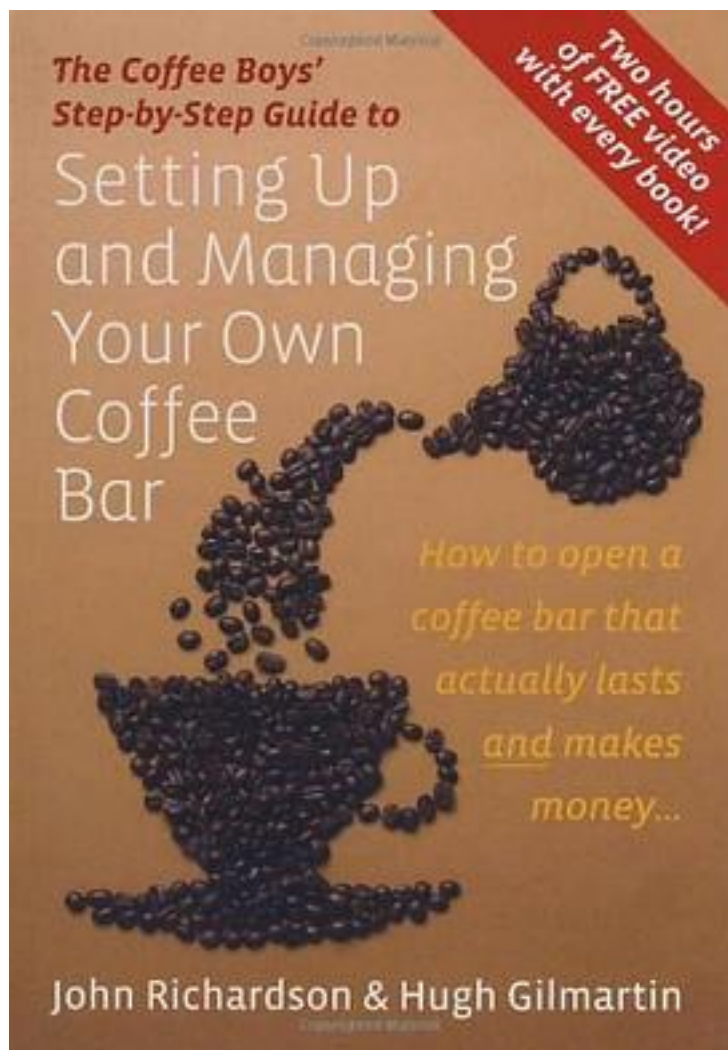


The Coffee Boys' Step-by-step Guide to Setting Up and Managing Your Own Coffee Bar



[The Coffee Boys' Step-by-step Guide to Setting Up and Managing Your Own Coffee Bar 下载链接1](#)

著者:Richardson, John; Gilmartin, Hugh

出版者:

出版时间:2010-3

装帧:

isbn:9781845283278

This book is a distillation of their experience of the many dozens of coffee and sandwich businesses they have opened both personally and for clients. It is based on the Great Formula they have created within their own businesses and their consulting practice, which focuses on: PASSION Believe that you will produce the greatest coffee and the greatest sandwich in your area. PRODUCT Create and refine star products that give people the 'reason why' to buy. PEOPLE Attract, train and retain great staff. MARKETING Become a marketer, with examples of great marketing in action. SYSTEMS Create systems so that you don't end up doing everything yourself. MONEY Make a profit or your business won't last. With advice on location, raising finance, and devising a clear marketing plan, this entertaining but highly practical and detailed guide will enable you to open a coffee shop or sandwich bar that actually lasts and makes money. Catch up with the Coffee Boys at thecoffeeboys.com

作者介绍:

目录:

[The Coffee Boys' Step-by-step Guide to Setting Up and Managing Your Own Coffee Bar 下载链接1](#)

标签

咖啡

职业规划

咖啡男孩到咖啡老板

创业

D1、商科

评论

如果你想开一家咖啡厅，这本书绝对是必读的。

[The Coffee Boys' Step-by-step Guide to Setting Up and Managing Your Own Coffee Bar_下载链接1](#)

书评

[The Coffee Boys' Step-by-step Guide to Setting Up and Managing Your Own Coffee Bar_下载链接1](#)