

Blenz coffee case study

Business



Coffee Is a Canadian chain of franchise coffee shops.

BLEND was founded In Vancouver in 1 992, and has grown to over 82 franchises in six countries. Presently the majority of locations are located in British Columbia, with 35 international stores in the United Arab Emirates, Kuwait, the Philippines, China and Japan. BLEND is primarily a coffee shop, but also serves a variety of hot and cold beverages, desserts, and assorted food items such as wraps and sandwiches. BLEND SOOT Analysis Strengths: Extensive beverage menu Large food and dessert selection compared to competition

Free Internet at 41 coffee house locations Talented baristas (coffee-maker, waiters) Quality coffee bean and teas Canadian-ownership Innovative beverage development Large coffee houses Alternative to brand leader Consistency Weaknesses: No clear brand direction No clear values or mission Mixed messaging, too many claims Contradictory aspirations No consistent communication tone, language, manner No consistent communication Imagery, typography, design Less consistency across outlets compared to competitors Less focused on experience unknown company history and background Franchisee-operated opportunities:

Showcase largest menu of most coffee houses Increase awareness of frequent innovative drinks Emphasize talented and award-winning baristas Canadian owned and operated (started in Vancouver) Alternative to global coffee house chains, something different Consistent experience of a chain, with the atmosphere of a local cafe A lot of action at coffee houses Threats Competition from better-known coffee houses Coffee houses with better

locations Competing coffee houses companies with higher quality products
Competing coffee houses companies with higher perceived quality
Competing coffee house companies with higher perceived status Independent
coffee houses Chain coffee houses Inexpensive coffee houses Instant coffee
or complimentary coffee at work or businesses Cafes with larger menu
selection Status in middle ground between brand leader and independent
cafes People making coffee and beverages at home There are many reasons
for BLEND Coffee's success so far; and this comes from their will to have
convenient locations for the Customer. Moreover, their products are of the
highest quality and their service continues to bring people back. BLEND'S
History BLEND COFFEE opened its first store in February 1992 on the corner
of Robinson and Butt Street in Vancouver, British Columbia.

The first BLEND store was to be a testing ground to ensure that the concept
and systems were strong enough to grow and compete with other
international chains.

The founders of BLEND COFFEE are Brian Noble, Sarah Omen and Geoffrey
Hair, each bringing his own personal strengths and combined bringing a
wealth of business experience to BLEND COFFEE. The success of BLEND
COFFEE'S first store and the founders' commitment to education and
standards made franchising a natural choice. Today BLEND now has 61
stores in British Columbia and also operates internationally in Japan and the
Philippines. BLEND'S Philosophy BLEND COFFEE is a premium retailer of hand-
crafted coffees, whole leaf teas, Belgian hot chocolate and other innovative
and delicious specialty beverages. From the start, the founders of BLEND
COFFEE have always had a passion for quality.

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This passion is reenacted in our commitment to slung only authentic, premium ingredients in tenet beverages. All BLEND beverages are made in-store from only the highest quality ingredients available. It is this commitment to serving quality beverages, prepared with care and attention by their highly trained baristas, in a warm and contemporary environment that has fuelled BLEND COFFEE'S growth from its inception. BLEND'S products BLEND COFFEE are retailers of high quality whole bean coffees, beautiful whole leaf organic teas and premium Belgian chocolate beverages to name but just a few of their product offerings. They are known as experts at authentic preparation methods and handmade beverages.

They are not just purveyors of exciting and innovative beverages; they also offer a fabulous selection of baked goods, breakfast, lunch and snacks, among other delicious treats to tempt customers.

BLEND: How to feel concerned by future They are aware of this fact which is that today's world could not be more uncertain. Unemployment continues to rise; the stock market continues to fall. BLEND take control of the future of unemployed valuable people, with their career opportunities. BLEND: How to feel concerned by Canadians lifestyle Even in the face of economic uncertainty, consumers still demand their favorite affordable luxuries like premium coffee and tea. Canada's coffee market is a \$3 Billion Dollar industry.

Coffee is still the most popular beverage in Canada – and second only to water, of all beverages consumed among adults 25 and older.

And quality teas, are also rapidly gaining in popularity. BLEND premium coffees and teas are second to none. They give people their chance to seize the opportunity to enjoy their lifestyle and profits with a successful BLEND COFFEE franchise. BLEND: How to combine Career Opportunities and Safety Fulfill your long held dream to own your own business, and really be the Boss - without all the trial and error that goes into a new business venture. BLEND helps you manage the risks and become a leader in your local business community.

BLEND COFFEE shops are known as fun, and fast paced social environments.

They're also a secure training ground for children to gain self-reliance and pride as young entrepreneurs. BLEND: The will of being everywhere BLEND has opportunities in both established and new markets they are making available for the first time. You can develop one store. Or you may wish to be considered for an Area Development opportunity to open several stores in a Territory. Typical stores costs range from \$225, 000 to \$400, 000, depending on store size.

BLEND restless & Events partner Vancouver Film Festival Fringe Festival Harbor cruises BLEND & The seat 94. FM Match Photo Contest