Operations

Process

The BCG grinds and prepares coffee and prepares fresh food on site daily. Bread, muffins and prepared pastries are delivered daily from suppliers.

Food and beverages are prepared by café employees in accordance with kitchen procedures and BCG food and hygiene standards, available to staff in the employment handbook provided to all staff on induction.

Our Customers

Customer Demographics

The profile for a BCG customer consists of the following geographic, demographic, and behaviour factors:

* Overview CBD:
	+ Large percentage of office workers (80% of daytime trade),
	+ Area population growing at 8% per year,
	+ Growing residential population of young professionals and empty nesters looking for AH hospitality/ café service as they browse the bookshop.
* Geographic:
	+ Our immediate geographic target is the area of within 500 metres of the café.
	+ The total area population is estimated at 45,000.
* Demographics:
	+ Male and female,
	+ Ages 20–60; this is the age-group that makes up 83% of the available daytime market and 25 - 75 age group comprises 82% ah customers,
	+ Full-time employment,
	+ Self-funded retirees,
	+ An income over $60,000.
* Behaviour Factors:
	+ Eat out most times for lunch in a week,
	+ Tend to patronise service cafés,
	+ Looking for casual reading and/or professional/career information,
	+ Enjoy a high-quality meal,
	+ Value quality,
	+ Value ethical and sustainable practices.

Customer Management

The BCG communicates with customers through social media campaigns. The company encourages feedback through email and social media and highlights positive company responses to feedback in marketing messages.

**New Markets**

The planned redesign of the Cafés within the bookstores will attract more young families. The new design will incorporate a purpose-built play area for young children that will enable young parents to relax and enjoy the café / bookshop atmosphere.

Current staff

| **Job Title** | **Name** | **Expected staff turnover** | **Skills or strengths** |
| --- | --- | --- | --- |
| CEO/ Chairman | Jim Murphy | - | MBA from the University of Melbourne and 15 years’ experience in financial management and operating various small businesses including cafés. |
| Finance and Operations  | Jack Tan | - | Jack is an Accountant and holds a business degree. He is a certified CPA with 13 years’ experience. Jack has worked in a number of medium to small businesses and is also experienced in customer service, sales and marketing. |
| Manager | Amy Trillet | 24 months | Amy Trillet came to The Book Café Melbourne with 5 years’ experience as a barista and had also managed a fast food franchise for three years. |
| Cashier/barista | Michael Roux | 12 months | Michael has been with company for two years and is good with customers but can come into conflict with other team members. |
| Cashier/waiter | Oliver Chan | 12 months | Oliver has two months experience with the Book Café. He has good customer skills but low food and beverage skills. Has clear aptitude and willingness to train. |
| Cashier/barista | Lucy Ospensky | 12 months | Lucy has been with the Book Café six months. Lucy has adequate customer service and food/beverage preparation skills. |
| Cashier/Waiter | Anna Frye | 12 months | Anna has been with company one year. Anna has three months’ experience with the Book Café. Anna has superb customer service skills. |

Required staff

| **Job Title** | **Quantity** | **Expected staff turnover** | **Skills necessary** | **Date required** |
| --- | --- | --- | --- | --- |
| Café Manager | 1 | 2–3 years | Relevant qualifications in operating small business. Financial and performance management skills. Five years’ experience. | December |

Recruitment Options

Staff will be recruited through word-of-mouth, using a shop window/noticeboard advertisement and/or through social media.

At least two staff should form the selection panel and could be comprised of the CEO, the Finance and Ops Manager and the current manager (currently Amy Trillet).

Induction and Ongoing Training Programs

Induction is critical for setting employees up for success in their job roles. Induction ensures that staff understand the requirements of their roles and are introduced to the company’s ‘way of doing things’.

Ongoing training is crucial to the Book Café’s service offering. BCG will implement training programs on coffee/food preparation and customer service monthly. Training will be conducted by internal managers.