



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

By 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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Editorial Review

About the Author

Douglas R. Brown is a best selling author and publisher of computer software and books specific to the food service industry. His extensive background and years of service in the food service industry provides the practical insight into the business so desperately needed in the highly volatile food service industry."

Users Review

From reader reviews:

Beverly Dewitt:

As people who live in the particular modest era should be update about what going on or facts even knowledge to make these keep up with the era that is certainly always change and advance. Some of you maybe will certainly update themselves by studying books. It is a good choice for yourself but the problems coming to a person is you don't know what one you should start with. This How to Open and Operate a Financially Successful Coffee, Espresso and Tea Shop with Companion CD-ROM Revised 2nd Edition is our recommendation to cause you to keep up with the world. Why, because this book serves what you want and wish in this era.

George Marsh:

Reading can called imagination hangout, why? Because when you find yourself reading a book particularly book entitled How to Open and Operate a Financially Successful Coffee, Espresso and Tea Shop with Companion CD-ROM Revised 2nd Edition your thoughts will drift away trough every dimension, wandering in every aspect that maybe unknown for but surely will become your mind friends. Imaging each and every word written in a publication then become one web form conclusion and explanation in which maybe you never get before. The How to Open and Operate a Financially Successful Coffee, Espresso and Tea Shop with Companion CD-ROM Revised 2nd Edition giving you another experience more than blown away your head but also giving you useful information for your better life within this era. So now let us show you the relaxing pattern the following is your body and mind will likely be pleased when you are finished looking at it, like winning a. Do you want to try this extraordinary shelling out spare time activity?

Paul Eastman:

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