



### **BELLISSIMO**

1028 SE Water Avenue  
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[contact@bellissimocoffeeinfo.com](mailto:contact@bellissimocoffeeinfo.com)

## **NEW BUSINESS CONSULTING SERVICES**

In addition to our comprehensive new business packages, we offer the following individual consulting services.

### **Creation of a Presentation Coffee Business Plan**

A well-written plan is essential for obtaining a desirable location, favorable lease terms and financing for your new business. This document will include an executive summary, description of the business, product descriptions, location, company principles, additional expertise, target market analysis, related competition, marketing techniques, market trend analysis, forecast for continued growth, a sample layout plan and menu specifications. Service include related phone consultation. Client shall receive printed and bound copies at no charge, additional copies will be billed at \$15 each.

### **Pre-Opening Financial Evaluation**

This service is a "must" for anyone thinking about opening a retail specialty coffee business. One of the major reasons we at Bellissimo see people fail in the specialty coffee business is the under estimation of the expense associated with starting the business, and unrealistic assumptions about the rate of business growth and return. Frankly, in many cases these miscalculations cost good people their life savings! While no one has a "crystal ball," Bellissimo has probably generated more pre-opening financial evaluations of proposed businesses than anyone in the industry. Our years of experience, and the information gained by working with hundred of clients have provided us with insights that help produce financial projections that are realistic! The process begins with a 60 to 90 minute phone consultation with one of our qualified senior consultants. During this time our consultant will ask you questions about your proposed business concept, the dynamics of your market, locations you are considering and their related costs, your intended capital investment, and your expectations on return on investment. They will also help you develop and solidify your concept by making valuable suggestions. Through our consultant's extensive years of experience, we've learned which menu items and business features typically "work", and those that do not. By helping you define and hone your concept, we can greatly contribute to your chances for success.

The following information will be provided:

### **Estimated start-up costs (based upon your menu, concept, & location)**

- > coffee & food service equipment/fixtures & small wares
- > furnishings
- > general contractor's administrative fee
- > general carpentry & painting
- > plumbing
- > electrical
- > floor coverings
- > miscellaneous (signs, menu boards, alarm system, internet equipment, stereo, safe, pre-opening owner's compensation, pre-opening employee labor, pre-opening marketing, uniforms, opening inventory...)
- > professional services (attorney, accountant, architect, & consultant)
- > necessary operating capital prior to business profitability



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### **Estimated operational performance**

- > average dollar transaction per customer
- > average daily customer counts (showing projected growth per month)
- > monthly labor expense with staff schedules (adjusted for different business volumes)
- > cost of goods and all other monthly operating expenses
- > monthly profit/loss
- > break-even business volume (in dollars and daily customer counts)
- > full monthly income statements for first 12 months of operation are supplied (summaries for years 2 and 3)

### **Logo Development**

Work with our talented artist to develop a unique eye-catching concept and logo for your business. A strong logo will establish your identity on signs, T-shirts, menus, flyers, advertising, business cards and stationery. Remember that your logo must look professional! Never underestimate the power an image has to create an identity for your business. Call us and we would be glad to send you a sample of logos Bellissimo artists have produced for coffeehouses and espresso operations worldwide.

### **Lease Provision Recommendations**

We always recommend that you have any lease under consideration reviewed by your attorney because the law varies from jurisdiction to jurisdiction. In addition to this scrutiny by your attorney, we will review lease provisions from a business standpoint. We will attempt to provide valuable insights to provisions that we may feel are in your best business interests.

### **Café Design & Layout (Phase 1)**

We will create a custom ergonomic design (floor plan) for your proposed business, based upon your menu offerings. This design is intended to designate the efficient placement of all coffee & food service equipment & fixtures to:

1. create an efficient work flow
  - A. to minimize preparation time of products
  - B. to hold labor to a minimum
  - C. to minimize conflict of working areas between employees
2. create efficient & rapid customer flow
  - A. by placing menu boards (or placing a 2nd set of menu boards) prior to the point of purchase
  - B. increase pastry & impulse item sales by creating visual displays at the point of purchase
3. incorporate those features typically required by local bureaucracies
  - A. ADA standards for isle ways, bathrooms, etc.
  - B. food service features such as hand wash sinks, dipper wells, mop sinks, etc.

This drawing will be drawn to scale (1/4" or 1/2" - depending upon size of space), and will identify all equipment & fixtures by specific manufacturer and model. This drawing does not include any dimensions (for space or equip.). This drawing also doesn't include any electrical or plumbing requirements, nor does it provide any elevations or specifications for cabinetry. Completed drawing will be sent to client as CAD file & PDF file. Hard copies sent upon request.



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### **Café Design & Layout (Phase 2)**

We will create the following support drawing to assist in construction:

1. critical dimensions drawing (floor plan)
  - A. shows all exterior and interior partition dimensions
  - B. show all fixture dimensions (cabinets, etc.)
  - C. show dimensions of all coffee & food service equipment
2. electrical stub in drawing (floor plan)
  - A. show the placement of electrical service panel
  - B. show the placement (with dimensions) of all electrical outlets
  - C. show the voltage & amperage information for each outlet, specifying the equipment it is intended to serve (electrical requirements refer to coffee and food service equip only and do not provide specifications for lighting, HVAC, external signs, etc.)
3. plumbing stub in drawing (floor plan)
  - A. show all needed plumbing stub ins (hot & cold water supplies, drain lines, floor sinks, etc.) (does not include any provisions for fire sprinkler systems – if required)
4. interior elevations (primarily to show placement of equipment, fixtures, shelving). These are not intended to be “shop drawings” for your cabinet maker, but to merely provide an idea of desired cabinet configurations)

Please understand that these drawing will not provide construction information related to excavation, foundation, or building structure construction. Please realize that the services/info provided are limited to the above mentioned, and that the services of a local architect/engineer may also be required at your expense.

### **Plan Review**

You or your architect/designer may have already created your store design, but are you sure you haven't forgotten anything? Is everything in its optimal place? Have you carefully considered the placement of every piece of equipment and every food product to create the most efficient workspace? Will your design allow you to maximize sales while saving you valuable labor dollars? We've designed and worked in dozens of coffee bars. We can provide valuable feed back about your proposed design.

### **Coffee & Food Service Equipment Selection & Sourcing**

We can connect you with companies that we have observed to be the most reputable distributors of quality espresso equipment in the industry. Because we can at times personally negotiate for you with the direct importers of espresso equipment, we can often save you hundreds—if not thousands—of dollars on your equipment purchase. We will help you select manufacturers and models of foodservice equipment that are recognized for quality, dependability, and service. We will then present your selections to multiple reputable food service equipment distributors to help you achieve competitive pricing.

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**Consumable Products Recommendations**

The most effective way to stave off competition is to use the finest coffees and food products available. At Bellissimo, we are on the cutting edge of what is new and hot in the specialty coffee industry. We can provide you with a list of the best products available, along with phone numbers for the manufacturers/distributors. Call and ask for samples of the products we suggest, and then decide for yourself!

**Menu Layout + Beverage Pricing**

How will you present your menu of beverage and food products to your customers, and what will you charge for them? We make sure that items are logically categorized for quick identification and ordering. Most importantly, we not only cost your menu items so that your prices are competitive, but so they will also provide you with a beverage cost that will position your business with the necessary margin for profitability.

**Suggested Opening Order for Consumable Products**

We can help you create your opening orders for you beverage, food, paper and chemical products. We will help you make sure you have everything you'll need four to six weeks before for your opening, without tying up valuable dollars in excessive inventory.

**Suggested Small Wares Order**

One of the most difficult orders to create is for opening small wares. Small wares include all the utensils and non-major equipment you will need to serve beverages, food products, and for general daily operations. From steaming pitchers and refrigerator thermometers to mop buckets, we can provide you with a list tailored to your operation. List includes suggested vendors with product codes and contact phone numbers.

**Store Opening + Employee Training [3-days on-site]**

Reduce or eliminate the anxiety related to opening your specialty coffee business with help from an expert consultant. We will help you tie up all the loose ends prior to opening, and then assist you through your opening day. We will train you and your employees to prepare beverages properly, and to deliver good customer service. We will help you formulate a game plan for your first months of business to ensure that you get started correctly. We will discuss overall marketing and help you set up systems that will save you hundreds of hours in the future. We'll make sure that your first impression is a good one! Above cost is based on a 10-hour workday and reflects having one Bellissimo consultant on-site for three days and includes two half travel days to and from site within the U.S.



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### **Barista Training**

Because your reputation depends on consistent quality, a highly trained staff producing superior drinks is critical to the success of your specialty coffee business. No matter how good your marketing program, it can't overcome the mistakes that are inevitable if your staff members don't have a thorough understanding of the fundamentals of coffee grinding, espresso extraction and milk texturing.

A properly trained barista will lead to increased customer satisfaction, increased sales and ultimately save you money. Whether you are a new start-up wanting your employees to start off on the right foot, or an existing retailer who wants to take their business to the next level, our expert trainers will come to you and teach your employees the technical skills they need to make great coffee and promote your coffee business with a passion born of training, education and newly found self-confidence. One to three day courses are available.

### **Branding + Identity**

Create an identity for your operation. Includes full logo, business card and letterhead/invoice design, as well as print-ready artwork for T-shirts, hats, napkins, aprons, mugs, etc.

### **Website Development**

By having us design a Website for your operation, you will have a 24 hour a day resource for informing new and existing customers about your business. This service includes a fully customized Website built in either html or flash (with basic animation) per discussion with designers. The site can be up to five pages of main navigation. Client will receive one concept and will be able to assist with two variations.

#### **Branding and Identity/Website Development**

Combine above services for a total branding package.

### **Roasting Consulting Services**

Includes green bean sourcing, equipment sourcing and on-site training.

### **A Consultant in your Corner (8 Hours of Consulting)**

Whether you have a new or existing operation, retain a consultant as an expert resource while you are setting up your business. When you are not sure—or would just like an unbiased opinion—having a qualified consultant in your corner could prevent you from making costly or fatal mistakes.

### **Contact us for more information and pricing**

Matt Milletto, Consulting Director

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