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Backgrounder: Square Bean Coffee

Square Bean Coffee represents the fruition of owner Jeff Conrady's life-long vision to run his own business. The dream became a reality on Oct. 14, 2011, when Square Bean Coffee sold its first cup of coffee. Conrady daily demonstrates his love for food, coffee, and people at Square Bean Coffee. Implemented on a daily basis, "Warm, Fresh, Chill, and True," the company's principles, assist in creating an ideal coffee house environment.

Brief Historical Timeline

Square Bean Coffee has only been in existence for 11 months, causing the history of the business to remain limited, but nevertheless rich. Every new event contributes to the credibility of the organization. Square Bean Coffee hopes that by the 25th anniversary celebration, the shop's history will portray a wonderful tale of success.

- September 8, 2011:** Square Bean Coffee joined Facebook
Remodeling/renovation process began
- October 14, 2011:** Square Bean Coffee opened for business, coinciding with Dillsburg's annual Farmers Fair
- December 30, 2011:** Square Bean Coffee celebrated New Year's Eve with extended hours
- June 18, 2012:** Square Bean Coffee changed its closing time from 6 p.m. to 8 p.m.
- July 3, 2012:** Square Bean Coffee hosted its first live music event entitled "Bean Beats"
- August 12, 2012:** Square Bean Coffee displayed customer and local artist Susan Getty's paintings in the shop

Conrady's operating philosophy has always been to focus on clients and products, while slowly integrating new ideas into the shop's environment. Exemplifying this practice is the delayed selection of permanent wall artwork, in order to ensure the most appropriate choice for the shop. His decision to display work from local artist Susan Getty further exemplifies his interest in fostering strong community relations. By paying attention to time details, Conrady demonstrates his desire to create a comfortable, relaxed and welcoming environment for both employees and customers. Throughout the first year of business, the shop has accommodated various organizations and groups by closing early, reserving the back dining room for private parties, and catering outdoor events. These accommodations, while small, have greatly increased business and sales, and have revealed a potential need for future expansion.

Products

Square Bean Coffee offers a delicious selection of coffees, lattes, smoothies, sandwiches, and wraps. Made to customer specification, all meals and drinks are served with a smile. Square Bean Coffee's motto states, "We welcome our customers every time—they are the priority."

Employees should welcome customers immediately upon entrance, as well as strive to ensure a positive experience for the entire visit. For client convenience, printed menus are available next to the register, as well as listed on the website. Call-in orders for pick-up and delivery are also encouraged to increase efficiency and further customer satisfaction.

Current Status

Owner Jeff Conrady is incredibly pleased with the current status of his coffee house. He says, “We’re really moving forward well right now. There has been month-to-month growth in sales and a continuous stream of new customers.” Due to the continued development and progression, Conrady comments that now is the time to evaluate and reassess the business, its triumphs, and areas in need of improvement. He looks forward to considering “how [Square Bean Coffee] can make the next leap in product quality, menu sophistication, atmosphere, and customer satisfaction. Much of the shop’s support consists of local families and friends, causing Conrady to strive to use the business as a way to support the local school and community in return. He and other staff members are experimenting with new advertising mediums, such as social media networks, that will make marketing more efficient and effective.

Looking Forward

For the time being, Square Bean Coffee, though small, does not face many size constraint issues. However, as the shop continues to grow, it is likely that expansion will become a necessity. Conrady has discussed his intentions of expanding the dining room and doing further remodeling to make business more suitable for all of its services. In addition to the renovation possibilities, Conrady has addressed the desire to further define Square Bean Coffee’s core concepts: Warm, Fresh, Chill, True. By bringing the intended meaning of these principles to the forefront, the coffee shop may better convey its true nature to its customers.