

BRIEF

Consultant

Your role is to provide specialist information and advice. Your financial backers want to know that your team knows about your market.

- Recommend what equipment the team should buy.
- Help the team to agree what you will sell and how much you will charge.

You should also contribute to all team discussions and take part in your team's presentation.

Remember to use and share the information on page 2.

What you are going to do

The team will go through the following steps to success:

- 1) Choose a location for your new business
- 2) Decide on a name and optionally, a theme
- 3) Agree on the equipment you will buy
- 4) Work out what you will sell, and how much you will charge
- 5) Decide on some creative ways to launch and market your business
- 6) Work out your start-up costs and make sure you are within your **budget**
- 7) Plan and deliver your presentation to your financial backers
- 8) Evaluate how you used your skills and worked together.

Each step is available as a separate activity sheet. The specific sheets you will need to use for your role are detailed on page 2.

You may also complete some additional tasks to explore planning ahead after your launch event.

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Consultant's information

2 Name your business

A theme isn't vital. But you could theme your café in different ways, such as:

- Organic or healthy food
- Fast food for busy people
- Around famous musical or film styles (rock, science fiction etc.)
- As a place to relax and read free papers
- With a vintage look, like a 50's diner or 30's tea room

Good points

- A theme helps you to market your café.
- People talk about it.
- You could attract a certain age group or type of person.
- You could link your menu items to your theme.

Bad points

- Some people might not like your theme.
- You could get a reputation for attracting a certain type, like rowdy young people or old fuddies.
- It makes it more difficult to change your menu or decoration.

3 Buy equipment

You have this advice for your team:

Equipment for you

Your equipment needs to be reliable. If it breaks down, you can't serve your customers consistently high quality food and drink. It may not be worth spending more than you need, since you are not a 'high end' restaurant, unless you want your equipment to be part of your style and identity.

Equipment, fittings etc for your customers

It's important that your choices create the right atmosphere. Cheap and cheerful, plain and simple or designer luxury are all valid choices. But choose the right style for the type of customer you think you'll attract.

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4 Agree products and prices

You have drawn up a list of suggestions for the café menu.

The **cost price** is what it costs you to purchase the ingredients for each item.

The **mark-up** is the amount by which you multiply your costs to get the **selling price** for each item.

	Item	Cost price per serving	Selling price (at 50% mark up)
Drinks			
<input type="checkbox"/>	Café latte	35p	53p
<input type="checkbox"/>	Filter coffee	30p	45p
<input type="checkbox"/>	Cappuccino	35p	53p
<input type="checkbox"/>	Espresso	20p	30p
<input type="checkbox"/>	Speciality coffee	35p	53p
<input type="checkbox"/>	Hot chocolate	35p	53p
<input type="checkbox"/>	Chai	30p	45p
<input type="checkbox"/>	Herbal tea	25p	38p
<input type="checkbox"/>	Fresh fruit juice	40p	60p
<input type="checkbox"/>	Fruit smoothie	50p	75p
<input type="checkbox"/>	Mineral water	25p	38p
<input type="checkbox"/>	Sparkling apple juice	30p	45p
<input type="checkbox"/>	Real lemonade	40p	60p
<input type="checkbox"/>	Ice cold milk	30p	45p
<input type="checkbox"/>	Milkshake	45p	68p
Snacks			
<input type="checkbox"/>	Chicken and salad pitta bread	£1.20	£1.80
<input type="checkbox"/>	Bacon, lettuce and tomato baguette	£1.10	£1.65
<input type="checkbox"/>	Hummus, pitta pockets and olives	£1.00	£1.50
<input type="checkbox"/>	Tortilla chips and dips	90p	£1.35
Toasties:			
<input type="checkbox"/>	Tuna mayo	90p	£1.35
<input type="checkbox"/>	Cheese and tomato	75p	£1.13
Rolls:			
<input type="checkbox"/>	Cheese and pickle	70p	£1.05
<input type="checkbox"/>	Ham and mustard	80p	£1.20
<input type="checkbox"/>	Egg and watercress	50p	75p
Paninis:			
<input type="checkbox"/>	Mozzarella and tomato	£1.00	£1.50
<input type="checkbox"/>	Roasted vegetable	£1.10	£1.65
<input type="checkbox"/>	Pizza slice	£1.00	£1.50
Sweets			
<input type="checkbox"/>	Carrot cake	75p	£1.13
<input type="checkbox"/>	Chocolate cake	75p	£1.13
<input type="checkbox"/>	Flapjack	40p	60p
<input type="checkbox"/>	Ice cream	60p	90p
<input type="checkbox"/>	Frozen yogurt	60p	90p
<input type="checkbox"/>	Muffin	50p	75p
Other			
<input type="checkbox"/>			
<input type="checkbox"/>			