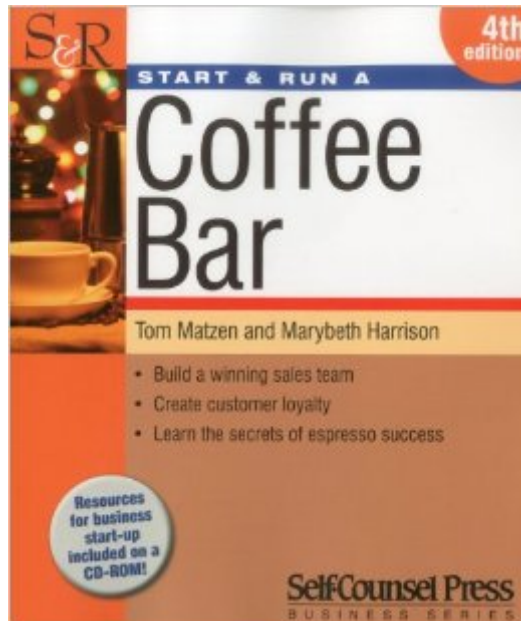


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# Start & Run A Coffee Bar (Start & Run Business Series)



## Synopsis

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.

## Book Information

Series: Start & Run Business Series

Paperback: 248 pages

Publisher: Self-Counsel Press; 4 edition (February 1, 2011)

Language: English

ISBN-10: 1770400354

ISBN-13: 978-1770400351

Product Dimensions: 8.4 x 0.5 x 9.9 inches

Shipping Weight: 1.2 pounds (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars Â Â See all reviews Â (38 customer reviews)

Best Sellers Rank: #205,406 in Books (See Top 100 in Books) #105 in Â Books > Business & Money > Industries > Restaurant & Food #319 in Â Books > Business & Money > Small Business & Entrepreneurship > New Business Enterprises #351 in Â Books > Business & Money > Industries > Hospitality, Travel & Tourism

## Customer Reviews

We are opening a coffee house in 4 months and, needless to say, I have been reading and researching tons of books. Not just on the coffee world, but on insuring a small business as well as other legal insights. This book has been a HUGE resource for our venture. It is an easy read, meaning, it doesn't numb your mind for countless pages discussing, say, insurance. Let me add that it does talk about insurance, and I thank the authors for that. They explain complicated business talk with clear and consise examples. They also tend to weigh situations against other situations. For

example, when drawing up the plans, they give you three ways of doing it (yourself, a draftsman, and an architect) and explain the pros and cons of each. This is consistent throughout the book and they go on to explain why or why not certain things work. They discuss marketing, staffing and the interview process, equipment tips, design layout, decor, etc. This is obviously written from the stand point of people who have been there. They cover all the bases about getting your shop up and running while touching on some potential pitfalls and how to avoid them. And if you get in a bind, they discuss how to get out of it. My highlighter has gotten a workout and I am passing this on to my co-owners to read. I am grateful to have found this book and only wish I had found it sooner to save money on the previous "coffee house" books I have purchased. This book exceeded my expectations as it went beyond the basics and truly is the only book you'll ever need. I was impressed to see that they covered LLC's, C corporations, and, S corporations...where people can't sue and go after your homes, bank accounts, personal assets, etc. Our attorney recommended an LLC for our type of operation and I was relieved to see that this book brought the topic up. Thanks to the authors for being the most complete work out there (in my opinion) on starting your business THE RIGHT WAY from the start.

Start & Run a Coffee Bar is a good starting point. The devil is always in the details. This book does a great job of helping you to think about the details. All those little things that you usually discover as you are in the process of setting things up. Starting with the business plan and working through to expanding and franchising. The book offers sample lists, charts and worksheets that provide ballpark figures to work with. The book talks about the basics of the product itself, coffee and espresso. In short, the book is very thorough in covering the things you will need to think about in starting and running a coffee bar. If you do exactly as the book says, you'll end up with a coffee bar that is like a thousand other coffee bars. The overall approach is very formula focused. You will need to bring your own personality and ideas to the table to make your place unique. While I appreciated the information the book provides, I found the manner and tone annoying. I found the commitment boxes at the end of each chapter sophmoric and condescending. The book's description of how employees should greet and deal with customers is delivered in a tone that indicates little room for variance. This is the only way to do it. And most of the book is that way. The book addresses a coffee shop with a roaster on site. A lot of the marketing discussion centers around the roaster and custom roast coffee. Great if you're planning to have that. At \$17, I don't regret the purchase. The book contains a lot of very useful nuts and bolts information. But I think you will want to read several other books to really understand the coffee business and the coffee

customer. I found the accompanying CD of little value.

I found "Start and Run a Profitable Coffee Bar" an excellent book for restaurant novice such as myself. I have operated a business but not a restaurant or coffee shop. This book is excellent. It provided many different forms which would be useful in running a coffee bar. The book also included in an appendix coffee organizations and suppliers, helping the novice tremendously. I would definitely recommend purchasing this book if you are interested in starting a coffee bar or shop.

I am not a rich man so I try to be careful about buying new books. After I received this book in the mail I nearly read the whole thing in one sitting. I'll tell you...my worry was that this might be a standard "starting a small business" book with the occasional coffee reference thrown in, but it turned out to be quite the contrary. This is an incredibly detailed description of so many things that I never considered. This is one of the best and well-thought out books I've ever purchased.

This is almost all you need to have to run a great coffee shop. OK, maybe coffee would help, but this is a book that you will not let people borrow because you will always be reaching for it for ideas and using it as a guide line. From start to finish this book offers insight and helps you set goals to start your business and it also offers great ideas on promotionals, training personnel, doing inventory, ideas to grow your business, grand openings, zoning restrictions, customer base, you need it, this book delivers!!!!

Easy to understand, this book broke it all down for me. Having just started my coffee house without a clue as to how to proceed, I grabbed every book I could find about the topic, and this one was the most accessible and best written one. I wish it could have provided even MORE details, but this provided a lot of help.

This book is extremely helpful for anyone interested in starting their own coffee house. I actually [spent a lot of money] on another book (by Bellissimo) and I think Tom Matzen's book is better! So, I definitely recommend this book.

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