

QUALITY
PREMIUM PRODUCT

GUARANTEED

2017/18 ANNUAL REPORT



JIM'S BEAN MACHINE

OWNERS ORATORY



Jim's Bean Machine (JBM) remains the longest running premium quality mobile coffee solution in Goulburn.

As we finish our second year we realise there have been a number of challenges to address, plus some brilliant highlights. We have definitely established JBM as a customer focussed, high quality, service and solution driven operation.

During the year we have been challenged by the arrival of three more mobile coffee operators. This confirms that there is a strong market need and has enabled our customers to compare - in almost all known cases, favourably! The arrival of greater competition has primarily affected our weekend event opportunities. However, the 10% growth of the Monday to Friday business means that we are self-supporting and can "cherry-pick" from the events calendar.

Two wonderful things happened to JBM during 2017/18. The first was to be nominated by a customer in the 2017 Goulburn Chamber of Commerce Business Awards for excellence in customer service. We enjoyed a great night at the awards dinner and were very happy that one of our customers deservedly won this category! Then the NSW Regional and Country Awards nominated us for excellent customer service, and we won through to the top three in this category. The final was held in Newcastle and the eventual thoroughly deserved winner was our friend Angie Hookham who runs "Fitness in the Park" in Goulburn.

We are very proud to have made a significant reduction in our environmental footprint this year by introducing our luxury double wall stainless steel keep cups. We have so far managed to convert 30% of our regular customers to using these.

JBM would like to sincerely thank all our loyal and generous customers who have stuck by us and continue to amaze us with their support. We look forward to a year of consolidation in 2018/19 and will work on a number of projects to help sustain and grow our business to the next level. Look out for our on-line store later this year!

Sincerely,

Jim Catt

2017/18 GOALS

TO INCREASE SALES, REDUCE OUR ENVIRONMENTAL FOOTPRINT & MAINTAIN STRONG COMMUNITY INVOLVEMENT

10%

INCREASED SALES

We managed to increase sales by 10% on previous years projections to a point where we are now almost full (Mon-Fri). We now provide coffee and bakery treats to 40-50 Goulburn workplaces each day.

30%

INCREASE OUR ENVIRONMENTAL PERFORMANCE

One of the main targets for this year was to decrease the amount and use of take away coffee cups. We have managed to convert 30% of our customers to our luxury double walled stainless steel keep cups.

**16
CHARITIES**

MAINTAIN A STRONG DEDICATION TO SUPPORTING THE LOCAL COMMUNITY

JBM has continued to support a number of Charities and Sporting organisations through 2017/18, sixteen in fact!

OVERVIEW OF GOALS

With the introduction of 3 new mobile coffee players to be able to increase overall sales (income) demonstrates we are moving in the right direction in terms of growth.

We are very proud to have managed to make a significant impact on our environmental footprint by introducing our luxury keep cups and the feedback has been very exciting and positive. People are loving their cups.

During the next year we hope to introduce our JBM on line store to help capture an as yet untapped market of potential sales. We are starting online in 2018 and will begin with sales in Australia.

2017/18 IN REVIEW

COMMUNITY COFFEES **104**
& 27 COMMUNITY BAKERY TREATS

FINALIST
GOULBURN BUSINESS EXCELLENCE AWARDS



MOST POPULAR BAKERY TREAT
CARAMEL SHORTBREAD

SERVED OVER 15,000 COFFEES

CONVERTED 30% OF OUR CUSTOMERS TO KEEP CUPS

SUPER "ORIGINAL" CUSTOMERS

RON, TERESE, BRAD, LISA

ADMINISTERED ROADSIDE

FIRST AID

DAVE, COREY & JONNO DAMIEN & BRIAN

NEW FOR 2017/18 ICED COFFEE

DONATED TO 16 CHARITY OR SPORTING GROUPS

10/11/17
PATIENT SURVIVED - FELL OFF BIKE!

MANGO SMOOTHIE

DRIVE THRU COFFEE

ICED CHOCOLATE

OUR FIRST BLACK FRIDAY SALE!

WE TRIED IT, YOU LIKED IT

RON MOST LOYAL CUSTOMER

YOU ASKED FOR IT SO WE ADDED HOT FOOD IN 2018



BUSIEST DAY RELAY 4 LIFE

29/10/17 ~ DONATED \$200



COLDEST WORK DAY -9.7C

FACEBOOK LIKES 900

GOULBURN

SATURDAY JULY 1, 2017

JUMP ON NOW FOR SPECIALS AND COMPETITIONS

4 of 4 JIM'S BEAN MACHINE 2017/18 ANNUAL REPORT