

Step 09 · Target Customer

Frequently Asked Questions

Do I have to sell very sweet drinks even if I prefer coffee-forward flavors?

Your taste can guide the offer, but it cannot stand in for your customers' preferences. Owners describe requests for sweeter drinks alongside a desire to keep coffee flavor clear. Test a small range with the people you intend to serve, set consistent recipes, and make sweetness choices understandable. You can keep a focused identity without treating another preference as inferior. Use repeat purchases and specific feedback to decide what earns a place on the menu.

How do I know whether the people near a site fit my café idea?

Look at buying behavior and access, not just age, income, or passing traffic. Watch the site during the hours you would trade: who can stop, where they already buy, and what would make your offer useful. Speak with likely customers and test the proposed menu and price where practical. School parents, walkers, or drivers in a traffic jam are possible customers, not confirmed demand. Investigate why earlier businesses left rather than assuming you have solved their problem.

Which drinks should I bring to a market?

Start with the market's customers, hours, weather, and existing vendors. Owners report very different best sellers, including brewed coffee, espresso drinks, cold brew, and chai; there is no dependable universal winner. Bring a manageable menu you can prepare and serve safely, with quantities you can afford to test. Record requests, sales, shortages, and waste by time of day. Use that evidence to adjust the next market, rather than copying another vendor's busiest day.

What should I put on a children's menu?

Begin with a few clearly described options that fit the families you serve and the ingredients you already handle. Owners report interest in milk or chocolate drinks, lemonade, and smoothies, but their best sellers differ. Check each ingredient for caffeine and allergens; removing espresso does not settle every ingredient question. Offer sensible portions and explain hot-drink handling to the adult ordering. Track sales, preparation time, and waste before expanding the children's menu.

Educational guidance. Check your own circumstances with the appropriate local professional.