

Start & Run A Coffee Bar - Tom Matzen & Marybeth Harrison

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A comprehensive guide on what to expect when owning and operating this type of business, this book includes everything from choosing a unique identity to roasting, making, and serving coffee, espresso, and tea. Learn the steps to: * Turning beans into bucks * Building a winning sales team * Providing WOW! customer service The two authors share their inside perspective on running a coffee bar, answering questions such as: * How do I prepare a business plan? * How do I market my coffee bar? * What special equipment will I need? * What will it cost to get started? * What should I look for when choosing a location? * How do I roast coffee beans and brew a great cup of coffee? * What are the 11 steps to WOW! customer service? * What about expansion and franchising? The book includes sections on organic and Fair Trade coffee, recipes for specialty coffees, and forms to help you with the day-to-day logistics of running a coffee bar. Author: Marybeth Harrison, Tom Matzen & Publisher: Self-Counsel Press Illustration: N Language: ENG Title: Start & Run a Coffee Bar Pages: 00248 (Encrypted EPUB) On Sale: 2012-02-24 SKU-13/ISBN: 9781770400351 Category: Business & Economics : New Business Enterprises Category: Business & Economics : Small Business - General Category: Business & Economics : Home-based Businesses

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