



RUSTIC: Furnished with timber-slab tables and pews, this cafe has a relaxed, casual feel and is perfect for private functions and garden weddings.

Popular cafe serves up many tasty treats

Rustic Hinterland cafe boasts exceptional alfresco dining area

THIS award-winning café, bar and restaurant is situated in one of the Sunshine Coast's most loved destinations – Eumundi.

There is an exceptional alfresco dining area that seats 65. The verandah is hinterland alfresco dining at its best.

Featuring rustic Queensland construction, the venue is spacious and airy and the restaurant is furnished with oversized timber dining tables. Overlooking Caplick Park and surrounded by beautiful tropical gardens, this business captures the essence of Eumundi.

Customers can relax and enjoy their meal, whilst overlooking the idyllic surroundings and the heritage listed fig trees that line Main Street. Also features a secluded garden terrace set amongst the tranquil and lush surrounds.

The garden terrace is an ideal outdoors area for casual cocktail-style events. Situated at the rear of the restaurant, it is surrounded by tropical

at a glance

EUMUNDI

what: Cafe, bar and restaurant

features: Excellent fully equipped kitchen and bar facilities, separate private garden terrace

price: \$75,000 plus SAV

broker: Natalee Nancarrow of Verified Businesses

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gardens with a water feature. Furnished with rustic timber-slab tables and pews, it has a relaxed, casual feel and is perfect for private functions and garden weddings.

The business comes complete with an excellent fully equipped kitchen and bar facilities. Plant and equipment was independently valued late 2009 at over \$120,000 and features walk-in cool room, combi oven and steamer, several Skope under counter refrigerator and freezer systems throughout, Scotsman ice machine, Cookon gas six-burner and four-burner ranges, Waldorf gas two-burner char grill, Waldorf gas two-burner hot plate, industrial dishwasher, glass washer, 2m x 2.4m stainless double sided exhaust canopy with seven vents, stainless steel benches and splash-backs throughout.

The well established location has been successfully trading as a restaurant for over 10 years and is very secure with a long lease in place.

There are thousands of hungry visitors in town each and every week, ensuring a constant customer base. This is the perfect location to add a gourmet pizza takeaway menu with optional delivery service.

What's your unique selling proposition?

TO not just survive, but thrive in the business world, particularly amidst these challenging times most industry has been confronted with over the past 18 months, you need to establish your Unique Selling Proposition (USP).

In order to identify your USP, you need to have a thorough understanding of what your competition is offering, and what differentiates your business/service – what makes you unique and how does that benefit your potential clients?

In essence, what makes you more unique, more valuable, and more visible in the market? There's a "Differentiate or Die" philosophy that drives the USP credo, and that is relevant in all industries. In our highly competitive world, you have to be unique and fill a special niche to be successful in the marketplace. Yet one of the most costly mistakes



“What makes you unique and how does that benefit your potential clients?”

many businesses make is not being unique and positioning themselves as the best choice in the market. How do you show that your product or service is the best?

Using the real estate industry as an example, there is a proliferation of agencies operating, therefore giving the consumer a wide choice – the challenge is establishing your USP so that you will be chosen in preference to your competitors. Some agencies have established a price point USP (eg: discounted commissions), whilst others have

created their USP around service and/or results, or belonging to a major franchise, therefore having huge advertising collateral at their disposal – it is a challenging concept in a service-based, as opposed to product-based, industry.

It's not just about working out what your USP is, it is communicating that in all your marketing and branding so it's easily identifiable to the consumer and consistent in every facet of your public image.

American advertising consultant Jay Abra-

ham says, your USP answers the question What's in it for your prospective customer?

"Your prospect only cares about the benefits that will accrue to them if they favour your product over your competition. They care little about how great your company is, or how long you've been in business. You have to give them a compelling reason to buy," says Abraham.

Your USP should do three critical things:

- ▶ Motivate your prospect
- ▶ Convey product uniqueness
- ▶ Convey product identity

Unless you are operating a business that is fortunate enough to have a monopoly in the marketplace, working on identifying and communicating your USP to the public is one of the most important fundamentals to establishing and growing your business long term.

- AMBER WERCHON