

Hands-on Small Coffee Business Training

Learn the Skills. Understand the Numbers. Build a Coffee Business You Can Actually Profit From.

You're one step closer to turning your dream of owning a coffee business into something real.

Whether you're planning a home-based coffee business, a kiosk, a mobile coffee cart, or your own café someday, this workshop is designed to help you avoid costly mistakes and build your business with confidence.

This isn't just another coffee-making class.

It's a practical business training built from over 15 years of real entrepreneurial experience, where you'll not only learn how to make great coffee — you'll also understand how to make your coffee business profitable.

Curriculum at a Glance

A quick reference to all 8 modules covered in this training — use this page as your at-a-glance curriculum guide.

#	Module	Key Focus	Outcome
1	Coffee Business Foundations	Coffee basics, equipment, and business-model choices	Know what actually matters before you invest
2	Coffee Brewing Fundamentals	Extraction science, grind, ratios, water, milk	Brew café-quality coffee with confidence
3	Hands-on Manual Coffee Brewing	Pour-over, French Press, AeroPress, tasting	Hands-on skill across multiple brew methods
4	Hands-on Espresso Machine Training	Extraction, milk steaming, workflow, maintenance	Comfortable, efficient espresso machine operation
5	Café Drinks Workshop	Hot & iced drinks, signature beverages, milk/fruit tea	Ready-to-sell recipes with costing templates
6	Coffee Business Budget Planning	Startup capital, equipment, inventory, hidden costs	Know your real numbers before you launch
7	Profit Planning for Coffee Businesses	Costing, pricing, break-even, profitability	Price for profit, not just to match competitors
8	Business Dashboard for Coffee Shops	Sales, best-sellers, transactions, inventory tracking	Manage your business by the numbers

Learning Investment

Option	Learning Investment
Regular Rate — per person	₱9,700
Pair Rate — good for 2 people	₱18,000
Already own a copy of the Bean to Business Coffee Business Guidebook? Special Rate — per person	₱8,000

Full Curriculum — What You'll Learn

Module 1 Coffee Business Foundations

Start with the fundamentals every aspiring coffeepreneur should understand before investing in equipment or opening a shop.

You'll learn:

- Coffee journey — from bean to cup
- Coffee terminology made simple
- Understanding coffee beans and roasting basics
- Essential equipment for different business models
- Choosing the right setup for your budget
- Common mistakes first-time coffee business owners make

Outcome: You'll understand what actually matters when starting a coffee business — and what doesn't.

Module 2 Coffee Brewing Fundamentals

Great coffee isn't luck. It's understanding extraction. Learn the science behind consistently making delicious coffee that customers will come back for.

You'll learn:

- Coffee brewing principles
- Extraction basics
- Grind size
- Brew ratios
- Water temperature
- Milk basics
- Workflow and consistency

Outcome: You'll confidently create café-quality drinks instead of relying on guesswork.

Module 3 Hands-on Manual Coffee Brewing

Practice everything you've learned through actual brewing. Experience multiple brewing methods used by successful specialty coffee shops.

Hands-on activities include:

- Pour-over brewing
- French Press
- AeroPress (when available)
- Proper coffee preparation
- Tasting and evaluation

Outcome: *You'll gain confidence brewing coffee manually and understand how each method affects flavor and customer experience.*

Module 4 Hands-on Espresso Machine Training

Learn how to operate an espresso machine efficiently for a real business environment.

You'll practice:

- Espresso extraction
- Milk steaming
- Workflow
- Cleaning and maintenance
- Speed and consistency
- Daily machine care

Outcome: *You'll be comfortable operating an espresso machine for your future coffee business.*

Module 5 Café Drinks Workshop

Learn how to prepare drinks customers actually buy. Includes recipe templates with costing.

You'll create:

- Hot coffee drinks
- Iced coffee drinks
- Signature café beverages
- Bonus Milk Tea recipes
- Bonus Fruit Tea recipes

You'll also receive recipe templates you can customize for your own business.

Module 6 Coffee Business Budget Planning

One of the biggest reasons businesses fail isn't because of coffee — it's because they underestimated the numbers.

You'll learn:

- How much capital you really need
- Different startup options depending on your budget
- Equipment priorities
- Inventory planning
- Hidden startup costs
- Budgeting mistakes to avoid

Outcome: *You'll know approximately how much you need before launching your coffee business.*

Module 7 Profit Planning for Coffee Businesses

Most coffee owners know how to make coffee. Very few know how to make profit.

You'll learn:

- Basic costing
- Pricing strategy
- Profit planning
- Gross profit vs. net profit
- Break-even computation
- Profitability worksheet
- Financial habits every café owner should build

Outcome: *You'll stop pricing based on competitors and start pricing based on profitability.*

Module 8 Business Dashboard for Coffee Shops

Learn how to manage your business using numbers — not just instincts. You'll discover how to use a simple cloud-based dashboard to monitor:

You'll learn:

- Daily sales
- Best-selling drinks
- Average transaction
- Gross profit
- Inventory
- Business performance

Outcome: *You'll understand the key numbers that help coffee businesses grow sustainably.*

What You'll Receive

- ✓ Whole-day Face-to-Face Training
- ✓ Hands-on Coffee Brewing Experience
- ✓ Espresso Machine Practice
- ✓ Recipe Templates with Costing
- ✓ Profit Planning Worksheets
- ✓ Coffee Business Workbook
- ✓ Printed Copy of Bean to Business Coffee Business Guidebook
- ✓ Cloud-Based Café Financial Dashboard
- ✓ Certificate of Completion
- ✓ Lunch
- ✓ Snacks
- ✓ Coffee and Drinks During Training
- ✓ All Materials Used During the Workshop

Who Is This Training For?

This workshop is perfect if you are:

- ✓ Planning to start a coffee business
- ✓ Wanting to open a kiosk or café
- ✓ Interested in a home-based coffee business
- ✓ Planning a mobile coffee cart
- ✓ Looking for an additional source of income
- ✓ Wanting to understand both coffee and business — not just recipes

No prior coffee experience required. Beginners are very welcome.

Training Schedule

Cebu City

August 1, 2026
August 31, 2026
September 12, 2026
September 27, 2026

October 17, 2026
October 31, 2026

Metro Manila (Ortigas / Pasay / Makati)

August 28, 2026
August 29, 2026
September 19, 2026
October 9, 2026
November 21, 2026

Exact venue details will be sent privately via email after registration.

Payment & Reservation Details

To officially reserve your slot, please settle your payment on or before your chosen deadline below. Slots are confirmed on a first-paid, first-served basis, as each batch is limited.

Register through this link: <https://bit.ly/coffeebusinesstraining>

Your Next Steps

- Choose your preferred training date and location from the schedule above.
- Settle your payment on or before the deadline to lock in your slot.
- Send your proof of payment and preferred batch for confirmation.
- Watch your inbox — exact venue details will be sent privately via email.

Limited Slots Per Batch — Reserve Your Slot Early

To ensure every participant receives enough hands-on practice and personalized guidance, each training batch accepts only a limited number of participants.

Questions? We're Happy to Help

If you have any questions about the training, payment, or schedule, feel free to reach out through any of the channels below.

Viber 09479918931

hellothere@fayelorraine.com

Facebook: <https://facebook.com/fayelorainema>

Instagram: @fayelorainema

Exact venue details will be sent privately via email after registration and payment confirmation.

I look forward to helping you build not just great coffee — but a coffee business designed to last.

— Faye Lorraine