

Marketing management in practice in organization

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



AGW 618 Marketing Management The Coffee Bean and Tea Leaf Abdul Aziz Abdul Rahman S-GSM0406/11 Lecturer: Dr. Zurina Mohaidin Submission Date: April 23, 2013 Case Evaluation and Presentation (20%): Each student will write a brief overview of the Marketing Management in Practice in their organization and share on salient topical issues covered in class on the appointed day of particular interest to be reported is unique benchmark of Marketing Management Practices. The written report should be about 5 to 10 pages covering the following:

Students from the same organization may write similar company and Marketing Department Profiles but must write on different aspects of Marketing Management Practices as this is an individual assignment. Full-time students may write about their previous employers and those without prior working experience may visit, interview and report on any organization. The hardcopy of the written report and PowerPoint Presentations must be submitted after the sharing session (maximum 5 slides and between 3 to 5 minutes each). •Company profile (brief, include number and profile of employees);

The Coffee Bean and Tea Leaf was found by Herb and Mona Hyman in 1963 when they visited Europe to taste and experience the best coffee offered in that region. For that matter they have decided to bring home the specialty coffee concept of a business back to California, United States. They first opened their store in Brentwood, California, and still operating until this day. Over the next 35 years, the Hymans continued to grow the coffee business and share their passion throughout Southern California. Unique flavours and handcrafted beverages became the cornerstones of their business.

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They carefully roasted and blended the beans to suit their guests' tastes. These personalized creations have been used in formulating some of our popular and enduring blends still offered in our cafes today. The Coffee Bean & Tea Leaf has since grown to over 850 stores. Company-owned stores are located in California, Arizona, Singapore and Malaysia. Our domestically franchised stores p from California to New York and include locations in Florida, Hawaii, Michigan, Minnesota, Nevada, New Jersey, Oklahoma, Texas, Washington and Washington D. C.

Internationally, The Coffee Bean & Tea Leaf franchise locations can be found in Brunei, Cambodia, China, Egypt, Germany, India, Indonesia, Iraqi Kurdistan, Israel, East Malaysia (Sabah), Kuwait, Lebanon, Mexico, Oman, Philippines, Qatar, Saudi Arabia, South Korea, Sri Lanka, Thailand, Turkey, United Arab Emirates and Vietnam. Future cafes are slated to open in Hong Kong, Jordan, Mongolia, Connecticut, Georgia and Illinois. Currently they have over 900 locations in 25 countries. Today, it has more than 6500 employees working worldwide and it is growing bigger. Retail Format Traditional

Traditional street side locations and shopping malls represent the majority of The Coffee Bean & Tea Leaf cafes worldwide. Our retail design offers a modern, contemporary look coupled with a highly efficient back-of-house configuration. We have proven to be successful in locations big and small around the world. Non-traditional The Coffee Bean & Tea Leaf has over 40 airport locations around the world. We offer the traveler a premium specialty coffee and tea experience wherever they may be, and successfully operate both in-line and free-standing cafes in the airport and travel channels. We

have a growing number of locations on University Campuses. The Coffee Bean & Tea Leaf provides an environment for students and staff to work and socialize while enjoying our beverage and food offering. On Military Bases, We are proud to serve members of the United States military and their families. The Coffee Bean & Tea Leaf offers grocery shoppers Store in Store cafes and kiosks that provide our world class beverages as well as retail products available on grocery store shelves across the United States. The Coffee Bean & Tea Leaf is also featured in some of the leading Hotel and Casino properties worldwide.

Our scalable retail footprint allows us to deliver a premium Beverage and Food option for fine Hotel and Casino properties. They offer complete business infrastructure and extensive franchise support for the franchisor. With the superb integrated supply chain with worldwide distributions capabilities of which they have the process from farm to the ready drink. CBTL also has the exclusive and proprietary recipe developed by the product development team and who always ensure that the standards are always premium. The product includes beverages, pastries and cafe meals.

They also have the real estate and development team to oversee the store design, store specifications and constructions of the store. They also provide support team include Franchise Business Manager who supervise the day - to-day operations to the training of franchisee and the training locations are in Singapore, Kuala Lumpur and Los Angeles. The Marketing Team provides collateral, resources and guidance to increase brand visibility and help maintain the integrity of the CBTL name while continuing to expand and strengthen the brand around the world.

The Coffee CBTL has varieties of coffee and they find only the best coffee or the top 1 percent of Arabica Bean from all over the world to be served to the people. Their coffee growers are located as far Costa Rica to Bali and from the highest elevations of the place of altitude of 3000 to 6000 meter above sea level. This is to ensure the concentration of flavour of the coffee. The varieties of coffee are : Jamaica Blue Mountain coffee from the Mavis Bank Estate has become recognized for its clean, mild, qualities and good body.

The Mavis Bank Estate uses only spring water to sort the green beans, which are then allowed to age for three to four months at 3, 000 feet. When the coffee beans develop a greenish blue color, we know it's ready to ship to our roaster. Brazil Cerrado is Specialty Grade coffee from the interior Cerrado region of Brazil, the world's largest coffee producing country. Soft-bodied with earthy flavor and subtle walnut notes. Ethiopia Yirgacheffe grows on a farm tucked away near the town of Yirgacheffe in the Sidamo region in South Eastern Ethiopia.

A sacred place to coffee lovers, Ethiopia is considered the birthplace of coffee. Floral and smooth-bodied, with sweet, bright flavor and pronounced lemon notes. Colombia Narino is carefully cultivated in the southern state of Narino, the premier growing region of Colombia, and hand-picked from privately owned family farms that take great pride in their production, preparation and grading of each coffee. A medium-bodied, with a fragrant aroma and bright crisp flavor - and it's only available right here.

Bali Blue Moon is a medium-bodied coffee from the Kintamani Highlands of Northern Bali, and undergoes a meticulous picking and sorting process to ensure that only the ripest, red beans (where the densest flavors are

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focused) are used. The coffee cherries are cultivated under alternating rows of orange and tangerine trees to protect the beans and help lock in their unique flavor. A toffee aroma mingled with walnut and semi-sweet chocolate flavors, and a crisp black cherry finish. Creamy aroma with caramel and buttery vanilla flavor.

The tea collections Like green and oolong teas, black tea comes from the *Camellia sinensis* plant. Its darker hue and stronger taste result from the greater level of oxidation it undergoes during processing. From delicate Darjeeling to strong Ceylon, each variety has distinct characteristics, making black tea a beloved beverage across the globe. Distinguished by its balanced qualities of both delicacy and depth, oolong tea falls between green and black teas in its degree of oxidation.

Its flavor is less grassy than that of green tea, but less bold than that of black. Many of the finest varieties of oolong grow in Taiwan and Thailand, where the climates produce leaves with a unique, natural sweetness. During processing, oolong leaves may be rolled into elongated curls, or condensed into small spheres. Like oolong and black tea, green tea comes from the plant *Camellia sinensis*. Green tea's delightfully delicate flavor is due to its minimal oxidation. It is processed to take a variety of forms, from finely ground powder to long, curling leaves.

Though it originated in China, where it has been consumed for over 4, 000 years, green tea is now grown in Japan and Sri Lanka, and enjoyed throughout the world. If you like your tea without that extra boost of caffeine, our soothing, top-quality whole leaf decaf teas feature your favorite flavors and aromas in a relaxing 97 percent caffeine-free blend. We <https://assignbuster.com/marketing-management-in-practice-in-organization/>

exclusively use the Carbon Dioxide method of decaffeination, as it provides the density of a liquid and the viscosity of a gas.

Those qualities make Carbon Dioxide an excellent solvent for scrubbing up caffeine from tea leaves as the Carbon Dioxide is sent circulating through the tea. Our Fruit & Herbal Teas are expertly hand blended drinks, derived from an adventurous array of dried fruits, herbs flowers and spices. Made from our exclusive in-house recipes, Fruit & Herbal Tea Infusions can be enjoyed hot or iced. And did we mention? They're 100 percent caffeine-free. Enjoy the finest tea in the world in the convenience of an iced tea pouch.

Specifically designed for preparing iced tea, the Broken Orange Pekoe (BOP) leaf is sized for maximum extraction during steeping, resulting in a more flavorful, richly colored tea. These pouches produce a 64 oz. pitcher of iced tea.

Profile of Marketing Department (include no. of marketing/sales staff, their function and responsibilities, marketing/headcount ratio. Marketing Department • Marketing Management Practices (briefly describes the Marketing Management Practices or focus on benchmark practices) Marketing Management Issues (what do you see as major Marketing Management issues faced by your company?)