Coffee Program Priority Map

Nine questions. One priority. One visible improvement in seven days.

For owners and managers of cafés, hospitality teams and offices. This is a decision aid, not an automatic score or a substitute for commercial discovery.

How to use the map

1 Answer each question from evidence using Yes, Partially, No or Don't know. Write what the team can actually show.

2 Review Operations (1–3), Marketing (4–6) and Leadership (7–9). Choose one priority based on friction, dependency and impact, not a numerical score.

3 Choose one action, owner, review date and observable evidence for seven days. Request human review if the order is unclear.

4 Coffee supply and a proposal are available directly. The paid tasting is optional and not required before any module.

Example: A priority drink has no current written cost. Collect ingredient prices and yields, assign an owner and review one costed recipe in seven days.

Context / Contexto

Business / site

Your role

Current stage: Open / Opening / Supply only

One recurring problem

Nine questions — answer from evidence

O / OPERATIONS

1. Can another person reproduce your three priority drinks using written recipes?
YES [ ] PARTIALLY [ ] NO [ ] DON'T KNOW [ ]
Evidence or uncertainty: _____

2. Do you know their variable cost using current prices and yields?
YES [ ] PARTIALLY [ ] NO [ ] DON'T KNOW [ ]
Evidence or uncertainty: _____

3. Does the team use opening, cleaning and replenishment routines?
YES [ ] PARTIALLY [ ] NO [ ] DON'T KNOW [ ]
Evidence or uncertainty: _____

M / MARKETING

4. Does the customer understand why your experience is special beyond calling it premium?
YES [ ] PARTIALLY [ ] NO [ ] DON'T KNOW [ ]
Evidence or uncertainty: _____

5. Can you contact a visitor again with their permission?
YES [ ] PARTIALLY [ ] NO [ ] DON'T KNOW [ ]
Evidence or uncertainty: _____

6. Can you verify visits or purchases from an action without mistaking followers for customers?
YES [ ] PARTIALLY [ ] NO [ ] DON'T KNOW [ ]
Evidence or uncertainty: _____

L / LEADERSHIP

7. Is someone responsible for the standard on every shift?
YES [ ] PARTIALLY [ ] NO [ ] DON'T KNOW [ ]
Evidence or uncertainty: _____

8. Does every hire have a defined learning path and practical evaluation?
YES [ ] PARTIALLY [ ] NO [ ] DON'T KNOW [ ]
Evidence or uncertainty: _____

9. Does your manager know what they decide and when to ask for help?
YES [ ] PARTIALLY [ ] NO [ ] DON'T KNOW [ ]
Evidence or uncertainty: _____

Choose one priority and one action

[ ] Operations [ ] Marketing [ ] Leadership [ ] Human review

Why this area first? What depends on it?

One useful action in seven days

Owner / role / Review date

- Operations: write one priority drink recipe and identify its verification point.
- Marketing: define one permission-based return contact and a way to count visits.
- Leadership: name one shift owner and one practical standard check.

Seven-day worksheet

One useful action in seven days

Owner / role

Review date

What evidence will you inspect?

Decision after review / next step

Routes and next steps

Coffee supply can be requested directly, without Cata y Plan or a consulting module. You can also request a human review, a focused O/M/L proposal, or an evaluation for Opening.

Cata y Plan is optional. The $190 fee in the commercial guide is proposed, not yet adopted for charging. It describes two 250g samples, one 30-minute session and a one-page plan due within five business days after the session and required data. Credit conditions depend on the approved agreement.

Optional M-E check (separately quoted Marketing extension, not part of the base fee):

1. Which products/variants are ready?
2. What is the contribution margin after fees and shipping?
3. Who is the intended audience and how can they be reached with permission?
4. Is stock accurate for offered products?
5. Who handles packing, shipping and returns?
6. Who owns updates and follow-up?

Taking this map does not make a purchase, book a call, or give 2·22 permission for email marketing, calls, SMS or WhatsApp. Marketing permission is separate and optional. Find direct supply and proposal requests at 222coffeeroasters.com/pro.