



How to Open and Operate a Financially Successful Coffee, Espresso and Tea Shop with Companion CD-ROM Revised 2nd Edition

Douglas R Brown

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The explosive growth of the coffee shops across the country has been phenomenal in the past 20 years, expanding from 500 businesses to more than 20,000 today. Few people realize coffee is the largest food import to the United States. There is money to be made on those beans! Coffee shops make up the FASTEST GROWING part of the restaurant business, checking in with a 7% annual growth rate. World coffee production is estimated at 110 - 120 million bags per year. Americans consume 400 million cups of coffee per day, or equivalent to 146,000,000,000 (146 Billion) cups of coffee per year; making the United States the LEADING CONSUMER of coffee in the world. Here is the step-by-step manual you need to cash in on this highly profitable segment of the food service industry. The revised 2nd edition of How to Open a Financially Successful Coffee, Espresso & Tea Shop is an updated, comprehensive, and detailed study of the business side of the specialty coffee and beverage business. This superb manual should be studied by anyone investigating the opportunities of opening a coffee café, tea shop, or coffee kiosk. If you enjoy meeting people and love coffee, this may be the perfect business for you, but keep in mind that although specialty coffee retail looks easy, as with any business, looks can be deceiving. This complete manual will arm you with everything you need including sample business forms, leases, and contracts; worksheets and checklists for planning, opening, and running day-to-day operations; sample menus; coffee drink recipes; inventory lists; sample floor plans, diagrams, and layouts; and dozens of other valuable, time-saving tools of the trade that no coffee entrepreneur should be without. The author provides detailed instructions and examples to help you find a location that will bring success. Learn how to draw up a winning business plan, how to buy and sell a coffee shop, profitable menu planning, successful kitchen and beverage management, equipment layout and planning, food safety, and HACCP. Find out how to set up computer systems to save time and money, hire and keep a qualified professional staff, manage and train employees, and generate high profile public relations and publicity. Discover sales and marketing techniques, low-cost internal marketing ideas, how to keep bringing customers back, and low- and no-cost ways to satisfy customers and build sales. In this book you will learn the basics of everything you need to know about running your business, including accounting and bookkeeping procedures, auditing, IRS tip reporting requirements, basic cost-control systems, successful budgeting and profit planning development, pricing formulas, and legal concerns, as well as thousands of valuable tips and useful guidelines. The manual delivers literally hundreds of innovative ways demonstrated to streamline your business. Learn new ways to make your operation run smoother and increase performance. Shut down waste, reduce costs, and increase profits. In addition, operators will appreciate this valuable resource and reference in their daily activities and as a source of ready-to-use forms, websites, operating and cost cutting ideas, and mathematical formulas that can be easily applied to their operations. The Companion CD-ROM contains all the forms in the book as well as a sample business plan you can adapt for your own use.

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Virginia Dunn:

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