

Mix marketing strategies

[Business](#), [Marketing](#)



Background Introduction Do you feel the freshness of sunrise when you wake-up In the morning, especially when you are drinking a hot coffee? It feels good right? And when there's no coffee, it feels like there's something missing? Coffee is a brewed beverage prepared from the roasted seed. Another definition of coffee is Filipino can't live without. Every morning especially cold morning you always find something hot or something will waken you up and that's coffee.

Coffee Is different from other drinks, It is good for body conscious because instead of hot chocolate that will make them fat, fee is the best substitute. It is also good for workers and who works over time, coffee helps them stay up all day and night. It is the favorite drink of the elders because It suites their taste. And It Is favorite of the teenagers, because of how coffee evolve from brewed dark coffee to sweeten and flavored coffee that teenagers love. Who would hate the coffee? As we all know, coffee is consist of caffeine.

There is a lot of research on both humans and animals on the effects of caffeine, and there is often thoughts that too much Is bad for us. There Is no conclusive evidence to implicate caffeine consumption as being significantly harmful to health, but there still is controversy with this, as there is still some negative effects associated with caffeine consumption. Having some caffeine daily is k. But using food and exercise strategies listed below, will certainly help In reducing fatigue and avoiding caffeine addiction.

Caffeine Is a central nervous stimulant and can have some positive effects on the human body. Caffeine in low doses is thought to be associated with an improvement in sporting performance, increased alertness and reduction

in fatigue potentially fitting a person's mood. Coffee and tea also contain some antioxidants which have positive effects on heart health. However, increased amounts of caffeine lead to dependency due to increased tolerance and hence the need for greater amounts to gain the same stimulatory benefits.

Heavy users who have to go without can experience withdrawal symptoms such as headaches and fatigue. Too much caffeine can produce restlessness, nausea, sleep difficulties, upset stomach, increased urine production causing dehydration, and irregular heartbeats. It has also been associated with elevated blood pressure in sensitive persons. Coffee is not only a good drink but it is also good in dessert. Which is also can be bought in coffee shop. The recommendation for safe drinking levels is 400 mg per day, less for those with heart conditions, elevated blood pressure, and pregnant women.

The average cup of instant coffee contains between 80 and 100 mg/cup. The stronger the coffee the more caffeine it contains. Tea usually has less caffeine than this, except if it is very strongly brewed. The heart of your business success lies in its marketing. Marketing strategies is important in every business. In developing marketing strategies, we just know first the needs and wants of the consumer to be able to get them to patronize your business. Whether you are running big or small businesses, it will need a marketing strategy.

These strategies will help the establishments to earn profit, because if they are using better marketing strategies, their products will be patronized by many people. These strategies is important to promote the products and

services and will help to achieve the goal of a business. Without using marketing strategies, sales may be failed. Using marketing strategies in a business, a large number of consumer will purchase the product. This study will highlight all about the coffee shops, the marketing mix that they are using and the importance of having a customer perception.

Background of the Study The study is about the marketing mix strategies of a coffee shop. In choosing a research, it should be related on you, something you want and your interest. That's why researchers come up with the idea of a coffee shop because, first, it is related to our course. Second, it is very popular nowadays. Third, it is the common favorites of the researchers. As we all know, coffee shop is one of the popular trends in the hospitality industry. The secret behind the popularity of the business is marketing mix strategies.

You'll see below is the definition of coffee shop and marketing mix; Coffee houses and coffee shops are related terms for an establishment which primarily serves prepared coffee and other hot beverages. Marketing mix is a business tool used in marketing and by marketing professionals. Marketing mix is often crucial when determining a product or brand's offer, and is often synonymous with the four AS: price, product, promotion and place; in service marketing, however, the four s have been expanded to the seven As or eight As to address the different tauter of services.

The researcher's chose to study the marketing mix strategies of a coffee shop to know the following; 1. Behind the price of a coffee and even if it is not worth the price why people still patronizing it. 2. Many cheap coffee can

be made at home but why and still people want to buy a coffee in the coffee shop and lastly, 3. What is the secret of the coffee shops, why a decades has passed since 17th century, the first coffee shop was built but until now 2014 it is still on top. These are some questions that the researchers wants to know. Conceptual Framework

Statement of the Problem This study about the customer's perception in the marketing strategies of the selected coffee shops in Q. C. Answers the following questions: 1 . What is the demographic profile of the respondents in terms of: a. Age b. Gender c. Occupation 2. What are the marketing strategies needed in operating the coffee business to become more successful to; 2. 1 . Product 2. 2. Price 2. 3. Place 2. 4. Promotion 2. 5. Process 2. 6. People 3. What are the level of perceptions of the customers with regard to the marketing strategy used by the selected coffee shops in Q. C.? How does the marketing strategy helps in operating the business? 5. What are the reasons why most people nowadays, makes drinking a coffee as their lifestyle? Hypothesis 1 . Coffee shops have their own different techniques and tactics that's why it is very famous in the market. 2. Customer's perception is very important to run a business for them to know what their customer really wants and needs. 3. Coffee shops used an effective marketing mix strategies as their tool to become successful. 4. People nowadays want a place in where should they can relax their minds and body so they usually go to a coffee shops to relax.

Significance of the Study This study will serve as a guide for the readers especially the owners or the managers of a coffee business and to the coffee

drinkers that will help them to understand the importance of marketing strategies in the business establishment. This research work gives an idea to those who want to have their own coffee shops that they can use marketing strategies to help their company be successful. The study will benefit the following: Customers - to help them figure out, what are those strategies that are used in a coffee shop that they usually go to. And this study will help them to buy products that are valuable.

Business Man - this study will be giving a benefit to the business man who wants to build their own coffee shops. They can get ideas from this study because it will help them improving their marketing strategies to their business earn more profit and to have a large number of repeating customers. Students- to have more knowledge in business and especially to the who are in the middle school, to encourage and inspire them to take up a business courses and that business are good. Elders- let them be aware that behind the success of their favorite coffee shop s the marketing strategy.

So they will be mesmerism and engage of going back to the coffee shop or maybe they will have an idea of putting up a coffee shop on their own.

Society- this will provide them a knowledge that was not taught at home or at school this study will reveal to them some secrets that will make them so interested on coffee especially to those who don't drink coffee and encourage them to study and research briefly about coffee, coffee shops and their marketing mix strategies. Scope and Delimitation This study will includes the marketing strategies of coffee shops in Guenon City facially, Struck Coffee Shop, Cattle's Best and Coffee Bean.

Definition of Terms 1. Coffee - a product of coffee shop. It is a trend now a days because of different famous coffee shop like star bucks, highlands, coffee bean and many more. Coffee is people who love to make designs out of coffee which is really nice that's why people love the to drink coffee. But it is not just about the design why coffee is famous, it also the taste which people try to mix coffee with other flavor and created a nice taste that's why coffee is so famous, not only for elders but also with the teenagers. 2. Coffee shops - where coffee is been sold.

Coffee shops is now a trending and famous business not just because of the coffee they make but also because of the marketing strategies it has that's why it is very popular and one of the best market. 3. Marketing Strategies - it is the goal of the researchers to know what is the techniques or secret why coffee shops are one of the best markets and why it is a trends. 4. Customer Perception - the way that customers usually view or feel about certain services and products. It can also be related to customer satisfaction which is the expectation of he customer towards the products.