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Start and Run a Coffee Bar

By Marybeth Harrison

Self-Counsel Press. Paperback. Book Condition: New. Paperback. 234 pages. Dimensions: 9.7in. x 8.2in. x 0.8in. A comprehensive guide on what to expect when owning and operating this type of business, this book includes everything from choosing a unique identity to roasting, making, and serving coffee, espresso, and tea. Learn the steps to: Turning beans into bucks Building a winning sales team Providing WOW! customer service The two authors share their inside perspective on running a coffee bar, answering questions such as: How do I prepare a business plan How do I market my coffee bar What special equipment will I need What will it cost to get started What should I look for when choosing a location How do I roast coffee beans and brew a great cup of coffee What are the 11 steps to WOW! customer service What about expansion and franchising The book 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. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Paperback.



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