

Proposal Architect

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BOTTOM LINE

Your business is currently missing significant revenue opportunities by not having an online store, directly impacting customer retention and market expansion. The digital shift in consumer behavior means customers expect online reordering convenience and businesses must operate beyond local boundaries to capture wholesale markets. Implementing a Shopify store with subscription and wholesale capabilities is not just an upgrade, but a critical move to unlock substantial growth, tap into the rapidly expanding online coffee market, and secure your competitive position.

MARKET REACH

Expanding to Global

Currently limited to local walk-ins

REVENUE OPPORTUNITY

High Untapped

Online coffee market >\$13.6B by 2027

CUSTOMER LOYALTY

Enhanced via Subscriptions

Online coffee subscriptions up 200% in 5 years

WHAT MATTERS

- Expanding customer reach beyond your physical location to capture lost reorders and new wholesale clients.
- Leveraging the growing trend of online subscriptions to build recurring revenue and enhance customer loyalty.
- Accessing the rapidly expanding online coffee market, projected to exceed \$13.6 billion by 2027.
- Establishing a 24/7 sales channel to compete effectively in today's digital-first retail landscape.

RECOMMENDED ACTIONS

- Prioritize the development and launch of a robust Shopify e-commerce platform.
- Integrate a seamless subscription service for retail customers to encourage recurring purchases.
- Develop a dedicated wholesale portal to efficiently serve and expand your B2B client base beyond Victoria.

WHY US

PROOF POINTS

POINT

We leverage insights into the online coffee market, which is projected to exceed \$13.6 billion by 2027, to build platforms designed for scale and market penetration.

credenceresearch.com

POINT

Our solutions capitalize on the 200% increase in online coffee subscription sales over the past five years, creating predictable revenue streams for clients.

[32 Coffee Roaster Ecommerce Statistics Driving the 2025 Digital Brewing Revolution | Swell](#)

POINT

We focus on creating seamless online experiences, addressing the 81% of shoppers who conduct online research prior to purchasing and the 99% who use the internet to find local businesses, expanding your reach beyond walk-in customers.

networksolutions.com

luminizemedia.com

DIFFERENTIATOR

Our specialized expertise in developing e-commerce solutions for the coffee industry, coupled with a deep understanding of recurring revenue models and B2B portals, ensures a platform built for both retail growth and expanded wholesale operations.

OUT OF SCOPE

- Custom graphic design work beyond minor theme modifications and logo placement
- Content creation (product descriptions, photography, blog posts)
- Advanced Search Engine Optimization (SEO) campaigns or ongoing digital marketing services
- Integration with third-party ERP, POS, or complex inventory management systems not natively supported by Shopify apps
- Costs for third-party Shopify apps (e.g., subscription app, wholesale app) or Shopify plan fees
- Ongoing website maintenance, security updates, or bug fixes post-launch support period

SCOPE OF WORK

DETAIL

Installation and customization of a premium Shopify theme tailored to your brand, including homepage, product pages, collection pages, and essential static pages (e.g., About Us, Contact, FAQ). Configuration of up to 20 product listings with provided content and imagery, setting up payment gateways and standard shipping profiles. Integration of basic analytics and SEO tools.

DELIVERABLE

Shopify Store Setup & Configuration

DETAIL

Integration and configuration of a leading subscription management application (e.g., Recharge, Bold Subscriptions) to enable recurring orders for retail customers. This includes setting up flexible delivery schedules, customer account management for subscription adjustments, and automated billing.

DELIVERABLE

Retail Subscription Reordering System

DETAIL

Development of a password-protected wholesale portal within the Shopify store, allowing approved cafe buyers to log in and access custom pricing and bulk purchasing options. This includes customer group management and a streamlined wholesale ordering process.

DELIVERABLE

Wholesale Account Portal

DETAIL

Deployment of the fully functional e-commerce store. Provision of one (1) 2-hour virtual training session on Shopify backend operations, order fulfillment, customer management, and specific functionalities of the subscription and wholesale portals. Handover of comprehensive user documentation.

DELIVERABLE

Launch & Training

TIMELINE PHASES

PHASE

Phase 1: Discovery & Planning

DURATION

1 Week

WHAT HAPPENS

Detailed requirements gathering, definition of functional specifications, content aggregation, selection of suitable Shopify apps, and project kickoff meeting.

PHASE

Phase 2: Development & Integration

DURATION

3-4 Weeks

WHAT HAPPENS

Shopify theme customization, product data import and setup, configuration of payment and shipping, integration of the subscription application, and development of the wholesale portal functionality.

PHASE

Phase 3: Testing & Refinement

DURATION

1 Week

WHAT HAPPENS

Comprehensive testing of all store functionalities, user acceptance testing (UAT) with client feedback, content review, and final adjustments based on testing outcomes.

PHASE

Phase 4: Launch & Handoff

DURATION

1-2 Days

WHAT HAPPENS

Final review and public launch of the e-commerce store. Delivery of client training sessions and project documentation for independent management.

EXECUTIVE SUMMARY

Your current lack of an online store is directly costing you significant revenue by preventing repeat purchases from loyal customers who move away and by blocking access to the lucrative wholesale market outside Victoria. The online coffee market alone is projected to exceed \$13.6 billion by 2027, and small businesses without an online presence lose an average of \$17,000 annually. By implementing a dedicated Shopify store with integrated subscription reordering and a wholesale account portal, you will transform these missed opportunities into new, predictable revenue streams, expand your market reach beyond local limitations, and leverage the growing consumer preference for online convenience and recurring purchases.

INVESTMENT FRAMING

Consider this investment of \$4,800 not as an expense, but as a strategic asset to reverse the significant financial losses incurred by not having an online store. Small businesses without a digital presence average \$17,000 in lost annual revenue, and your inability to serve remote reorders and expand wholesale represents an ongoing drain on potential profit. This proposal is an opportunity to reclaim lost customers, unlock a \$13.6 billion online coffee market, and secure future growth, positioning your business to thrive in a digital-first retail landscape where 24/7 accessibility is paramount.

TIMELINE

- **2019:** 40% of US households shopped online weekly.
- **2023:** 92% of searchers visited a business they found online, and 4 out of 5 consumers used search engines for local business information.
- **2023:** Online coffee subscriptions saw a 200% increase in sales over the past five years.
- **Q3 2023 - Q3 2024:** Consumer demand for whole bean coffee on Amazon increased by 46% year-over-year.
- **2024:** Small businesses without a website lose an average of \$17,000 in annual revenue.

- **2024:** The Coffee Beans Market was valued at USD 35.11 billion.
- **2024:** Offline channels still dominate the Coffee Beans Market with 68% share.
- **Q1 2025:** U.S. e-commerce sales were \$326.7 billion.
- **2025:** E-commerce sales are projected to reach \$6.8 trillion.
- **Q1 2026:** U.S. e-commerce sales were \$326.7 billion.
- **2026:** E-commerce sales are projected to reach \$7.41 trillion.
- **2026:** 21.8% of all retail purchases are expected to occur online.
- **2026:** 81% of shoppers conduct online research prior to purchasing.
- **2026:** Approximately 17% to 27% of small businesses still do not have a website.
- **2027:** E-commerce sales are projected to exceed \$7.9 trillion.
- **2027:** 22.6% of all retail purchases are expected to occur online.
- **2027:** The online coffee market is projected to exceed \$13.6 billion.
- **2032:** The Coffee Beans Market is projected to reach USD 63.55 billion.

GAPS / WHAT WE COULD NOT DETERMINE

- Detailed product catalog with specific SKUs, variations, and inventory levels.
- Comprehensive branding guidelines and all digital assets (e.g., lifestyle images, brand fonts).
- Client's specific budget allocated for ongoing monthly Shopify and app subscription fees.
- Target launch date or specific deadlines for project completion.
- Estimated volume or value of anticipated retail subscription and wholesale orders.
- Quantified annual revenue impact of currently lost reorders and unserved wholesale market.

ASSUMPTIONS MADE

- The client will provide all necessary product information, descriptions, and high-resolution images in a timely manner.
- The client has an existing brand identity (logo, color palette, fonts) that can be adapted to the Shopify theme.
- The proposed budget covers a standard Shopify theme implementation and readily available subscription/wholesale applications without extensive custom development.
- The client has internal resources available for decision-making, content review, and post-launch store management.
- The provided price of \$4,800 is a total project fee for the scope outlined, excluding ongoing Shopify and app subscription costs.

AMBIGUITIES

- The exact number of unique products the client wishes to list on the store.
- Specific requirements for wholesale pricing tiers or a detailed approval process for new wholesale accounts.
- The client's preferred shipping carriers, methods, and specific regional restrictions beyond Victoria.
- Whether any existing inventory management, CRM, or accounting systems need to be integrated.

SOURCES

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