

# Cafe Business Course



## Cafe Business Course

**Develop the business of your dreams in 12 easy steps right out of the box with all the tools you need to manage your cafe!**

SUCCESSFULLY BREAK INTO THE CAFE INDUSTRY WITH PETER GIANNAKIS THE HOSPITALITY COACH  
Begin your journey designing an amazing business that will create its own demand and attract its own media publicity and industry accolades! We will fully prepare you to create and manage a successful hospitality business coordinating all areas of operation using a multitude of useful tools, templates and other information that will save you time and money and see you succeed where so many others have failed.

### CONTENTS

The Cafe Business Course will guide you from designing your dream business to execution including expert one on one mentoring on all subjects you'll need to tackle to succeed.

### BONUSES

- › Rostering tools
- › Recipe costing tools
- › Catering quotation tools
- › Cafe management tools

### PRICE

Discover the true meaning of value through this tailored program including all of the tools you need at an unbeatable price!

**Only \$1200!!**

 **HG | COFFEE SCHOOL**  
[www.hgcoffee.com.au](http://www.hgcoffee.com.au)

### Book Your Place Now

For more information or to enrol please contact us on (08) 7070 2744 or at [info@hgcoffee.com.au](mailto:info@hgcoffee.com.au).  
Find us on Facebook!  @hgcoffeeschool





## Cafe Business Course

### › Location:

We offer this coaching program in the following formats:

- In person at our offices
- Phone or Skype

Communicate with your coach remotely

### › Course Overview:

The Café Business Course will fully prepare you to enter the café market with a new business that is set to succeed through expert coaching in all areas of designing and managing your business.

### › Course Outcomes:

Upon completion of the course you will have analysed your business idea, created a solid business and marketing plan to generate multiple streams of income and laid out the foundation for your business to keep track of all areas of café operation from menu costing to functionality of your new business!

### › Duration

12x 1 hour weekly sessions held in person or remotely with your coach

### › Full Cost

\$1200.00 including GST

### › Course Content:

- Choosing & designing a sensational café
- Develop a rock-solid business plan
- Create a marketing plan to reach new customers
- Design your layout for maximum functionality
- How to avoid the pitfalls of negotiating a lease (this is what will MAKE or BREAK your business)
- Cut through the insurance jargon – know what you need to be insured for
- Equipment: to purchase, or rent? Know which option suits your circumstances
- Explore the benefit and differences in Point Of Sale (POS) systems
- Craft a profitable menu & costings
- Learn how to setup your product displays for maximum sales
- Grow your sales through business to business catering options
- Align yourself with suppliers that will help you grow your business
- Create a team of staff that will set your business apart
- Maximise your profits by managing labour costs with best practice rostering
- Setup your IT requirements so you can manage your business on the go
- Put the right procedures in place to standardise your staff training through a second to none orientation program
- Learn the ins and outs of how to document the correct policies and procedures in your business

### Book Your Place Now

For more information or to enrol please contact us on (08) 7070 2744 or at [info@hgcoffee.com.au](mailto:info@hgcoffee.com.au).

Find us on Facebook!  @hgcoffeeschool





## Cafe Business Course - Booking Form

- › **Name:** \_\_\_\_\_
- › **Phone Number:** \_\_\_\_\_ **Email Address:** \_\_\_\_\_
- › **Credit Card Details:** Mastercard  Visa
- › **Card Number:** \_\_\_\_\_ **Card Expiry:** \_\_/\_\_/\_\_ **CCV:** \_\_\_\_\_
- › **Transaction Amount:** \$ \_\_\_\_\_ **Name On Card:** \_\_\_\_\_
- › **Next Steps:** Upon booking your coach will make contact with you to confirm your Cafe Business Course and delivery schedule and you will receive a coaching agreement to complete with your Coach.

- › **DD Direct Debit**  
Use your Online Banking Facility to transfer invoiced amount directly into our accounts. Please ensure to quote your surname where transaction reference is required.  
Bank: Commonwealth Bank  
BSB No: 065-145  
Account No: 1020 6808

- ›  **Cash or Credit Card:**  
Visit us in person at:  
11 Indama Street, Regency Park, SA 5010  
Please present this booking form at time of payment.  
Call us on 7070 2744 or 0423 791 549 to make payment over the phone with VISA or Mastercard