



# Internet Cafe Industry Business Training

A training program to help you build and grow a  
profitable internet cafe business

[arinda.com.au](http://arinda.com.au)

1300 882 780

# Overview

The purpose of this course is to help you start and build a successful and profitable business in the internet cafe or internet service provider (ISP) industry.

Our award-winning Surf Easy systems provide the market with solutions for every type of internet billing requirement – from traditional internet cafes, gaming cafes, and shopping centre kiosks, through to in-room systems for hotels, or wireless hotspots for cafes, libraries, caravan parks and just about any other public place. Arinda's Surf Easy products are also highly configurable, meaning they can be easily customised to suit almost any environment or business need.

But a quality product is only one part of building a successful business; the rest of the equation is in the business model you use to meet the market need. There are dozens of business models in the internet cafe industry, each suited for particular environments and purposes, and a smart operator with the right business know-how can earn significant ongoing and passive income streams, but only when properly planned and executed.

Our Business Training course covers the various business models for operating internet cafes, internet kiosks, wireless hotspots and in-room broadband systems, and also covers the different types of internet billing and management systems and their associated use. The course includes training and information on site selection, site negotiation, business models and operational structures, seasonal trends, lease negotiations, and profitability analysis.

You will also receive templates for profit-share agreements, non-disclosure agreements, business plans and more. Plus we also provide the latest information on industry trends, market pricing, competitors, future opportunities, and industry benchmarks.

**There is incredibly high demand for Internet access in locations outside the home or office, creating very lucrative opportunities for smart minded individuals looking to start and grow their own business.**

## Target Audience

This is essentially a business training course targeted at individuals who want to enter the internet service provider industry and build their own business.

The course is also ideal for both new and experienced internet cafe owners and operators who want to maximise their profits and expand their business with new models, ideas and methods.

There is no prerequisite knowledge, but general IT and computer experience is obviously incredibly handy and valuable. However, it is possible to run a successful internet cafe business without the technical knowledge by outsourcing your IT requirements.



# Course Content

Each course is tailored to the specific attendees and their particular business goals and objectives. We also prepare information specific to your home town or city, and you can also request any specific content or focus you would like included in the training. This allows you to receive training specific to your particular business interest.

Typical topics we cover in the business training program include:

- ❖ **Industry overview**
  - Overview of the different environments for internet cafe systems and market trends
  - End user demographics
- ❖ **Product and solution overview**
  - Introduction to the different internet cafe systems and their abilities.
  - Introduction to the Surf Easy products
  - All the modules from our Surf Easy Introductory Technical Training program.
- ❖ **Business models**
  - Detailed analysis of the different business models and business structures.
- ❖ **Advertising and cross-promotion opportunities**
  - Ideas and methods for cross-promoting your business with our businesses in the area
- ❖ **Additional revenue streams**
  - Additional products and services you can add to your business to increase revenues
- ❖ **Industry trends and analysis**
  - Detailed analysis of the industry
  - Geographical analysis of the industry
  - Analysis of competitors
  - Pricing and Benchmarks
  - Seasonal trends
  - Changing technology and impacts of innovation
- ❖ **Site selection**
  - Methodology for finding, assessing and selecting and new sites
- ❖ **Project Scoping and forecasting**
  - How to determine equipment required at a new site
  - Cost calculation, including determining upfront capital and ongoing overheads
  - Methodology to determine profitability, revenue and cash flow projections
- ❖ **Site negotiation**
  - Methods and approaches for negotiating with new sites
- ❖ **Installation and deployment**
  - Design considerations
  - Step by step process for deploying new sites



❖ **Ongoing maintenance and support**

- Servicing and handling end user support
- Ongoing assessment of profitability and usage

## Course Delivery & Pricing

We can deliver the training course via 3 methods:

**1. Face-to-face in our head office on the Gold Coast (\$1200 per day)**

Obviously the best experience is gained from taking the training in our head office. Our Training Room is equipped with all of our Surf Easy products, setup for you to play, experiment and learn. We can even take you to some of our live installations on the Gold Coast so that you can see the equipment and business in action. This allows you to have a hands-on experience during your training, so that you become highly familiar with the products. The head-office course also gives you better access to our technicians and product specialist staff. We also include lunch and morning and afternoon snacks. Most of our previous attendees required 1 to 2 days training to sufficiently cover all the topics.

**2. Face-to-face in your premises (\$1200 per day plus travel & incidental expenses)**

One of our technicians can come to you and provide the Business Training program in your premises. This saves you having to take the time to travel to our head office, and can also allow you to receive training on your own specific hardware and sites. Most of our previous attendees required 1 to 2 days training to sufficiently cover all the topics.

**3. Remotely over the internet and telephone (\$1200 per day, split into half-day sessions)**

We can complete the training remotely over the internet and telephone. This allows you to receive the training without having to leave your home or office. Our technician will send you instructions to remotely connect and access our training and demonstration systems, and then call you and provide the training over the telephone and through the remote systems. We split the training into four hour sessions, which can be held over separate days.

With all 3 delivery methods you receive a hardcopy Business Pack, full of manuals, procedures, product brochures, templates, agreements, planning documents and much more.

All prices are in Australian dollars and include GST.

## Book now...

These training courses are run on demand, so we can schedule a course to run exactly when you need it.

To book your training simply call 1300 882 780. Payment is required upfront to secure your place on the course. Please let us know if you would like to request any specific training content or focus.

