



Concept COOL COFFEE BAR

With our product, the COOL COFFEE BAR, We want to show you logistic of successful job in restaurant department, with the very fast and pure service, at the very high standard:

WHY COOL COFFEE BAR?

- 1. VERY GOOD PROPOSAL:** All over the world is very known that coffee and ice-cream has the best marge. The Cool Coffee Bar product has a very good **coffee and soft ice-cream** (in perspective –GELATO ICE CREAM), **HOT CHOCOLATE** for every generation, for the people with diabetes, people on diet, **HOT CHOCOLATE** is very good product for very healthy life (D-Choco and GINSENG & COFFEE), SHAKE, SORBETTO, DESSERTS AND COCKTAIL.



- 2. SERVICE:** Famous service all over the world is the service with minimal number of employees (place of 50-80 sq. m. with tree persons on duty)

- 3. CONTROLS:** Selling: self-service. Control of selling is very simple: one person on duty, who takes care about the payments.

- 4. TRAINING FOR TEAM MEMBERS** Every single training is very simple and can be done repeatedly. We are only going to have people with the best knowledge and with a good feeling for this job. In our company we want hospitality and perfectly clean job where company shoes and uniforms are worn. For us very important is HOSPITALITY AMONG OUR MEMBERS AND GUESTS.

We want to show our **Cool Coffee Bar** as a product of the great quality before our clients open some Coffee shops. Of course we want to help them with improving.



5. STYLE We are able to change the interior and exterior style of Cool Coffee bar. With agreement with our clients we can change the style and make good variety of styles and put them in some new Coffee styles.

6. EQUIPMENT There are several conditions to be defined by CCB CONCEPTS BY ARRANGEMENT WITH THE IMPLEMENTATION OF PROJECTS IN THE INVESTOR OF SALE OF CERTAIN MACHINES, including CULT - KITCHEN

7. PROFIT Product, Cool CoffeeBar will be defined with a business plan, and according to it, we can make few steps of profits:

1. Price of products: to go
2. Prices in the Coffee shops
3. Price for a box, if somebody wants to buy or take boxes to some other place.

8. PROJECT SETTINGS

1. Full image in some coffee shops
2. Image in one part of the hotel, restaurant or some other place.
3. Advertising inside or outside (on the street, in shopping centers, etc...)
4. Poster at home or in yours office



- **GOALS OF COOL COFFEEBAR**
- **TOOLS AND TECHNICAL CAPABILITIES**
- **TRAININGS**
- **SELLINGS AND MARKETING**

1. GOALS

COOL COFFEEBAR wants to show good logistics of selling and good side of consuming the coffee, ice-cream, hot chocolate, etc. The name of this product should be famous in every part of the world.

Mission and purpose of work can be divided into primary and secondary part

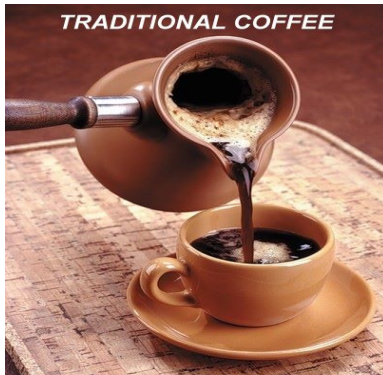
Primary part of this product Cool CoffeeBar is to provide a high level of service to the visitors as well-conceived brand cafeteria with the high quality and take advantage of that coffee and ice-cream products with the highest margin, and catering.

Secondary part of Cool CoffeeBar is to having in front of you all the perpetrators of origin who are actively building the image top organized activities, interesting and original bid.

Cool CoffeeBar has a task that will be achieved with:

- choosing the best machine for preparing Cool CoffeeBar's
- showing the best quality and service of Cool CoffeeBar to our guests
- using good teams and
- selling plans in every part of our food and drinks

The target guest segment is from 20 to 60 years, who did not tighten trends. In the first plan we want woman Friends image, because we want a lot of woman in our group. With this plan we are able to make a big group of people. We will give a lot of time to the guests who are known to be rich? (Or known) in World in this business, and for those we are sure of being good consumers. For these consumers we must give all ourselves. We must be sure that every contact with these consumers is professional. If we want a good business **WE MUST GIVE EVERYTHING WHAT OUR CONSUMERS WANTS.**



The guests who are returning should be the clientele with priority, and such guests must be on the rise with a special service and attention. With such guests we have to build confidence and meet their needs for long terms.

Logic of the concept is starting to adjust to an environment, where is one of the key factors in social and cultural life, through a single contact with the public. Customers must constantly be in line with their expectations and reputation that would be created. Drinks and food, and other services offered by Cool CoffeeBar must always be directed towards customers, of course, with special attention to the profitability and competitiveness.

Exactly tailored macro-and micro-sites where products serve ... and price and quality! Cool CoffeeBar's employee must be taken to its highest value, and that they are employed through a specially designed training programs and continuous improvement, the needs of each individual will be identified to each of us could be an opportunity for career development and personal growth. Cool CoffeeBar franchise and recipients have the key goal of increasing business profits and the return on equity in time.

The loyalty program with a series of benefits, priorities and special status to motivate visitors to come, to return, is a free advertisement to their friends, business partners and associates, which is the best way to create your brand, and the principles (brand contact) of the modern concepts of marketing. Cool CoffeeBar will be positioned as a market leader in quality services, the quality of the offer, but the price policy will be formulated as **VALUE FOR MONEY**.



2. EQUIPMENT AND TECHNICAL CAPACITY

Logic: Cafe and the world facing a global image.

Working hours are 7:00 a.m. to 23:00, 6 days a week (if applicable micro quilted or on holidays when they can be corrected-time).

Caffe: with 20 or more (minimum standard) seats with comfortable sitting at the tables. At one end of the hall is a prominent bar with a superb selection of drinks, cocktails, smoothies, chocolate, ice cream (gelato + soft), coffee affogato various specialties and premium content.

SHOW BAR-laboratory: standard is mandatory in every new and modern concept in this kind of hospitality in the world. Client or guest sees the way in which products are prepared, packed, and served. Preparation of the bar is fast and visible for those who are nearby. At the bar there is a display with ready, perfectly products. The bar itself will be 10 high chairs. Other seats at the lower tables would provide sufficient capacity daily variations of the club. Cool CoffeeBar will have a very specialized sale of all items GO TO (to go). Besides selling its own products there are glass cases at the local level would be branded and sold promotional items such as T-shirts, hats, bags, mobile phone cases, cases for glasses and so on.

These produces can be sold either as VIP gifts and to be superior craftsmanship. The hall will be in yet another display of products and promotions, it is possible to play back video clips that show interesting things all over the world with a wide range of consumption and production of drinks and food.

INTERIOR: visually represents a new trend in decorating modern, designed urban spaces that can be found in the capitals of the world, whether in the Far East, Tokyo, Singapore, Shanghai or New York, London, Paris, Milan , Barcelona furniture warm and comfortable atmosphere with a very clear distinctive imprint. **When the domestic interior and the outside of top experts and recommend Dipl. Ing. Arch. painter Omer Berber's space to recommend EHS Hotel Express Service Limited, Gass - G. Johan. This duo has been involved in setting up high around the creation of the catering world. Project the Cool CoffeeBar will be placed and will be implemented and attractive, as catering and financial. If the investor's decision for its implementation of the project will have to respect the rules which will be defined by Brand-Book with the procedures you will get. The Cool CoffeeBar will be integrated into the environment, with its look and ambiance. It can fit into architecture and the existing style and set in contrast logic.** So far, agreements have anticipated a few styles Cool CoffeeBar:-ultra-modern -style-conservative-classy-natural. Interior of this product is very nice, friendly; it can show the central event in the bar-machines and the central part of the preparation products.

In the central part there is a roasting machine for coffee or ice cream machine .Other machines are in the bar, so that manufacture can easily and logically be quickly seen. If the garden is a busy place and it is possible to organize and put sales, especially ice cream and summer drinks to an



external booth! Cool CoffeeBar not too aggressively branded, perfectly decorated with an emphasis on products that is possible to eat-in coffee in -possible GO TO purchased in containers can be bought-in transport and bulk containers (**boxes, kg.-package ...**)

Audio/Video: equipment of superior quality, intended mainly for quiet ambient music broadcasting. During the day, will be broadcast unobtrusive, light music, while in the evening can be allowed more dynamic rhythms.

Uniforms: must be clear and must be in style with the place where we sell our products. The part of the uniform will be a name tag, with the name of Bar, too. For bar waiters and bartenders apron will be required. This uniform must be made of the good quality.



In any Cool CoffeeBar most modern basic equipment (machines) will be installed, which do not have to be too expensive, but technologically perfect, working quickly and without losses and this is important to respect our partners achievements equipment manufacturers such as:

- Innova machines for Ice cream
- B&P machines for hot chocolate
- SPM machines for ice drinks
- TAEHWAN producer of coffee roasting machines

It is important that the quality of this Cool CoffeeBar equipment provide many years of work at no additional investment in equipment and very minimal maintenance and rational depreciation! The equipment will enable visitors of all Cool CoffeeBar, to the high degree of comfort and crew will enable the service that will offer visitors to perform well (fast) results in order to achieve the higher returns.



3. ACTIVITIES OF THE WORK:

1. Expert analysis of existing policies performance, procedures and standard work processes to improve and modernize
2. Expert assessment of the level of service catering facility in terms of customer experience
3. Defining organizational chart defining
4. Book of the rules in accordance with applicable labor law and labor relations
5. Definition of general rules and operating procedures (modes of conduct, standards and refined, uniform, working conditions and facilities use for employees, internal communication procedures, etc.)
6. Preparation of operational manuals individual work units, which comprise standards and operating procedures (steps of doing things), rules on occupational safety, hygiene and safety. Defining standards is carried out in accordance with the objectives, potential and rank-and CCB. Once created the operating manuals for written instruction to remain the basis of which is carried further vocational training, improvement and control work.
7. Working place definition
8. Defining job description
9. Preparation of operational manuals for the implementation of vocational training aimed at training new employees in all positions for the job defined by standards organizations
10. Defining common standards for the desired profile of staff
11. Recruitment & Selection
12. Application of adopted standards profile of staff in the process of their selection, training, monitoring and evaluation work
13. Creating forms for performance evaluation of
14. Developing a business plan
15. Defining pay scale
16. Defining benefits plan for employees
17. Defining motivational programs and activities for employees



18. Definition of rewarding employees

19. Defining critical points at the opening of a CCB

4. TEACHING

Each procedure is basically a modern approach to the client through a positive impression of companies with a strategic approach and modern management on the other. Lectures are prepared in the form of multimedia presentations (slides and educational films on the topic) enriched with practical examples from practice our experienced and professional trainers. Training is also preparing a "measure", which means that we will discuss together before training all critical points and needs and based on them to create practical training (tests, exercises in the form of problem solving and tasks given to the principle roles, different group games and the like). Lectures that are prepared organized and implemented in the form of workshops, which implies a dynamic alternation of theory and practical training followed by group follows an exchange of views. Participants were all active participants during training, encouraged make their views and attitudes. Special attention is paid to the fact that the discussion is open and available to the students receive practical solutions to the challenges they face in the work. The absolute priority is training with the subject of a proper approach and treatment of clients. Primary vocational training but in the second phase of training should continue to build on specific knowledge and a better organization, such as "teaching skills", "rational use of time", "talk keeping skills" or "negotiation skills", "stress and how to control it". Vocational training is understood training of employees in all positions to perform work on -defined standards described in the operating manual work units.

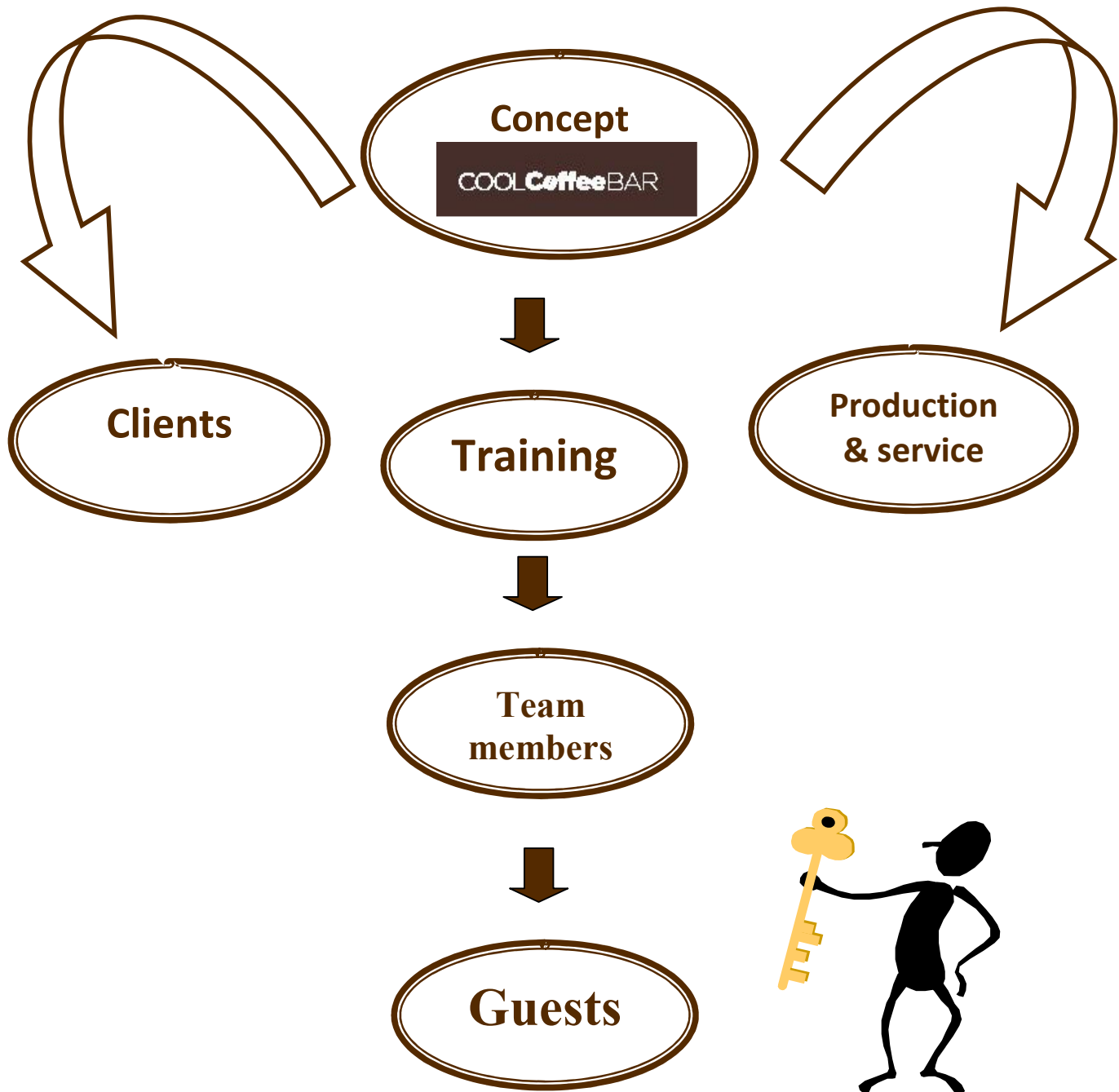
5. SALES & Marketing

Development of marketing plan, determination, implementation and monitoring of sales and marketing strategy

- Defining the concept of business.
- Defining critical points when opening a Cool CoffeeBar.
- Setting up the concept and the basic rules of conduct the local market in accordance with the approved plans and budgets Cool CoffeeBar - product positioning.
- Determination of unique value / quality compared to the sales strategy, developing sales strategies and their implementers in line with current market trends.



- Determining the uniqueness of service / supply Cool CoffeeBar on the basis of data obtained by reviewing a group of services and activities.
- Determination of sales strategies based on research and market segmentation.
- Submission of reports and ideal customer profile services Cool CoffeeBar a based on which will be created sales and advertising campaigns.
- Developing, designing, creating text and its translation into English, print and deliver the address of the client all the subjects visual.
- Designing, implementing and monitoring the campaign and create awareness of the existence of the product "COOL COFFEE BAR" in terms of the agreed time and approved by the client. The campaign would include print and broadcast media.
- Designing, planning and implementation of project-Cool CoffeeBar opening ceremony and in accordance with the stated budget.
- Strategic planning and long-term cooperation with the media and the legal and private entities creating the thus more efficient for-profit environment.
- Developing, designing, translation into English and set up Web sites in accordance with the reputation and rank
- Design, implementation and control promotions, packages, loyalty programs, etc...
- Preparation of the book of graphic standards



Consider that a period of two years is needed to see real effects of the whole project, after the opening, and secure that the training process itself that must continue after the end of some period. Also, CCB need full support of the owner of the building and control of the lessor ideas for CCB.