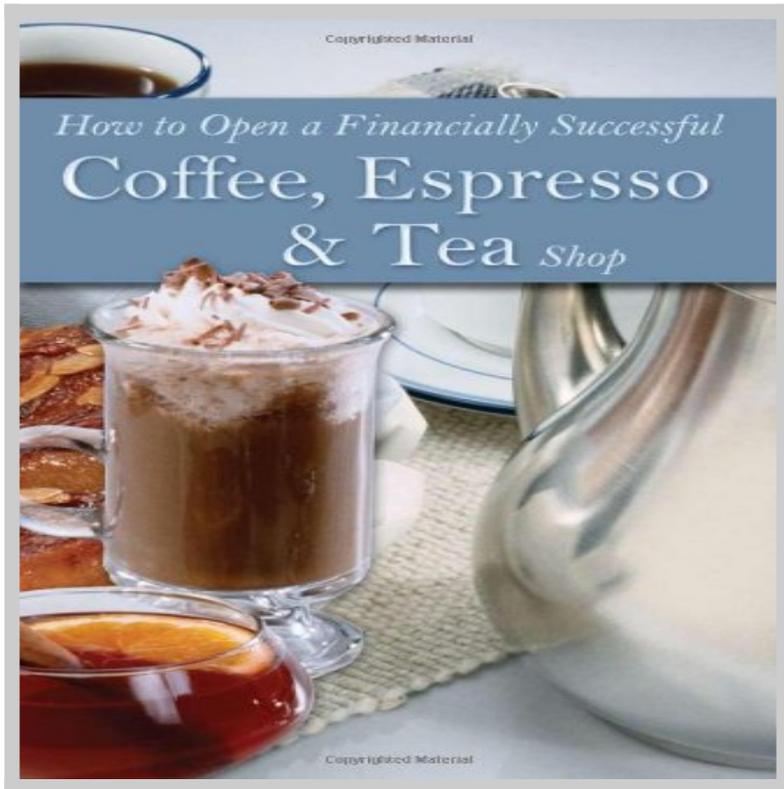


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Open Financially Successful Coffee Espresso Book Preview

The explosive growth of the coffee shops across the country has been phenomenal. Few people realize Coffee is now the largest food import to the United States! There is money to be made on those beans! Here is the manual you need to cash in on this highly profitable segment of the food service industry. This new book is a comprehensive and detailed study of the business side of the specialty coffee and beverage shop. This superb manual should be studied by anyone investigating the opportunities of opening a coffee cafe, 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 Specialty coffee retail looks easy, but 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; plans and layouts; and dozens of other valuable, time-saving tools of the trade that no coffee entrepreneur should be without.

While providing detailed instruction and examples, the author leads you through finding a location that will bring success, learn how to draw up a winning business plan (The Companion CD Rom has the actual business plan you can use in MS Word tm.), how to buy and (sell) a coffee shop, basic cost control systems, profitable menu planning, sample floor plans & diagrams, successful kitchen management, equipment layout and planning, food safety & HACCP, successful beverage management, legal concerns, sales and marketing techniques, pricing formulas, learn how to set up computer systems to save time and money, learn how to hire & keep a qualified professional staff, brand new IRS tip reporting requirements, managing and training employees, generate high profile public relations and publicity, learn low cost internal marketing ideas, low and no cost ways to satisfy customers and build sales, learn how to keep bringing customers back, accounting & bookkeeping procedures, auditing, successful budgeting and profit planning development, as well as thousands of great 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, web sites, 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.Â The companion CD-ROM is included with the print

version of this book; however is not available for download with the electronic version. It may be obtained separately by contacting Atlantic Publishing Group at sales@atlantic-pub.com

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