

Marketing case assignment

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



This is seen in the marketing principles the 6 up's, promotion, place, product, price, personnel and presentation. Place: With more stores the place became less special. Each location was very popular and therefore always busy, this means the initial target group is not able to peacefully lounge in the shop.

Personnel: the barista had to learn a broader menu of drinks and as the shops filled with customers the names of clients were forgotten and the time to chat was left behind. Promotion: n/a Presentation: n/a

Product: the product list expanded from several to hundreds of options.

Price: Initially the price was higher, after the credit crunch the prices went lower. However by then the initial customer was almost extinct in the Cataracts shops. 3: First Cataracts tried to gain the attention again from its initial customers. However this could mean Cataracts may have to choose between the customer base. New or old. Cataracts first added labor hours and time-saving automated machines in the stores. They improved the quality of the coffee by adding a special training program for the baristas and introduced a new coffee (full bean).

After this they tried to appeal to the breakfast clients with their breakfast menu. But the most revolutionary product introduced was via, instant coffee. At last the customer now targeted are those that don't visit the shops. Cataracts does this by introducing the brand Cattle's best in supermarkets, vending machines and fast-food restaurants. 4: It is possible, because Cataracts is expanding abroad. They try to attract new customers and renew the trust with the old ones. Also US was only 4/5 of the revenue, this means not all the revenue comes from the US. It may take time, but it is possible.