

Setting Up An Internet Cafe, and/or, Setting Up A Cafe *With* Internet:

Internet Cafes require a mixed business, centered on Internet use, and nowadays in the age of portable personal communication, but, if you are prepared to diversify, from a technical and service point of view, then a successful business will surely follow.

(**Cafes with Internet** means sit-down food and drink, relaxation, and, on-demand access to the Internet, via a phone or laptop, provided free to paying customers, see following.)

Setting Up An Internet Cafe:

1) **Location and market/clientele:** Main Street may be too expensive rent-wise, so, being handy to a main street is ideal, which also includes parking and/or public transport. A viable existing business is optimum. Beware of geographically close competitors, re any aspect of your business. Also, libraries have free Internet..! Quietly checking out your competition, though, may also lead to good ideas, cordial co-operation, etc. Proximity to a Convenience Store, such as a 7/11, will benefit both businesses. **Business hours will be as extensive as you can manage, and 7 days**...over time peak business patterns will be revealed.

Gaming will be a major income stream, but, these customers may well be problematic, best to have separate entrance, toilets, and computers, if possible. You may be dealing with gamers so addicted that they have no money for their own systems, plus, being unpredictable as to moods, as well. Questionable Internet users, and their reasons for use of the Internet, would be in the same category. Liaison with local Police may be necessary. Or, send gamers, et al, elsewhere...your decision...?

General public means clean, light, well-ventilated, safe for children, clean toilets, or at least toilets nearby. Mixed business is important, cater also for tourists, printing, computer repair and sales, even off-premises business consultation, including systems installation and repairs, networking, et al. All repairs should come to the shop, where necessary tools and testing equipment are available. **Cameras are mandatory, with real-time visible images on display..... for security of customers, personal possessions, and saleable items.**

2) **Local Councils:** Check for any potential problems, best to be welcome and on good terms, rather than possible friction develop.

3) **Internet provider:** Must be reliable, so, cheapest option may not be the best over time. **Surge monitors/power conditioners/UPSs** will be needed, the latter for your most important systems.

4) **Reliable staff** will be needed for running the Internet Cafe, never hire anyone you cannot fire...no freaks, and narcissists may be a health hazard if constantly preening, also most likely to clash with customers. Look for clean, well-presented, well-mannered yet unobtrusive, intelligent enough to manage the ICafe technology, and to recognise regular customers. Ban mobiles during work times is best, also employ non-smokers.

5) **Ambience...** Quiet ambience would suit most customers, do not let staff have any control over ambience, except to enforce what you, the proprietor, requires. Earphones/earbuds for all users a must!

Ambience will thus reflect target clientele and age groups. Business-like, with no ambient noise, suits that description, tho note that a varied customer base, re general public, is most desirable, as evidenced by what happened to so many Internet cafes, cafes and restaurants during/after C-virus lockdown.

Note that any people-centred business run just for \$\$, and for owner(s) choices and convenience, will definitely falter, and even fail.

Setting Up A Cafe *With* Internet:

1) **Location and market/clientele:** Be aware of geographically close competitors re any aspect of your business. **A viable existing business purchase is optimum.** Internet should be free for bona fide customers, as long as they buy food and/or drink, even bring their own lunch, because an empty cafe will always put off passers-by. Libraries have free Internet, note, so, close proximity to a library means extra access for your customers..! Again, quietly checking out your competition may also lead to good ideas, cordial co-operation, etc. **Business hours will be as extensive as you can manage, and 7 days...over time, peak business patterns will be revealed. Cameras at your discretion..?**

2) **Local Councils:** Includes cafe-standard rating and food-handling standards....stay on good terms!

3) **Internet provider:** Again, must be reliable, so, cheapest option may not be the best over time. **Surge monitors/power conditioners/UPSs** will be needed, the latter for your most important systems. Access free to bona fide customers. Give regular customers free beverages for sitting at the front window for prolonged periods, such as students. Internet should be free for bona fide customers, as long as they buy food and/or drink, even bring their own lunch, **because an empty cafe will always put off passers-by.** Libraries have free Internet, note, so, close proximity to a library means extra access for your customers..!
Passwords should be easy to deal with, tho, necessarily changing on a regular basis will thwart outside intervention and unwanted 'free' use. **Customers bring own laptops/phones,** perhaps have a **quick-update Internet system** set up; note that this should be at a counter, visible to all, and standing only. *5 minutes free use ?*

4) **Staff...never hire anyone you cannot fire...**again, no freaks, and narcissists will be a health hazard if constantly preening, and/or using mobile phones, also most likely to clash with customers. Ban mobiles during work times is best, definitely a physical health hazard, and a distraction from employment duties, non-smokers is a must. Again, clean, well-presented, mannered yet unobtrusive, intelligent enough to to manage the cafe technology, understand service standards, and recognise regular customers. **Firm but fair, they will be tested....**

5) **Ambience...**like a home lounge is good, with papers and swappable books, sofas, low tables if possible, in an area easily seen from the street, which is good advertising. No radio, stereo, et al..., at all times, so many people have their own personal sound, with ear-buds or ear-phones, these days. Quiet ambience would suit most customers, anyway, so, **do not let staff have any control over ambience, except to enforce what you, the proprietor, requires.**

Tables should be square, note, for elbows to rest on, and, there should be adequate Internet outlets around the walls. **Chairs** should be padded and comfortable...longer-staying customers are likely to repeat-order, as well as be habitual in attendance...! So, **home lounge, comfortable, quiet, and casual,** with no unwanted ambient noise, suits that ideal cafe description. Adjust your meus accordingly, and consulting regular customers is recommended.

Ambience thus reflects target clientele, and age groups, tho note that a varied customer base is most desirable, again, as evidenced by what happened to so many cafes and restaurants during/after C-virus lockdown. **Ensure you can offer a hatch-access service if normal customer traffic is restricted.**

Again, any people-centred business run just for \$\$, and for the owner(s) choices and convenience, will definitely falter, and even fail.