

International management: launching a new business overseas - opening a coffee sh...

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Launch strategy for a coffee shop in Gordon Beach, Tel Aviv, Israel Launching a new product in an established market is always a challenge for the marketers because it is hard to get customers attracted to the new product when they are already loyal to those of competitors'. Gordon Beach, Tel Aviv is a popular beach in Israel and pulls in millions of tourists each year. Setting up a coffee shop at the beach area is a fantastic idea because people want to enjoy watching the dawn and sun set at the beach while drinking tea, coffee, light beverages with snacks. Although the beach has a presence of expensive hotels and restaurants but we can still attract tourists with limited budgets.

Launching coffee in the market calls for extensive marketing and advertising campaigns because that is how you let customers know about your product and services. The target market for our coffee shop is families, couples and teenagers. This signifies that the food items on our menu must appeal to the taste and demands of the target market. Our menu items would include everyday man coffee, coffee for coffee fans, kids' drinks, non caffeinated drinks, cakes, pastries, sandwiches, burgers, crisps and other snacks that make a perfect combo with coffee and alternatives.

So how are we going to create awareness of our coffee shop in the market? The answer is: by making the most of marketing communication techniques. First, we are going to make press releases in an elegant way so that the message reaches to the right people. We can give our advertisements in the newspapers or distribute our brochure to the people in the shopping malls, colleges and other public places. What will really catch customers' attention is a large and visible sign board that is made of your coffee shop's name and

slogan.

Another good launch idea is to offer free coffee for first hundred customers on opening. Such an announcement will attract a good number of sales on the very first day. Sales volume can be retained by offering discount coupons or buy one get one free offers to the customers. Loyalty cards can also be issued to the customers as this option will let the customers make frequent visits to the coffee shop.

T-shirts, caps, mugs and other wearable's carrying the logo of the coffee shop can be offered to the customers for free. This can create awareness of the brand when they use them as well as help acquire loyal customers.

Word of mouth is the most powerful marketing tool that our chosen coffee shop can use as part of its launch strategy. It has to deliver its best to ensure that the customers leave the coffee shop happy and satisfied because this way positive image of the brand will be communicated to others. On the other hand, if a customer gets ticked off by the quality or service of the coffee shop, he will communicate negative image to others and as a result, customer loyalty and sales volume might get affected.

Reference

David W. Cravens. Strategic Marketing. New York: McGraw-Hill, 2009. Print.