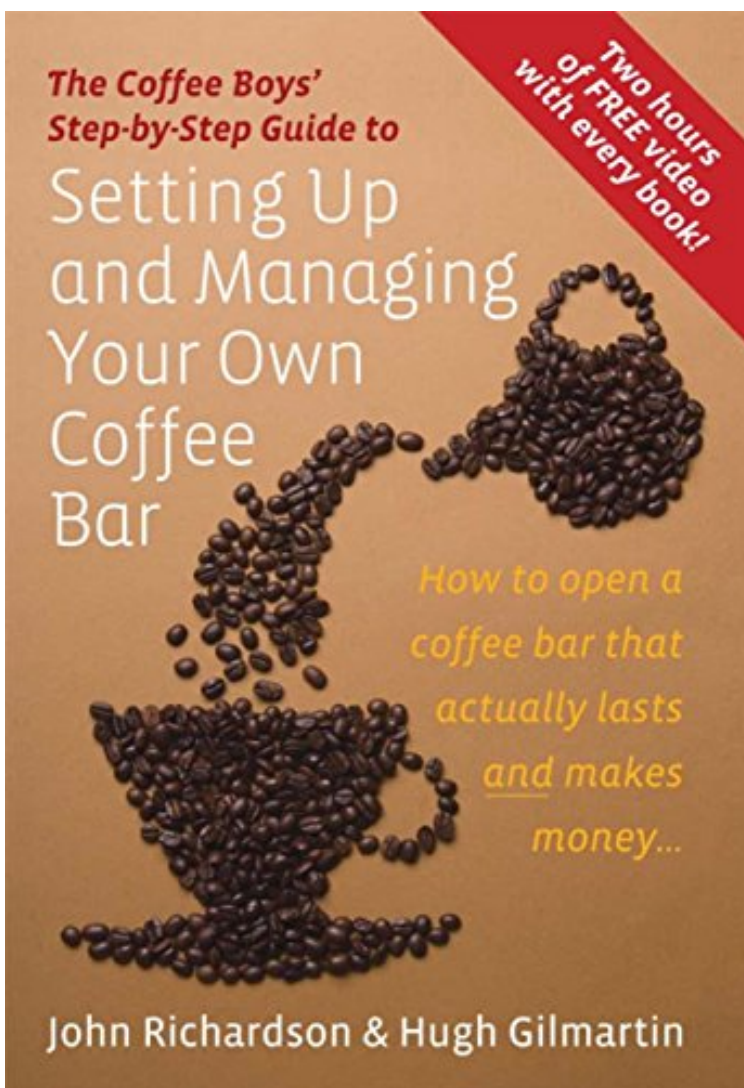


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The Coffee Boys' Step-by-Step Guide to Setting Up and Managing Your Own Coffee Bar: How to open a coffee bar that actually lasts and makes makes money (English Edition)



Par Hugh Gilmartin, John Richardson
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Description :

Prsentation de l'diteurThis is an entertaining but highly practical guide from the successful "Coffee Boys"

authors that will enable you to open a coffee bar or sandwich bar that actually lasts and makes money. It presents a distillation of experience of the many dozens of coffee and sandwich businesses they have opened both personally and for clients. This work reveals and is based on the Great Formula (see six steps of contents) created by the authors within their own businesses and their consulting practice. It offers all the practical advice on location, raising finance, and devising a clear marketing plan. Prsentation de l'diteur This is an entertaining but highly practical guide from the successful "Coffee Boys" authors that will enable you to open a coffee bar or sandwich bar that actually lasts and makes money. It presents a distillation of experience of the many dozens of coffee and sandwich businesses they have opened both personally and for clients. This work reveals and is based on the Great Formula (see six steps of contents) created by the authors within their own businesses and their consulting practice. It offers all the practical advice on location, raising finance, and devising a clear marketing plan. Biographie de l'auteur Known in the trade as 'The Coffee Boys', John Richardson and Hugh Gilmartin have a wealth of experience in the coffee shop business. John has started and run a variety of very successful coffee shop businesses. He now provides consultancy, coaching and training to the coffee industry. Hugh has spent the last 20 years as the leading coffee advisor to customers in Northern Ireland and beyond, incorporating coffee selection and blending, equipment specifications and innovation, and a variety of training, as well as turnkey coffee bar design and branding solutions. John and Hugh are joint authors of the acclaimed Wake Up and Smell the Profit, also published by How To Books. Catch up with the Coffee Boys at www.thecoffeeboys.com.