

One Day I Will Own A Coffee Shop!

Many of us have all dreamed of owning a coffee shop. It looks simple. People come in and order drinks and they give you money. Then you listen to the customers ordering. Are they speaking in a foreign language? It may seem like it at first. With all the coffee choices of flavoring, milk, espresso types, and cup sizes; it can all be very confusing. However, you need not fear with a little practice almost anyone can pick up this new language very quickly.

The most important decision you will make is the location. This may be the single factor that will make or break your business. Just because you fall in deep like for a building because of its charm does not necessarily make it the best choice for a coffee shop. You must take into account both vehicle traffic count and pedestrian traffic as well. Also the ease of parking and getting in and out of your location is very important. Also remember over 70% of coffee is sold before 12:00. Make sure your location takes advantage of this factor as well.

Drive thru operations is very welcomed by the coffee consumer. A drive thru on the average will increase your revenue by up to 40%. However drive thru locations also require more labor. This needs to be well calculated base own other factor including rent.

The brand you will choose also will have a deep impact of the success of your business. The drinks menus need to be well thought out. The recipe and taste there-of will be viewed as the quality of your product. In addition; the price and margins also must be in lined with consumer expectations and willingness to spend. But you must have your products priced so that your adventure will profit and succeed. Marketing and Branding implies to your customers who you are. So make sure this is well planned.

Equipment is the next critical decision you have to make. Customers in general want quality served quickly. So when choosing espresso machines, blenders, and brewers make sure you keep these factors in mind Choose wisely and your repeat business will grow.

Furniture is also key. This sets the ambiance. Choose furniture that represents a nice welcoming image. Store often do better if they are made in section. Tables in one area with comfy couches and loveseats decorate another section seems to be the trend of today.

Counters and work areas must be arranged for speed and use. The work areas must be arranged like an assembly line. This will ensure good work flow and help to get the drinks out faster. This is critical to making the employees happy as well.

Capital will be another factor. One needs to be well financed to get going. It is a good idea to have at least 50% of the start up cost on hand. There are always small challenges that may occur. Lack of capital is a factor that has caused many businesses to fail. A coffee shop is also not immune from this ailment.

About the Author

If you want to be a barista at your own shop; you may now realize that there are a lot of decisions one needs to make to help ensure success. The safest way might be to explore a coffee franchise. Visit my site [coffee franchise reviews](http://coffeefranchisereviews.com) <http://coffeefranchisereviews.com> to get the info you need.

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