



Marketing Plan for Bean & Brew Coffee Shop

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SWOT ANALYSIS

Strengths:

- High-quality, ethically sourced coffee.
- Focus on creating a welcoming community atmosphere.
- Strategic downtown location with high foot traffic.

Weaknesses:

- Limited brand recognition as a new entrant.
- Higher prices compared to chain competitors.
- Reliance on a single location to drive revenue.

Opportunities:

- Growing trend towards local, ethically sourced products.
- Strong demand for mobile ordering and delivery services.
- Partnership opportunities with local businesses and farmers' markets.

Threats:

- Intense competition from larger coffee chains.
- Economic downturns reducing consumer spending on non-essential items.
- Potential supply chain issues with sourcing high-quality beans.

SMART GOALS

1. Increase Brand Awareness

- **Specific:** Raise local brand awareness through social media, community partnerships, and in-store events.
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- **Measurable:** Grow Instagram following by 500 followers and achieve 1,000 event attendees in the first six months.
- **Achievable:** Use targeted social media ads and collaborate with local influencers and community events.
- **Relevant:** Growing brand awareness will increase foot traffic and customer engagement.
- **Time-bound:** Reach the goal within 6 months of opening.

2. Boost Customer Loyalty through a Rewards Program

- **Specific:** Implement a loyalty program to encourage repeat customers.
- **Measurable:** Enroll 300 customers in the rewards program within the first 3 months.
- **Achievable:** Utilize the POS system to track purchases and reward frequent customers.
- **Relevant:** A loyalty program will drive repeat business and increase customer retention.
- **Time-bound:** Launch the rewards program within 1 month of opening, with the goal to hit 300 members in 3 months.

3. Drive Mobile Orders

- **Specific:** Increase mobile orders by introducing an in-app ordering feature.
- **Measurable:** Generate 25% of total orders through the app within 6 months.
- **Achievable:** Partner with local delivery apps or develop an in-house mobile ordering system.
- **Relevant:** Offering mobile orders will cater to busy professionals and increase convenience.
- **Time-bound:** Launch the mobile ordering feature within 3 months of opening and achieve 25% app-based orders in 6 months.

4. Maximize In-Store Revenue Through Cross-Selling

- **Specific:** Train staff to cross-sell pastries and snacks with coffee orders.
 - **Measurable:** Increase average ticket size by 10% in the first 6 months.
 - **Achievable:** Provide training for staff and offer combo deals to customers.
 - **Relevant:** Increasing average ticket size will boost revenue without increasing customer foot traffic.
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- **Time-bound:** Achieve a 10% increase in average order size within 6 months.

