

# DEXTER ASSAF *an Entrepreneur*

Designed and photographed by Clemente Garcia-Huerta.



Dexter in front of Gallery Cafe, February, 2, 2018



Gallery Cafe Washington and Mason, February, 2, 2018.

## Dexter, The Owner of Gallery Cafe

### **Q:** What is your favorite task of the day?

**A:** I have many but my favorite one is finding better ways to market the business.

### **Q:** Is your job interesting? If so, please explain.

**A:** I think it is very interesting, especially when greeting and meeting new customers. At times, we talk for a while about what they do and how there they went.

### **Q:** What's the funnest part of your job?

**A:** The funnest part of my job is getting organized for the week to come and getting everything perfect before it is time to open. Beyond that, talking to customers is very nice too.

### **Q:** What is the most interesting thing that has happened at work?

**A:** Interesting things happen all the time I suppose, but I think the most interesting occasions are when friends and family come to the cafe.

# DEXTER'S *Gallery Cafe*



The Cable Car Station to the left of Gallery Cafe on Washington, February, 2, 2018



Dexter greeting a regular customer, February, 2, 2018

## About Gallery Cafe

Dexter Assaf is a very smart business owner who understands that great customer service and marketing our ways to further company goals. Gallery Cafe has been open for over 4 years and has become a great place to relax, drink a coffee, and get ready for one's day.

His menu is compromised of delicious food that most customers enjoy on a daily basis.

Dexter's Gallery Cafe has a great location on Washington and Mason in the Nob Hill area of San

Francisco. It is conveniently next to the Cable Car Museum located on Washington and Mason.

Many customers enjoy the great view as well as watching the passing cable car that creates a pleasant experience for customers. There are regular customers who keep growing with the great customer experience given by Dexter, his father, and his co-workers. His dad and Dexter do a great job keeping the business set up for the days to come.

They have added areas that feel like the couch on Friends that was set in New York. Their fun and colorful decor gives customers a happy area down the street to relax and grab a bite to eat.

Gallery Cafe's business plan is strong due to the planning of both Dexter and his Father, Mr. Assaf.

The Gallery Cafe is a perfect location to offer tourists a place that feels like San Francisco. It is the perfect place to have a beer and relax after work while watching a game

or meet up with a friend to chat. The vibe of the cafe is very relaxed and friendly.

Mr. Assaf and Dexter have created a gem in San Francisco that cannot be missed.

The co-owners of the restaurant have planned their business very well while bringing more and more customers in as time goes on.