



TEL: 02 6583 7163

INFO@CAFESCHOOL.COM.AU

# DON'T BE A STATISTIC. BE A SUCCESS.

## GO BACK TO SCHOOL.

**Gain a comprehensive understanding of the retail café industry,  
the confidence to open your own successful café  
or a fresh perspective on your current business.**

Take a week away from the daily grind of your current business, or the idea of your new venture, and focus wholly on your future aspirations.

The school runs a week long course giving the participants the right technical skills, including practical café beverage courses, during this period. Coffee is a big part of the café business, and our expert barista trainers will give the latest industry techniques in café coffee presentation. The school is fitted out with the latest café equipment supplied from the world's leading agents and machine manufacturers, which will all be used in practical lessons during the training program.

The school is run in partnership with the American Barista School, which has been running courses in Portland, Oregon for new café owners for over ten years. The lesson format has been developed specifically for the Australian market by the experienced training team at Café Culture International.

The training school is also taking training enquires for the following programs, which can be designed and delivered in the following modules:

- Speciality Barista Training
- Supplier Coffee Introduction Courses
- Coffee Machine Technician Courses
- Coffee Representative Business Sales Training Modules
- Food Handling Supervisor's Certificates
- Industry Pop Ups, including Product Launches.

Our small class size allows for personalised communication with our experienced instructors.

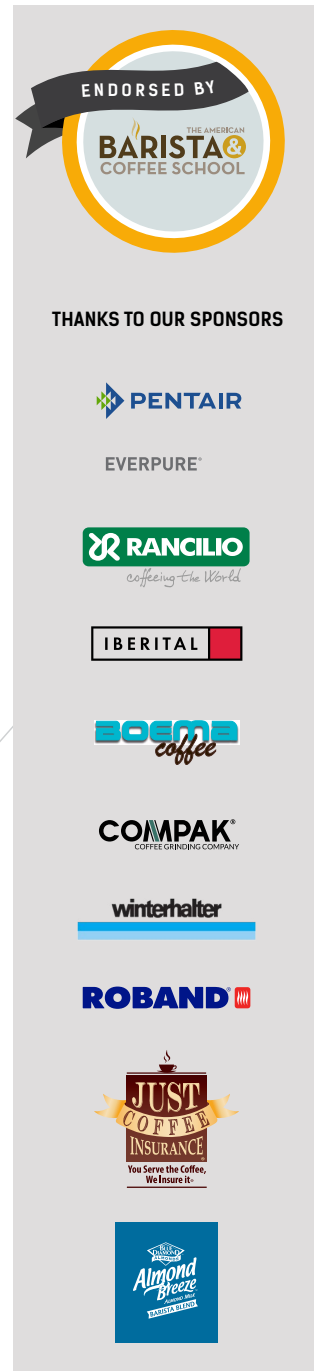
The school is located in the CBD of Port Macquarie, NSW, and is close to shops, cafés and accommodation houses.

**COURSE COST \$3,600** +gst pp

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## COURSE OUTLINE

The Australasia Cafe School offers a 5 day course for new and existing business owners. It's objective is it to define and explain what it takes to have a successful cafe.

For existing cafe owners the course will provide you a business health check up.

### THE COURSE OUTLINE:

- How to write a business plan - Presentation and Financial
- SWOT Analysis
- Business Ideas and Feasibility
- Identifying Market Trends
- Cafe Benchmarks
- Profit/Loss Projections
- Cost Breakdown Analysis
- Menu Planning and Design
- Break Even/Profit Analysis
- Pricing
- Point of Sale
- Systems
- Cafe Workflow and Ergonomics
- Customer Service
- Sales Techniques
- Staffing and Training
- Shop Layout and Design
- Marketing and Advertising
- Social Media Platforms
- Branding
- Prepare and Serve Espresso
- Latte Art

The course also allows for plenty of time to chat and discuss with the course instructors on any topic you may have questions about.

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