



CONSULTATION SERVICES

Develop a business for yourself, not by yourself!

So you're ready to own a coffee shop? Where do you even begin? As an industry expert, City Dock Coffee can help you every step of the way. In order to increase your chance for success in designing, building and operating your new coffee business, we have developed consultation packages that give you the expert advice and guidance during all phases of developing your business. Please contact Steve Duffy at 410-269-0961 or sduffy@citydockcoffee.com for more information.

The Benefits of Consultation:

- Avoid costly design and build-out mistakes.
- Avoid paying small volume costs for products.
- Avoid making the same operational mistakes that those already in the business have already made.
- The power of experience is priceless.
- Experience in site selection, design and build-out.
- A proven formula of tested products and services.
- You are provided with an avenue of volume purchasing power and existing long-term vendor relationships.
- Experienced operational consultation.

City Dock Coffee offers 3 levels of assistance in setting up your new coffee shop.

Level 1 – Access to hourly Coffee Consultation, providing you with valuable insight and valuable expertise.

Level 2 – Purchase individual store and staff training options during the different stages of development including: (See reverse for more information on individual options.)

- Initial Discussions
- Site Review
- Lease Review
- Economic Review and Site Recommendations
- Site Selection
- Product Needs Review
- Site Design
- Equipment Selection
- Consultation and On-Site Build Out
- Owner Training
- Staff Training
- Grand Opening

Level 3 – Total store development from site selection and lease negotiation, equipment and menu selection, to staff development, guidance and training, and even grand opening support.

Individual Store & Staff Development & Training Consultation Services

We can assist you with any of the following stages in the development of your coffee shop:

Initial Discussions

An overview will be provided of the specialty coffee industry including a discussion of trends, the economics of a coffee shop and the history of City Dock Coffee as well as the evolution of the industry.

Site Review

Discussions will include the site selection, demographics, layout and physical space requirements, and the operator's preliminary potential build out ideas. An outline of each site will be provided that analyzes the following: quality of lease, volume potential, competition, demographics, staffing potential, layout design and presentation potential.

Lease Review

Assistance will be provided with landlord discussions regarding requirements and customer desires, and with the review of the proposed lease. Recommendations will be given on potential lessee requests and on overall lease terms.

Economic Review and Site Recommendations

Economics of each location will be theorized based upon on-site surveys, and county demographics. A review of the proper retail numbers model will be provided as they apply to each site and to lease considerations.

Site Selection

A recommendation can be given on an individual site based on the following criteria: quality of lease, volume potential, competition, demographics, staffing potential, design and presentation potential.

Product Needs Review

We will guide you with direct vendor contact and account set-up and assist in product selection based on several criteria: Location Choice and Size, Demographics, Competition, and Level of Operator involvement.

Site Design

On-site consultation with operators including guidance with layout and operational flow will be provided. We will provide you with preliminary C.A.D drawings of the store layout and design, (2) Floor plan options, and correct dimensions and perspectives and a consultation with the architect.

Equipment Selection

A full equipment list, based upon location set-up, will be provided along with direct vendor contact and assistance with price negotiation.

Consultation and On-Site Build Out

On-site reviews can be provided on a weekly basis as the build-out progresses (up to 6 weeks).

Owner Training

Training will be provided on the following: Inventory Controls and Ordering Practices. A review will be given on daily, weekly and monthly operations, proper equipment operations and maintenance, as well as effective staff and volume scheduling.

Staff Training

Training will be provided on the following subjects: Espresso, Drip Coffee/Tea, Sanitation and food handling, Customer Service, Basic maintenance and Checklists.

Grand Opening

Assistance will be provided with final needs as they may arise. We will also provide two staff members to assist on bar on opening day.