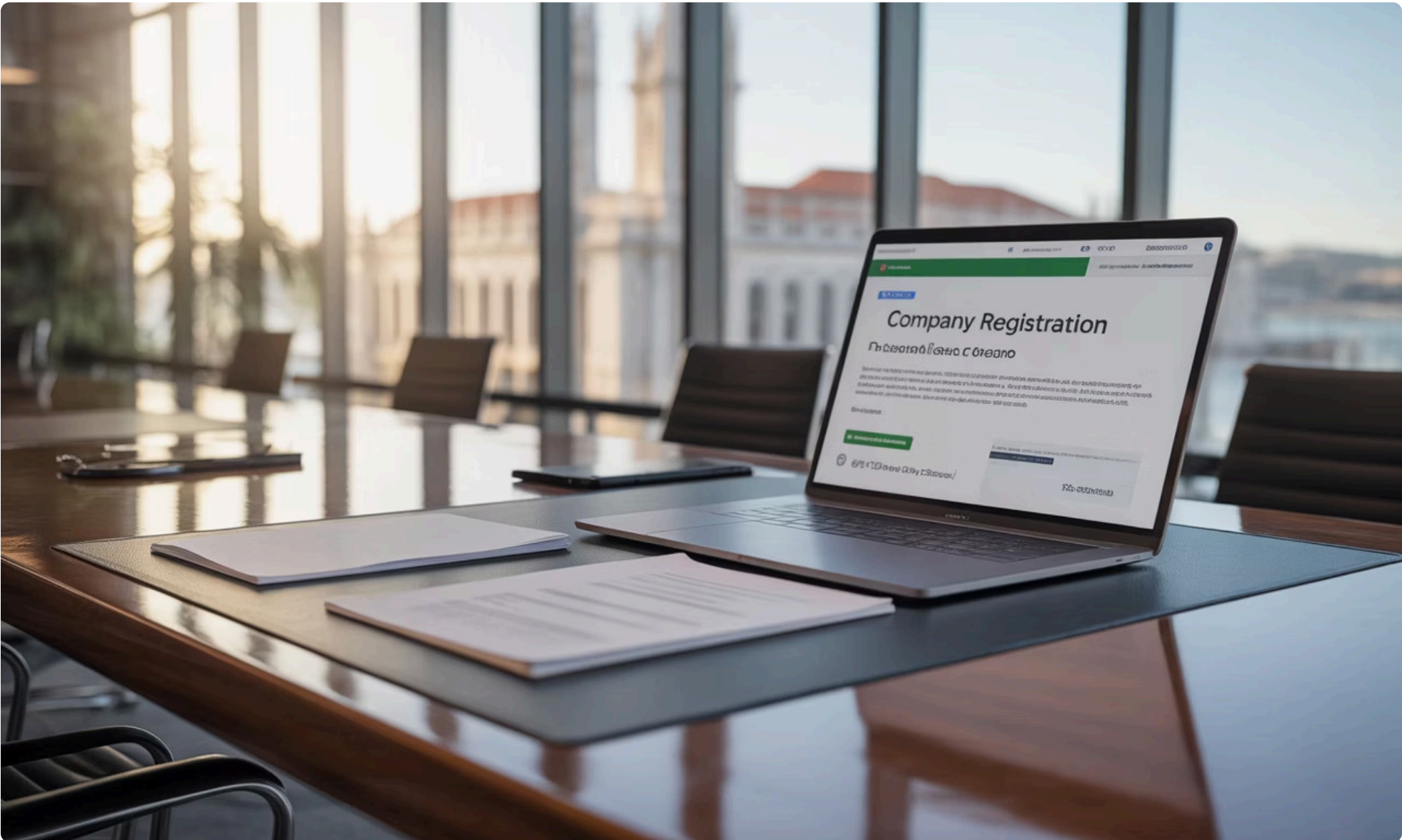
- Conservatória do Registo Comercial (Lisbon)
- Autoridade Tributária (Tax Authority) for VAT and NIF registration
- Segurança Social for employee registration

2.3 Business Concept Summary

Verde Café Lisboa will operate as a sustainable, plant-based café and community hub, combining:

- Healthy, locally sourced cuisine,
- Eco-retail corner with zero-waste products, and
- Educational events and workshops promoting environmental awareness.

The company's focus is to create a lifestyle destination rather than a traditional restaurant — merging food, wellness, and sustainability into one cohesive concept.






2.4 Mission Statement

"To inspire a greener way of living by serving fresh, plant-based food and fostering a zero-waste community culture in Portugal."

2.5 Vision Statement

"To become Portugal's leading sustainable café chain, blending ethical dining, local sourcing, and design-driven experiences."

2.6 Objectives

 Short-Term (Year 1)	 Mid-Term (Year 2–3)	 Long-Term (Year 4–5)
Launch Lisbon flagship café; achieve brand visibility and stable daily sales.	Open a second outlet in Porto or Cascais; expand catering and retail line.	Develop franchise or licensing model; export eco-retail brand internationally.

2.7 Value Proposition

Stakeholder	Value Delivered
Customers	Access to sustainable, healthy dining in an aesthetic, zero-waste space.
Local Farmers	Reliable, ethical buyer for organic produce.
Portugal's Economy	Job creation, SME development, and environmental innovation.
Community	Platform for sustainability education and local engagement.

Verde Café Lisboa is more than a café — it's a micro-movement towards conscious living.

2.8 Location Rationale

Lisbon is an ideal launch market due to:

- High concentration of expats, digital nomads, and health-conscious locals.
- Rapidly growing vegan and sustainable dining ecosystem.
- Strong tourism demand (30M+ annual visitors).
- Availability of eco-friendly suppliers in and around Setúbal, Sintra, and Alentejo.

The pilot café will occupy a 120–150 m² leased space, with indoor/outdoor seating, natural lighting, cork furniture, and recycled décor to reflect the brand's sustainability ethos.

2.9 Long-Term Growth Plan

Phase 1 (Year 1):

- Open first café and retail unit in Lisbon.
- Build digital delivery and catering system.

Phase 2 (Year 2–3):

- Expand to Porto / Cascais.
- Launch branded eco-retail product line (coffee blends, bamboo cups, reusable kits).

Phase 3 (Year 4–5):

- License Verde Café brand to local entrepreneurs.
- Introduce sustainability workshops and franchise network across Southern Europe.

Industry & Market Analysis

3.1 Portugal F&B Landscape (Snapshot)



- Sector size (foodservice): Large, tourism-supported; cafés are the highest-density format in urban Portugal.
- Growth drivers: Tourism rebound, health & wellness lifestyles, digital delivery, specialty coffee culture, and premium casual dining.
- Consumer shift: Willingness to pay a moderate premium for plant-based, organic, local and low-waste offerings.

3.2 Plant-Based Market Trends (EU + Portugal)

- Plant-based menu penetration rising across cafés and QSR.
- "Flexitarian" diners are the fastest-growing cohort; demand concentrates in Lisbon, Porto, Cascais, Algarve.
- Add-ons with highest attach rates: specialty coffee, cold-pressed juices, and vegan pastries.
- Packaging & provenance matter: compostable packaging and local farm sourcing are purchase triggers.

3.3 Target Customer Segments

Segment	Profile	Need States	Verde Café Fit
Urban Wellness Locals	22–45, Lisbon professionals	Clean, quick lunches; macro-balanced bowls; great coffee	Plant bowls, wraps, daily combos
Expats & Digital Nomads	Remote workers, long stays	Reliable healthy food, laptop-friendly seating, Wi-Fi	All-day menu, calm interior, subscriptions
Tourists (Premium)	"Instagrammable" healthy meals; local feel	Photogenic plating, Portuguese produce	
Fitness/Studio Communities	Yogis, runners, gyms	Post-workout nutrition, smoothies	Protein bowls, shakes, partnerships
Corporate Catering	Tech/creative offices	Meeting platters, zero-waste events	B2B boxes, re-usable service

3.4 Demand Hotspots (Lisbon)

- **Príncipe Real / Chiado / Bairro Alto:** High tourist + expat footfall; premium positioning.
- **Campo de Ourique / Estrela:** Local affluence; family and wellness culture.
- **Santos / Cais do Sodré (cowork clusters):** Weekday lunch peaks; delivery heavy.

3.5 Competitive Landscape (Illustrative)

Type	Examples (style)	Strengths	Gaps Verde Can Exploit
Vegan cafés	Boutique plant-based spots	Loyal niches, good pastries	Limited zero-waste retail; few do subscriptions/events
Specialty coffee	Third-wave cafés	Beverage craft, community	Narrow food menu; not fully plant-based
Health casual	Smoothie/salad bars	Convenience	Less brand/story; limited compostable focus
Bakery-cafés	Artisanal bakeries	Footfall, comfort	Low vegan %; packaging not eco-led

Positioning wedge: Hybrid (café + eco-retail + workshops) with strong brand storytelling and compostable, plastic-free operations.

3.6 TAM / SAM / SOM (Serviceable Sizing – Lisbon focus)

- **TAM** (Greater Lisbon "healthy casual" spend): broad market of residents + tourists seeking light casual meals.
- **SAM** (central districts addressed by one flagship + delivery): focus radius ~3–4 km.
- **SOM** (Year-1 capture): conservative share via 35–40 seats, 2 dayparts + delivery.

Metric	Assumption	Result
Daily transactions (Yr1)	90–120 avg. (eat-in + takeaway + delivery)	~105/day midcase
Avg. ticket	€11–€13	~€12
Trading days	350	~36,750 covers
Yr1 Revenue	36,750 × €12	€441k potential (capacity); plan uses a conservative €150k–€180k ramp in Exec. Summary, then scales

Note: The financial plan conservatively phases demand; marketing & catering push utilization toward capacity in Y2–Y3.

3.7 Pricing Benchmarks (Lisbon central)

Item	Market Range	Verde Strategy
Specialty coffee	€2.5–€4.0	Premium single-origin within range
Bowls / mains	€9–€14	Core at €10–€12; bundle lunch deals
Smoothies/juices	€4.5–€7.5	Functional blends; subscription add-ons
Vegan pastry	€2.8–€4.5	Rotating local collabs

3.8 Channel Dynamics

- **Dine-in:** Brand experience, higher add-on rate.
- **Click & Collect / Delivery:** Partner with Glovo/Uber Eats; eco-packaging surcharge embedded.
- **Subscriptions:** Weekly meal plans (3/5-day), coffee pass, smoothie bundles.
- **Catering:** Offices, studios, retreats; high-margin trays.
- **Retail:** Eco-corner (reusables, local goods) lifts basket size.

3.9 Regulatory & Operating Considerations (Portugal)

- **Company:** Lda incorporation; VAT, Segurança Social, HACCP food safety plan.
- **Licenses:** Foodservice permit, terrace (if applicable), signage.
- **Labour:** Compliant contracts; weekend/evening shifts budgeted.
- **Sustainability:** Compostable disposables, waste separation, supplier traceability.

3.10 Risks & Mitigations (Market)

Risk	Impact	Mitigation
Seasonality / tourist dips	Volatile footfall	Subscriptions + corporate catering; local loyalty
Input cost volatility	Margin squeeze	Seasonal menus; farm contracts; engineered COGS ≤ 30–32%
Competition density	Share pressure	Distinct hybrid concept; events; brand community
Delivery fee economics	Lower unit margin	Menu engineering; in-house pickup promos; bundles

3.11 SWOT

Strengths

- Clear eco-brand, zero-waste ethos; hybrid model
- Local sourcing narrative

Opportunities

- Corporate wellness/catering; nomad market; franchise potential

Weaknesses

- New brand; initial marketing spend
- Training needed for consistent plant-based execution

Threats

- Economic slowdowns; rent inflation; copycats

3.12 Why Now (Strategic Rationale)

- Lisbon's wellness + nomad wave is maturing; room for brand-driven, systems-ready concepts.
- Policy and consumer sentiment favour local, low-waste, plant-based offerings.
- Café format enables quick replication (playbook for Y2 Porto / Cascais).

Products & Services

4.1 Overview

Verde Café Lisboa will deliver a three-pillar offering that merges dining, retail, and community engagement:

- 1
- Plant-based café menu – wholesome meals, cold-pressed juices, and specialty coffees.
- 2
- Eco-retail corner – curated reusable and locally made sustainable goods.
- 3
- Education & events – workshops and lifestyle programs promoting zero-waste living.



4.2 Core Menu Architecture

Category	Examples	Ingredient Source	Avg. Price (€)	Margin (%)
Breakfast & Brunch	Smoothie bowls, avocado toast, chia parfaits	Local farms (Setúbal, Alentejo)	8–11	60
Lunch & Dinner Bowls	Buddha bowl, quinoa-falafel wrap, tofu curry	Certified organic suppliers	10–13	55
Cold-Pressed Juices & Smoothies	Detox Green, Beet Glow, Tropical Fuel	Local fruit co-ops	5–7	65
Specialty Coffee & Tea	Single-origin espresso, oat-milk latte, herbal infusions	Portuguese roasters + Azores teas	3–4	70
Desserts & Snacks	Vegan brownie, almond tart, granola bites	In-house bakery	3–4.5	50

USP: Zero refined sugar, no animal derivatives, 100 % compostable containers.

4.3 Eco-Retail Line

Product Group	Example SKUs	Supplier Type	Price Range (€)
Reusable Drinkware	Bamboo cup, stainless-steel bottle	Local eco brands	10–30
Household Eco-Kits	Refill bags, detergent pods, cloth towels	Portuguese SMEs	15–40
Personal Care	Vegan soaps, solid shampoo bars	Artisan makers	5–15
Verde Merch (Lifestyle)	Tote bags, T-shirts, cork coasters	Cork designers	8–25

Retail share ≈ 15 % of total revenue in Year 1; projected 20 – 25 % by Year 3.

4.4 Catering & Subscription Services

- Corporate Catering:** healthy office lunches, zero-waste event platters (20–100 pax).
- Wellness Retreat Catering:** seasonal contracts with yoga studios and hotels.
- Meal Subscriptions:** weekly 3- or 5-day plans (€55–85 / week).
- Coffee Pass:** monthly plan for unlimited brew refills.

Target: recurring revenues ≥ 25 % of total turnover by Year 2.

4.5 Workshops & Events

Program	Description	Frequency
Vegan Cooking 101	2-hour demo of Portuguese plant recipes	Monthly
Zero-Waste Home	Practical tips on reduction & recycling	Bi-monthly
Farm-to-Table Talks	Invite local growers & sustainability leaders	Quarterly
Art & Music Nights	Cultural community gatherings	Every 6 weeks

Workshops reinforce brand mission, draw footfall, and feed social media storytelling.

4.6 Supply Chain & Sourcing Policy

- Local First:** ≥ 80 % ingredients from Portuguese producers.
- Seasonal Menus:** reduces waste and price volatility.
- Zero Plastic:** compostable containers from EcoBox Portugal.
- Farm Alliances:** contracts with Alentejo organic co-ops for vegetables & fruit.

4.7 Technology Integration

- POS + Inventory Software:** Odoo or Lightspeed for real-time COGS.
- CRM:** Loyalty points via QR codes.
- E-commerce Add-on:** for eco-retail and subscription sales.
- Delivery Apps:** Glovo / Uber Eats partnerships with sustainable delivery label.

4.8 Pricing Framework

- Menu average ticket: €12.
- Retail average basket: €25.
- Gross margin target: 55 – 60 %.
- Discounts: 10 % for bring-your-own-container; loyalty rewards every 10 visits.

4.9 Future Product Pipeline

Year	Innovation	Strategic Purpose
Year 1	Core menu + eco-retail corner	Launch identity
Year 2	Packaged Verde granola & cold-brew	Retail expansion
Year 3	"Verde Market" mini-store concept	Franchise readiness

Business Model

5.1 Core Business Logic



Verde Café Lisboa operates a hybrid B2C + B2B model combining:

- Café Sales** – primary daily revenue from food & beverages.
- Eco-Retail Sales** – add-on consumer goods and house-brand items.
- Catering & Subscriptions** – recurring income streams from offices and individuals.
- Workshops & Events** – brand awareness + secondary profit driver.

This multi-stream model balances footfall-based revenue with predictable recurring income.

5.2 Revenue Streams

Stream	Description	% of Total (Y3)	Margin Target
In-Store Food & Beverage	Dine-in and takeaway meals, beverages, desserts	55 %	58 %
Eco-Retail Products	Lifestyle goods, reusable kits, Verde merch	20 %	50 %
Corporate & Event Catering	Platters, retreats, conferences	15 %	40 %
Subscriptions & Delivery	Weekly meal plans, coffee passes	7 %	45 %
Workshops & Community Events	Ticketed classes + sponsorship	3 %	60 %

5.3 Customer Journey Map



Each step nurtures emotional connection → retention → high lifetime value.

5.4 Cost Structure

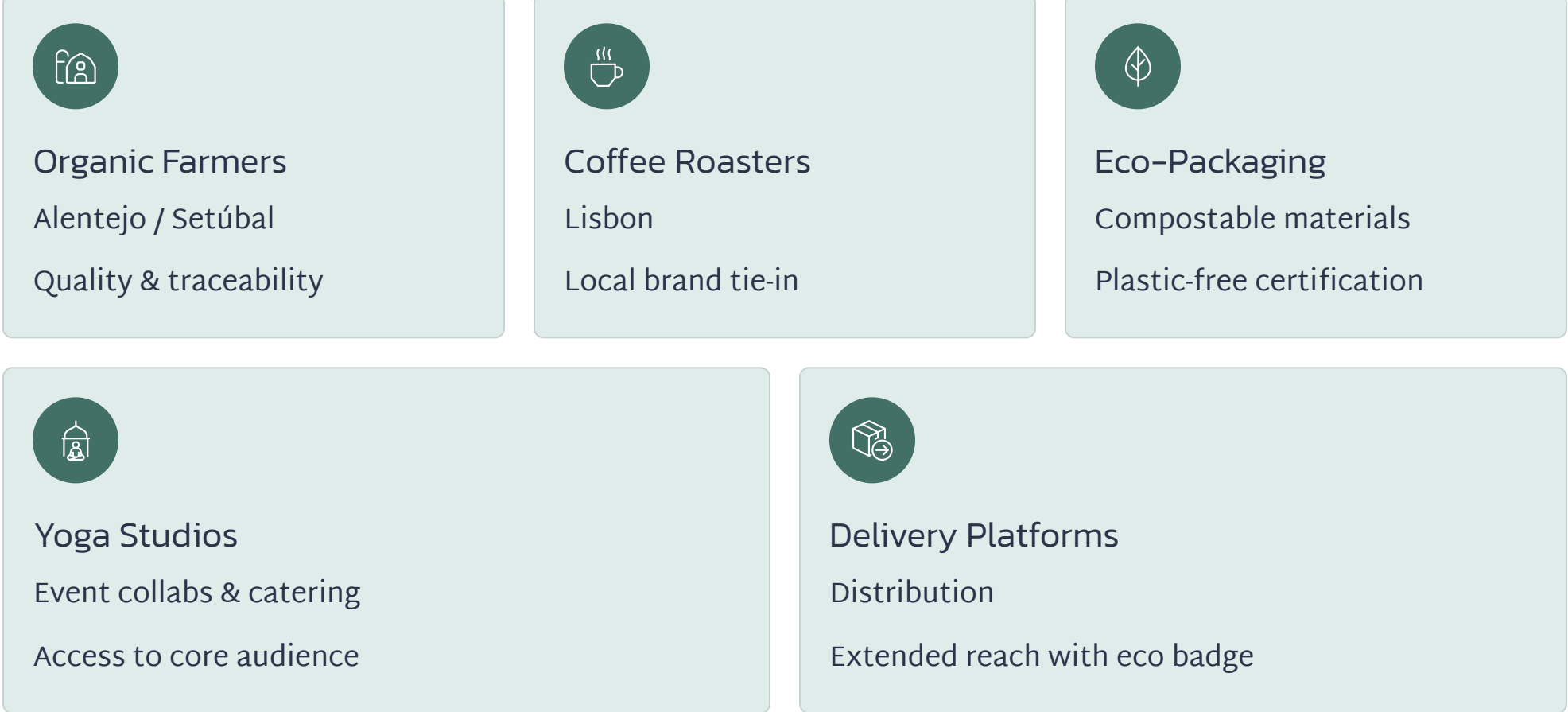
Cost Category	% of Revenue Target	Control Measures
Food & Beverage Inputs	30–32 %	Seasonal menus, local contracts
Labor & Benefits	25–28 %	Cross-training; lean shifts
Rent & Utilities	10 %	Mid-size 120 m² location
Marketing & Sales	5 %	Digital-first, influencer collabs
Admin & Misc.	5 %	Cloud tools, outsourced accounting

Target EBITDA margin: ≈ 20 % by Year 3.

5.5 Channel Mix

Channel	Function	Execution Mode
Café Outlet	Brand experience & core sales	Lisbon flagship
Online Ordering	Delivery + pre-order pickup	Uber Eats / Glovo / Shopify plug-in
Corporate Sales	Catering contracts	Dedicated sales rep Y2
Retail Distribution	Eco-product stockists	Boutiques & co-ops Y3
Workshops	Brand community & PR	Monthly schedule

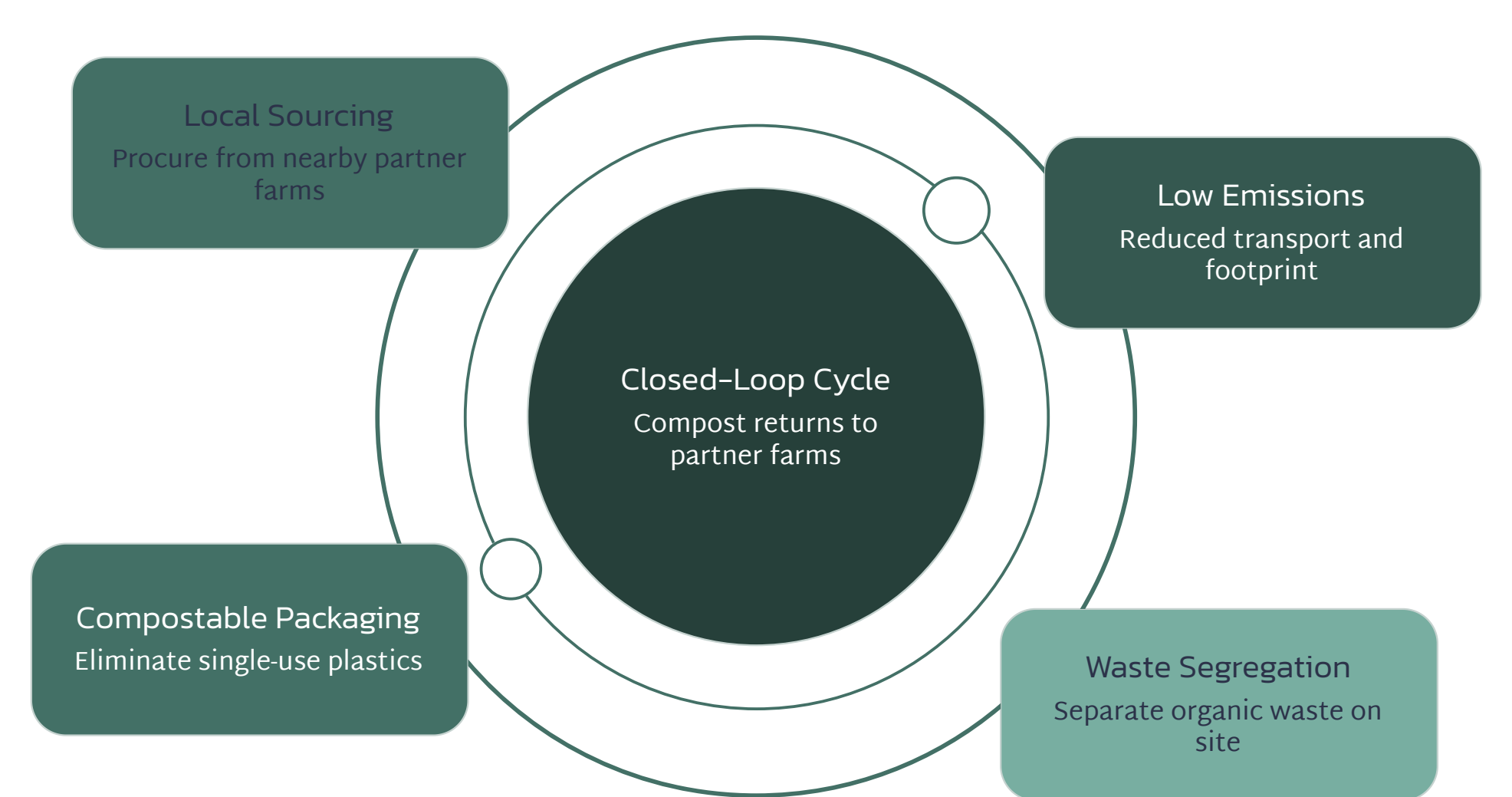
5.6 Key Partnerships



5.7 Technology Stack

- POS & Inventory:** Lightspeed / Odoo for real-time sales & COGS.
- CRM & Loyalty:** QR stamp system ("10th coffee free").
- Analytics:** Google Data Studio for dashboards.
- E-Commerce:** Shopify mini-store with eco-product SKUs.
- Payment:** Contactless, Apple Pay, Multibanco.

5.8 Sustainability Loop



Certified Green Business goal by Year 2.

5.9 Profitability Drivers

- Higher ticket size via bundles & retail upsell.
- Low COGS through direct farm links.
- Shared staff across dayparts.
- Digital marketing ROI ≥ 4×.
- Repeat customer rate target: 60 % by Y3.

5.10 Scalability Framework

Phase	Milestone	Outcome
Y1	Lisbon flagship + digital presence	Proof of concept
Y2	Porto/Cascais 2nd outlet + catering expansion	Brand visibility & B2B base
Y3–4	Franchise/licensing kit	National rollout
Y5	"Verde Market" concept stores	Diversified revenue ecosystem

Marketing & Sales Strategy

6.1 Overview

The marketing vision for Verde Café Lisboa is to position it as Portugal's leading eco-conscious café brand — where sustainability meets flavor, community, and design. Our strategy combines digital marketing, experiential branding, and partnership outreach, creating a loyal following across locals, expats, and tourists.

Tagline: "Eat Clean. Live Green."

6.2 Marketing Objectives

Objective	Timeline	Result Indicator
Launch Verde Café brand in Lisbon	Month 1–3	1,000+ café visitors in first month
Build strong online presence	Month 1–6	10K Instagram followers; 3% CTR
Create brand community	Month 4–12	3K loyalty members; 60% repeat rate
Secure B2B catering clients	Month 6–18	10+ corporate contracts
Expand to retail visibility	Year 2	Verde-branded eco products in 3 stores

6.3 Brand Positioning



Position: A premium-yet-accessible plant-based café for conscious consumers who value health, taste, and design.

Brand Personality: Modern · Minimalist · Mindful · Portuguese-inspired

Visual Identity:

- Palette: Earth green, cream beige, wood brown.
- Font: Rounded sans-serif (friendly + clean).
- Décor cues: Natural textures, cork surfaces, indoor plants.

Emotional Message:

"You're not just having coffee — you're supporting a movement."

6.4 Target Market

Segment	Demographics	Behavioral Insight	Marketing Channel
Urban Professionals	25–40, Lisbon-based	Seeks healthy lunch, good Wi-Fi, stylish environment	Instagram Ads, Google Maps SEO
Expats & Nomads	25–45, international	Sustainability + remote-work culture	Airbnb & coworking partnerships
Tourists	20–50	Values authentic, "Instagrammable" cafés	TripAdvisor, influencer reviews
Corporate Clients	Companies, studios	Demand wellness catering, zero-waste branding	LinkedIn, B2B direct outreach
Wellness Enthusiasts	Fitness, yoga, eco-living crowd	Loves community and clean food	Local events & workshops

6.5 Marketing Channels & Tactics

1 Digital Marketing

Channel	Tactics	Target Outcome
Instagram / TikTok	Reels of smoothie prep, café interiors, "eco hacks"; influencer collaborations	Reach 1M impressions in 6 months
Google Maps / SEO	Optimize keywords "vegan café Lisbon," "plant-based brunch"	Top 3 ranking within 3 months
Facebook & LinkedIn	Event promos, B2B catering posts	2 corporate leads per month
Email Campaigns	Monthly newsletter with menu updates	20% open rate
Website (Shopify-based)	Menu + online ordering + retail	3% conversion rate

2 Offline Marketing

- Launch Event:** "Green Opening Day" with free tastings, live music, and eco giveaways.
- Pop-Up Corners:** Monthly booths at Lisbon Green Market & Mercado da Ribeira.
- Collaborations:** Yoga studios, gyms, coworking spaces, and eco fairs.
- Local Press:** Coverage in Time Out Lisboa, Eco.pt, and Vegan.pt.
- Sponsorships:** Support community clean-ups and plant-tree initiatives.

3 Partnerships & Collaborations

Glovo / Uber Eats Type: Delivery Benefit: Wider coverage, eco packaging feature	LxFactory & Cowork Hubs Type: Cross-promotion Benefit: Café vouchers for members	APCOR / EcoBox Portugal Type: Sustainability branding Benefit: Official zero-waste seal
Local Farms & Producers Type: Co-branding Benefit: Highlight origin stories	Tour Operators Type: Tourist inclusion Benefit: Café featured in "Green Lisbon Tours"	

6.6 Sales Strategy

Sales Channels

Channel	Strategy	Conversion Driver
In-Store	Premium dine-in experience	Upsell desserts + retail
Takeaway & Delivery	Fast service with branded eco packaging	Time-sensitive offers
Corporate Catering	Direct sales + email funnel	Wellness meal packs
Workshops	Paid events & brand exposure	Leads to café visits
Retail Corner	Impulse buys near checkout	Average basket uplift 15%

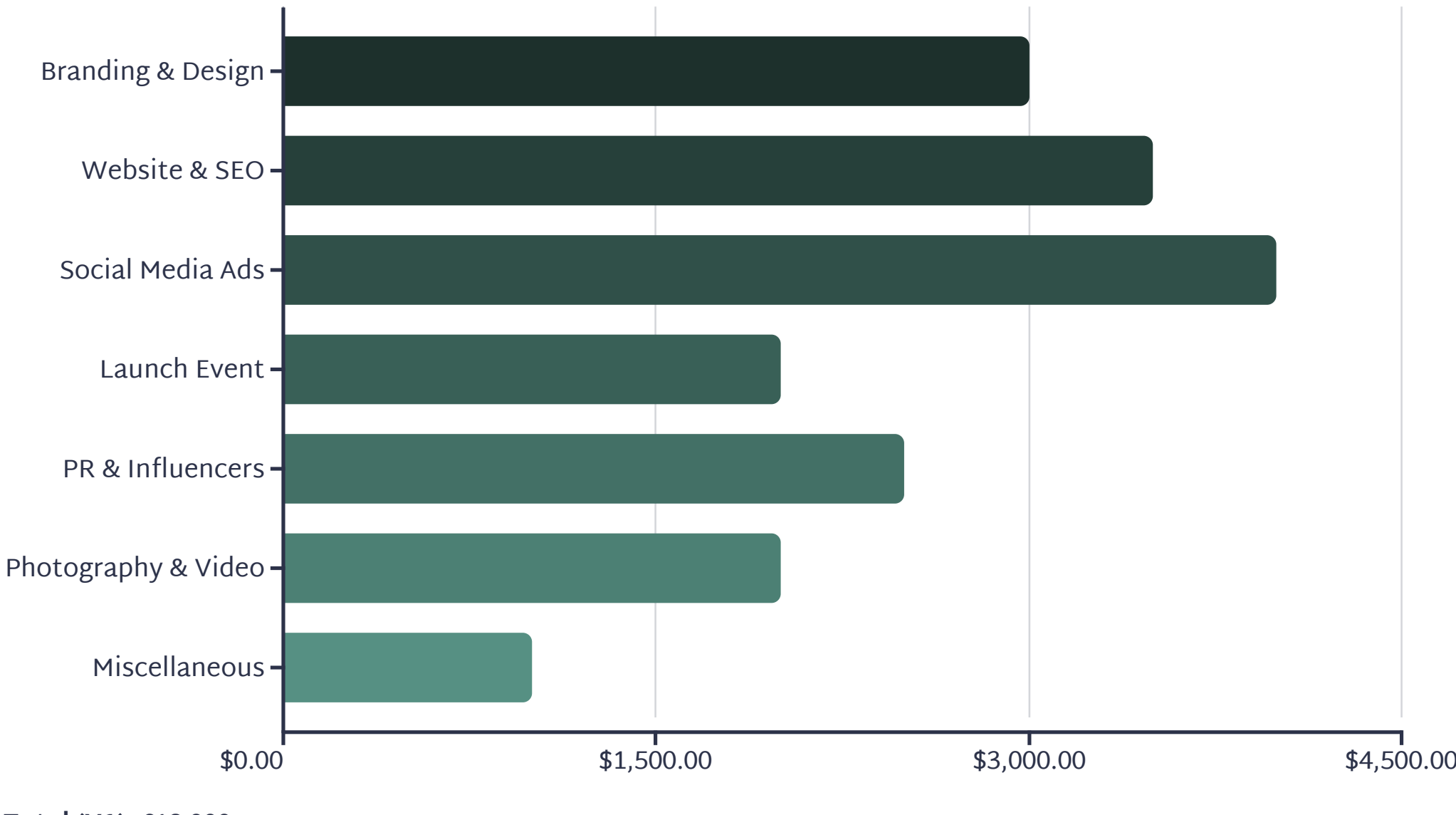
Customer Relationship Management (CRM)

- Loyalty Program:** Digital QR system (10th coffee free / 5% off meal plans).
- Feedback Loop:** Online reviews + comment cards integrated to POS CRM.
- Referral Rewards:** 5% discount for bringing a friend.
- Sustainability Points:** Points redeemable for reusable items.

6.7 Pricing & Promotion Framework

Item Type	Price Range (€)	Promotion
Coffee & Beverages	3–5	"Bring your own cup" discount
Bowls & Mains	10–13	Lunch combo offer: €11.90 (drink + dessert)
Retail Goods	8–30	Bundle discounts (e.g., Bamboo Kit Set)
Workshops	25–40	Early-bird 10% off

6.8 Marketing Budget (Year 1)



6.9 KPIs & Measurement

1000+

Footfall
visitors / month

10K

Social Followers
Year 1 target

3–5%

Conversion Rate
website to order

60%

Repeat Customers
loyalty rate

10

Catering Contracts
B2B clients

≥15%

Net Profit Margin
by Year 2

Operational Plan

7.1 Operational Philosophy

Verde Café Lisboa runs on a "Green Operations Cycle" — a lean workflow built around three non-negotiables:

- 1 Efficiency** – simple prep flow, minimal waste.
- 2 Transparency** – traceable supply chain and pricing.
- 3 Sustainability** – closed-loop waste and energy management.

The Lisbon flagship will serve as both a retail café and proof-of-concept lab for future franchise models.

7.2 Location & Premises



- Address (target):** Príncipe Real or Campo de Ourique, Lisbon.
- Premise Size:** ≈ 130 m² (90 m² dining + 40 m² kitchen/storage).
- Lease Type:** 5-year renewable commercial lease.
- Capacity:** 35–40 seats + 10 terrace.
- Utilities:** 3-phase power supply / water filtration unit / separate organic waste bins.
- Décor:** Reclaimed wood furniture, cork panels, energy-efficient LEDs.

7.3 Daily Operations

Time Slot	Activity	Responsible Team
07:00–08:00	Prep + ingredient receiving	Kitchen + Storekeeper
08:00–11:30	Breakfast service	Baristas / Servers
11:30–15:00	Lunch rush	Full team
15:00–17:00	Low-hour cleanup + content shoots	Ops Mgr + Social Team
17:00–21:00	Dinner + takeaway	Kitchen + Front-of-House
21:00–22:00	Closing / waste sorting	Duty Manager

Digital POS captures real-time sales data; management reviews daily dashboards for stock and labour optimization.

7.4 Supply Chain Framework

Stage	Partner Type	Process & Controls
Farm Sourcing	Alentejo & Setúbal organic co-ops	Direct weekly orders; invoice traceability
Packaging	EcoBox Portugal / Biogreen	Compostable cups & cutlery only
Coffee Beans	Lisbon micro-roasters	Monthly batch roasting; fair-trade verified
Baked Goods	In-house + local suppliers	Morning delivery 6 days/week
Retail Items	Eco SMEs & artisans	Consignment basis → shared margin

Policy: ≥ 80 % inputs domestically sourced; no single-use plastic.

7.5 Inventory & Procurement

- System:** Odoo ERP module → tracks COGS in real time.
- Reorder Trigger:** Weekly minimum stock threshold (7 days lead).
- Waste Monitoring:** End-of-day inventory vs. sales variance < 3 %.
- Storage:** Cold room (4 °C) + dry storage zones; label rotation FIFO policy.

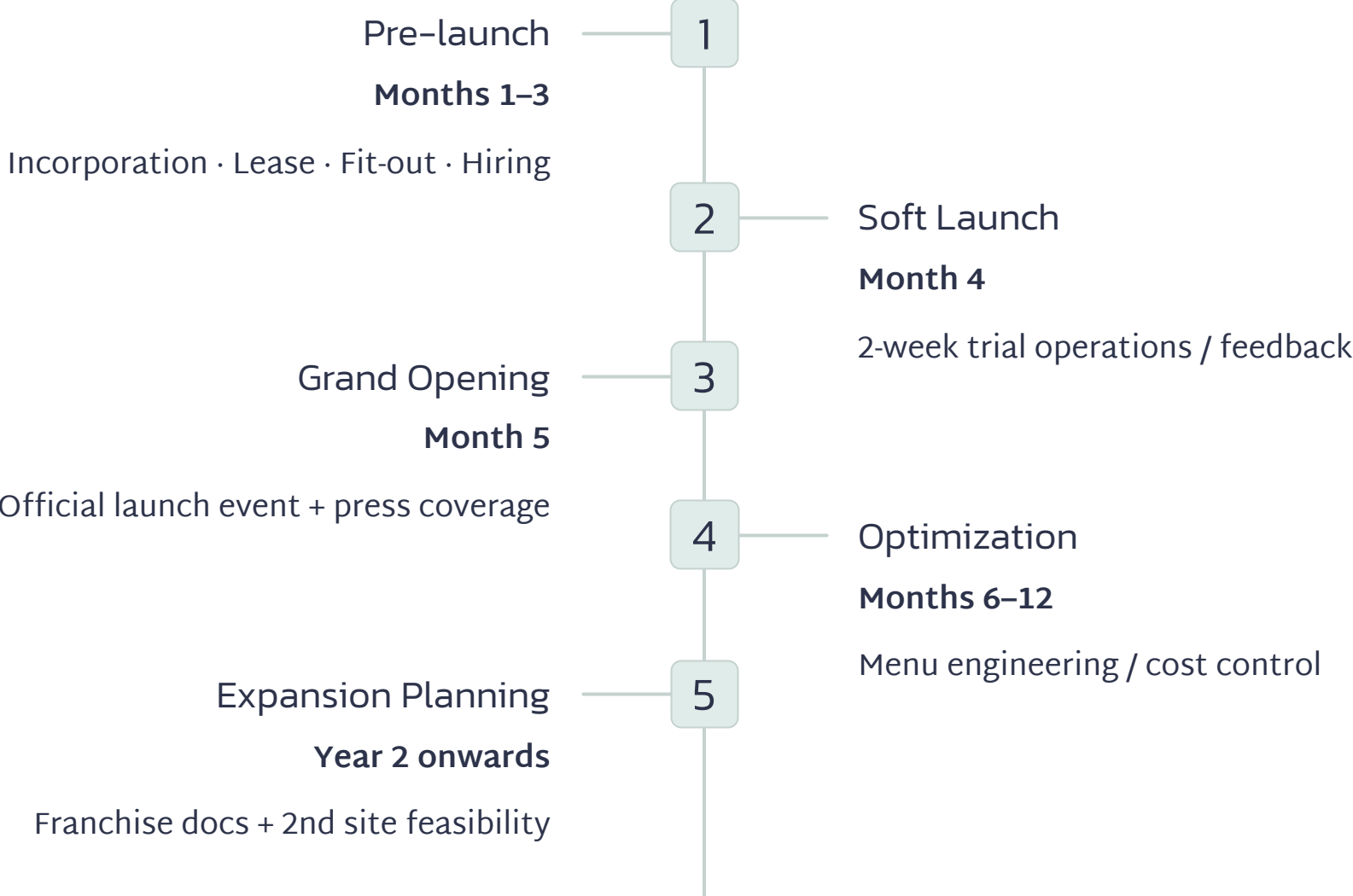
7.6 Staffing Structure

Position	Headcount (Y1)	Role Summary
General Manager	1	Oversees operations / finance / staff scheduling
Head Chef / Kitchen Lead	1	Menu execution & supplier relations
Sous Chef	1	Food prep + training
Baristas	2	Beverage & POS service
Servers / Waitstaff	2	Table service + guest relations
Marketing Coordinator	1 (PT)	Digital media + event collabs
Cleaner / Support	1	Hygiene & closing duty
Total	8 staff	Scalable to 12 by Year 3

Training

- 2-week orientation on menu, HACCP safety, and sustainability.
- Monthly workshops on eco-protocol and customer experience.

7.7 Operational Timeline



7.8 Health & Safety Compliance

- HACCP Plan:** Implemented & audited bi-annually.
- Food Safety Certifications:** Mandatory for all kitchen staff.
- Fire Safety & First Aid:** Local authority approved equipment and training.
- COVID/Flu Readiness:** Sanitizer stations, contactless menus.

7.9 Sustainability Operations

Domain	Practice	Impact Metric
Waste Management	Separate bins for organic / recycle / compost	≤ 2 % food waste
Energy Efficiency	LED lighting + solar hot water system	20 % power saving
Water Conservation	Low-flow faucets / reused greywater	15 % reduction
Community Action	"Bring-Cup" program / clean-up days	1000 cups saved Y1
Supplier Audits	Sustainability scorecards bi-yearly	100 % compliance by Y3

7.10 Key Operational Risks & Mitigation

Risk	Potential Impact	Mitigation
Staff turnover	Service consistency	Retention bonus / career training
Supply delay	Stock-outs	Dual supplier network
Utility cost spikes	Margin erosion	Energy efficiency upgrades
Health inspections	Temporary closure	Pre-audit every 3 months
Equipment failure	Downtime	AMC contracts with vendors

7.11 Future Operational Enhancements

- Introduce IoT energy monitoring for power optimization.
- Cloud Kitchen Model for delivery-only markets (Porto).
- Zero-Waste Certification target within 24 months.

Management & Staffing Plan

8.1 Management Philosophy

Verde Café Lisboa operates under a "Leadership Through Sustainability" model — a management approach blending business discipline with environmental stewardship. Decision-making is data-driven, transparent, and decentralized, empowering on-ground staff to take ownership in daily operations while maintaining strategic oversight from the founding team.

8.2 Organizational Structure

Legal Entity: Sociedade por Quotas (Lda)

Ownership: 100 % foreign entrepreneur (Founder)

Organizational Chart



8.3 Founding Team



Founder & Managing Director – [Name Withheld for Website Sample]

An experienced entrepreneur with 10+ years in the hospitality and wellness sector across the UAE and Asia. Background includes concept creation, digital marketing leadership, and operational management of health-focused cafés and SME brands.

Core Competencies:

- Brand development & concept innovation
- Sustainable supply chain management
- Cross-cultural team leadership
- Market entry strategy and financial planning

Role in Verde Café Lisboa: Leads overall strategy, financial management, investor relations, and partnership development.

Operations Manager (Portugal Hire – Local Expertise)

To be a Portuguese national with experience in restaurant operations, licensing, and compliance.

Responsibilities:

- Day-to-day management of the Lisbon café.
- Staff training and scheduling.
- Vendor liaison and inventory control.
- Ensure compliance with health & safety norms (HACCP, Segurança Social).

Head Chef / Culinary Lead

A plant-based culinary specialist with a minimum of 5 years in vegan and fusion cuisine. Responsible for menu design, quality control, and seasonal innovation.

Focus Areas:

- Local produce integration & farm contracts.
- Nutritional balance and taste consistency.
- Kitchen workflow efficiency and food waste minimization.

Marketing & Community Manager

Handles digital outreach, events, and brand storytelling. Coordinates Instagram, Google SEO, and collaborations with influencers and local businesses.

Performance KPIs:

- Footfall growth (> 15 % quarterly).
- Online reviews rating ≥ 4.5/5.
- Community event attendance > 100 participants monthly.

Support Roles

Role	No. of Staff	Key Tasks
Baristas	2	Beverage preparation · POS handling · upselling
Servers / Waitstaff	2	Guest service · table turnover · feedback
Sous Chef	1	Assist Head Chef · prep control · training
Cleaner / Utility	1	Maintenance · waste segregation
Part-Time Interns	1–2	Digital content · events support

8.4 Recruitment Plan

Phase	Timeline	Recruitment Focus
Pre-Launch	0-3 months	Hire core team · train on brand and menu.
Month 4–6		Add marketing assistant · expand to 8 staff.
Year 2		Hire B2B sales rep for corporate catering.
Year 3		Introduce Regional Manager for 2nd outlet.

Recruitment through LinkedIn, local F&B job boards (Emprego Café, Net-Empregos), and referrals.

8.5 Training & Development

- 1 Onboarding Program (2 weeks):** Brand values, HACCP, POS system.
- 2 Monthly Workshops:** Menu innovation · sustainability updates.
- 3 Quarterly Team Day:** CSR activity (clean-up, farm visit).
- 4 Annual Performance Appraisal:** KPI-based evaluation and bonus eligibility.

Goal: Create a motivated team of "eco-ambassadors," not just employees.

8.6 Compensation & Incentive Plan

Position	Avg. Monthly Salary (€)	Incentive Model
General Manager	2 200	Profit share + annual bonus
Head Chef	1 800	Menu cost control bonus
Baristas / Servers	950–1 100	Tip pool + sales incentive
Marketing Manager	1 500	Digital growth bonus
Cleaner / Support	800	Attendance bonus

Labour budget: ≈ 25 – 27 % of revenues Y1, improving to 24 % Y3.

8.7 External Advisory Support

- **Accounting Firm:** Handles VAT & payroll compliance (Outsource).
- **Legal Advisor:** Incorporation · lease · immigration documentation.
- **Brand Consultant:** Menu design and retail branding guidance.
- **Architect / Sustainability Designer:** Eco-fit-out supervision.

8.8 Succession & Scalability

By Year 3, Verde Café Lisboa plans to appoint a Local Country Director to manage daily operations, freeing the founder to focus on franchise expansion and product R&D. Cross-training will enable internal promotion to reduce dependence on external hiring.

Financial Plan

9.1 Financial Overview

The financial plan demonstrates Verde Café Lisboa's feasibility and sustainability over the first three years of operation. Assumptions are based on Lisbon market benchmarks for F&B establishments of 120–150 m², operating six days a week, with 35–40 seating capacity and moderate-premium pricing.

The company will maintain conservative cost control, lean staffing, and phased growth into catering and retail to reach break-even within 14–16 months.

9.2 Startup Investment

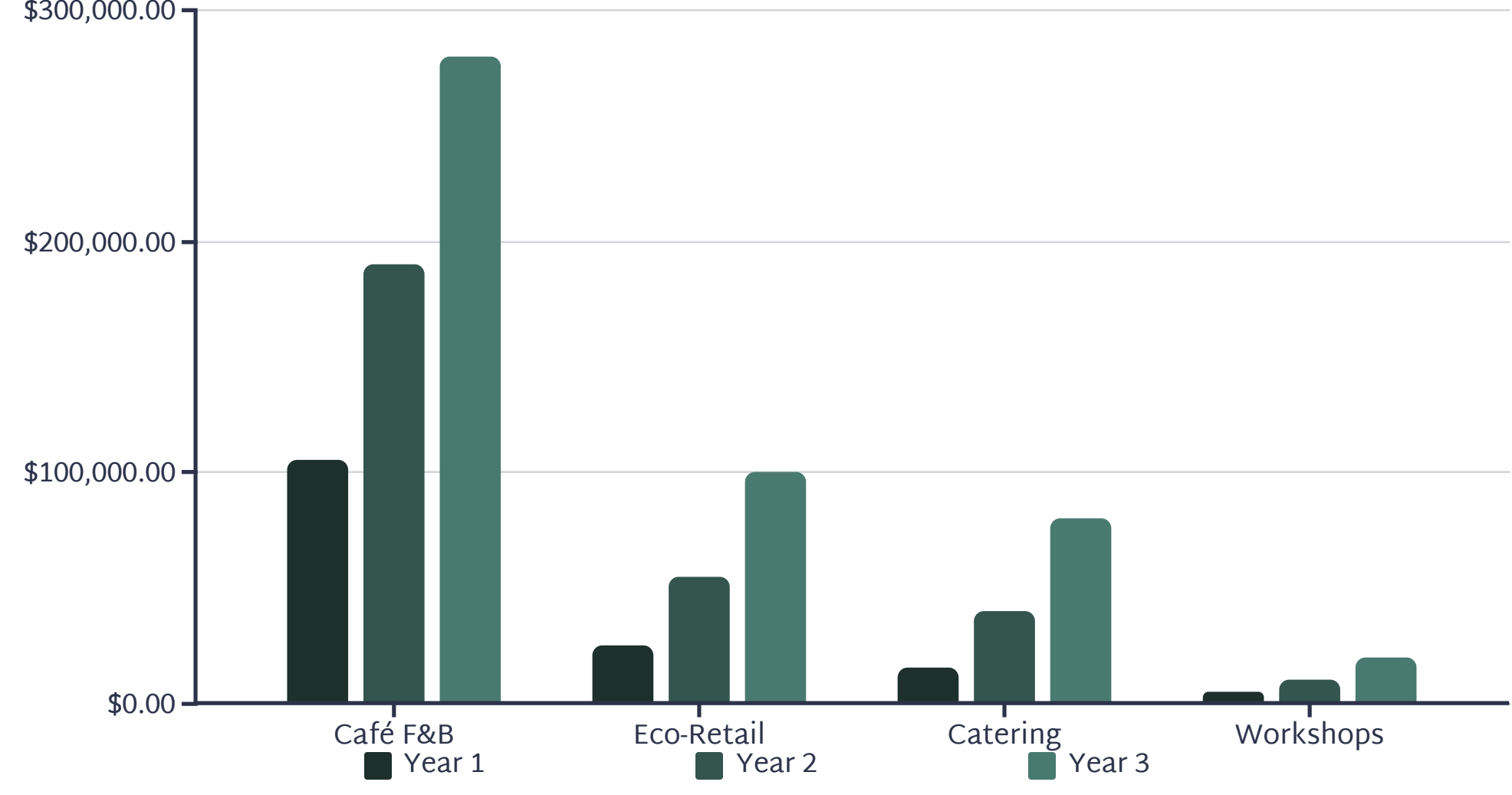
Category	Estimated Cost (€)	Notes
Lease Deposit & Advance Rent	12 000	Two-month deposit + first month
Fit-Out & Décor	20 000	Eco materials, cork furniture, signage
Kitchen Equipment & Smallwares	15 000	Ovens, juicers, chillers, barista setup
Furniture & Fixtures	6 000	Tables, seating, counter, shelves
Licenses & Legal Incorporation	2 000	Lda registration + HACCP + permits
Initial Inventory	3 000	Ingredients, disposables, uniforms
POS & IT Setup	2 500	Lightspeed/Odoo, Wi-Fi, tablets
Branding & Website	2 500	Logo, Shopify site, menus
Marketing Launch Budget	4 000	Opening event + social ads
Working Capital (3 months)	15 000	Rent, wages, contingency
Total Initial Investment	€82 000	Funded by owner equity

Financing Structure: 100 % equity; optional small business loan (≤ €20 000) for expansion.

9.3 Revenue Assumptions

Variable	Assumption
Average daily covers	90–100 customers
Average ticket size	€12
Trading days per year	350
Annual capacity revenue (100 %)	≈ €420 000
Utilization (Yr 1–Yr 3)	35 % → 75 % ramp

9.4 Projected Revenue Breakdown



9.5 Expense Forecast

Expense Head	Year 1 (€)	Year 2 (€)	Year 3 (€)
Cost of Goods Sold	45 000	95 000	150 000
Payroll & Benefits	42 000	65 000	85 000
Rent & Utilities	15 000	18 000	20 000
Marketing & Advertising	9 000	12 000	14 000
Maintenance & Supplies	3 000	5 000	6 000
Professional Services	3 000	3 000	4 000
Miscellaneous / Contingency	3 000	4 000	5 000
Total Operating Expenses	120 000	202 000	284 000

9.6 Profit & Loss Projection

Item	Year 1 (€)	Year 2 (€)	Year 3 (€)
Total Revenue	150 000	295 000	480 000
Total Operating Expenses	120 000	202 000	284 000
Operating Profit (EBIT)	30 000	93 000	196 000
Taxes (21 %)	6 300	19 530	41 160
Net Profit After Tax	23 700	73 470	154 840
Net Margin	15.8 %	24.9 %	32.3 %

9.7 Break-Even Analysis

€75K	0.50	€150K
Fixed Costs (Y1)	Contribution per € Sale	Break-Even Sales ≈ 14 months

Verde Café is projected to reach cash-flow positivity in month 15, ahead of typical F&B average (18–20 months).

9.8 Cash-Flow Summary (First 12 Months)

Month Range	Inflows (€)	Outflows (€)	Net Balance (€)
1 – 3	0	35 000	(35 000)
4 – 6	30 000	25 000	(30 000)
7 – 9	45 000	30 000	(15 000)
10 – 12	75 000	45 000	+15 000

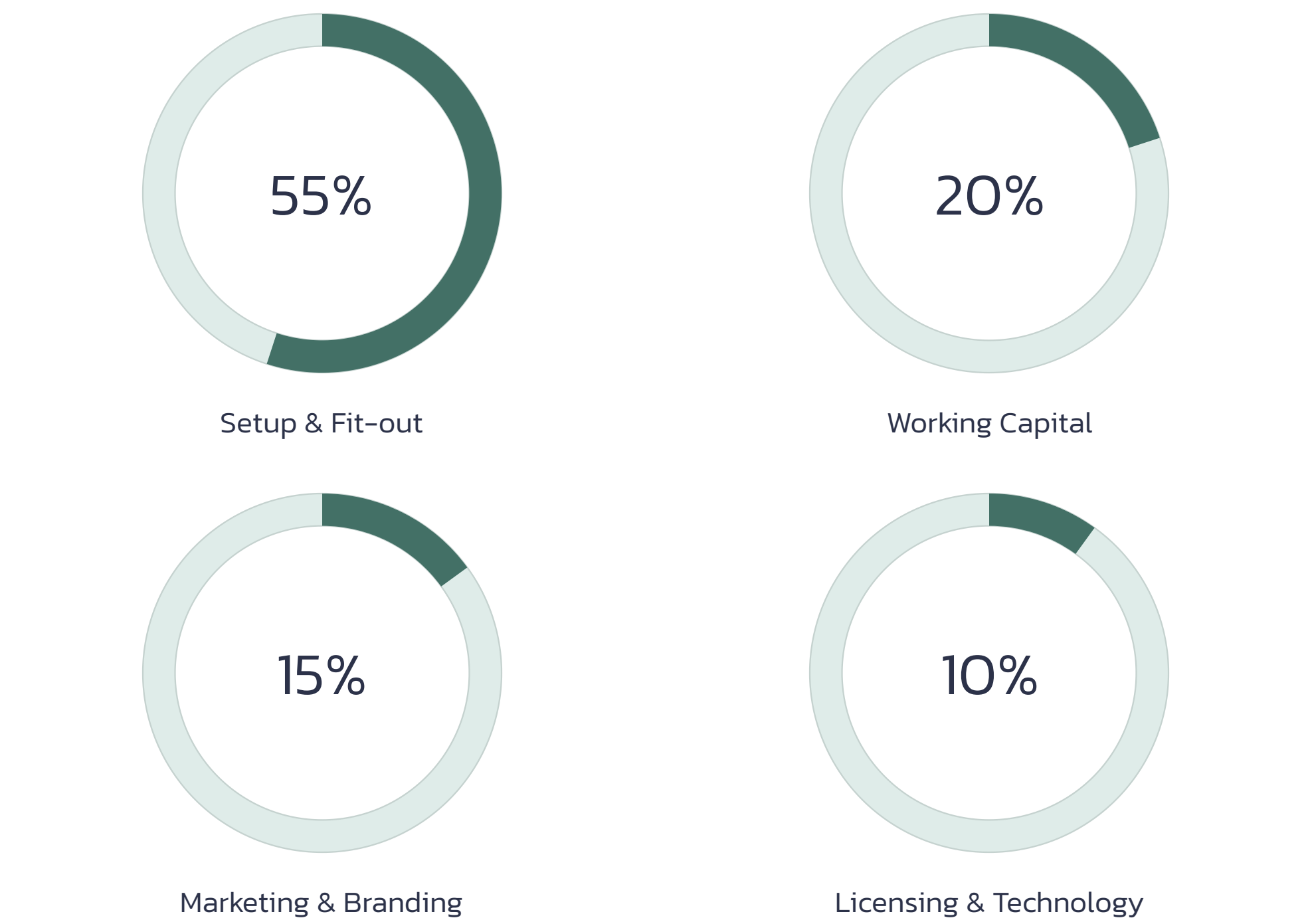
Working capital buffer ensures liquidity during initial ramp-up.

9.9 Key Financial Ratios

Ratio	Year 1	Year 2	Year 3
Gross Margin	55 %	57 %	59 %
EBITDA Margin	20 %	26 %	30 %
Current Ratio	1.5 : 1	1.8 : 1	2.0 : 1
Return on Investment	29 %	89 %	189 %

9.10 Funding Requirement & Use of Funds

The founder will invest €82 000, of which:



Additional funding (if required for second outlet) may be sourced via micro-loan or strategic partner equity after Year 2.

9.11 Financial Controls

- Monthly P&L review by Managing Director and accountant.
- POS integration for real-time revenue reporting.
- Expense approval matrix (dual sign-off > €500).
- Annual audit by certified Portuguese accountant.

9.12 Long-Term Financial Outlook

Year	Revenue Growth	Net Profit Growth	Outlets
Year 1	—	—	1
Year 2	+96 %	+210 %	1 + Catering
Year 3	+63 %	+111 %	2
Year 4–5	+40 % avg	+50 % avg	3–4 (Franchise/License)

Immigration Rationale & Community Impact

10.1 Alignment with Portugal's D2 Visa Objectives

The Portugal D2 Entrepreneur Visa is designed to attract entrepreneurs who contribute to the national economy through job creation, innovation, and sustainable development. Verde Café Lisboa Lda fully aligns with these objectives by:

- Establishing a long-term, stable business entity in Portugal.
- Hiring and training local Portuguese staff.
- Promoting sustainability and ethical consumption aligned with the Agenda Portugal 2030 and Circular Economy Action Plan.
- Contributing to Lisbon's growing reputation as Europe's green innovation hub.

10.2 Economic Contribution

Area	Impact	Details
Job Creation	8 direct jobs by Year 1, expanding to 12 by Year 3	Employment of Portuguese nationals in F&B and retail
Local Procurement	€60 000+ annual spend	Direct sourcing from regional farms and eco-producers
Tax Revenue	21 % corporate tax + VAT	Contribution to national tax base
SME Ecosystem	Collaboration with small suppliers	Strengthens domestic production chain
Innovation	Zero-waste operations model	Replicable sustainable business format

Verde Café supports Portugal's SME development by introducing a replicable eco-conscious franchise model tailored for the EU market.

10.3 Social & Environmental Impact

Community Wellbeing:

- Offers residents and expats healthy, plant-based food alternatives.
- Hosts educational workshops promoting zero-waste lifestyles.
- Collaborates with NGOs for local clean-up and sustainability drives.

Environmental Responsibility:

- Uses 100 % compostable materials and reusable packaging.
- Maintains a <3 % food waste policy through inventory analytics.
- Introduces a "Bring Your Own Cup" incentive program (estimated 20 000 plastic cups saved annually).



Sustainability Metrics:

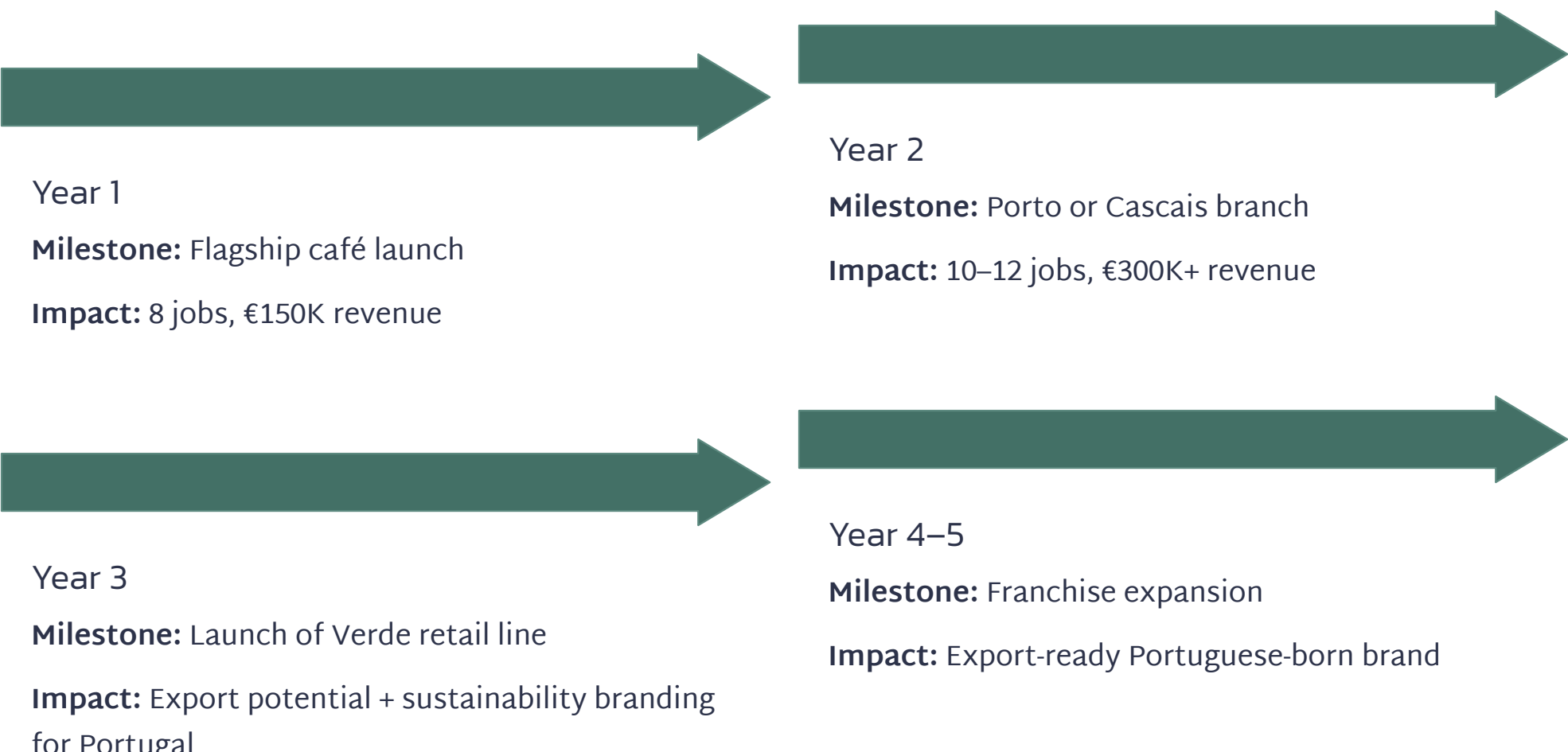
Compostable packaging & recycling Reduces landfill contribution by 85 %	Local sourcing Cuts supply chain carbon footprint by 30 %	Energy & water efficiency 20 % reduction in monthly utility consumption
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10.4 Cultural Integration

Verde Café Lisboa is designed as a bridge between cultures — introducing global plant-based concepts while celebrating Portuguese ingredients and craftsmanship. Menu items like Vegan Caldo Verde and Oat Pastel de Nata reinterpret local traditions for the modern eco-conscious diner. The café will partner with Lisbon's local artists and musicians to host community nights, making it a social hub for residents, students, and expats alike.

"Global vision, local soul."

10.5 Long-Term Contribution



Verde Café Lisboa will act as a case study for sustainable entrepreneurship — showing how Portugal can incubate responsible, high-value foreign investment that supports the environment and economy.

10.6 Founder's Commitment to Portugal

The founder has chosen Portugal for its stability, safety, and growing entrepreneurial environment. Through Verde Café Lisboa, the founder commits to:

- Living in Portugal and managing the business full-time.
- Building partnerships with local institutions and eco-suppliers.
- Reinforcing Portugal's global positioning as a sustainable, wellness-oriented nation.

10.7 Conclusion

Verde Café Lisboa Lda represents a balanced fusion of purpose and profit, embodying the spirit of the Portugal D2 Entrepreneur Visa. The project delivers measurable economic, social, and environmental outcomes, creates lasting employment, and brings innovation to the hospitality sector.

"Verde Café Lisboa isn't just a café — it's a catalyst for a greener Portugal."

Confidentiality & Disclaimer

Confidentiality Notice

This document contains proprietary business information developed exclusively for immigration and business-establishment purposes under Portugal Federal & Provincial guidelines. All contents, financial projections, and strategic frameworks within this report are the intellectual property of Verde Café Lisboa Lda and its preparer. Unauthorized duplication, disclosure, or use of this material without written consent is strictly prohibited.

The business concepts and structures outlined are unique to the proposed Portugal operations and have been prepared in alignment requirements for the SEF and D2 Visa

Version & Purpose Statement

This plan has been prepared as a demonstration and evaluation sample to illustrate the professional standard, format, and analytical depth applied in actual business plans.

All financial models, staffing details, and market data are based on conservative, research-backed estimates and represent potential commercial outcomes under real market conditions. The actual operational business plan provided to clients includes expanded sub-sections, market references, and detailed appendices

Full Version Access

Note: This document represents a condensed public version of the business plan. Each section in the official plan includes in-depth subtopics, extended financial statements, and technical documentation supporting the business model, immigration rationale, and operational roadmap. The complete version is shared exclusively with authorized clients or representatives upon engagement.

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Prepared by: Gomchi Businesses.

For: Verde Café Lisboa Lda - D2 Visa Application