

Coffee shop marketing plan assignment

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



University of Fingerprinting Understaffed Break is a unique coffee shop/local bar that is organized to try and facilitate new spiritual friendships and singles can meet. Coffee Break will always offer a variety in the menu and assorted coffee drinks in conjunction with a structured conversation system. It will also be a place where you can get good books, and hear great music. Coffee Break will offer the community a social, enjoyable atmosphere where Christian neighbors can meet each other in a neutral, non-denominational setting.

Team As immediate target market ants;; Houston neighborhood business; Coffee and a reasonable price; Great place to socialize with others of like interests more people are becoming more interested in the spiritual side of one self, a location where one can sit and have coffee and read Christian books, movies, cad's and individuals with like interest is needed. Coffee Break will provide a sphere of coffee specialty's and a location where everyone would like to go. Our goal is to become the #1 non-secular spot for all of those that love coffee. People of all ages are welcome.

Coffee is a beverage that all ages drink and will remain a drink in demand for at least the next 5 years. Contemporary gospel is taking a huge stand in the music industry now. Books and cad's will sale at the shop as new and previous artist come out. The owners will also host poetry night and have different non-denominational poets stop by. There is a soft need for the market creating a general level of acceptance, a since of belonging, and an atmosphere where all are welcome. The venture side of Coffee Break will provide roasted coffee and community association.

Market Growth, Target, Trends: Houston is home to roasting and soluble coffee plants. Harris County is where the coffee shop will be located right on the outskirts of downtown Houston. According to the census Houston, the fourth largest city in the United States, ranks No. 3 in population growth estimating and adding at 1.5 percent a year. In numbers, Houston has added close to 40,000 people last year. The 77002 zip code has grown tremendously over the last 5 years and this is where the coffee shop will be located. Customers will range from 15 – 70 years old. The income level 15,000 – 250,000 dollars annually.

All of the projected customers live in the area in which Coffee Break will operate. Team A also estimate that there will be 15,000 individuals who will come from others area to come and see new artist, have a meeting and or listen to the poetry readings. The coffee generation will continue to grow as more people turn away from drinks that contain alcohol. Christian entertainment is growing quickly as people are moving through recession and or experiencing hard and indecisive times. In Team As research and analysis every individual is a contingent customer and the marketing will produce product sales.

SHOOT Analysis: Strengthener's a robust relationship with all third party merchantability trained staff of the same likenesses well thought-out conversation and networking statelessness's;; Struggle to keep the crowd interest in the Coffee Shop Marketing Plan By Semimonthlies economical cost with lucrative generates; Competition from other coffee shops; Competition from poetry reading taverns; National recession

conceptualization's; Taverns and Bars – Bars are a great place to socialize and meet people. Coffee Shops – Struck is a great place to socialize and meet other people. Concerts – a place where the individual can specifically hear the artist and not socialize. ; Bookstores – place where individual can socialize amongst a group and purchase books and coffee. Product Offering: Team A will use standard industry practices. Coffee Break will distribute all of the products at the location. Team A will also be fanatically all over the customers. The owners will do whatever it takes to get the Job done. The owners will serve coffees, espressos, and other non-alcoholic beverages. The product being offered is designed around Christians being able to come together, meet new people and relax.

There will be a structured discussion system. The owners will start out with 10 tables: 5 for the individuals who know each other and 5 for individuals who are by themselves and would like company. On each table there will be a topic, and the patron is free to discuss the non secular topic. As the conversation dwindles, the server will introduce the patrons to a new topic. Most individuals will tell someone that it's hard to meet people of likeness, and this is a way of doing so. In other areas, cost individuals are attracted to ones appearance or physical attraction.