

Step 10 · Service Style

Frequently Asked Questions

Can I run a coffee trailer alone, or do I need help?

A simple, modest-volume service may be manageable alone; a busy rush may not be. Rehearse taking payment, making mixed orders, restocking, cleaning, and handling a problem with your actual layout. Include setup, pack-down, and breaks when judging the workload. If one person cannot serve safely and reliably, simplify the menu, narrow the opening hours, or arrange trained help before promising more. Price the service to cover the staffing it actually needs.

How quickly should I be able to make a latte?

Use a repeatable, good-quality workflow as your target, rather than an isolated stopwatch number. Time the complete job, including the reset for the next drink, then practice realistic mixed orders with your actual equipment. Notice waiting, extra movement, payment, and handoff. Owners and trainers offer different time targets; those are not a universal standard. Improve the slow step without skipping safe handling, accurate recipes, or cleaning, and measure the customer's total wait separately.

How many drinks per hour should our team be able to serve?

Measure your own sustained service with the menu, team, and order mix you expect. Owners' figures vary with drink size, hot versus iced orders, customization, payment, and staffing. A short run of identical drinks is not the same as a mixed rush. Count completed orders as well as drinks, track customer waits and remakes, and include restocking. If the intended demand exceeds what you can maintain, change the service plan before promising that capacity.

Will a drive-through make the service less personal?

It does not have to, but it changes the service you must design. One operator describes close relationships with drive-through regulars; other accounts emphasize pressure for speed. Plan a clear menu, accurate orders, a warm greeting, and a handoff that keeps the line moving. Test staffing and workflow against the experience you want to offer. Before choosing a site, confirm access, queue space, and local approvals. More passing cars do not guarantee worthwhile sales.

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