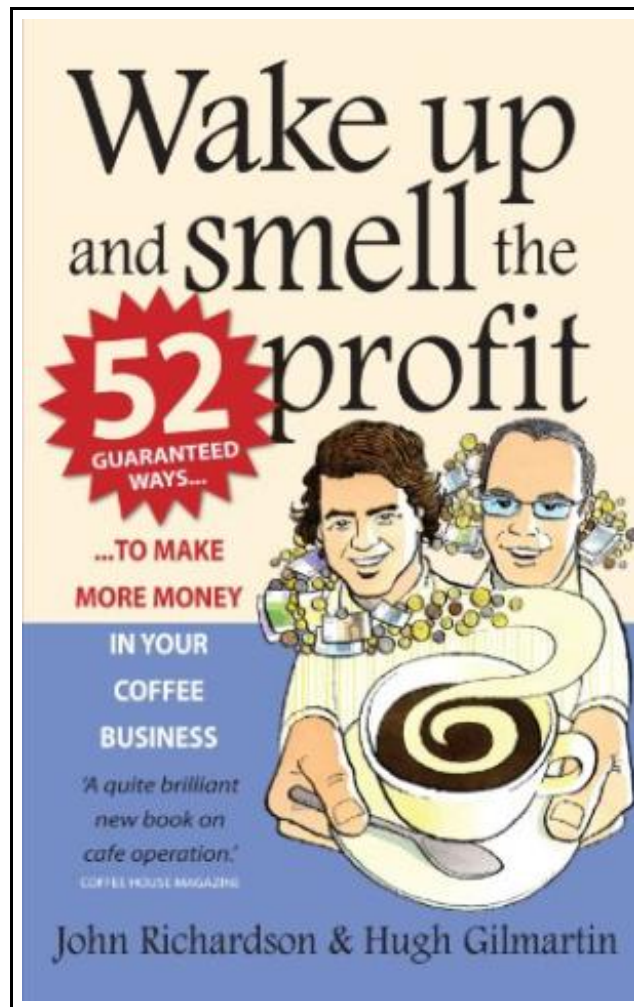


Wake Up and Smell the Profit: 52 Guaranteed Ways to Make More Money in Your Coffee Business



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Little, Brown Book Group. Paperback. Book Condition: new. BRAND NEW, Wake Up and Smell the Profit: 52 Guaranteed Ways to Make More Money in Your Coffee Business, John Richardson, Hugh Gilmartin, Witty, authoritative, comprehensive and fun, Wake Up and Smell the Profit is the ultimate guide to making more money in your coffee business. In this book you'll find the sharpest insights and the best ideas from two of the UK's top Coffee Business Gurus. Together 'The Coffee Boys' have 40 years' experience in how to make money in the coffee selling business. Whether you operate a single site espresso bar, a Michelin starred restaurant or chain of hotels, there is something in this book for everyone. With 52 motivating tips and suggestions (plus an extra bonus idea for good measure), all you need to do is apply one initiative a week for a year and you could have a much more profitable and easier to manage business within twelve months. With this book you'll be able to: A* Make more money and work less A* Have happier customers who spend more money A* Win more customers without spending a fortune A* Enjoy running your business more A* Create customers who rave about your business and consequently generate more customers through word of mouth What are you waiting for? Contents: Introduction; 1. It's all about the money - the good news; 2. It's all about the money - the bad news; 3. It's all about the money - a little story; 4. Focus on coffee for profit; 5. Great coffee (profits) come from great training; 6. Great coffee sales come from one thing - great taste; 7. It's all about the food; 8. There are three ways and only three ways to grow your business; 9. Be brave about your prices; 10. Know your figures and have a plan...



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