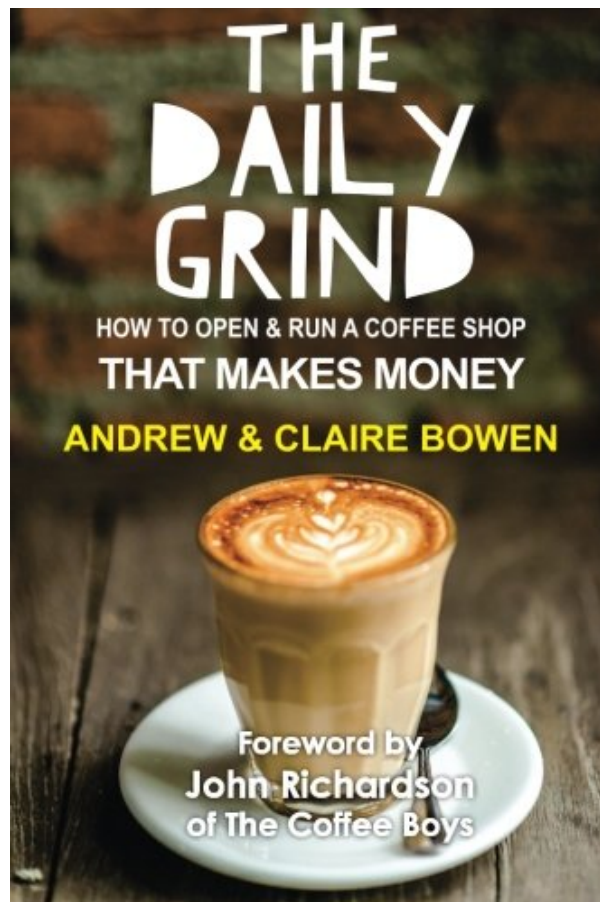
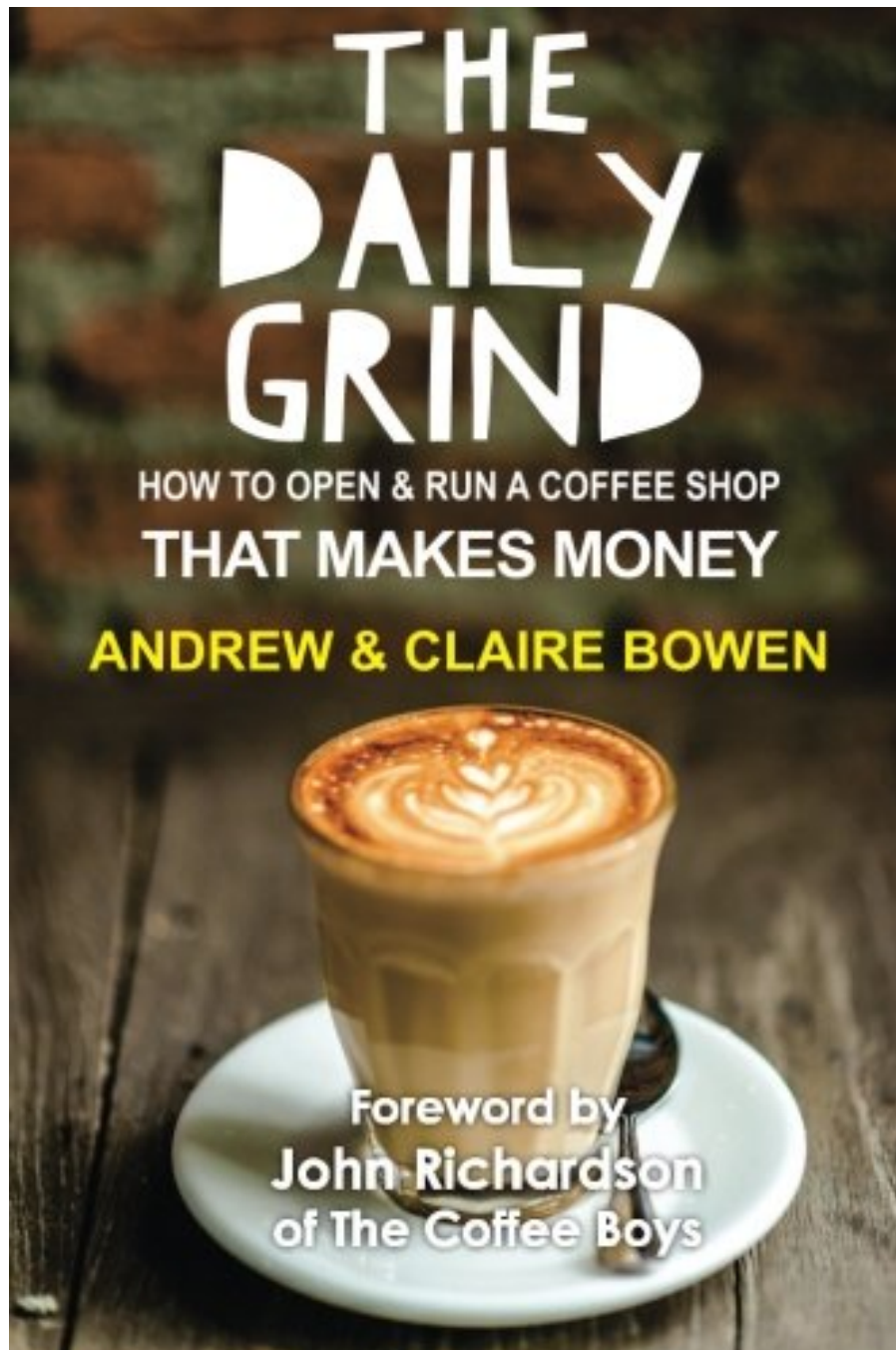


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A practical guide to opening and running a successful Independent Coffee Shop, essential reading for all Entrepreneurs.

- Don't open your coffee shop until you have read this
- How to select your coffee shop location
- How to get a great team for your coffee shop
- How to provide WOW service
- How to choose what to sell in your coffee shop
- The importance of a good layout in your coffee shop
- How to choose the equipment for a new coffee shop
- How to run your coffee shop
- How to keep in financial control of your coffee shop
- How to sell your coffee shop
- The coffee shop success formula

This is a highly practical book with very sound advice. Andrew & Claire are hugely experienced in the industry, and more importantly over several locations. So make sure you read it with a marker pen in your hand. Take all of their advice - it might just prevent you from making some very expensive mistakes.' John Richardson - The Coffee Boys 'Straight forward, independent, no-nonsense advice is not easy to find. This is a must read book for every budding and existing coffee shop entrepreneur. Even if you do not own a coffee shop, read it for great business advice.' Martyn Herriott - Beverage Standards Association Andrew & Claire Bowen opened their first franchised coffee shop in 2007, after leaving senior roles in retail and healthcare. Within eighteen months they had opened three outlets and had over £1m turnover. In 2011 they developed their own independent format, which they continue to run. They support coffee shop owners worldwide as founders of Café Success Hub.

- Sales Rank: #64664 in Books
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- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x .55" w x 6.00" l, .73 pounds
- Binding: Paperback
- 242 pages

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2 of 2 people found the following review helpful.

Some useful information, but...

By Mr. Popazan

Some useful information was provided, but it was much more of a general overview than I would have liked. Would have really liked to have been exposed to financial/accounting dynamics of how to actually price items, as well as HOW to actually be profitable and remain open. Good information nonetheless.

1 of 1 people found the following review helpful.

Excellent guide for coffee bar owners and budding entrepreneurs alike.

By Amazon Customer

Extremely well written, great structure and very easy to read. Clearly the focus is coffee shops and it's their adventure in this market that provides much of the background material and examples. However, the approach to planning and setting up a new operation, particularly the questions you need ask yourself, are transferable to virtually any small retail business and thus this book is worthy read for anyone considering that entrepreneurial path.

1 of 1 people found the following review helpful.

A must for coffee shop owners and wannabes

By Graham Hill

This excellent book is a must for not only aspiring coffee shop owners but also a practical blue print for existing coffee shop owners who want to take their business to the next level.

It is clearly set out and is full of nuggets offered by the writers who really do know their stuff.

I also agree with the first review that there is much to commend to other specialist independent retailers. A really good read.

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