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Client Case Study

(note. This case study is based on real information provided from multiple similar businesses. Results will vary from business to business however the information below is a good snapshot of the effect micro roasting has had on this type of business)

Business type: Mobile coffee

The owner came to us wanting improve her business in both operationally and financially, and to find a viable way to allow extra staff to be employed to allow more time to be spent with a growing family. The existing structure of purchasing roasted coffee did not provide sufficient margins to employ additional staff or to develop sales of roasted coffee beans as a retail item. The alternative was to sell the business.

Pre Smart Roast™ micro roasting

- Cost per kg from supplier: \$36.50 per kg
- Retail sales of coffee- not possible as no margin
- Own brand- not possible

Post Smart Roast™ micro roasting

- Cost per kg \$16.00 per kg (after green bean cost, power etc)
- Retail sales of coffee- has so far added 20% to overall revenue
- Is developing a new wholesale side to business
- Now has own brand
- Estimated extra profit over next 5 years: **\$79,950.00**
- Estimated increased business worth on selling: **\$47,970** (based on extra ebit x 3)
- Total estimated financial benefit after 5 years if business sold: **\$127,920**

“Micro roasting has opened up so many possibilities in terms of financial rewards more proportionate to the effort we’ve had to put in and we enjoy greater lifestyle choices.”

**THE COFFEE
WORKSHOP**

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