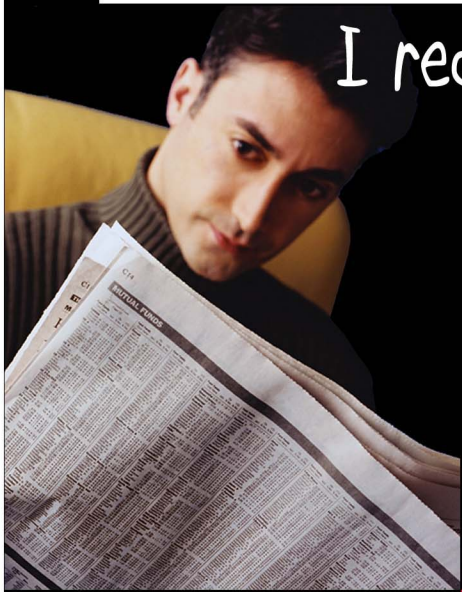




# Centrestage

Keeping you up with the play in the Central City.

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## I read the news today..... oh boy

John Lennon once wrote, "Four thousand holes in Blackburn, Lancashire; and though the holes were rather small, they had to count them all. Now they know how many holes it takes to fill the Albert Hall."

We analyse everything. We carry out surveys and employ consultants to find out what we're thinking. They see trends and can gauge the mood of the people.

You may ask yourself, is this important? Do we really need to know?

Big brands, governments and even local councils spend millions of dollars finding out what you are thinking. This information helps them formulate plans, shift direction and adjust their thinking on projects that may have an impact on our lives. So what would you prefer....too much or not enough information to make an important decision?

Information and communication are keys to ensure our community functions properly but this can only happen with great understanding and the ability to listen.



Paul Lonsdale  
Central City Manager  
Business Association



Above: C1 Espresso's new cafe on Poplar Street, featuring indoor and outdoor seating.

## C1 Espresso "Pops Out" with more Coffee

C1 Espresso has been operation 14 years and has recently expanded, popping out into Poplar Street.

This has been a two-year project, chipping away at the expansion to give them more room for their growing clientele.

The first thing that struck me with these guys is their passion for what they do. Owner Sam Croftsky says he has built a culture within the

business by including staff in the story.

The story is he and his staff have helped develop a coffee industry in Samoa. Because Sam wants his staff to see their roles in the café as a career he sends each member over to work with the farmers; help plant the coffee and ensure the Samoan coffee business continues to grow. C1 will use its own beans from Samoa next year, completing the

cycle of growing and processing beans then bringing them back for roasting, ready to use in the café.

C1's passion and quality coffee has earned it the NZ Herald's honour of 'Best Café in New Zealand'. It's great to see good businesses withstanding the test of time and expanding.

This is great asset to Poplar Street and our city. Keep up the good work.



## FOCUS – \Fo"cus\ (f[=o]"k[u^]s), n.; pl. E.

Today more than ever, you need to focus your business. Identify who you are and what you stand for. This will be the most important thing you can do for your business because it will enable you to focus and deliver better service and products to your customer. Top brands and

businesses all have one thing in common: they focus. Like the old saying goes, "If you try to be all things to all people you will stand for nothing". Do not lose focus and dilute your offer by over-diversifying; stay true to who you are. Choose a product or position and have the

discipline to really focus and do it brilliantly. Pick five key points to build your business around and say **NO** to everything else. That is the secret to mastery.

It's easy to say "yes" to every opportunity but you will end up busy being busy.