

# The Super Smash Coffee Co.

A short story by Ashley Orcutt



Once upon a time, Robert really loved video games and coffee. He loved them both so much that he wanted to open a coffee shop with a video game lounge. His **vision** led him to come up with an idea for his business, but his parents did not like his idea. They thought that he would focus more on playing video games than run his business, but he was determined to prove them wrong. He started to draw what his business would look like, and saved up the money to buy the shop.



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His parents did not know about the **special skills** Robert possessed. He was known to make the best, and most original, coffee drinks out of all his friends, and he knew all the technical aspects of a video game console, just in case it were to break. He also got A's in all his math classes and was known for his great leadership skills. He even had latent skills he had no idea he had of creativity when it came to designing his business of a video game coffee shop. Because of these skills, Robert was able to buy a space and start his coffee shop.



Robert knew that his coffee shop could not resemble Starbucks, since it would lack originality and there would be nothing new his customers would want to see in his coffee shop. So, he made the coffee shop have a theme where customers could drink coffee and play video games at the same time, since he loves video games and coffee shops. He made a coffee shop for video game lovers with video game themed drinks which would then attract them over to his shop and gain himself a profit. He practiced what is called **non-duplication**, since he did not copy Starbucks' theme, but instead created his own original theme and menu for his coffee shop. This helped make his coffee shop successful.

#### Menu:

The Mario: Coffee with Italian Sweet Creme and foam art of Mario's face

The Skyrim: Coffee with mocha flavoring with a foam art of dragon symbol of the Skyrim video game

Princess Peach Coffee: Coffee with peach creamer with a foam art of Princess Peach's Face



Enjoy our free video game lounge!

Robert was having a hard time budgeting his money and would spend too much of it on new video games for his shop. Because of this, he hired his friend Steven to be his **partner** for their new business, since he knows how to save money and also shares Robert's love of video games and coffee. They make great business partners, since they barely argue about their business and communicate with one another about what is going on with the coffee shop. They talk about what they need to do to make the business successful, and are responsible for their own actions with their business. They both agreed to share the power of the business equally with one another by sharing budget information and decisions made within the company.



Robert recognized Steven's hard work as his partner and his employees hard work with making their customers happy, so he decided to throw a party to **share the credit** of the successful Super Smash Coffee Co. At this party, he gave awards and recognition to his most hard working employees. He also gave pay raises to everyone, with the amount depending on how hard each individual was working. Because of the employees' recognition, their hard work brought more customers back to their business and they were eventually able to expand to more locations.

Recognition = Success!



In order to maintain proper **feedback** from his customers, Robert has been keeping track of sales of all his drinks and keeps track of what's popular. Recently, Robert noticed the Princess Peach Coffee, which was peach flavored coffee, did not appeal to any of his customers. When customers walked up to order more popular coffee flavors, he asked them why they did not want to order the Princess Peach Coffee, and they told him that they did not think it tasted very good. Regardless of one of his employee's ideas to incorporate his favorite video game character into a coffee flavor, he had to cut the item from the menu due to negative feedback.

**Menu:**

The Mario: Coffee with Italian Sweet Creme and foam art of Mario's face

The Skyrim: Coffee with mocha flavoring with a foam art of dragon symbol of the Skyrim video game

Princess Peach Coffee: Coffee with peach creamer with a foam art of Princess Peach's Face (No Longer Carrying)

(Replacement) The Golden Coin: Coffee with caramel flavoring with foam art of a coin

Even though Robert and Steven have had setbacks to their business, they still remain positive and know that their business turned out successful. Even with the naysayers saying that video games and coffee will never sell, they have proved them wrong with their expansion of the Super Smash Coffee Co. Every time there is a bump in the sales, they look at what needs to be fixed and correct the issues so that customers will want to come back. Their business has turned out to be successful, because they did not give up and **stayed in power** even through the hardest of times. Robert and Steven continue to have an ever blooming video game coffee shop, and will continue to live a happily ever after.



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