

HOW TO RUN A CAFÉ IN GOLD COAST



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ABSTRACT

Running a café in Gold Coast requires a blend of passion, planning, and smart management. With the city's vibrant coffee culture and high tourist footfall, success depends on offering quality food, excellent service, and a welcoming ambiance. Key factors include selecting a prime location, understanding customer preferences, and creating a unique menu that stands out. Efficient staffing, smooth operations, and compliance with local regulations are also essential for long-term success.



Marketing plays a crucial role in attracting customers, with social media and local partnerships being effective strategies. Maintaining consistency in food quality and service helps build a loyal customer base. Additionally, managing costs, sourcing fresh ingredients, and adapting to industry trends will ensure the café thrives in Gold Coast's competitive hospitality scene.

LET'S GET STARTED

Opening and running a café in Gold Coast can be a rewarding venture, but it requires careful planning and execution. The city's bustling tourism industry and strong café culture make it a great place for a thriving business. Choosing the right location is crucial, as foot traffic and accessibility play a big role in attracting customers. Additionally, understanding the local market, setting up an efficient operational structure, and ensuring high-quality customer service are key factors in establishing a successful café.

Beyond operations, effective marketing is essential to stand out in a competitive market. Social media promotions, loyalty programs, and collaborations with local businesses can help boost visibility. Consistency in food and service, cost management, and keeping up with industry trends will ensure long-term growth and profitability in Gold Coast's café scene.

INTRODUCTION OF GOLDCOAST BUSINESSES & ECONOMY

Gold Coast, one of Australia's fastest-growing cities, boasts a thriving economy driven by tourism, hospitality, construction, and small businesses. Known for its stunning beaches, vibrant nightlife, and major attractions, the city attracts millions of visitors annually, creating endless opportunities for entrepreneurs. The business landscape is diverse, ranging from cafés and retail stores to tech startups and large-scale developments, all benefiting from a strong local and international customer base.

Tourism plays a significant role in the city's economic success, with hotels, restaurants, and entertainment venues continuously expanding to cater to both domestic and international visitors. Additionally, the real estate and construction industries contribute heavily to the economy, with ongoing residential and commercial projects fueling job creation and investment opportunities. The Gold Coast's strategic location, skilled workforce, and supportive business environment make it an attractive hub for startups and established enterprises alike.

The local government actively promotes business growth through various incentives, infrastructure development, and support programs. Entrepreneurs

benefit from networking events, funding opportunities, and business-friendly policies designed to foster innovation and sustainability. With a strong economy, a growing population, and a dynamic marketplace, Gold Coast remains a prime destination for businesses looking to thrive in a competitive environment.



TIPS ON CHOOSING THE RIGHT LOCATION FOR YOUR BUSINESS

When you're starting a business, selecting the right location can be the difference between success and disappointment. If you've already completed your business plan and chosen an awesome business name, take the following steps before signing a commercial lease or buying commercial real estate:

- **Set a budget for your business location:** Pinpoint how much of your business budget you can spend on a commercial lease or building purchase. You don't want to fall in love with a location you can't afford.
- **Outline your business's specific needs:** Your business type and industry will inform your location's specific needs. For example, if you're starting

restaurant, your needs will be very different from a sales office that requires an office layout with ample conference room space and private offices. Will your parking area need to accommodate many employees and customers? List your requirements to avoid wasting time evaluating properties that won't fit the bill.

- **Determine crucial tax implications:** Consider any prospective area's state and local tax implications. Depending on your industry, it may be wise to seek a location inside or outside a specific zone or municipality to enjoy tax benefits.
- **Research government incentives:** Federal and state incentives for small businesses exist in some industries. Choosing a specific location may qualify you for certain incentives. If so, it behooves you to focus your location search on a specific area or business-friendly state.
- **Research your target audience:** Where do your customers live and work? It's crucial to choose a location your target market can easily access or frequently visit. Understanding your customer base will inform your location decision. If you're partial to a specific area but aren't sure if it's a match for your target audience, thoroughly research the area's demographics to gain a clear picture of product or service demand and disposable income levels.
- **Research an area's specifics:** If you've found an area in your budget that's amenable to your target audience, dig deeper. For example, understanding the area's zoning laws is crucial. Look at zoning maps so you understand what business activities are allowed. If you're a retail store or restaurant, considering commercial zoning proximity to residential areas can be essential to ensure direct access to foot traffic. Make it your business to know an area inside and out.
- **Plot competitors' locations:** If you want to move forward in a specific area, perform a competitive analysis to assess the competition's presence and gauge demand for your offerings. You don't want to move in next door or across the street from a fierce business rival. However, you may not be able to avoid the competition entirely. Understanding your situation is key.
- **Analyze individual properties:** Once you've settled on an ideal area and found individual properties to consider, start comparing their pros and cons. Vet specific properties' qualities, including office or building size, furniture,

parking lot size, amenities, lease terms and more. Is the actual building or space somewhere your team and customers will enjoy spending time?

PLACES IN GOLDCOAST KNOWN FOR CAFE BUSINESSES

Gold Coast is home to several vibrant suburbs known for their thriving café culture. Here are some of the best areas for café businesses:

1. Burleigh Heads – A hotspot for trendy cafés, Burleigh Heads attracts both locals and tourists with its stunning beach views, relaxed vibe, and strong foodie culture.

2. Broadbeach – Known for its bustling dining scene, Broadbeach is a prime location for cafés, thanks to its mix of high-rise apartments, tourists, and locals who enjoy good coffee and brunch spots.

3. Surfers Paradise – One of the most iconic locations in Gold Coast, Surfers Paradise offers high foot traffic, making it ideal for café businesses targeting tourists and beachgoers.

4. Mermaid Beach – A quieter but stylish suburb with a strong café culture, Mermaid Beach is perfect for boutique coffee shops and trendy eateries.

5. Palm Beach – Rapidly growing in popularity, Palm Beach has become a favorite for café lovers, offering a mix of beachfront and community-based coffee spots.

6. Southport – As the Gold Coast's business and education hub, Southport provides great opportunities for café businesses catering to office workers, students, and locals.

7. Coolangatta – Located near the Queensland-NSW border, Coolangatta's relaxed coastal vibe makes it a great spot for laid-back cafés and specialty coffee shops.

7. Paradise Point – Paradise Point offers a charming waterfront setting, making it a great spot for café businesses catering to locals and visitors. With a relaxed, community-driven atmosphere, cafés here thrive by offering quality coffee, fresh

meals, and scenic outdoor seating. The area's steady foot traffic and local support make it ideal for boutique and specialty cafés.



For instance, A rare and exciting opportunity awaits to own a renowned cafe in the Northern Suburbs of the Gold Coast. Located on the beautiful esplanade overlooking some of the Gold Coast's most beautiful waters, this cafe is perfectly positioned to soak in the busy atmosphere of its location.

(Source: <https://www.business2sell.com.au/businesses-details/an-exciting-opportunity-to-own-a-renowned-cafe-on-the-northern-go-368154.php>)

There are multiple business for sale in different categories in the Paradise Point such as 71 Cafe For Sale, 41 Food, Beverages & Hospitality businesses for sale and many more.

For more details and to gather these profitable business opportunities, you can visit the website mentioned here below-

<https://www.business2sell.com.au/businesses/qld/gold-coast/paradise-point>

WHY YOUR BUSINESS'S LOCATION IS IMPORTANT?

Choosing the right location for your business is crucial for its success. A well-chosen spot can attract customers, improve visibility, and increase profitability, while a poor location can limit growth and lead to financial losses. Here's why location matters, broken down into key factors:

1. Customer Accessibility

- Your business should be in an area where your target customers can easily reach it.
- High foot traffic locations, such as shopping centers and main streets, naturally attract more customers.
- Businesses relying on appointments, like salons or consulting firms, benefit from convenient parking and public transport access.



2. Visibility and Brand Awareness

- A well-placed business increases brand exposure, making it easy for people to notice and recognize your brand.
- Locations near busy roads, malls, or popular areas offer free marketing through natural visibility.
- Good signage and storefront design can further enhance brand recognition.

3. Competition and Market Demand

- Being close to similar businesses can either benefit you (by drawing in a similar customer base) or harm you (by creating too much competition).
- Analyzing market demand ensures there are enough customers in the area to sustain your business.
- Finding a balance between competition and customer demand is key to long-term success.

4. Operational Costs and Profitability

- Rent, utilities, and property taxes vary based on location, affecting overall expenses.
- While high-traffic areas can be costly, they may generate higher revenue due to increased customer flow.
- A balance between affordability and accessibility is crucial for financial sustainability.

5. Target Audience Suitability

- The demographics of a location (age, income level, lifestyle) should match your business's target market.
- A luxury boutique won't thrive in a low-income area, just as a budget-friendly café may struggle in an upscale neighborhood.
- Researching local customer habits ensures you place your business where demand is highest.

6. Growth and Expansion Potential

- A good location should support future business growth, such as adding more services or expanding the space.
- Consider long-term factors like neighborhood development, infrastructure changes, and potential zoning laws.
- A flexible lease agreement or ownership options can provide stability for future expansion.

Choosing the right location requires thorough research, understanding customer behavior, and aligning with your business goals. A strategic location sets the foundation for growth, profitability, and long-term success.



KEY TIPS FOR LAUNCHING A SUCCESSFUL RESTAURANT

Starting a restaurant can be an exciting yet challenging venture. To ensure success in the competitive food industry, careful planning, strong execution, and ongoing management are crucial. Here are the key steps to help you build and sustain a thriving restaurant business.

1. Choose the Right Location

Location is one of the most important factors for a restaurant's success. A high-traffic area, easy accessibility, and good visibility can help attract more customers. Consider the surrounding competition, target audience, and convenience factors like parking and public transport access.

2. Define Your Concept & Menu

A clear and unique restaurant concept helps differentiate your business. Decide on your cuisine, dining style (casual, fine dining, fast food, etc.), and ambiance. Your menu should reflect your concept, offering quality dishes that appeal to your target market. Keep it simple yet creative, balancing signature dishes with crowd favorites.

3. Focus on Food Quality & Service

Consistency in food taste, presentation, and service is key to building a loyal customer base. Use high-quality ingredients, maintain kitchen hygiene, and train your staff to provide excellent service. Customers remember good food and great hospitality, so creating a memorable dining experience is essential.

4. Hire & Train a Strong Team

Your staff plays a crucial role in your restaurant's success. Hire skilled chefs, friendly waitstaff, and efficient kitchen assistants. Invest in proper training to ensure teamwork, professionalism, and consistency in food preparation and customer service. Happy employees lead to satisfied customers.

5. Market Your Restaurant Effectively

A strong marketing strategy helps create awareness and attract customers. Utilize social media platforms like Instagram and Facebook to showcase your dishes, promotions, and customer reviews. Partner with food delivery apps, run special discounts, and collaborate with local influencers to increase visibility. Hosting events or themed nights can also draw in more guests.

6. Manage Finances Wisely

Budgeting and financial management are essential to keeping your restaurant profitable. Track expenses, control food costs, and monitor cash flow regularly. Invest in essential equipment and staff but avoid unnecessary spending. Consider setting up a financial safety net for unexpected expenses.

7. Comply with Regulations & Permits

Ensure your restaurant follows all legal requirements, including food safety regulations, health inspections, and business permits. Obtain the necessary licenses and stay updated with industry regulations to avoid fines or legal issues.

8. Keep Innovating & Adapting

The restaurant industry is dynamic, with changing customer preferences and trends. Stay updated with food trends, introduce seasonal specials, and continuously improve customer experience. Listen to customer feedback and make necessary adjustments to keep your restaurant relevant and competitive.

By following these steps, you can create a successful restaurant that not only attracts customers but also sustains long-term growth in the industry!

THE BASICS OF FINANCING FOR A BUSINESS

Starting and running a business requires adequate financial resources. Whether you're launching a startup, expanding an existing business, or managing daily operations, understanding the basics of business financing is essential. Here's a detailed guide on how to secure and manage funds effectively.

1. Understanding Business Financing

Business financing refers to the money required to start, operate, and grow a business. It includes capital for equipment, inventory, payroll, marketing, and other expenses. Financing can come from personal savings, loans, investors, or government grants. The right financing option depends on your business size, goals, and financial needs.



2. Different Types of Business Financing

A. Self-Funding (Bootstrapping)

- Using personal savings or income to fund your business.
- Gives you complete control without taking on debt.
- Best for small businesses and startups with low initial costs.

B. Business Loans

- Offered by banks, credit unions, and online lenders.
- Requires a solid business plan, good credit score, and collateral in some cases.
- Common types include:
 - Term Loans – Fixed amount repaid over time with interest.
 - SBA Loans – Government-backed loans for small businesses.
 - Business Lines of Credit – Flexible funding, similar to a credit card.

C. Investors (Equity Financing)

- Involves selling shares of your business in exchange for capital.
- Includes angel investors, venture capitalists, and crowdfunding.
- Ideal for startups with high growth potential but involves giving up partial ownership.

D. Government Grants & Subsidies

- Offered by government agencies to support businesses in specific industries.
- Does not require repayment but may have strict eligibility criteria.
- Examples include grants for innovation, sustainability, and women-owned businesses.

E. Business Credit Cards

- Useful for covering short-term expenses and building business credit.
- Comes with higher interest rates, so responsible use is necessary.

3. Key Factors to Consider Before Financing

A. Business Plan & Financial Projections

- Investors and lenders require a detailed business plan outlining goals, market strategy, and financial projections.
- Helps determine how much capital you need and how you will repay it.

B. Credit Score & Financial History

- A good credit score increases the chances of securing loans at better interest rates.
- Businesses with bad credit may need alternative financing options like microloans or peer-to-peer lending.

C. Repayment Terms & Interest Rates

- Always check loan repayment schedules, interest rates, and any hidden fees.
- Choose a financing option that aligns with your cash flow and business model.

D. Risk Management

- Consider the risks involved, such as debt burden or losing ownership in equity financing.
- Have a backup plan in case of financial setbacks.



4. Managing Business Finances Efficiently

A. Budgeting & Expense Tracking

- Maintain a detailed budget to track income and expenses.
- Use accounting software to streamline financial management.

B. Cash Flow Management

- Ensure a steady cash flow by monitoring revenue and expenses.
- Set up emergency funds to handle unexpected costs.

C. Tax Compliance & Record Keeping

- Keep financial records organized for tax filing and audits.
- Seek professional accounting help if necessary.

Financing is a crucial aspect of running a successful business. Choosing the right funding option, managing finances wisely, and planning for the future will help ensure stability and growth. Before making any financial decision, assess your business needs and explore available resources to find the best solution.

SIMPLE SOLUTIONS FOR TRACKING YOUR INDUSTRY'S TRENDS TO RUN BUSINESS

Staying ahead in business requires keeping up with industry trends. Understanding market shifts, customer preferences, and emerging technologies can help you make informed decisions and stay competitive. Here's a detailed guide on simple and effective ways to track industry trends and apply them to your business.

1. Follow Industry News & Publications

Keeping up with reliable sources of information ensures you stay updated on the latest trends.

A. Subscribe to Industry News Websites & Blogs

- Follow reputable websites and industry blogs for regular updates.
- Examples: Forbes, Business Insider, industry-specific publications.
- Set up Google Alerts for specific keywords related to your business.

B. Read Trade Magazines & Reports

- Trade journals and market research reports provide insights into current and future trends.
- Many organizations release annual industry reports that predict upcoming changes.

C. Follow Influential Thought Leaders

- Industry experts, analysts, and business influencers share valuable insights through blogs, LinkedIn, and social media.
- Join their webinars or listen to their podcasts for deeper knowledge.



2. Use Social Media Monitoring

Social media is a powerful tool for tracking conversations and trends in your industry.

A. Follow Hashtags & Trending Topics

- Use industry-specific hashtags on platforms like Twitter, Instagram, and LinkedIn to discover relevant discussions.
- Example: RetailTrends, TechUpdates, MarketingTips.

B. Join Industry Groups & Forums

- LinkedIn and Facebook groups are excellent for networking and staying informed.

- Participate in discussions and ask questions to gain insights from professionals in your field.

C. Monitor Competitors & Industry Leaders

- Keep an eye on competitors' social media pages, websites, and content strategies.
- Analyze their marketing campaigns, product launches, and customer engagement methods.

3. Attend Industry Events & Webinars

Live events and virtual seminars offer valuable insights and networking opportunities.

A. Conferences & Trade Shows

- Industry events bring together experts, businesses, and potential clients.
- Stay updated on new technologies, products, and business strategies.

B. Webinars & Online Workshops

- Many organizations offer free or paid webinars discussing emerging trends.
- Take notes and apply the strategies that fit your business needs.

C. Networking with Industry Professionals

- Engaging with professionals in your industry can provide first-hand information about upcoming trends.
- Join business networking groups to exchange knowledge and ideas.

4. Utilize Data & Market Research

Analyzing data helps you make data-driven business decisions.

A. Track Customer Behavior & Preferences

- Use analytics tools like Google Analytics and social media insights to understand customer behavior.

- Monitor purchase patterns, reviews, and feedback to identify shifts in demand.

B. Conduct Surveys & Collect Feedback

- Ask customers directly about their preferences through surveys and polls.

- Use platforms like SurveyMonkey or Google Forms to collect responses.

C. Analyze Industry Reports & Market Research

- Companies like IBISWorld, Nielsen, and Statista offer detailed market analysis.

- Reviewing these reports helps predict future trends and customer demands.

5. Use Technology & AI Tools for Trend Analysis

Advanced technology can help automate and simplify trend tracking.

A. Google Trends

- Track search volume for specific industry-related keywords.

- Helps identify what's gaining popularity over time.

B. AI-Powered Analytics Tools

- Tools like SEMrush, HubSpot, and BuzzSumo analyze online trends.

- These platforms provide insights into trending topics, customer sentiment, and competitor strategies.

C. News Aggregators & Trend Monitoring Software

- Use apps like Feedly or Pocket to organize industry-related news.

- Platforms like TrendWatching and Think with Google offer trend analysis for various industries.

6. Engage with Customers & Get Their Insights

Your customers can provide valuable information on industry trends.

A. Monitor Customer Reviews & Feedback

- Check reviews on Google, Yelp, and social media to understand what customers love or dislike.
- Look for recurring trends in customer expectations and complaints.

B. Host Q&A Sessions or Live Chats

- Engage with customers through live Q&A sessions on social media or your website.
- Ask for their opinions on new products, services, or trends.

C. Encourage User-Generated Content

- Customers sharing their experiences through photos, videos, or testimonials can indicate market preferences.
- Monitor these trends to adjust your business strategies accordingly.

7. Regularly Update Your Business Strategy

Keeping up with trends means adapting your business accordingly.

A. Implement Small Changes Gradually

- Start by testing new trends on a small scale before fully adopting them.
- Example: If video marketing is trending, start by creating short videos for social media.

B. Train Your Team

- Educate employees on industry trends through training sessions and workshops.
- Encourage innovation and new ideas based on market changes.

C. Stay Flexible & Adapt Quickly

- Business trends change frequently; be open to adjusting your strategies.
- Regularly review and refine your marketing, products, and services.

Tracking industry trends doesn't have to be complicated. By following news sources, monitoring social media, attending events, using technology, and engaging with customers, you can stay ahead of changes in your industry. The key is to stay informed, be adaptable, and implement new trends strategically to keep your business competitive and successful.

EXPENSIVE MISTAKES TO AVOID WHILE RUNNING A CAFE **BUSINESS**

Running a café can be rewarding, but it also comes with challenges. Many café owners make costly mistakes that impact profitability and long-term success. Avoiding these pitfalls can save you money and help your business thrive. Below are some of the most expensive mistakes to avoid when running a café.



1. Poor Location Selection

The location of your café plays a crucial role in attracting customers and driving sales. Choosing the wrong spot can lead to low foot traffic and slow business.

Common Location Mistakes:

- Opening in an area with little to no foot traffic.
- Ignoring competition—too many similar cafés nearby can make survival tough.
- Selecting a space with high rent but low revenue potential.
- Overlooking accessibility and parking availability.

Solution:

- Research the area's demographics, customer behavior, and competitors before deciding.
- Choose a location with high visibility and foot traffic.
- Ensure your café is accessible to pedestrians and vehicles.

2. Underestimating Startup & Operating Costs

Many café owners fail to budget properly, leading to financial strain or even business failure.

Common Financial Mistakes:

- Not accounting for hidden costs like permits, insurance, and marketing.
- Underestimating monthly expenses (rent, wages, inventory, utilities).
- Over-investing in unnecessary equipment or luxury interior designs.
- Relying too much on loans without a clear repayment strategy.

Solution:

- Create a detailed financial plan, including all possible expenses.

- Maintain an emergency fund for unexpected costs.
- Invest in essentials first, and upgrade gradually.

3. Poor Menu Planning & Pricing

A badly planned menu can result in high food waste, dissatisfied customers, and reduced profits.

Common Menu Mistakes:

- Offering too many items, leading to food waste and increased costs.
- Pricing menu items too high or too low without considering profit margins.
- Using expensive ingredients that don't justify the selling price.
- Failing to update the menu based on customer demand and seasonal ingredients.

Solution:

- Keep the menu simple, focusing on high-margin and popular items.
- Regularly analyze sales data to identify best-selling and underperforming items.
- Price items strategically, ensuring good profit margins while staying competitive.
- Offer seasonal specials to reduce ingredient costs and keep the menu fresh.

4. Neglecting Customer Service & Experience

Cafés rely heavily on repeat customers, and poor service can drive them away.

Common Customer Service Mistakes:

- Hiring untrained or unmotivated staff.
- Slow service, leading to frustrated customers.
- Ignoring customer feedback and complaints.

- Inconsistent quality in food and beverages.

Solution:

- Train staff in customer service and efficiency.
- Encourage a friendly and welcoming atmosphere.
- Respond to customer feedback and make improvements accordingly.
- Maintain consistency in food quality and presentation.

5. Ignoring Marketing & Branding

Many café owners assume customers will come naturally, but competition requires proactive marketing.

Common Marketing Mistakes:

- Not having an online presence (website, social media).
- Relying solely on word-of-mouth.
- Inconsistent branding and messaging.
- Failing to engage with customers through promotions and events.

Solution:

- Use social media to engage with potential customers and promote your café.
- Run special promotions or loyalty programs to retain customers.
- Create a unique brand identity that sets your café apart.
- Encourage customers to leave online reviews and referrals.

6. Poor Inventory & Waste Management

Food wastage leads to significant financial losses in the café industry.

Common Waste Mistakes:

- Overstocking perishable items that spoil quickly.
- Not monitoring portion sizes, leading to excessive waste.
- Failing to track inventory, resulting in lost or expired stock.

Solution:

- Use an inventory management system to track stock levels.
- Train staff on portion control to reduce unnecessary waste.
- Plan daily ingredient usage based on demand and order history.

7. Lack of Business & Legal Knowledge

Ignoring business regulations and financial responsibilities can cause legal and operational troubles.

Common Legal & Business Mistakes:

- Not securing the necessary permits and licenses.
- Overlooking tax obligations and financial record-keeping.
- Misclassifying employees or failing to comply with labor laws.

Solution:

- Consult with a business advisor or accountant.
- Ensure all licenses and legal documents are up to date.
- Keep accurate financial records to avoid tax and compliance issues.

8. Failing to Adapt & Innovate

The café industry evolves, and failing to keep up can lead to declining sales.

Common Adaptation Mistakes:

- Sticking to old trends while competitors innovate.
- Ignoring customer preferences for healthier or dietary-specific options.
- Not updating the café's ambiance and experience.

Solution:

- Keep up with industry trends, such as plant-based options and specialty drinks.
- Experiment with new ideas and take customer feedback seriously.
- Refresh the café's interior and service approach when needed.



Running a successful café requires careful planning, customer focus, and financial discipline. Avoiding these expensive mistakes will save you money, attract loyal

customers, and keep your business profitable in the long run. By choosing the right location, managing finances wisely, optimizing your menu, delivering great service, and staying innovative, your café can stand out in a competitive market.

CONCLUSION

Running a café in the Gold Coast requires a blend of smart business strategies, customer-focused service, and adaptability to industry trends. From choosing the right location and designing an attractive menu to managing finances and ensuring excellent customer service, every aspect plays a role in long-term success. Café owners must also focus on marketing, branding, and maintaining a strong online presence to attract and retain customers in a competitive market. By offering high-quality food, a welcoming atmosphere, and efficient operations, a café can stand out and thrive.



Staying flexible and continuously improving is key to sustaining a profitable café business. Keeping up with market trends, understanding customer preferences, and maintaining operational efficiency will help ensure growth and sustainability. Whether you're starting fresh or refining an existing café, strategic planning, customer engagement, and consistent quality will be the foundation for long-term success in the vibrant Gold Coast café scene.

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