

Reflectivefor marketing startegy subjects



**ASSIGN
BUSTER**

It is often cut into cubes and served in a variety of dessert dishes and beverages. Cubes of coffee jelly are sometimes added to milkshakes, at the bottom of an ice cream float, or to garnish an ice cream sundae. Coffee Jelly is often added to a cup of hot or iced coffee, with cream and gum syrup added to individual taste. In another rudimentary dish, condensed milk is poured over cubes of chilled coffee jelly in a bowl, and eaten with a spoon. Coffee Jelly can be made using instant mix or from scratch.

It is served in many restaurants and cafes, and is sometimes a part of students' lunches served at public schools in Japan. Company Name: KEG'S
Company Product Name: KEG'S Coffee Jelly Product Ingredients: Clear or unfiltered Gelatin, Coffee and milk, Caramel Sundae Ice cream, Sugar
Vision: To be the Best Coffee Jelly product in the Philippines, but also in other Countries" Mission: To offer to our customers the mouth watering Coffee Jelly' Objectives: To provide a mouth watering Coffee Jelly To provide exceptional product.

To provide affordable yet tasteful product to our customers. Executive summary The Organization It tends to retail the product to the end The Organization customers. As new business in the market they have seen the opportunity of using the health benefits of Coffee Jelly as an ingredient of the product to be able to satisfy the needs and wants of the customers. The organization wants to be responsible not only to provide people with refreshing dessert but also to help the people with regards to their Dessert particularly found in Malls.

Health benefits of the product. Points of parity and points of difference of Keg's from it's direct competitors Direct Competitors Company's Business Model Our Business Model is a comprehensive fusion of high quality products, knowledgeable and friendly services in an outstanding Ultimate Place Experience which makes us the representative to reach our valued guests to add great value to people's lives while maintaining professional levels of business practices. Keg's Coffee Jelly prides itself in delivering quality Product and knowledgeable Service.

Keg's main foundation is to provide daily the ultimate coffee Jelly experience daily to our Guests. The Coffee Jelly with gelatin or water extract also offers a soothing property to the nerves and emotional/psychological state of mind. It is regarded as a mild sedative and anti-depressant. It is increasingly used in treatments for conditions of stress: nervous tension, peptic ulcers, heart disease, among others. Competitive Advantage The product has a health benefits which are: it can promote urination and eliminate edema. It has an antidepressant effect. T has an antioxidant effect. It eases the inflammation of bodily tissues, allowing faster recovery from injury. It fights the most common form of skin cancer. Strength The " Coffee Jelly' Partnership is the only company that serves Coffee Jelly that has Gelatin with Ice cream. The health benefits coming from Coffee Jelly. New taste with healthy ingredients of dessert. Weakness The employee could get a hard time to introduce the product in the market. Availability of the Coffee. New in the market. Have a lot of competitors especially those popular brands of Coffee Jelly.

Opportunity They could easily attract consumers because of its new feature and new taste. The business could get the opportunity to expand easily.

Threat Chatham, Cutbacks, The Coffee Bean, Your Shop Name, Case Liberia, Bob's Coffee desserts found in Malls, Fast food chains and convenience stores that has the capacity to become the organizations competitors will be a big hindrance for the organization in its introductory stage of life cycle.

Marketing Plan A. Overview and Goals of Marketing Strategy The Marketing Strategy of the organization was basically based on the needs and wants of the target market.