

# Bettin Consulting

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Senior Consultant - Vera Bettin

Project Name:

Project Location:

Main Contact:

## Financial - Financial Plan - Startup Expenses & Forecast \$2150

Gather information via telephone, analyze data and conduct follow-up questions as needed. Provide P&L by month for the 1st year of operation, recommended product, equipment and vendor list, startup cost, ROI as well as charts & graphs that best present your financial information.

## Layout & Design Consultation \$500

Analyze provided layout, report efficiency status of layout and make necessary recommendations.

## Menu \$1050

Gather information and provide drink menu, drink descriptions, categories and suggested pricing based on cost analysis & market price.

## Point of Sale - Coffee Shop Manager N/C

Provide complete product information and benefits. Demonstrate the benefits of empowering yourself with the ability to manage remotely. Demo via internet and opportunities for Q & A.

## Staffing & Training \$4700 \*

Gather information and provide required staffing recommendations for opening day and going forward. Training on preparing drinks correctly and of the highest in quality. Training on processes that will increase efficiency while working as a Barista. Provide industry material that will increase your coffee knowledge base and help you educate your customers. Two full days of on site training (preferably day before opening day & opening day, total of 16 hours).

## Processes/Procedures \$2200

Help you develop intricate parts of your employee manual such as: mission statement, an on going training plan, employee discount plan, drink recipes standards, customer care plan, etc. Develop a process for interviewing & hiring new employees.

## "Working Your Business, Not Your Business Working You" \$400

Why do you want to own and operate your own coffee house? I want to help you establish goals for your business that are in line with your personal life goals. Owning your own business should be rewarding in more ways than just financial freedom. You will also receive a book that has proven to be an instrumental part of any entrepreneurs success.

## Six hour consultation block \$900

Ideal for startups, giving you the piece of mind that you have an expert in the industry available to answer the questions you will have.

Thank you for the opportunity to serve you. Please call me with any questions. I am confident that with my expert knowledge in the coffee & financial industry, I can help you open a successful business. Owning your coffee house can be a wonderful experience if you get off on the right track. Minimize your risks by having an expert behind you all the way.

Select 6 services or more and take \$600 off.

\* Note: If travel is required, client shall assume normal travel expenses related to the project. Travel time to and from site will be noted. Travel to customer site not available Feb'04 to June'04.