

Study on the Layout Planning and Brand Image Design of Entrepreneurial Coffee Space

Liu Depeng

Suzhou Industrial Park Institute of Vocational Technology, Suzhou, Jiangsu, China

Keywords: Entrepreneurial Coffee Space, Layout Planning, Brand Image, Agglomeration, Design Research

Abstract: with the Arrival of Innovation and Entrepreneurship Boom, and the Rapid Development of the Internet, How to Improve the Taste of Entrepreneurial Coffee to Help More People Start Their Own Businesses is the Focus of This Paper. At Present, Although Some Entrepreneurial Coffee Has Developed Rapidly, It is Still Subject to the Difficulties of Resources, Concepts, Funds and Other Aspects, So It is Difficult to Provide Services for Entrepreneurial Groups. in View of This, This Paper Analyzes the Basic Content of Entrepreneurial Coffee, on This Basis, It Puts Forward the Application Ideas of Layout Planning and Brand Image Design of Entrepreneurial Coffee, in Order to Enrich Relevant Theories and Promote the Development of Innovation and Entrepreneurship to Provide Certain Theoretical Reference.

1. Introduction

1.1 Literature Review

As the Most Popular Type of Maker Space, Entrepreneurial Coffee Has Been Concerned and Studied by Many Scholars. under the New Economic Situation, More and More Young People Are Investing in Entrepreneurship. among Them, as the Main Place for Talent Cultivation, Colleges and Universities Are Also the Main Gathering Place for Young People to Discuss Entrepreneurship (Li, 2017). in Order to Effectively Improve the Entrepreneurial Atmosphere and Mobilize Everyone's Enthusiasm, We Need to Use a Space to Gather These People. Many Scholars Put Forward New Ideas for the Layout of This Space Atmosphere. Some Scholars Take the Catering Space Design as an Example to Explore the Catering Space Design Ideas under the Brand Image (Liu, 2016). from These Content Designs, the Author Points out That the Brand Image of Catering Industry Will Be Affected by the Layout of Commodity Display, Which Requires the Design of Integrated Multi-Element Space. on This Basis, Further Establish the Content of Brand Image to Create a Richer Catering Space Pattern (Ma, 2017). for This Idea, Some Scholars Also Put Forward New Ideas. Part of the Literature Research Points out That Some Colleges and Universities Establish Industrial Parks and Design Entrepreneurial Coffee as a Leisure Space, Mainly to Activate the Atmosphere of Entrepreneurial Students. However, At This Stage, Many Entrepreneurial Coffee Spaces Are Idle, and the Spatial Layout is Relatively Traditional, Which is Difficult to Attract Many Students to Discuss (Deng, 2019). to Some Extent, This Kind of Entrepreneurial Coffee Leisure Space Has Caused a Waste of Resources. in Order to Effectively Improve the Brand Image of Entrepreneurial Coffee, We Need to Constantly Optimize the Layout to Attract the Active Participation of Students (Feng and Qu, 2019). Some Literature Studies Have Pointed out That the Combination of Entrepreneurial Coffee Space and Practical Training Platform, and the Establishment of Negotiation Space Relying on Professional Platform Will Contribute to the Improvement of Innovation and Entrepreneurship Education Service Level. Some Scholars Also Pointed out That with the Proposal of "Entrepreneurial Coffee" and "Maker Space", the Maker Movement is Being Launched in Colleges and Universities, Which Provides a New Space for College Students to Start Their Own Businesses (Wang and Yang, 2018). At the Same Time, the Concept of Entrepreneurial Coffee is Put Forward, Which Can Provide All-Round Guidance for College Students' Entrepreneurship and Improve the Level of Entrepreneurial Ability.

1.2 Purposes of Research

In the new era, the concept of “mass entrepreneurship and innovation” has been deeply rooted in people's hearts. In Colleges and universities, many majors are also carrying out innovation and entrepreneurship education to help students integrate into society earlier. In order to provide a good space for students to start their own business, the school or related enterprises promote the design and layout of the “entrepreneurial coffee” space, thus forming a more diversified maker space. But at the same time, due to the problems in the spatial layout planning of entrepreneurial coffee, this kind of leisure project is difficult to form a brand effect and can not play its due value. In order to optimize these problems, we need to plan the layout of entrepreneurial coffee, strengthen the brand image design, and maximize the help of students to mobilize the entrepreneurial atmosphere. In this context, this paper deeply studies the specific ideas of layout planning and brand image design of entrepreneurial coffee, in order to provide some reference for related research.

2. Concept and Development Status of Entrepreneurial Coffee

2.1 Entrepreneurial Coffee Concept

In the context of mobile Internet entrepreneurship, entrepreneurship not only depends on visible hardware services, but also needs more software services. At present, the threshold condition of technological entrepreneurship is getting lower and lower with hardware infrastructure, while the soft threshold condition such as relying on technology and service is gradually increasing. Among them, entrepreneurial coffee provides entrepreneurs with one-stop services such as office, talent technology exchange, project docking, etc. by integrating various resource elements. It is a new entrepreneurial Incubation Platform (he and Zeng, 2019). In May 2012, a coffee shop garage coffee shop became popular as an entrepreneurial service organization, and then spread all over the country. In order to strengthen the construction of communication and cooperation facilities and improve the survival of coffee shops, some people began to propose the establishment of China entrepreneurial coffee Union, and soon many entrepreneurial coffee shops across the country joined in and formed a preliminary scale (Xu and Cheng, 2005).

2.2 Development Status of Entrepreneurial Coffee

Although Chinese coffee culture started late, with the improvement of life quality, consumers' pursuit of coffee quality is integrating into many aspects of life. Among them, CAF é began to prevail in China, and was once introduced in Colleges and universities, which has made good profits. But with the development of the new business model, these cafes are no longer limited to providing coffee drinks, but more to providing new services such as business communication, project docking and so on. In this case, coffee culture is full of many corners of society, from family to office, as well as all social occasions of society, coffee culture and fashion, modern life are integrated.

In recent years, with the arrival of entrepreneurial boom, entrepreneurial coffee, a new form of entrepreneurship, has become popular. Coffee brands have sprung up in the first and second tier cities in China, and even some third and fourth tier cities have formed a number of entrepreneurial coffee shops. According to relevant statistics, since 2015, there have been 300 start-up cafes in Beijing, Shanghai, Guangzhou and other places. As of the first half of 2018, the number has exceeded 500. Among them, coffee shops with the theme of Entrepreneurship such as 3W coffee shop and garage coffee began to take shape. With the help of coffee culture, these cafes provide a communication and cooperation platform for entrepreneurial teams, as well as a cheaper office environment. As a result, many Entrepreneurial coffees have obtained more financing.

3. Spatial Layout Planning and Brand Design Path of Entrepreneurial Coffee

The promotion of entrepreneurial coffee taste can be realized through two directions: spatial layout and brand design. If we want to make the layout more reasonable and the brand image more

elegant, we need to use the advanced design concept. Therefore, we use pop art design concept to create the spatial layout and brand design of entrepreneurial coffee.

3.1 Spatial Layout Plan of Entrepreneurial Coffee

The modern architectural style gradually recovers the spatial form of “regional and modeling”, attaches the function value and appreciation value to the public space, and achieves the coordination of economy and efficiency. With the increasingly fierce market competition environment, people need more unique space and decoration effect to reduce the pressure. For this reason, many start-ups attract consumers through this effect. In the process of concrete design, architects create space decoration style through the expansion of space form and based on the general aesthetic taste of the public. In the design of interior dimensions, it is based on the theme of space expression, so as to increase the interaction between people and space functions and facilities.

In terms of material selection and emotional sustenance, we can choose natural materials. Different material collocation can make people's psychology change greatly and change into actual emotion. Among them, natural materials usually give people a fresh, warm and natural feeling; after processing, artificial materials give people a high-end and luxurious visual experience. When using different materials to create space structure, we should optimize audit according to the diffuse reflection interaction effect formed by material surface materials. In the performance of pop art style space, coordinate the relationship between metal, weaving and new building materials. Further, we need to use the texture of different materials to divide the space area through emotional sustenance. In addition, in the expression of the artistic style of space environment, it is necessary to select furniture or decorative ornaments that conform to the style, so as to have a significant impact on the user's mood.

3.2 Design Ideas of Entrepreneurial Coffee Brand

The successful brand design of start-up coffee shop should be the content that penetrates the user's mind. Through the construction of differentiated brand competition strategy, it can seize the user's mind. When the newly established start-up coffee shop has no traffic, it can choose the benchmarking brand to endow its own brand, from which it can accumulate its own brand value. For example, Chuangyi coffee forms its own brand and frame by being a government base for public welfare. In addition, brand function also involves value words. For example, “roseonly” is a flower brand with the concept of “love only one person in one life”. Consumers only send a rose based on their ID card, which means loyalty to love. At the same time, Tiffany, the jewelry brand, registered the color as blue, and prohibited other commercial applications. Therefore, when consumers see this color, they think of jewelry brands. In this case, the entrepreneurial coffee brand design ideas can learn from the above successful experience, and form a good value system by continuously creating free brand resources. In addition, the entrepreneurial coffee shop can also create an innovative and entrepreneurial brand system integrating “life and production”. In this case, we should deeply integrate the entrepreneurial brand, coffee entrepreneurship and coffee culture elements, and then introduce famous brand enterprises. For example, Fandeng read books, ten o'clock class and so on. At the same time, it can also gather 24-hour coffee book bar, M + caff, etc., so as to improve the cultural atmosphere and street taste.

4. Conclusion

To sum up, the construction of entrepreneurial coffee is conducive to people's innovation and entrepreneurship, and also can provide more groups with low-cost office facilities. From this we can see the necessity of entrepreneurial coffee. At the same time, the entrepreneurial coffee shop also needs to be commercialized. How to achieve a good economic cycle system is the current academic focus. Based on the analysis of the current situation of the development of entrepreneurial coffee, this paper puts forward a new idea of the spatial layout and brand design of entrepreneurial coffee. Only in this way can we fully enhance the brand effect of entrepreneurial coffee and meet the needs of more entrepreneurial groups. At the same time, in view of the reform of entrepreneurial coffee,

further optimization is needed. Combined with the actual situation of regional innovation and entrepreneurship development, the investment strength and policy support strength should be revised in time to try to make the aspiring young entrepreneurs realize their ideals and promote the rapid development of social economy.

Acknowledgement

This research has been financed by Suzhou Higher Vocational Education Teaching Reform Project in 2018"Research on Creative Hatching Base Operation and Brand Promotion Based on Humanities Space in Colleges and Universities"(SGJGB0117)

References

- [1] Li G. (2017). Office Space Design of College Students' Entrepreneurship Base -- Taking the Entrepreneurship Cafe of CAIDA as An Example. *China Forestry Industry*, 14 (01), 300.
- [2] Liu Y. (2016). An Analysis of the Cultural Characteristics of Coffee House Brand Design Graphics. *Modern Communication*, 30 (20): 108-109.
- [3] Ma J.Y. (2017). Prince Month "Maker Coffee" Interior Space Design Scheme and Promotion of Start-Up Enterprise Financing Analysis -- Take the Entrepreneurial Cafe of Shenyang Normal University International Business School as An Example. *Mall Modernization*, 46 (10): 234-235.
- [4] Deng W.J. (2019). Network Anthropological Analysis of Ceramic Entrepreneurship Space of Jingdezhen Youth Group. *Journal of Nanjing Academy of Art (Art and Design)*, 182 (02): 171-179.
- [5] Feng H.H., Qu W. (2019). Innovation and Entrepreneurship of Social Network and Maker Space: Case Study Based on Entrepreneurial Coffee Shop. *Scientific Research Management*, 40 (04): 171-181
- [6] Wang L., Yang J.Y. (2018). Design and Research of Transformation Platform for Business Students' Innovation and Entrepreneurship Achievements under the Background Of "Internet +". *Modern Electronic Technology*, 41 (04): 158-161.
- [7] He J.L., Zeng G. (2019). The Dynamic Mechanism of Creative Industry Cluster Driven by Urban Comfort: A Case Study of Nanjing Brand Design Industry. *Economic Geography*, 39 (3), 134-142 + 161.
- [8] Xu Y.L., Cheng H.P. (2005). Analysis of Thinking Orientation of Modeling Design of Daily-Use Ceramics -- Thinking About the Design of Tea and Coffee Utensils. *China Ceramics*, 41 (5): 80-82.