



Wake Up and Sell the Coffee!: The story of Coffee Nation and how to start, build and sell a high-growth business

Martyn Dawes

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A high-growth success story

Martyn Dawes set out to build a high-growth business with a simple idea and the will to do whatever was required to make it a success. Twelve years later he sold this business - Coffee Nation - for £23m.

Along the way, among many highs and lows, there was the thrill of seeing an idea come to life, costly failed trials and false starts, countless business plans, learning how and when to raise funding, the personal journey of surviving when success seemed so distant and securing contracts with some of the biggest retailers in the world. This is the story of how a great British business was built - from a blank sheet of paper - and how it came to be one of the nation's favourite consumer brands. It's also a guide to help any aspiring entrepreneur put their business on the path to high growth.

Through the course of an exciting narrative, Martyn shares his experiences of growing a business and his knowledge of what you should and shouldn't do. Mistakes to avoid are revealed just as honestly as the good decisions, making this is an unusually frank and valuable account for anyone looking to build their own business.

All areas from start-up to exit are covered, including:

- How to come up with an idea and know if it's any good
- Researching and testing your business model
- When you should not write a business plan and why not
- The process of pitching to investors and raising funding
- Negotiating contracts and controlling your finances
- A special final chapter on how to set up a business for high-growth from the outset

Coffee Nation was based on the reliable principles of a simple idea, a compelling vision, a high-quality product and relentless enterprise. If you have the desire and vision to build your own high-growth business - or you want to read a fascinating story of how it has been done - look no further. It's time to wake up and sell the coffee.

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Here thing why that Wake Up and Sell the Coffee!: The story of Coffee Nation and how to start, build and sell a high-growth business are different and trusted to be yours. First of all examining a book is good but it really depends in the content of computer which is the content is as yummy as food or not. Wake Up and Sell the Coffee!: The story of Coffee Nation and how to start, build and sell a high-growth business giving you information deeper as different ways, you can find any e-book out there but there is no publication that similar with Wake Up and Sell the Coffee!: The story of Coffee Nation and how to start, build and sell a high-growth business. It gives you thrill reading journey, its open up your own eyes about the thing in which happened in the world which is might be can be happened around you. It is possible to bring everywhere like in recreation area, café, or even in your method home by train. Should you be having difficulties in bringing the printed book maybe the form of Wake Up and Sell the Coffee!: The story of Coffee Nation and how to start, build and sell a high-growth business in e-book can be your choice.

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Spent a free time and energy to be fun activity to complete! A lot of people spent their free time with their family, or their friends. Usually they performing activity like watching television, likely to beach, or picnic within the park. They actually doing same thing every week. Do you feel it? Do you wish to something different to fill your personal free time/ holiday? Could possibly be reading a book is usually option to fill your cost-free time/ holiday. The first thing that you ask may be what kinds of e-book that you should read. If you want to test look for book, may be the e-book untitled Wake Up and Sell the Coffee!: The story of Coffee Nation and how to start, build and sell a high-growth business can be good book to read. May be it might be best activity to you.

Jason Rickman:

The book untitled Wake Up and Sell the Coffee!: The story of Coffee Nation and how to start, build and sell a high-growth business contain a lot of information on this. The writer explains the woman idea with easy approach. The language is very easy to understand all the people, so do not really worry, you can easy to read it. The book was compiled by famous author. The author will take you in the new period of literary works. It is possible to read this book because you can read more your smart phone, or program, so you can read the book throughout anywhere and anytime. If you want to buy the e-book, you can available their official web-site in addition to order it. Have a nice learn.

Latricia Wynkoop:

In this time globalization it is important to someone to acquire information. The information will make anyone to understand the condition of the world. The condition of the world makes the information better to share. You can find a lot of references to get information example: internet, newspapers, book, and soon.

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