



BELLISSIMO

1028 SE Water Avenue
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Portland, Oregon 97214

P 800.655.3955
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contact@bellissimocoffeeinfo.com

EXISTING BUSINESS CONSULTING SERVICES

Many small and medium sized businesses cannot afford the cost of a full time CFO to help them take an in depth look at critical issues such as cost drivers, planning and investment analysis. Our consultant can help provide the benefits that many larger companies have without the long-term on-going costs of hiring a full time CFO.

Creating a successful business involves understanding how to increase long-term profitability through sales growth while managing your costs at an optimal level. Also knowing how to manage your available cash is crucial to managing the growth of your business.

Our consultant can assist with analyzing current sales. This is essential in developing marketing initiatives as well as product offerings that will grow your revenue. You will also gain a better understanding of the costs of your beverages and other products. This will help you determine pricing structures as well as where to focus your energies.

Managing labor to an optimal level will help drive your sales while maintaining an affordable cost structure. He will spend time looking at the complexities of labor including optimization of hours to grow sales, management labor and incentive plans.

Understanding the capacities and current asset utilizations can help your company free up cash flow that can be used to expand your business. Our seasoned consultant will examine ways to increase your cash flow by examining inventory returns, equipment investments, systems investments and human capital.

This includes how to evaluate a new site from a financial perspective, including sales and cost projections as well as common items to look for in negotiating with landlords.

Our consultant can also assist in the all-important view of prioritization of your financial needs. Planning the course through simple budgeting will allow you to better achieve the goals that you have set. A well thought out plan will also point out where improvements are needed.



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Package 1: The Basic Checkup

This package provides a two-day examination of your business and provides a view of the easiest areas for you to improve profitability. An on-site visit is encouraged to get optimal results.

Sales Analysis: As this is the basis for understanding the rest of the business, this overview will drive margin, labor analysis and other essential business decisions. We will determine what products are driving your business today and how to use this information.

Labor Management: Understand how many hours are needed, how to pay for and account for managers.

Expense Management: We will take a look at your current cost structure and point out opportunities to increase profitability without compromising sales.

Inventory Management: We will examine your current inventory levels and determine which areas could be improved to increase cash availability.

This package includes a basic development of a budget and prioritization of financial needs.

Cost (up to 5 locations): \$2,400

Cost (up to 5 locations including one day on-site): \$3,900 + Travel expenses



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Package 2: The Tune-up

This package provides a deeper examination of your business and provides an in-depth view of the potential to improve profitability. A one-day on-site visit is included to get optimal results.

Sales Analysis: As this is the basis for understanding the rest of the business, this overview will drive margin, labor analysis and other essential business decisions. We will determine what products are driving your business today and how to use this information.

Beverage Costing: How to measure beverage costs and how to use the information to determine profitability of each individual beverage.

Loss Prevention through cash and inventory control.

Labor Management: Understand how many hours are needed, how to pay for and account for managers.

Expense Management: We will take a look at your current cost structure and point out opportunities to increase profitability without compromising sales.

Marketing Analysis including understanding promotions as well as brand development.

Inventory Management: We will examine your current inventory levels and determine which areas could be improved to increase cash availability.

This package includes a basic development of a strategic plan and prioritization of financial needs.

Cost (up to 5 locations including on-site): \$6,300 + Travel expenses



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Package 3: The Strategic Plan

This package provides our intensive look at your business and includes development of a full strategic plan and a tactical plan that is necessary to achieve these long-term goals. Our consultants will analyze your current business situation, spend time with you determining your long-term goals and create a roadmap as to how to achieve these goals. This is money well spent to anyone who wants to grow his or her operation beyond its existing structure either through more retail, wholesale or Internet. A two-day on-site visit is essential in achieving these results.

Sales Analysis: As this is the basis for understanding the rest of the business, this overview will drive margin, labor analysis and other essential business decisions. We will determine what products are driving your business today and how to use this information.

Beverage Costing: How to measure beverage costs and how to use the information.

Loss Prevention through cash and inventory control.

Labor Management: Understand how many hours are needed, how to pay for and account for managers.

Expense Management: We will take a look at your current cost structure and point out opportunities to increase profitability without compromising sales.

Marketing Analysis including understanding promotions as well as brand development.

Proforma Development: How to evaluate a new site financially through sales development, cost management and an understanding of occupancy costs.

Inventory Management: We will examine your current inventory levels and determine which areas could be improved to increase cash availability.

This package includes an in-depth development of a strategic plan and prioritization of financial needs.

Creating a tactical budget that includes benchmarks that can be measured on a daily, weekly and monthly basis.

Half-day recalibration follow-up three to six months later.

Cost (up to 5 locations including on-site): \$10,500 + Travel expenses

Package Add-ons

Equipment Investment Analysis:	Call for an estimate
Proforma Analysis / Store Expansion Analysis:	\$1,000 per location
Beverage Costing Model:	Call for an estimate
Package for business with more than 5 locations	Call for an estimate



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The Consultant: Chris Legler

Chris Legler has been a Financial Strategist for over 17 years with experiences in the coffee, retail, entertainment and manufacturing industries. As owner and roaster of a coffee roasting/wholesale company in Northern California, Chris gained an understanding of the needs and challenges that face small businesses. Chris' hands-on approach and deep understanding of the coffee business provide excellent insight in financial planning for coffee retailers, wholesalers and roasters.

Chris' background in providing assistance in developing tools such as sales analysis, beverage costing models, labor modeling, and project analysis is extensive. He has helped a variety of companies in understanding their strategic mission and creating an actionable, tactical plan to achieve these goals. Identifying and locating business growth opportunities, creating cost saving measures and prioritization of action steps is one of Chris' great strengths.



Chris has held executive positions in finance and administration, marketing, retail operations and strategic planning. He was Vice President and Chief Financial Officer for Bernie's Coffee and Tea Company and has held positions of increasing responsibility with Starbucks Coffee Company, Sony, British Petroleum, Blockbuster Entertainment and Eddie Bauer.

While at Starbucks, Chris participated in the early high growth of the company as they grew from less than 50 stores to over 2,000 during his tenure. He was instrumental at developing the initial beverage costing models including gaining a deep understanding of cost components, condiment usage and regional variances in beverage production. He also worked heavily with Real Estate, Retail Operations and Marketing. Projects included development of proforma models that projected new store economics prior to lease negotiations, implementation of cash control and loss prevention measures and installation of labor scheduling models and systems.

He earned his MBA in Operations Management and International Business from Seattle University and his Bachelors of Business Administration in Finance from Pacific Lutheran University.