



PRINCE EDWARD ISLAND

BEANZ ESPRESSO BAR

LORI KAYS had one taste of entrepreneurial life and the rest, as they say, is history. Her appreciation for the fine points of running her own business – plenty of good hard work, a sense of accomplishment and personal satisfaction – enables her to enjoy the challenges and rewards of an exciting career.

In the process, Lori's venture – Beanz Espresso Bar in Charlottetown, Prince Edward Island – introduced local consumers to an entirely new experience. Beanz was the first espresso bar to open in Charlottetown and it offered customers a unique perk – the chance to surf the Internet while enjoying their refreshments. Her menu includes a variety of specialty products you might find in any quaint bistro – espresso, cappuccino, gelato and bagels, as well as assorted sandwiches, soup, breakfast items and homemade desserts.

Beanz Espresso Bar is Lori's second initiative as an entrepreneur. Her first foray into business was as owner of a clothing business located in the same building as the espresso bar. "I knew I would never be satisfied with a desk job," she recalls. "I wanted to be out working with different people every day."

A serious fire forced the closure of her clothing business after just four years. Shortly after, a Dunkin' Donuts outlet opened in the building where her store had been located. When Lori had the opportunity to take its lease, she did just that. She operated the shop under the Dunkin' Donuts chain for a month so she could learn the ins and outs of the business and develop a better understanding of customer expectations and demands. During an incredibly brief six-day shutdown, the outlet was reincarnated as Beanz Espresso Bar.

Putting her plans into motion was no



Barrett and Mackley

simple feat. Start up costs reached \$200,000 and managing the business takes a fair amount of time. She is thankful for valuable advice she received from the Canada/Prince Edward Island Business Service Centre, and for the support and willing help she receives from her father, Emmanuel Kays, her

Lori clearly enjoys the thrill and challenge of business ownership and her enthusiasm for business remains strong. She would like to take some entrepreneurial courses to help build her overall business skills and improve her accounting background. She plans to continue refining her business until

*Putting her plans into motion was no simple feat.
Start up costs reached \$200,000.*

husband, Doug Hurry, and the rest of her family.

"The problem with owning your own business is that it's always on your mind," she confesses. "This business is open seven days a week, so I end up working a lot of overtime. I'm always wondering about my cash flow and whether my customers are happy with the way things are. And I'm always trying to think about how I can improve the products or the service or the bottom line."

she gets it just right – at that point, she may consider opening other locations.

"Running your own business takes hard work and a good support system," says Lori, "but there's also a great sense of accomplishment. You can take pride in your success because, ultimately, it's up to you. You call your own shots, you take the risks, you reap the success."

The Beanz Espresso Bar employs about nine permanent employees and up to 16 during the peak summer season.

WHERE TO REACH LORI KAYS

38 University Avenue, Charlottetown, Prince Edward Island C1A 4K6
Telephone: (902) 892-8797

Lori Kays