

Launch Week Plan: 9 to 15 November 2026

Fernhook Corner Café. Prepared by Marta Ellery, owner. Version 1, 26 October 2026.

1. Goal

Bring in new guests and turn first visits into regular ones. Targets for the week: 420 visitors in total (an average of 60 a day), 150 Fern Cards handed out, and 35 shop items sold.

2. The three offers

- Late Lunch Plate: soup, sandwich and a small salad for £11.50, Monday to Friday, 14:00 to 17:00.
- The Fern Card: a card stamped with every coffee. The sixth coffee is free.
- Saturday family brunch: 10:00 to 12:00 on 14 November. Children under 10 eat for £4 when an adult buys a main dish.

3. Day by day

- Mon 9 Nov: Soft launch. Window goes up at 07:00. Late Lunch Plate starts at 14:00.
- Tue 10 Nov: Fern Card handed out with every coffee. Osric bakes a double batch of cardamom buns.
- Wed 11 Nov: Flyers delivered to 150 homes on Tansy Lane and Cooper Row.
- Thu 12 Nov: Tasting night, 19:00, 24 guests.
- Fri 13 Nov: Quiet day. Review the numbers and restock.
- Sat 14 Nov: Family brunch 10:00 to 12:00, children under 10 eat for £4.
- Sun 15 Nov: Thank-you post. Count the Fern Card sign-ups.

4. Budget (£1,850 in total)

- Flyers and window posters: £220
- Social media ads: £450
- Window decoration: £180
- Extra staff hours (28 hours): £700
- Ingredient buffer: £300

Total: £1,850. Nothing above the total may be spent without Marta's approval.

5. Who does what

- Marta Ellery: the plan, the budget, social media posts.
- Osric Venn: baking, the Late Lunch Plate, the tasting night food.
- Tilly Marsh: coffee, the Fern Card stamps.
- Wren Hallam: front of house, the booking form, flyer delivery.

6. Risks

- Rain on Saturday: move brunch tables inside; capacity falls from 40 to 28.
- Flour delivery late: Hollin Mill is due on Thursday 12 November before 10:00; use the freezer stock if it is late.
- Too many guests on Thursday: the tasting night is capped at 24 and must be booked.

7. Next steps

- Order flyers by Wednesday 4 November.
- Book the supplier call for the week of 2 November.
- Print 200 Fern Cards by Friday 6 November.
- Share the final plan with all staff on Monday 2 November.