




Activity 2

Marketing Message

The marketing message was created when the shop wanted to change its theme and become more of a community place with positive vibes and exceptional high quality, affordable coffee."At Bean Street Bistro, we believe in more than just great coffee. Our mission is to create an exceptional coffee experience that connects people and fosters community. We are dedicated to sourcing the finest beans from sustainable farms that prioritize ethical practices, ensuring that every cup not only tastes great but also supports the livelihoods of farmers. Our cozy café is designed to be a welcoming space where you can unwind, work, or catch up with friends. We invite you to join us in celebrating quality, sustainability, and meaningful connections—because at Bean Street Bistro, every sip tells a story." This message is likely to entice the customer or the individual reading and leave them in curiosity and wanting them to learn more and experience the coffee shop for themselves.

Marketing Mix

Product

Bean Street Bistro offers a diverse and carefully curated menu that includes a variety of premium coffee beverages, specialty teas, and a selection of artisanal pastries and light bites. Our coffee is sourced from small, sustainable farms that practice fair trade, ensuring high-quality beans and ethical treatment of farmers. Seasonal specialties, such as pumpkin spice lattes in the fall or refreshing iced teas in the summer, keep the menu dynamic and exciting. Additionally, we offer plant-based milk alternatives and gluten-free snacks to accommodate dietary preferences, reflecting our commitment to inclusivity and health-conscious choices and catering for all types of people and demographics .

Price

The pricing strategy at Bean Street Bistro is crafted to reflect the premium quality of our offerings while remaining competitive in the local market. While our prices may be slightly higher than those of mass-market coffee chains, we emphasize the value of ethical sourcing, artisan

craftsmanship, and local community support. For example, a standard coffee might be priced at £3.50, reflecting the quality of our beans and the care taken in preparation. To further enhance value, we offer loyalty programs that reward repeat customers with discounts and free items after a certain number of purchases, encouraging long-term patronage ensuring there is always quality products and fun rewards making sure that everything stays positive at Bean Street Bistro.

Product	Description	Price
Espresso	Rich, concentrated coffee shot	£2
Cappuccino	Espresso with steamed milk and foam	£3.50
Avocado toast	Sourdough with ripe avocado and seeds	£5
Chocolate cake	Moist chocolate cake with rich frosting	£4

Place

Located in the heart of the city center, Bean Street Bistro is easily accessible to our target demographic, including young professionals, students, and local residents. The café features a beautifully designed interior with warm lighting, comfortable seating, and an inviting atmosphere that encourages customers to linger. Outdoor seating options provide a charming space for people-watching or enjoying sunny days. Additionally, we have implemented a mobile ordering system to cater to busy customers who prefer convenience, ensuring that their favorite drinks are ready for pickup when they arrive.

Promotion

Promotional strategies for Bean Street Bistro include a robust social media presence across platforms like Instagram, Facebook, and TikTok, where they showcase the coffee creations, share customer stories, and announce upcoming events on these apps we upload daily making sure that we create unique content to reach different people and promote to larger audiences. Also live streams are done every other day where we showcase our coffee and stores we also ask for any ideas from the viewers which could possibly be implemented to make sure everybody is involved. Community engagement is crucial; we regularly host local events, such as coffee tastings and workshops, to foster relationships with our customers and enhance brand visibility. Our targeted online advertising campaigns utilize demographic data to reach potential

customers effectively. Additionally, we offer special promotions, such as "Happy Hour" discounts during slower periods and a referral program that rewards customers for bringing friends, further incentivizing visits.

Extended Marketing Mix

People

The team at Bean Street Bistro is our greatest asset, and we invest in comprehensive training programs to ensure exceptional customer service. Our baristas are not only skilled in crafting high-quality beverages but are also knowledgeable about coffee origins, preparation methods, and flavor profiles. This expertise allows them to engage with customers, offering personalized recommendations and creating a welcoming atmosphere. We foster a culture of teamwork and respect, ensuring that every team member feels valued and motivated to provide the best experience possible. Regular staff meetings and feedback sessions help maintain high standards and a positive work environment.

Process

The service process at Bean Street Bistro is designed for efficiency and customer satisfaction. From the moment a customer enters, they are greeted warmly and guided through the menu options. Our streamlined ordering system includes digital menus and easy-to-use kiosks for quick service. We prioritize speed without compromising quality; drinks are crafted using precise techniques, ensuring consistency and excellence in every cup. Additionally, we gather customer feedback through surveys and direct interactions, allowing us to continuously refine our processes and enhance the overall customer experience.

Physical environment/

Bean Street Bistro's branding is thoughtfully reflected in every aspect of the café, from the interior design to packaging materials. The café features a cozy yet modern aesthetic, with eco-friendly decor that highlights our commitment to sustainability. High-quality furniture, artwork from local artists, and plants create an inviting atmosphere that encourages relaxation and socialization. Our packaging for takeout items is not only biodegradable but also elegantly designed, reinforcing our brand identity. Flyers, business cards, and promotional materials are all consistent in design, ensuring that customers recognize our commitment to quality and sustainability at every touchpoint

Promotional Method	Calculations	Cost(£)	Timescale
Posters and leaflets	5000 leaflets × £0.10 each	£500	Week 1



Vouchers	3000 vouchers × £0.05 each	£150	Week 1
Newspaper ads	1 full-page ad at £500	£500	Weeks 1, 5, 9, 13, 17...
Lifestyle magazine ads	1 full-page ad at £800	£800	Weeks 1, 13, 26
Youtube advertising	2000 views × £0.20 each	£400	Weeks 5, 10
Instagram advertising	500 clicks × £1.00 each	£500	Ongoing (Weeks 1-52)
Tiktok advertising	500 clicks × £2.00 each	£1000	Ongoing (Weeks 1-52)
Snapchat advertising	1,000 impressions × £4.00 each	£4000	Weeks 5, 10
Sponsorships	Local event sponsorship	£1000	Week 26
Radio advertising	10 ads × £200 each	£2000	Week 1-8
Billboards	1 billboard for 1 month	£2000	Week 1
Total money spent		£7800	
Contingency funds to be spent on social media	10% of total budget for social media promotion	£780	As needed