



Starting a Cafe or Restaurant Workshop

Melbourne, Saturday 21 March 2009 -- 9.30am to 4.30pm

*The facts you need, so your dream is based on reality.
Invest in your future success - this is information you can take to the bank.*

This one day event also features a panel of successful Victorian restaurant and cafe operators who've made it, and are still in the business, hosted by industry expert Ken Burgin.

Workshop topics include:

- Latest trends and concepts -- keeping ahead of the competition. The hospitality industry change quickly - don't be caught in a dead-end.
- Understanding and researching your target customers. Finding demographic information on local areas.
- Licensing, legal issues, regulations and partnerships. Essential preparation and sources of information.
- To buy or pioneer? Tricks and traps for new players, and preparation for due diligence if purchasing a business. Plus the essential elements for a business plan.
- Success with staff - your biggest expense and greatest challenge. Key issues in recruitment and productivity. Plus essential information on workplace laws and pay rates.
- Equipment, Layout and Design of your business premises - looking good without breaking the bank.
- Marketing tips for a new cafe or restaurant - making a big impact on a low budget.
- Putting it together and making a profit - expected profit margins, set up costs and the breakeven point. Plus Key Performance Indicators for weekly profit checks.
- How to use the workshop's Online Resource Guide for follow-up research and support.

Information and online payment: www.ProfitableHospitality.com or phone 03-98192550

INCLUDES: refreshments, lunch, an extensive 40-page Manual and Online Resource Guide

DATE: Saturday 21 March, 2009 - Registration 9.00am, Workshop from 9.30am - 4.30pm

LOCATION: Polly Bar, 401 Brunswick St, Fitzroy Vic 3065

PRESENTER: Ken Burgin

Registration: Complete this form and FAX back to Profitable Hospitality on 03-98192577 or mail with payment to Profitable Hospitality Registrations: 8-10 Simpson Place, Hawthorn Vic 3122

Names: _____

Number attending: _____ COST: \$295 per person, or \$250 p.p for two or more booking together.

Phone: _____ Fax: _____

Email: _____

Address: _____

Payment enclosed: \$ _____ () Visa () Mastercard () Amex () Cheque

Credit Card N^o: _____ Expiry date: ____ / ____

Name on card: _____ Signature: _____

Registration is finalised when full payment received. No refunds within 5 days of workshop.
A substitute is welcome if you cannot attend.