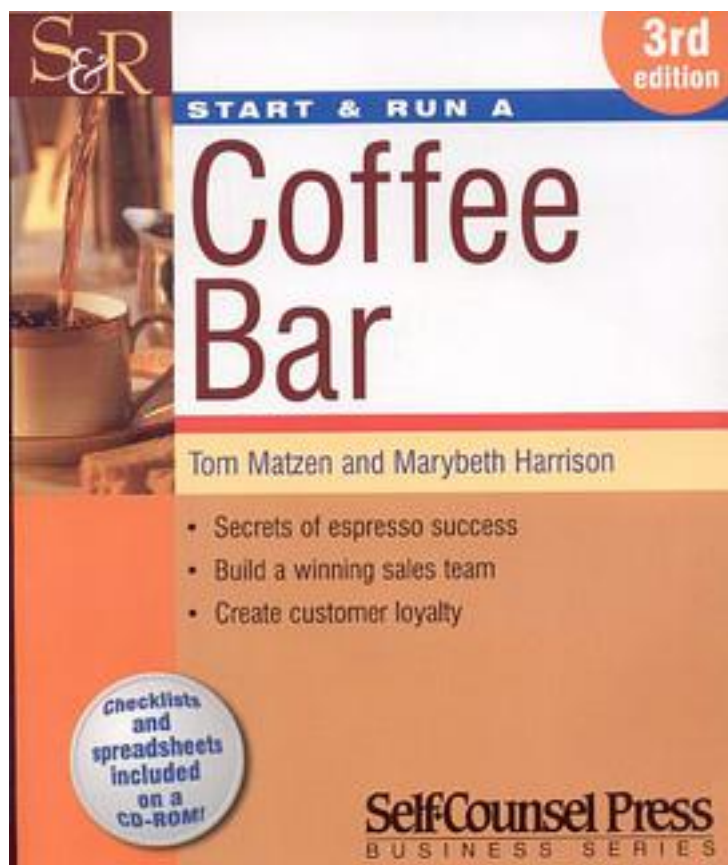


# Start and Run a Coffee Bar



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出版者:Midpoint Trade Books Inc

出版时间:2007-9

装帧:Pap

isbn:9781551807713

Secrets of espresso success Build a winning sales team Create customer loyalty Do you dream of having your own coffee bar? Coffee bars (and tea shops) are springing up on every street corner. Now you too can start and run one of today's most popular and profitable business ventures. If you enjoy meeting people and love coffee, this may be the business for you! Two entrepreneurs who've set up and run successful coffee bars

share their inside knowledge, answering questions such as: What are the latest trends in coffee and tea? What should I look for when choosing a location? What will it cost to get started? What special equipment will I need, and would a roaster be worth the investment? How do I keep customers coming back for more? What are the advantages to offering Wi-Fi access? How do I market my coffee bar? 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. Highlights of the included CD: Coffee bar design and layout checklist Inventory order sheet Daily prep sheet Income and expense statement

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