

# Tim's coffee shoppe

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



Tims Coffee Shoppe Affiliation: Successful business operations are influenced by the extent to which a business enterprise meets the needs of its customers. In order to ensure that a business satisfies its clientele, it is vital to understand consumer needs, tastes, and preferences (Pride & Ferrell, 2012). These aspects are identified through vibrant marketing practices. The consideration by Tim to introduce breakfast quiches at Tim's Coffee Shoppe is consistent with the need for creativity and innovativeness in business. These products will introduce a new line of consumption, which complements the already existing coffee market.

The product, price, placement, and promotion marketing criterion (Pride & Ferrell, 2012) informs the implementation of Tim's consideration. The breakfast quiches will complement the need for a side product to the coffee offered by Tim's Coffee Shoppe. Price adjustments would have to be undertaken in a manner that meets customer expectations. Moreover, the placement of the new products fits into the already existing market, and promotions could be employed in marketing the new line of products at the Coffee Shoppe.

The menu board at Tim's Coffee Shoppe is commendable, but essentially in need of some improvements. Given the diversity and dynamism exhibited in the hot and cold beverage markets, Tim's Coffee Shoppe should work on offering more and diversified coffee products. Also, customers should not be targeted as a general unit. Instead, Tim's Coffee Shoppe should identify its customer segments and seek to meet the needs, tastes, and preferences of each identified segment. Finally, complementary products that Tim's Coffee Shoppe intends to offer should be in a position to maintain the uniqueness of

the business in the market.

#### Reference

Pride, W. & Ferrell, O. C. (2012). Foundations of Marketing. New York:

Cengage Learning.