

Luwak coffee

Business



Luwak coffee is produced in the Sumatra, Bali and Java islands in Indonesia. Luwak is mainly produced in the Liberica and Arabica blends, which are beans eaten by Luwak, an Asian civet hence a great variation in tastes (Nick, 2011). The distinguishing characteristics of Kopi Luwaki coffee is its aroma and flavor. Additionally, the brand lacks bitterness, which can be attributed to the fact that it is roasted lightly, unlike other coffee makes (Nick, 2011). Luwak focuses on premium quality as its tradition.

It has an exclusive flavor that is second to none. Further, the brand has an unparalleled aroma, quality and taste. Contrary to other brands, Luwak has a rich flavor containing little amounts of caramel and chocolate (Nick, 2011). Value is another exceptional quality offered by Luwak coffee, which is one of the most expensive coffee varieties worldwide. As such, the beverage is produced in small amounts (Nick, 2011).

This gives its consumers the perception that it is superior to other brands hence prestigious. The above characteristics can be used to enhance the product in various ways. The fact that the brand lacks bitterness is a unique selling point. This, coupled with its flavor characteristics and uniqueness, can do a great deal in enhancing its marketability over other competing beverages in the industry (Aronczyk, 2011). The fact that Luwak coffee is the most expensive brand in the world means that it can be targeted at the high end market segment (Nick, 2011).

This means that pricing the product will not be a limiting factor as regards its marketability. Additionally, it is one of the traditions that the company boasts of is the premium quality. This gives coffee lovers a reason to do repeat

shopping hence ensuring continuous production. Overall, the distinctiveness of Luwak brand gives it a competitive edge over other brands. The brand can be expanded into a product line by integrating its flavor into other food products.

Because the coffee beans are rare to find, they can be ground into powder for the manufacture of confectionery, cakes, wines and juices (Nick, 2011). In addition, the brand would gain popularity in gift shops around airports and substations. As such, Kopi would be packaged in an Arabica gift box. Its contents would include half a pound of roasted Kopi Luwak, information brochure and an attractive coffee Luwak plaque that it is specially embossed. Kopi Luwak can also be marketed and promoted in key rings and a Lucite paperweight (Nick, 2011). Further, the length of the brand's product line can be enhanced through branding of exclusive t-shirts and business cards.