

Group 6 Role Card

Start Up Café owner

Years of education: **16**

Income this year: **INR 15,00,000 (15 lakhs)**

Total wealth (all assets): **INR 15,00,000 (15 lakhs)**

Age: **35**

You have completed an MBA (had to take a loan of 20 lakhs) and worked in a corporate finance company for 7 years. At the age of 30 you got frustrated with corporate life and decided to start a coffee shop in a happening part of the city. You have worked five years to build your brand around organic and tasty coffee with a nice environment which attracts students and young corporate workers. Currently you and your partner handle the whole business and you employ three workers (semi-skilled workers) for day-to-day operations. You have achieved stability in your business and make a decent income – though its not comparable to your corporate salary. You enjoy the freedom of having your own business but are anxious that in the future other big brands will compete you out of the market.

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