

# *Café* **JUMPSTART**<sup>TM</sup> tips



10 Tips to a Successful  
Café Start-up<sup>TM</sup>

A Dynamikspace Workbook  
2nd Edition

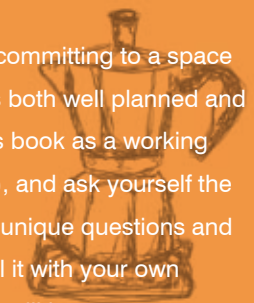


## How to use this book



Cafes are unique spaces filled with the activity of coffee or tea making and community gathering. The smells, sights, and sounds are familiar to everyone. We created this pocket book as a way to provide simple reminders to you, the cafe entrepreneur, of all the things you should know before you sign a lease.

All of these tips should be planned and considered before committing to a space and opening your business. A successful cafe is one that is both well planned and keeps the customer coming back again and again. Use this book as a working guide for you and your dream. Read through (yes, in order), and ask yourself the questions we have laid out here. Feel free to add your own unique questions and then *write all over this book*. Keep it as a journal and fill it with your own inspirational images. The more you know, the better off you will be.



The Dynamik Team Founder

*Melanie*



## TERMS YOU SHOULD KNOW:

BOH - Back of House

FF&E - Furniture, Fixtures, and Equipment

FOH - Front of House

HR - Human Resources

NNN - Triple Net Lease

MEP - Mechanical, Electrical, Plumbing

POS - Point of Sale

Proforma - Financial statements that have one or more assumptions or hypothetical conditions built into the date. Often used with balance sheets and income statements.

Sq. Ft. or SF - Square Foot

Copyright © 2012 by Dynamikspace. All Rights Reserved.

2nd edition 2012

The work is copyright protected. Any use outside of the close boundaries of the copyright law, which has not been granted permission by the publisher, is unauthorized and liable for prosecutions. This especially applies to duplications, translations, microfilming, and any saving or processing in electronic systems.



# Café JUMPSTART 10 TIPS

## TO CONSIDER AND COMPLETE

### Before you Sign a Lease

- 1 **THE BRAND EXPERIENCE** pages 4-7  
What Is the Story Around Your Restaurant Experience?
- 2 **CUSTOMERS** pages 8-11  
Who Are Your Customers?
- 3 **IDENTITY** pages 12-15  
Who Are You?
- 4 **CREATE** pages 16-19  
Lay Out Your Space, Budget, and Schedule
- 5 **PHYSICAL EXPERIENCE** pages 20-23  
360° View Into Your Experience
- 6 **PLAN** pages 24-27  
A Business and Marketing Plan for Lenders, Landlords, and Investors
- 7 **LOCATION AND LEASE TERMS** pages 28-31  
Finding the Right Space, Terms, and Demographic
- ✓ **PRE-LEASE CHECKLIST** pages 32-33

### After you Sign a Lease

- 8 **PERMITTING** pages 34-37  
Building, Health, MEP, and Other
- 9 **OPERATIONS AND CUSTOMER SERVICE** pages 38-41  
Front of House Service - Back of House Systems
- 10 **CONSTRUCTION** pages 42-45  
Building Your Space
- ✓ **GRAND OPENING CHECKLIST** pages 46-47
- DYNAMIKSPACE APPENDIX** pages 48-49
- PROJECT CREDITS** pages 50-51
- DYNAMIKSPACE BIO** back cover