

Port City Java Corporate Cafes Increase 5.3% for April 2008 over the Same Period in 2007
2008-05-05

Overall, corporate café sales increased 15.4% in April 2008 compared to April 2007.

Same Unit Sales:

Port City Java announces its same unit corporate café sales increased 5.3% for April 2008 over the same period in 2007. Overall, corporate café sales increased 15.4% in April 2008 compared to April 2007. The company is pleased with the financial results and believes the sales increase validates the new line of breakfast wraps (Breakfast with That(TM) Program) the company has been rolling out since 2007. Given the current economic environment, management believes that the daily experience at Port City Java is highly valued by our guests. Sales increases are also attributed to a continued emphasis on our Core Café Basics which are cleanliness, signature products, hospitality, efficiency, ambiance and environment. Continued execution of Local Area Marketing activities are also aiding in brand penetration. The company has been focusing on the day-to-day Core Basics for the past 24 months and the same unit sales increase suggests the guests are responding.

Franchise Department Expands:

Director of Franchising Frank Montano states, 'Management has added an additional Franchise Business Consultant in preparation of additional franchise cafes in existing markets and the Southeast.' Rick Smith joins the company with several years of multi-unit management experience with another national franchisor. Previous experience also includes positions where he was responsible for developing and implementing training programs in the field for franchisees. Mr. Smith is undergoing a 90-day operations training program before assuming his new responsibilities.

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article32435.html>

© 1998 - 2008 Nevistas and the author.

Brought to you by Hotel News Resource

Distribute your news on our Network

See what all the buzz is about at:

http://www.hotelnewsresource.com/Info-news_account_info.html