

## **Activity 2**

### **Marketing Message**

“The heart of the neighborhood, on bean at a time”

This means that no matter where you are in the world, the coffee from Bean Street will always remind you of home and will be a key part in your heart.

It is important for Bean Street Distro to have a catchphrase as it allows them to stand out from the crowd and share their marketing message with the world. With a unique marketing message, Bean Street can utilise this to remind customers of their coffee and give them a sense of belonging, ensuring loyalty.

### **Price**

Beans Street Distro should analyse the coffee market and create competitive pricing based on what competitors are offering and how much the target market is willing to pay. By offering a range of prices to cater to different customer segments, the pricing will be based on what the drinks are. The average consumer spends up to £7.40 due to reports from 2023, which can encourage the business to meet similar pricing requirements. It is essential for Beans Street Coffee to consider value as products such as premium coffee or unique food items are usually at a higher price point. The pricing structure at Beans Street is £3-£4, which is below the average, attracting customers who are looking for a cheaper option.

### **Product**

Beans Street Distro offers high quality coffee sourced from ethical suppliers. These high quality beverages are unique and innovative which cater to different tastes and dietary needs. A comforting atmosphere invited customers to relax and socialize whilst having their high quality beverage. Due to this, Beans Street Distro can differentiate from other coffee shops due to the fact their drinks are unique and catering to customer needs.

### **Place**

Beans Street Distro operates at a prime location in a busy city centre with high levels of foot traffic and visibility. Beans Street can consider offering online ordering services and delivery services to expand their reach and make it easier for customers. Creating a welcoming environment for all customers is essential for the business to thrive as it leads to better reviews and an increase in market share.

### **Promotion**

Beans Street must utilize digital marketing, alongside local marketing and community engagement to reach their target audience. By running campaigns on social media platforms, the business can widen their target market and create a presence for customers to enjoy. Offering promotions and discounts to customers can attract new customers and maintain a loyal customer base and their loyalty is being rewarded.

### **Physical environment**

The business can need the needs of the target market by creating a visually appealing and inviting space for customers to relax and enjoy. By ensuring it is a clean and safe environment, customers will feel the need to come here to relax, bringing along their friends and family, leading to more individuals knowing about the shop. By implementing free WiFi and charging stations for customers, those who work are able to stop by and relax alongside school students.

### **People**

By hiring friendly and customer focused employees, customers will feel more satisfied and connected as they are being treated well. Bean Street can provide ongoing training to ensure staff maintain standard and offer exceptional customer service. This also gives staff the ability to resolve issues quickly and effectively.

### **Process**

The process involved will be ensuring the ordering and service process is efficient and up to speed. Implementing a good customer relationship is essential for the business as it can retain all customers.

### **Conclusion**

In conclusion, adopting this marketing campaign is essential for Bean Street Distro to thrive, as focusing on these aims can build brand loyalty and attract customers. Ultimately, this campaign offers a strategy for Bean Street Distro to differentiate itself from competitors and increase market share.

<b><u>method</u></b>	<b><u>calculation</u></b>	<b><u>cost</u></b>	<b><u>Time frame</u></b>
<b><u>Tiktok ads</u></b>		£2000	2 months
<b><u>youtube</u></b>		£10,000	2 months
<b><u>instagram</u></b>		£25,000	2 months
<b><u>billboards</u></b>		13,000	4 months

Total = 45,000