



**BELLISSIMO**

1028 SE Water Avenue  
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## **CORPORATE CONSULTING SERVICES**

Bellissimo's 15 years of experience and our standing as the industry leader in coffee education and consulting puts us in a unique position to serve our corporate clients.

The depth of our knowledge and the quality of our contacts within the industry mean that whether you need to expand markets for your existing products or develop an entirely new venture, Bellissimo has the experience, the insight and the credibility to help you achieve success.

### **Advertising Concept + Design**

Create a cutting-edge advertising campaign that will get your company and products noticed.

### **Board of Directors**

Qualified to sit on your Board of Advisors.

### **Brand Identity**

Build a strong brand recognition for your company.

### **Brochure Development**

Write and design an eye-catching promotional brochure detailing your company's products and services that will get you results.

### **Business Plan Analysis + Critique**

Review of your business plan and offer ways to improve it.

### **Café Design**

Create a custom store design for your selected location and concept.

### **Executive Strategy Sessions**

Meet with your company's executive and planning committees to develop new strategies or refine old ones.

### **Funding Advising**

Participate in funding meetings with venture capital firms and angel investors. Give you credibility with potential investors and bring specialty coffee professionals to the table to assist in closing deals.

### **Marketing**

Develop and help your company implement strategic marketing and promotional plans and programs that will brand your company and product.

### **Merchandising**

Market your product through sales promotion and advertising.

### **Mergers + Acquisitions Assistance**

Assistance in assessing the value and the risk of the company you are considering purchasing by examining the operations and management and verifying material facts.



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**Ongoing Marketing Support**

Monitor trends within the U.S. specialty coffee industry and offer new suggestions as well as modifications to existing promotional programs.

**Operational Systems**

Refine and update your operations so your company has the systems in place to operate your business at its optimal level.

**Packaging**

Design new and creative packaging for your products that will set you apart from your competitors.

**Press Releases**

Produce and distribute press releases promoting your company to appropriate publications and newsgroups.

**Public Relations**

Develop and help your company implement a public relations strategy and campaign that will promote your company throughout the specialty coffee industry

**Training Seminars**

Travel to the location of your choice and address issues that are important to your company, including employee training, management techniques, marketing, operations, budgeting, cost controls and customer service.

**Video Production**

Produce a promotional video showcasing your company's products and services.

**Web Site Development**

Redesign your web site to include a new look, new site navigation and increased site functionality. Site will match and compliment your corporate identity that is used in print ads and brochures.

**Contact us for more information and pricing**

Bruce Milletto, President

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