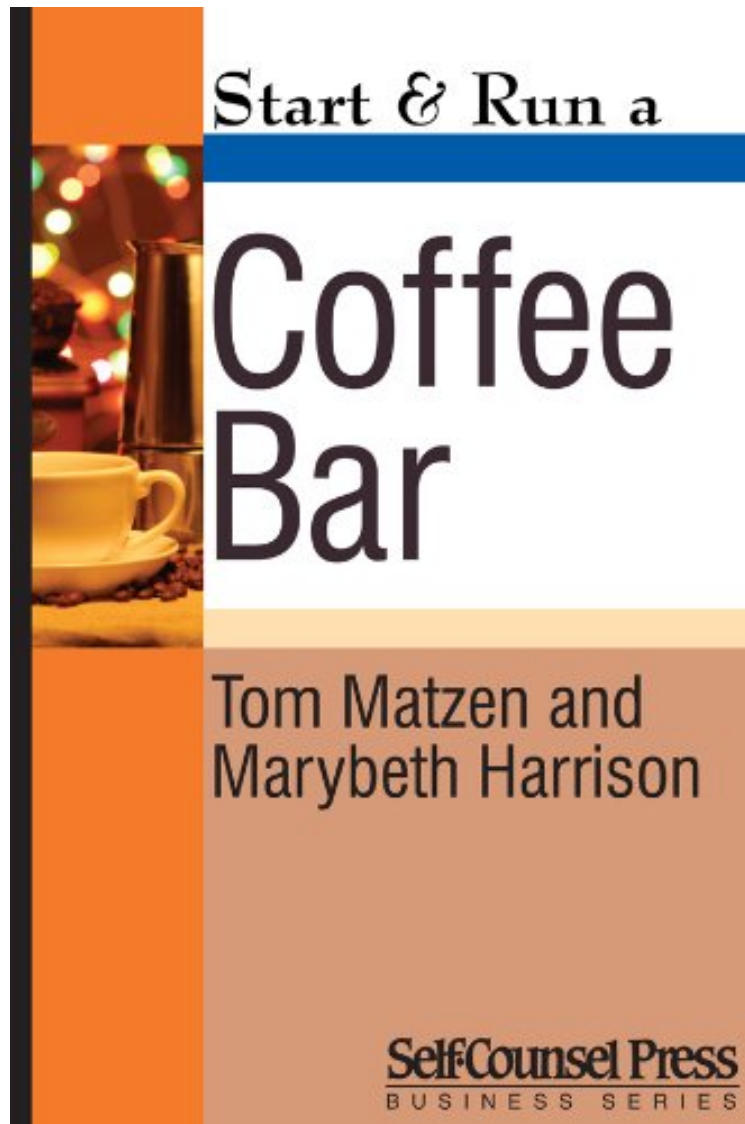


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Start Run a Coffee Bar (Start Run Business Series)

Tom Matzen, Marybeth Harrison

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Tom Matzen, Marybeth Harrison : Start Run a Coffee Bar (Start Run Business Series) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Start Run a Coffee Bar (Start Run Business Series):

1 of 1 people found the following review helpful. It is not an easy read, but a work book to get you ...By Gary McDonoughThe book gives figures and percentages of the industry. It is not an easy read, but a work book to get you ready to start a coffee bar. I believe you can take this book and start a successful store.0 of 0 people found the following review helpful. Lots of great detail on the coffee bar businessBy JenniferLots of great detail on the coffee bar business. I haven't finished the entire book but what I've seen so far has been very helpful0 of 0 people found the

following review helpful. Ready to open a coffee bar!By Heather B.Even though some of the information in it is a tad dated (2009) this is still great information to know if you're looking to start a coffee bar. I especially love the budget, job application, and ongoing expenditure templates. It was all around very helpful, especially if you're looking to lay some of your anxieties to rest.

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 serviceThe 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.

"A must-have for all coffee bar owners. Full of useful information." -- Lloyd Johnson, Ricco Coffee Bakery/Roaster"Tom and Marybeth provide great information on all aspects of starting your own specialty coffee operation. Their customer service and marketing ideas are outstanding." -- Nick DiTomaso, Bean Around the WorldA must-have for all coffee bar owners. Full of useful information. -- Lloyd Johnson, Ricco Coffee Bakery/RoasterTom and Marybeth provide great information on all aspects of starting your own specialty coffee operation. Their customer service and marketing ideas are outstanding. -- Nick DiTomaso, Bean Around the WorldFrom the Back CoverYou, too, can take advantage of one of today's most popular and profitable business ventures--a coffee bar/tea shop.About the AuthorTom Matzen and Marybeth Harrison have started many successful small businesses, including fast-food outlets, a language school, and several coffee bars. Matzen was one of the founding members of the Environment Committee of the Specialty Coffee Coach Inc., an international coaching organization for entrepreneurs. Harrison is now a professional race car driver with Mach One Racing. Tom Matzen and Marybeth Harrison have started many successful small businesses, including fast-food outlets, a language school, and several coffee bars. Matzen was one of the founding members of the Environment Committee of the Specialty Coffee Coach Inc., an international coaching organization for entrepreneurs. Harrison is now a professional race car driver with Mach One Racing.