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Can I taste success with my café venture?

**Ask
James**



James Caan

Dear James,

I need help on my café business. I've introduced more seating, given it a fresh look and added new ideas to the menu but still don't make money.

Mr J Singh

I owned a chain of sandwich shops called Benjys, and found it difficult to make money because of the pressure of overheads. I finally decided it was time to move on. Sometimes, one of

the biggest strengths of a smart entrepreneur is knowing when to accept defeat. But if you want to give your business another push, check your prices are in line with the area.

Make sure your menu is costed properly, and your staff serve customers efficiently. Use your shop front to advertise the menu or special offers. Keep a tight control on wages, and negotiate with your suppliers.

■ *For the full article and news of James Caan's free app, go to standard.co.uk. His new book, *Start Your Business in 7 Days*, is out now.*