

Here's What Some of Our students Have to say about the Café Coach...



Almost 75% of people took up the offer and this brought a lot of new customers in a short space of couple of weeks...Customers often comment that we make the best coffee in Torquay.

I completed Café Entrepreneur's Boot camp 2 weeks before the opening of my shop in Torquay. The Boot Camp was a real eye opener for me, as I had no experience in running a coffee shop.

When I opened the shop, I used one of Rita's tips on "How to get news customer to your door" by distributing coffee cups to local retail shops, workers and residents. We had an amazing response – almost 75% of people took up the offer and this brought a lot of new customers in a short space of couple of weeks. Out of the people coming in and tried our food drinks and service, half of them become regular customers.

When I decided to advertise in the local newspaper, Rita helped to critique the ad by pointing out the importance of a good catchy headline and a strong enticing offer to get people in. During the 6 weeks campaign, we had many locals came in as a result. In the last 3 month, our café also had 2 local newspaper editorial write-ups and this again has brought many new faces to our café.

Customers often comment that we make the best coffee in Torquay. We are proud to be able to provide quality coffee to Torquay community. We look forward to our peak season in summer.

It's hard work running a café and you face different problems every day. It's great to know that we are getting Rita's ongoing support and advice. Whether you are currently in the business, or even just thinking of starting, having expert's advice like the Café Coach is definitely worthwhile.

...Andy Brett, C room, Shop 20, Surf City Plaza, 61 Surf Coast Highway, Torquay. (03) 52619783

(**Café Coach's note: Andy completed the Café Entrepreneur's Bootcamp 2 weeks prior the opening of his shop in Torquay. With no prior experience running a café, Andy went from being a novice to a professional in the space of just a few weeks! Within a matter of just a few months, The C Room has become THE coffee

hotspot of Torquay and the business is absolutely thriving. Andy says he is happy to talk to anyone who is buying/starting/running their own cafes on 03 5261 9783)

When we bought our first café, the business was hugely overstaffed by disgruntled people, and the overall running of the business was chaotic at the best of times. 18 months later we have great staff, great food and coffee, our customers are impressed by our menu and quality, and we feel that we are now in control of our business. Our turnover has increased by over \$1000 per week. Plus we are receiving a great income!

We bought our first café 18 months ago without any restaurant or café experience. We just had a dream of making great coffee and being in charge of own business. We met Rita the Café Coach and instantly felt comfortable with her and were impressed by her common sense and sound experience. We started by doing the Coffee Making class and then moved onto the Café Start-Up course.

When we first bought our cafe, we were overwhelmed by the problems we'd 'inherited' regarding its general operation and we didn't know where to begin in fixing it all. The business was hugely overstaffed by disgruntled people, the cost of goods was over 40% of turnover, and the overall running of the business was chaotic at the best of times! So we sought Rita to help us.

Rita advised us step-by-step on staffing issues, suppliers, menu ideas, shop fit out and on the efficient 'day-to-day' running of the business. I think the first 12 months were the toughest. We had some terribly stressful periods but Rita always listened to our concerns, helped us with her great advice, and most of all, and gave us the courage to keep going even when we thought we couldn't.

18 months later we have great staff, great food and coffee, our customers are impressed by our menu and quality, and we feel that we are now in control of our business (not the other way around!). Our coffee is fantastic and we have increased our sales from 8kg per week to 16kg plus per week! Our 'Cost of Goods' are at the most 30% of our weekly turnover (regardless of the huge increases in prices due to the drought), our staff wages and related costs are no higher than 25% and our turnover has increased by over \$1000 per week. Plus we are receiving a great income!

I know a lot of café owners out there are experiencing similar problems. You need to speak to someone like Rita the Café Coach. She will help you and give you the confidence and support you need to move your business forward. I am happy to talk to anyone who owns a café or is looking at buying a café and tell you our story so you don't have to experience the headaches and heartaches that we experienced. It's a tough industry with a lot of competition, but you can do it! All you need is a great mentor like Rita!

Peter & Joanne Jones
Sundried Café
Morningside Centro Shopping Centre
Barkly St, Morningside
Ph: 03- 59770044

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We doubled our coffee sales in one year and added 20% increase to our takings...

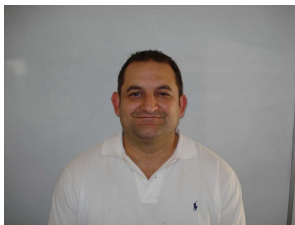
We bought our café in Sept 2006 not knowing anything about the café industry. We had a lot of problems when we took over the shop. The main headache was the staff. We inherited the staff from the previous owners and they didn't like the way we ran our business. They gave us all sorts of problems and often made fun of us in front of the customers. We wanted to get rid of them but were scared it might affect our business. They knew how to make coffees, sandwiches and knew all the regular customers. Then we had to learn all the cooking in the kitchen. The café was busy but it was chaotic! We felt exhausted, stressed and unhappy. Mostly we felt out of control.

That was when we asked for Rita's help. We attended the coffee making classes straight away so we can work on the coffee machine. Rita helped us with a plan to replace these staff. She helped us through the tough times when we were under staffed. She helped us to re-design our menu, gave us supplier details, advised us on the improvement of the general set up of the shop.

It's been more than one year. We now have happy staff and customers and work is fun. We have doubled our coffee sales in this time and our weekly taking has increased by 20%.

I know a lot of café owners out there are experiencing similar problems. I am happy to talk to anyone who owns a café or is looking at buying a café and tell you our story so you don't have to experience the headache and heartache we went through.

...Kelvin & Ju-Fen Lin, Café Avist, 87 Flemington Rd, North Melbourne.
Phone: 9329 0790 (You are welcome to visit our Café anytime but if you'd like to talk to us please call or visit between 3-5pm Mon to Fri)



In just two weeks I was able to add an extra 3 kilos of coffee sales per week to my business – that's almost 30% increase!

I just wanted to say a big thank you for your help and expertise, by helping me realise my coffee blend was too strong and offering an alternative milk company. In just two weeks I was able to add an extra 3 kilos of coffee sales per week to my business – that's almost 30% increase. What made this process so simple was that we are now selling more coffee to our existing customer base than ever before. We look forward to increasing another 3 kilos per week as we continually build and attract new customers. I highly recommend Café Coach to all cafe owners looking to increase sales simply quickly and easily.

...Peppi Angelucci, Cafe Lucci, 359 Canterbury Rd, Surrey Hills 3127, Melbourne. Phone: 03-98361992

****Café coach note: this email came into my inbox on 30/10/09 from Jenny McLennan, one of our Café Mastermind Member, who owns a café in a country mining town called Moranbah (population 4000), 2 hours drive from McKay, Queensland. Jenny has been awarded the “Business of the Month” by the shire council. You can speak to Jenny on 07-49418432 at “La Crema Caffe”. Here is what Jenny sent me:**

Hi Rita,

I'm still bursting with exciting and pride so I have to tell you our new story.

This afternoon when I had already finished work, a man came up to Jemma and spoke rather cockily said “Excuse me, Can I ask you a rude question?”

Jemma replied “Yeah go for it”

The man announced his sales line “What would you say if I could teach you a thing or two on how to make good coffee”

Jemma with her confidence and humor retorted “I would laugh in you face”

The man continued to introduce himself as Bob and announced that he was a coffee trainer from Townsville, who leases the great coffee equipment and great coffee beans and services machines etc etc blah blah blah.

Jemma listened and without a blink of an eye said, “would you like to see our coffee area”. Of course Bob agreed.

Jemma displayed to Bob our beautiful coffee set up.

Bob was dumbfounded! He exclaimed “I have been doing with for 10YEARS and I have never seen a shop this size and in such a remote area be SO ADVANCED!!!”.

Jemma explained how we have already been trained by a professional.

Bob with all his professional experience couldn't find any way to help improve us.

He was impressed with all the little things that were laughable child's play for us now – like the manual tamper, the proper cups the grinder. He couldn't even sell us his beans because we had already outsourced him.

As he turned around and started to walk away, he turned back around and with excitement offered “Who services your machine, how about I service your machine”

With a sweet proud smile Jemma replied “no sorry we service the machine ourselves!”

What can I say! We rock!

This really goes to show how professional we have grown to be. A special thank you goes to you my dear friend and Café Coach Rita for helping us come so far. Me and Jemma are so AMAZINGLY PROUD, WE CONFIDENT AND WE'RE SO PASSIONATE about what we do that we can't stop smiling. Everyone this is the effect that Rita and her team can have on you.

Cheers

Jenny McLennan

La Crema Caffe

Shop 2b, Moranbah Shopping Fair, Moranbah 4744

Phone: 07-49418393

John & Cecil, from Cheltenham Melbourne says: we had an amazing 400% increase in coffee sales and increased \$100,000 to our cafe in 6 months!

We have a sandwich shop in Cheltenham Melbourne. We built up our sandwich shop in the last 6 years and took over 2 adjoining shops. Even though we increased our food sales by ten folds we were only selling around 1 kilo coffee per week (only about 20 cups a day). We did a couple of free training sessions with our coffee supplier and with a few other training centres. We didn't learn anything new and feel there must be some secrets to the whole coffee making process.

We found out about the Coffee making class by accident from the Chinese newspaper Coffee Column. After attending the Barista course in June 2006, we were excited about the new found coffee knowledge and skills. We purchased a new 2-group coffee machine and started practising what we learnt. By December 2006, we were selling 5 kilos coffee per week (that's 100 cups per day!) - that's an amazing **400% increase!** As a result, our food takings have increased by 30%. We had a business broker in recently valued our business and were pleasantly surprised to be told that we have just **increased \$100,000** in a short space of 6 months! Thank you and this course is the best investment we've ever made!

...John & Cecil, Bay Diners, Bay Street, Cheltenham, Melbourne.

(* Café Coach's Note Jan 2008: I spoke to John & Cecil recently. They sold their café in 2007 for a 6-figure profit. They took a 6-month holiday and bought a new café at Brandon Park Shopping centre called "Gourmet Pantry". John also owns another café "Café 799" at 799 Springvale Rd, Mulgrave. You can talk to John on 0407 211 899)

The information in this workshop is invaluable ...said Angela, a chef working in the café industry.



I am a qualified chef and have been working in the industry for a while. I have learned so much during these 2 days. What I've learned the most is the KPI indicator (Key Performance Indicator) to measure a café and the formula how to value a café. I also learned what type of cash register to use and how to use the reports to manage a café more efficiently. The information in this workshop is invaluable.

... Angela Robertson, Melbourne, Oct 2007

** Café Coach's note: Angela and her partner Grant bought a café for half of the asking price in Feb 2007. Here is her email:

From: [Angie Robertson](#)
To: [Cafe Coach](#)
Sent: Wednesday, March 05, 2008 4:31 PM
Subject: Testimonial

Hi Rita,

Our offer was accepted, we paid a \$500 deposit with our written offer. Now just waiting on the contract of sale.

As we have said before to you and others we really enjoyed your cafe course. this is a testimonial on our behalf.

We found Rita's Cafe Coach programme to be honest value and very professional. With the knowledge we gained from the course we were able to confidently negotiate a cafe for half it's listed value. We found relief with the understanding of how to negotiate through the legal procedures of a business structural setup.

Ricky's barista course was as equally informative and interesting.

We recommend the course to anybody who is thinking of buying a cafe or who already own one. This is really a great opportunity to gain knowledge and save money!

Thanks Rita & Ricky

Thank-you again for all your help.

Kind regards,
Grant & Angie

(Café Coach's note: I spoke to Angie and Grant 3 months after they took over the Café and they told me that they have increased the taking of the business by 30%. They said the information learnt in the Bootcamp has been extremely useful. To speak to Angie and Grant, please ring Café Tazza, 98 Dover St, Richmond, Phone 03-94211095)**

The course fee is unbelievably low and I am sure it has saved me a considerable amount just to know that I will not overpay for a business...



Thank you for the two days of information that I received is so invaluable for a small business to start, build and a sell.

It has given me greater insights and confidence to go forward for my business. It confirms all the experiences (good & bad) that I went through from my previous business. I wish I had the folder of reference to fall back on when I needed most.

It has taken you 6 years to compile a straightforward reference of information into that folder, well it has taken me 4 years and it is still not

complete!

The course fee is unbelievably low and I am sure it has saved me a considerable amount just to know that *I will not overpay for a business.* Hopefully in the future, with your help I will be able to reap the rewards thousands of times over.

...Allen Ng, Melbourne



I Saved \$5000 per year on rent, and got the landlord to pay \$40,000 for the fit out of my shop, Plus 6 months Rent free...

I came from the medical background and needed a new venture. I searched the Internet and found out about the Café Entrepreneurs Boot Camp, which is the only hands-on workshop

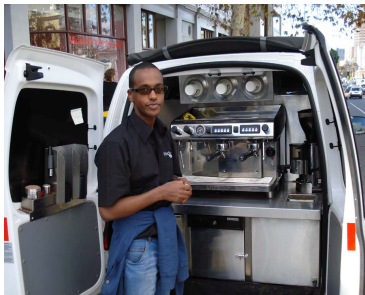
available in Australia to help people entering the hospitality industry. So I booked myself into the workshop and flew to Melbourne from Queensland.

I found the workshop excellent in a lot of areas such as hiring staff, business planning and leasing. The challenge for me is to have the right staff so I can enjoy my lifestyle of playing golf twice per week. The hiring and recruitment system Rita shared in the workshop was very unconventional and enlightening. It gave me the confidence that I will be able to find and keep great staff.

The leasing information is also valuable. I have since re-negotiated the leasing terms using techniques taught by Rita. The landlord has agreed to a \$5000 reduction in rent per year, a contribution of \$40,000 to fit out my shop, PLUS 6 months Rent-free. I was rapt and got on the phone to Rita to share this great news straight away.

I recommend anyone who is thinking of starting or buying into a food premises, to attend to this workshop. It will save you money and boost your confidence.

...Del McCloud, Sunnybank Hills, Queensland



I was frustrated with not making enough money 2 weeks ago, after getting Rita's advice, my sales doubled within one week and tripled in the last 2 weeks... absolutely amazing and I'm rapt...

I invested into a coffee van business for a change of lifestyle. In the first month of operating, it was difficult to get the business going through just cold calling. I was frustrated with the money I was making. I was also stressed with the constant knock backs from the customers saying no. I wanted to get new customers and improve my sales but don't know how.

I was referred by a friend to see Rita Srblin, the Café Coach. I'm so glad I did. Rita gave me ideas on how to approach customers, what to say, how to get them to buy, how to introduce add on products such as muffins and Danish, etc. I also learned a lot from the professional coffee class, which I thought I knew everything. I learned how to clean the coffee machine properly and on how to improve the quality of my coffees.

Within the first week of implementing these new ideas, I got many more new customers and I doubled my daily sales. I was surprised and couldn't believe the fast results. Within the 2nd week, my daily sales tripled and I kept getting more customers and they are buying more. It was like a dream becoming true.

Rita took me out of the frustrations and out of my comfort zone. She showed me what's really possible with my business. I was rapt with the results and I think the coaching fee is well worth it. If you are thinking of buying a coffee van or a coffee shop, you must talk to Rita first. She could save or make you lots of money.

I am happy to speak to anyone who is starting a new coffee business to share my experience.

... Miny Alemayeha, Melbourne, 0412 816 088

Stella from Albury says: I now have acquired the necessary knowledge and confidence to begin my own coffee adventure...

I typed in " how to make a great coffee " on the Internet and you guys popped up. I can now say that is 100% correct and what's even greater is you've taught me how and given me the knowledge so that I can do the same and teach others.



I just wanna say thankyou for providing such a wonderful, informative, fun hands on cafe course. I now have acquired the necessary knowledge and confidence to begin my own coffee adventure. You have taught me what not to do's and given me such an enormous head start as I begin my venture. Your patience, enthusiasm and great personalities made for a fabulous course. I would strongly recommend to any person/s thinking about buying/managing a cafe. Once again guys THANKYOU for the great week and for sharing your wealth of knowledge.

...Stella & Brent Janetzki, Albury, NSW

Stella from Albury, NSW

As An Experienced International Business Woman, I Loved This Course!



I find the passion and commitment of the trainers are most interesting! I loved the course. It's plain simple language, no jargon and cut through to the really important elements of a successful café... Rita and Ricky, you had it all. Plus, there was more! You cared about our success and it showed. I would recommend this course to anyone who was interested in great coffee and/or the success in the café industry...Claire Hudson, Balwyn, Melbourne

Shirley from Melbourne says You must do this course first before you diving into any café business...



The most valuable thing I've learned is all these real life experiences and stories shared that you can't buy with money. All the information and experience come in one package that can save me so much money and headache.

My advice to anyone who is thinking of diving into any café business is that **You must do this course first.**

Shirley from Melbourne

I saved \$18,000 in 2 hours!

I've been looking for a business to buy for 6 months and finally set my heart on this one on Chapel St, Prahran. The owner was asking for \$130,000 and I was prepared to pay \$100,000.

*Rita The Café Coach helped me to assess the financial figures, the lease terms, advise me on the pros and cons of the business and she negotiated the price down to \$82,000 in just 2 hours! **I've saved \$18,000 in 2 hours** and I couldn't have achieved this great buy without Rita's expertise and advice. Anyone looking to buy a cafe should attend the course and learn how to negotiate.*

..... Ian Xu, Chapel St, Prahran, Melbourne

Martin Beaumont, Woodend, Victoria says: This course is great value for money...



This 2-day course is really informative. Certainly great value for money. I reckon some of the tips and information presented would have saved my entrance fee to this industry which I know nothing about. Even if you don't pursue the café industry, the idea presented would enhance your current business or career.

Really worthwhile, if you are interested in starting a café or wanting to get into café industry, this is a must do course.

Martin from Woodend

I find the Café Start Up course excellent. The confidence boost is amazing.

... Jason, from Sydney

The hands-on knowledge is invaluable. It has increased my confidence, enthusiasm & focus! Worth every cent!

... Karen Young

The course was great. I learned all those small steps I can take to increase the sales and profit of my coffee van business.

I cam home with so much information in my head, still working through it all. I got some great practical hints and look forward to implementing them into my mobile coffee business. It was definitely well worth the time and money spent.

... Fran Baird, Mister Barista Mobile Coffee, Western Australia, 0432 848 557

We wished that we would've consulted with The Café Coach before we bought the café. This would've saved us hundreds of thousands of dollars and lots of stress and headache.

I am an accountant and have owned & managed a number of multi-million dollar businesses before considering a retirement lifestyle of owning a café.

When I was doing my research, I came across Café Coach's "Café Start Up" workshop and thought it would be a great idea to learn some hands-on experience. So after we bought the café of our dream and while we were waiting for the settlement, I signed up for the 2-day Café Start up course. I've learned a lot more information than I expected during the 2-day intensive course.

The coffee making class is amazing. **There is so much potential you can tap into. Once you learn the professional & correct ways of creating coffees, you can easily add tens of thousands of dollars profit just by improving the quality of presentation of the coffee.**

The Café Profit Benchmark KPI is very useful in valuing the market value of a café. As an accountant, I thought I knew how to read the figures and was confident with my valuation of the business.

One month after we took over the café, we discovered a lot of hidden expenses, wages & problems that affected the café price by several hundred thousand dollars. What Rita explained in the workshop about the pitfalls and hidden problems proved to be the exact problem that faced us. **We wished that we would've consulted with Rita before we bought the café. This would've saved us hundreds of thousands of dollars and lots of stress and headache.**

My advice to you people out there looking to buy a café, is, book yourself into this café start up course & get Café Coach's advice before you pay!

...Kathy Hargrave, Albert Park, Melbourne

We flew down from Sydney and attended the Café Start up course. I found the interaction between the facilitator and the students most interesting. The Facilitator has expansive and detailed knowledge of the industry. The Coffee Making class is exceptional. Facilitator is extremely well experienced and very easy to follow.

Just a quick and sincere thank you for everything. Really enjoyed it and learnt a lot of things I otherwise wouldn't have, had we not attended your course. The content is of the most professional standard! Thank you again for your most invaluable insight in the business.

... Leila, from Sydney



***Maggie & Adam Rowe, WA:
Rita saved us from \$150,000
headache!***

We were about to sign a lease before we did the course with Rita. The lease would've tied us up for \$200,000 in set up costs and \$150,000 in rent per year.

When we did the figures in the course, we found that it would've taken at least two years just to break even. But we only allowed enough living expenses to last 3 months. Had we gone ahead with the lease, we would've gone into trouble in just 3 months. Not only it was a huge relief not to go ahead, it saved us tens of thousands of dollars, lots of headache and heartache. Thank you!

... Maggie & Adam Rowe. WA.

Sam Milazzo from Melbourne says, I believe the course fee will pay itself thousand of times over when it comes to growing my business.



Sam from Melbourne

Everything is fantastic. I believe its money well spent. I believe the course fee will pay itself thousand of times over when it comes to growing my business.

The course is very well structured. Staff at coffee shop was friendly and coffees are great. The instructor answered every question I have, explained every detail of the all areas of business. I find it most valuable learning how to value a café, how to do cash flow analysis and how to grow the business.

The coffee making session is amazing. The techniques and tools given by the instructor give me the confidence to be able to build up my café. From not knowing how to make a cup of coffee to even designing a beautiful coffee at the end of the session.

I am so excited about everything after day one. I couldn't sleep last night thinking about everything learned and how I can turn this knowledge into money...Sam Milazzo, Melb

Lingling & Jim say: You have been able to help us put aside our fears in the coffee industry and focus back to our goals

I would like to thank you, for your comprehensive course and ongoing support. You have been able to help us put aside our fears in the coffee industry and focus back to our goals.



The course package that you presented was down to earth and very well put together. The presentation was informative, positive, entertaining & encouraging. You are great mentors who helped to set our business mind up. We now have a clear vision of how to get the most money from a small business, and fully understand our profit projections. We are very pleased to meet you personally and would be happy to recommend your course to everyone.
...Lingling & Jim



It's Dangerous to dive into a café business without doing the program... It's definitely worth the money...

I think the course is great and the knowledge is in great depth. I get to know how to run a café and what to look for.

Some people said to me, the course sounded expensive. I almost took their advice thinking I knew a lot about it already. Then I thought that if I got anything out of it, it would be worth it. This workshop has been great for me and I am pleased I got a lot more than expected.

I think it's dangerous to dive into a café business without doing the program. I've almost done it. Now I'm glad I've done the course. My advice to the others is that you must do this course before you buy into a café. It's definitely worth the money spent.

... Peter Dinley, Melbourne

The Information & Presentation is brilliant. This class will be imperative to the running of our business. Time and money is very well spent. The best!

... Andrew Lowden, Rhapsody Café, Docklands, 19/9/06

I attended the Coffee-making course and found the course was conducted professionally, very informative and very practical as compared to the similar course that I have attended in TAFE last year. The instructor is very knowledgeable, experienced and helpful in answering any queries. I am now able to differentiate what are good and bad coffees and have the skills to make a cup of good aroma coffee. The free additional 2 hours practice is very helpful.

.... Richard Leong, Jolimont Rd, Vermont, Melbourne



We recently did our best month of \$54,000 in 3 weeks!

Alan & Diane Marshall, owners of East End Café in the snowy region of Cooma, NSW, can't wait to share with the world the great news that their café has been reviewed by the Sydney's Sunday Telegraph. It's definitely a positive boost to their business and recognition of the great improvements they've made recently to this country café.

Alan and Diane have been owners of this café for the past 4 years. They've worked hard to build up this café and it has become one of the most popular stop-overs for city siders and for the locals. However they felt they could take the business to the next level. That's when they signed up for Rita's Café Entrepreneur's Boot Camp in June 2008 in Sydney.

Here is what they said about some improvements they've made to the café and their lifestyle:

- ✓ *We become more aware of controlling our expenses such as wage costs; we are able to keep wage costing to the benchmark level of 30%*
- ✓ *As soon as I came back from the Boot Camp, I bought uniforms for all of our staff. Our staff love it and the response from the customers is fantastic. We often get comments like "your staff are so professional"*
- ✓ *We increased our prices*
- ✓ *We started to pay more attention to staff training, in particular the quality of food and drinks served to the customers*
- ✓ *We have noticed our attitude towards our café has changed. We never used to leave the café when it was busy fearing staff couldn't handle it. Now we started to go out for lunch and come back after the lunch rush and find our staff handled everything smoothly*
- ✓ *We started to spend more time working "on the business" instead of "in the business"*
- ✓ *We started to enjoy time off; we eat out more often; spend more time in our garden, with grand children, and with my puppies.*

*We recently did our best month of **\$54,000 in 3 weeks!***

The best buzz of all is the recent write up about our café in Sydney's Sunday Telegraph. We are very proud of what we've achieved and would recommend Rita's Café Boot Camp to any café entrepreneur's.

...Alan & Diane Marshall, East End Café, Cooma, NSW, Phone 02-6452 3706

Café Coach note: Congratulations to Alan & Diane for achieving such great results! I am proud to be able to help you with your journey and I look forward to hearing more wins from you.



My Sales Increased by 25% In The Last Two Months, While Everyone Else Is Complaining About The Slow Winter Season and The Looming Recession...

I manage a Rugby retail store with an Espresso Bar concept at the Rocks, Sydney. I didn't have much experience in café operations. I felt there were some improvements could be made to our Espresso Bar sales but didn't know how. That's when I visited the Cafebiz Expo in Sydney and found out about The Café Coach.

I decided to call on Rita's professional advice straight away. Rita visited our store, gave me lots of ideas on how to improve our sales, provided me with supplier details so we can stock up our display fridge with pre-made sandwiches, Foccacias, Rolls, Muffins and Sweets. She even helped me to brush up my coffee making skills. I've also learned from Rita on how to make and serve ice drinks like Iced coffee, Iced chocolate, Iced drinks, milk shakes and smoothies.

Since implementing new lines of food, drinks and ideas, we've added an extra 25% sale to our Espresso Bar operation. By incorporating these changes we were able to gain an

advantage over our competitors, especially in the notoriously quiet winter months. All of the success came before we even had the chance to implement all the marketing strategies suggested to us by Rita!

I intend to use these ideas in the next couple of months. I am very confident when the summer arrives; our sales are going to continue improving.

I am very happy with the results and the coaching fee was a good investment. If you need an expert in café building, marketing advice and fast results, you need to speak to Rita, the Café Coach.

*... Hayden Archer, Goosestep,
Shop 2, 140 George Street, The Rocks, Sydney 2000
Phone 02-9241 5955*

I moved from Melbourne to Gold Coast for a lifestyle change. I wanted to bring some Melbourne coffee culture to Gold coast. But I don't have any experience in Café industry. That's why I decided to attend Rita's 2-day Café Entrepreneur's Boot Camp.

I enjoyed the 2-day course and learned a lot of information. The most I've learned is the café industry Benchmark and the buying formula. After finishing the boot camp, I flew back to Gold coast home and spend months looking for the right café. I used Rita's buying formula to measure the cafes I was interested in. Unfortunately, there are either overpriced or the rent was too high. So I've decided not to pursue the café adventure.

I found Rita's boot camp was helpful in reaching my decision. If I would have bought a café without the knowledge and information from the Boot Camp, I probably would have got into a lot of stress and headache.

So my advice to any café novice is: do your research and planning before buying a café, enroll yourself in Rita's Boot Camp and you'll get the whole package of experience and knowledge. You need to do this before you buy into a café. Even if you decide not to buy a café after the boot camp, it's still a worthwhile investment as it will save you headache and money.

...Lotte Lawrence, Gold Coast, Queensland