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MID010 Team #3



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Prepared For: Crimson Cup Coffee

December 4, 2019

Agenda

1 Concept

2 Just Brewd Process

3 Bringing Just Brewd to Life

4 Marketing & PR

5 Financials

Inspiration



Sally



Atmosphere focused
Starbucks is boring, rushed

Brandon



Coffee connoisseur
Roast, brewing oriented

Joe



Quick
Just a black coffee drinker

“To adventurous coffee drinkers,



is the customizable coffee shop that allows you to craft your coffee using gourmet ingredients with your own personal guide.”



In-Store
Experience
Personalization
Educational



(Starbucks, 2019)

Efficiency
Location
Largest Market
Share
(IBIS World, 2019)



BLUE BOTTLE

(Blue Bottle, 2019)

High Quality
Flavor
Direct Sourcing
(Blue Bottle Coffee, 2019)

Individually Crafted • Transparent • Learning Experience



(Rise, 2015)

Individually Crafted • Transparent • Learning Experience



(Cappuccino, 2019)

(Coffee Beans, n.d.)

(Ice Milk, 2018)

(Rise, 2015)



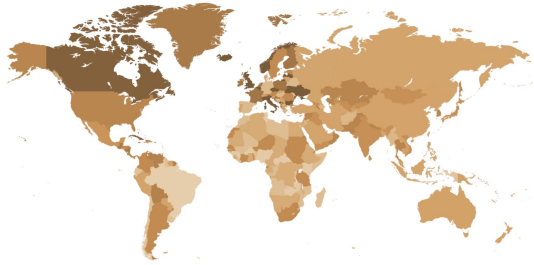
(LoopNet, 2019)

**2031 Cameron St.
Raleigh, North Carolina**



(LoopNet, 2019)

The Just Brewd Brand



Simplicity
Transparent
Craft Fresh Comfort
Premium
Coffee Sustainable Personal
Gourmet
Espresso Educational Bold
Organic Experience Fair-Trade
Aficionado
Customizable

This is Luis Pérez.

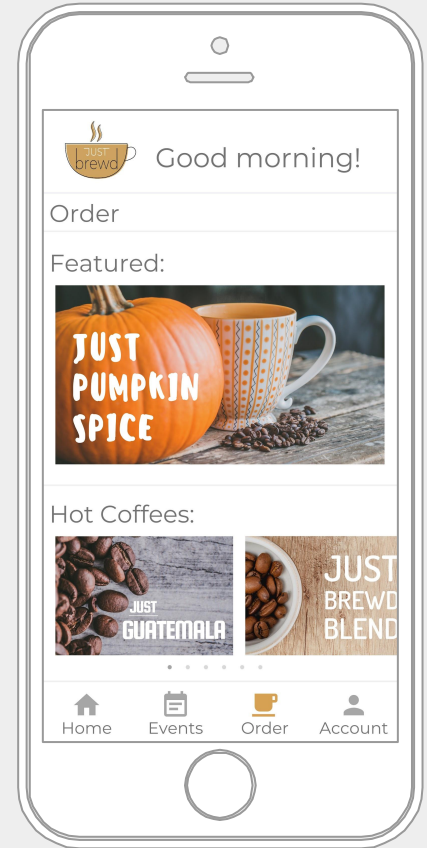
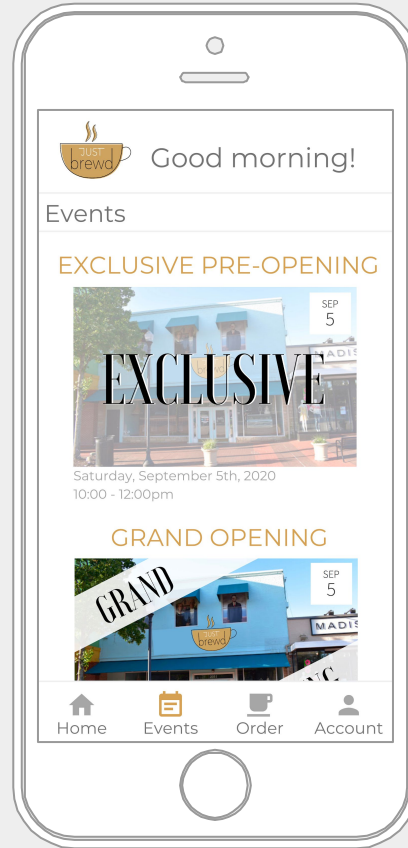


Luis owns a small coffee farm in Guatemala. He has run the family farm alongside his wife and children since he was old enough to start working with his father. The Guatemalan coffee beans he grows translate into a gourmet taste in each cup.

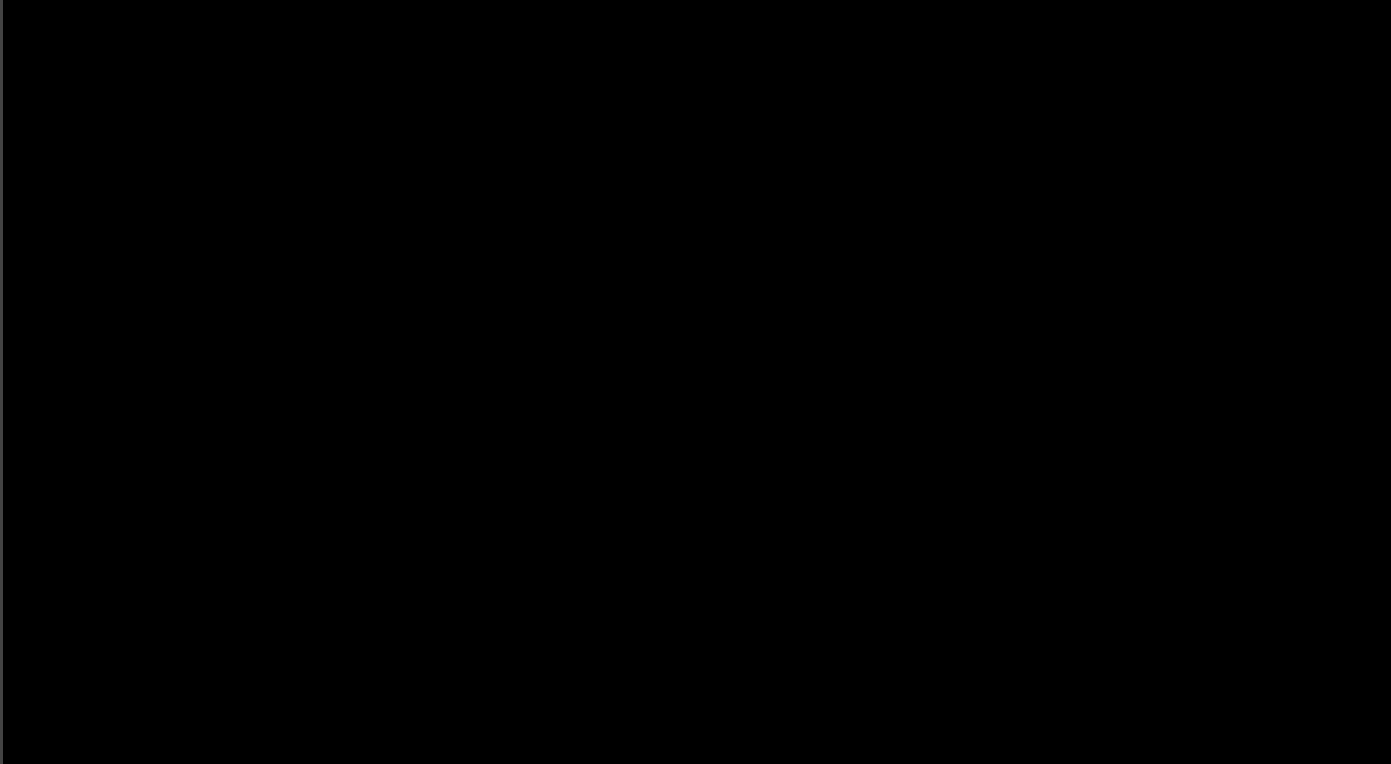


(Critics Choice Catering, 2019)

Just Brewd App



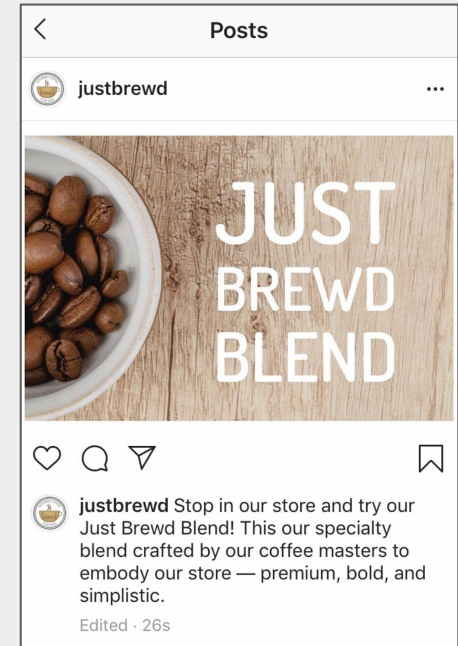
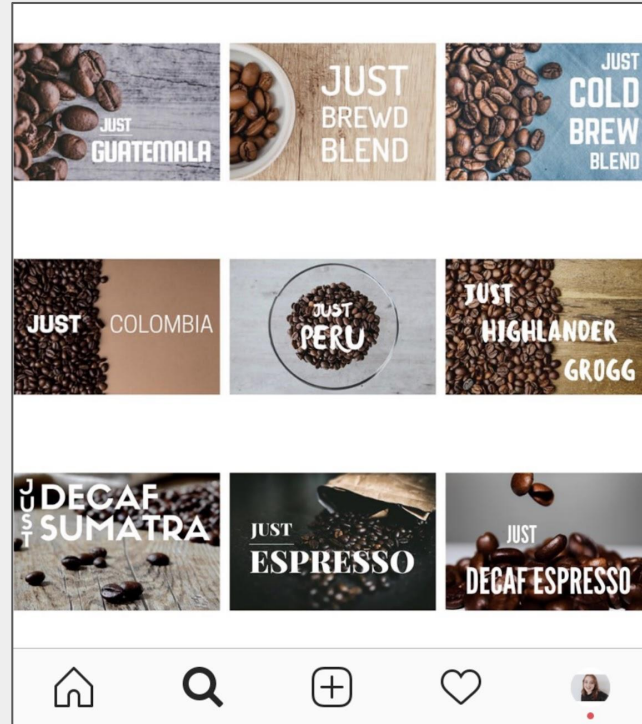
Just Brewd Website



Social Media



Instagram profile for **justbrewd**. The profile shows 9 posts, 5 followers, and 7 following. The bio reads: "Just Brewd Product/Service 'The premium coffee experience'". Below the bio is a short paragraph: "At Just Brewd, you can learn about what you're drinking, how it's roasted, and even who's growing it." There are buttons for "Following", "Message", and a dropdown menu. The profile picture is a circular logo with a coffee cup and the text "GOURMET COFFEE justbrewd FOR YOU".



Instagram post for **justbrewd**. The post features a large image of coffee beans in a white bowl on a wooden surface, with the text "JUST BREWD BLEND" overlaid. Below the image are icons for heart, comment, share, and bookmark. The caption reads: "justbrewd Stop in our store and try our Just Brewd Blend! This our specialty blend crafted by our coffee masters to embody our store — premium, bold, and simplistic." The post was edited 26 seconds ago.

Grand Opening

Team Trees

Direct Mail

Instagram Sweepstakes



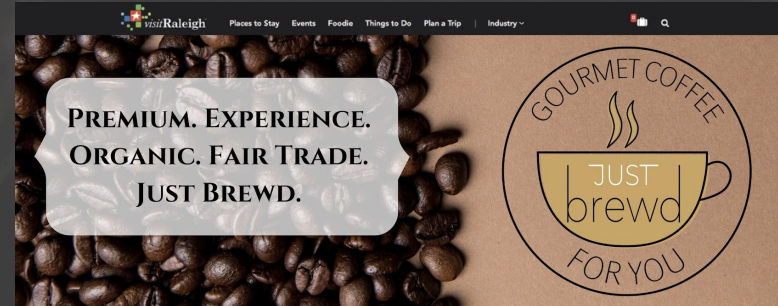
Online Marketing Channels

Instagram Influencers

Spotify Ads

Google Ads

Blog Ad



(visitRaleigh, 2019)

Find Your New Favorite Coffee | Comfiest Coffee Bar In Raleigh | Premium Coffee and Espresso 
 www.justbrewd.com

Your new favorite fresh cup of coffee and espresso is waiting for you at Just Brewd. Take your coffee experience to the next level with exciting blends and barista classes.

Mainstream Marketing Channels

Spectrum TV Ads

Coffee Classes

Holiday Sweepstakes

Bus Advertisements





(RaleighNC, 2019)



Annual Revenue

\$456,250

Annual Costs

\$429,682

Net Income

\$26,568

Start Up Costs

\$174,934

Payback Period

6.58 years





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Appendix A: Interviews

Evan:

- Male, 23, Columbus Area, College, No Kids, Wife: Convenience, service, ability to get coffee in relaxing atmosphere and work is best, slight knowledge of roasts
- Female, 20, from a small town near Toledo, college student: Doing homework or enjoying coffee with a friend, hates busy coffee shops, needs explanation of what drinks actually are, no knowledge of roasts
- Male, 21, Findlay, college, single working professional: Likes friendliness and needs help deciding what to get, likes when they know your name, hates when it's crowded and there is nowhere to sit, would like a "Do not disturb" section in coffee shop

Justin:

- Female, 19, Cincinnati, Ohio, College Student. Gets coffee after class, doesn't like when the tables are small because there is no room for her to set her study materials. Enjoys baristas that explain her order to her. Doesn't know much about coffee, but wants to know more.
- Male, 23, College Graduate, Working. Doesn't know anything about coffee, but would like to. Feels intimidated when ordering. Only goes to coffee shops with his girlfriend and she tells him what to order. Thinks coffee shops are too cramped, not welcoming.

Appendix A continued: Interviews

Kali:

- Female, 31, 3 kids, Raleigh, hairdresser: Sometimes needs convenience, always wants nice staff. Values (and lacks) education on roasts and brewing methods (see Jubala Coffee). Will buy beans/grounds for the house from a coffee shop. Wants a welcoming atmosphere, decor, and quality food. Feels like coffee shops are missing engaging and thoughtful staff.
- Female, 53, No Kids, Raleigh, President/CEO of an endowment: Likes an inviting and easy shop with great service. Loves a nice relaxing, peaceful atmosphere with private niches and quality mugs. Doesn't want an in-and-out, loud environment. Prefers family-owned shops with local/organic ingredients, recycled products, and that are socially conscious. Knows she likes dark roasts, but usually trusts the barista to pick her coffee. Sees an opportunity for coffee shops to employ people with disabilities, recovering from addiction, and other social enterprise models to make communities more inclusive.

Anibel:

- Female, 24, Wife, No Kids, Athens, Ohio: Values the educational aspect of the concept; feels intimidated by what all goes into a typical Starbucks drink. Drinks coffee sometimes, usually 2-3 times per week.
- Female, 19, College Student, Lancaster, Ohio: Drinks coffee at least once a week. Enjoys using a coffee shop as a study area/meeting place, but sometimes there isn't enough room or seating. Wishes the coffee experience was more detailed and showed more in-depth descriptions of coffee types and specialty drinks.
- Female, 19, No Kids, College Student, Athens, Ohio: Typically goes to Starbucks for her usual coffee drink. Values hearing about the backstory of where her coffee comes from and how it is made. Often uses coffee shops as a relaxing place to get work done and study.

Appendix B: Ordering Process

Within two steps of the front door, customers reach the first station, where they are greeted by a barista and select a cup size. They choose from a rotating selection of espressos, beans, and how they would like it to be prepared (hot or cold). This barista leads the customer through every step of the rest of the brewing process.

Those who choose brewed coffee or cold drinks are led to the brew bar. At the brew bar, they will have the ability to choose from multiple brewing options, such as the pour-over method. Each brewing type has its own unique impact on the flavor. There will also be cold drinks on tap. After this process, they are brought to the point of sale. People who choose espresso are taken to the steaming station, where they can select milk styles. From there, if the order is complete, they walk further down the bar to the point of sale station. If not, there is a station with creams, sugars, and syrups. Then, customers are led to the point of sale.

Appendix C: Location Choice

Raleigh was chosen because it is 29th ranked coffee city in America, only 30 min away from Durham, which is ranked 64. Ranking is based on average price for coffee, average price for cappuccino, average spending on coffee per household, share of adult coffee drinkers, share of households that own coffee makers, affordable coffee shops, cafes rates 4.5 stars or higher, coffee shops per capita, coffee and tea manufacturers per capita, coffee shops with free wifi, donut shops per capita, google search traffic for name coffee, “coffee lovers” meet ups per capita, presence of coffee-centric events, average ranking of coffee shops on the daily meal’s ‘50 Best Coffee Shops’ list (McCann, 2019).

Raleigh is also a good city because it has a population of 469,298 with 62.4% of those residents being between the age of 18-65 (US Census, 2019). The specific building we plan to use for Just Brewd was chosen for several reasons as well. Our building is just outside of downtown Raleigh, meaning there are less coffee shops nearby than if we were in the city. There is a lot of information about demographics within one mile of our location. Population is 19,193 with the median age being 32.2 years old. The median income per capita is \$60,586 meaning that residents have a lot of disposable income. Finally, there is \$203.83 million dollars of spending done annually within a one mile radius (LoopNet, 2019).

Appendix D: Marketing Calendar

Marketing Calendar	Startup	Autumn			Winter		
		September	October	November	December	January	February
Sweepstake	Free Coffee for a month				Free Holiday Mug		
Email	Mass Email, 1 mile radius	300 Emails a day for free					
Social Media	Instagram Sweepstake				Instagram Sweepstake		
Events		Free Coffee Class 9/12			Free Coffee Class 12/5		
PR	10% of sales to TeamTrees						
Blog	Feature Listing on visitRaleigh	visitRaleigh Header	visitRaleigh Featured Listing	visitRaleigh Header	visitRaleigh Featured Listing	visitRaleigh Header	visitRaleigh Featured Listing
Direct Mail	All houses within 1 mile						
Google Ads			Google Ads		Google Ads		Google Ads
Influencers	Ashley Christensen Instagram				Ashley Christensen Instagram		Ashley Christensen Instagram
TV			Spectrum TV Ads		Spectrum TV Ads		Spectrum TV Ads
Bus Ads	(Purchase of Bus Wrap)	Kong Bus Wrap on one GoRaleigh bus					
Spotify		Spotify all month		Spotify all month		Spotify all month	
Total	\$ 5,990.00	\$ 1,880.00	\$ 1,750.00	\$ 1,880.00	\$ 1,860.00	\$ 1,880.00	\$ 1,860.00

Appendix D: Marketing Calendar cont.

Marketing Calendar	Spring			Summer			Total
	March	April	May	June	July	August	
Sweepstake							\$ 200.00
Email	300 Emails a day for free						\$ -
Social Media							\$ -
Events	Free Coffee Class 3/6			Free Coffee Class 6/5			\$ -
PR							\$ 120.00
Blog	visitRaleigh Header	vistiRaleigh Featured Listing	visitRaleigh Header	vistiRaleigh Featured Listing	visitRaleigh Header	vistiRaleigh Featured Listing	\$ 3,550.00
Direct Mail							\$ 1,360.00
Google Ads		Google Ads		Google Ads			\$ 2,500.00
Influencers		Ashley Christensen Instagram		Influencer Post			\$ 550.00
TV		Spectrum TV Ads	Spectrum TV Ads	Spectrum TV Ads	Spectrum TV Ads	Spectrum TV Ads	\$ 4,000.00
Bus Ads	Kong Bus Wrap on one GoRaleigh bus						\$ 8,000.00
Spotify	Spotify all month		Spotify all month		Spotify all month	Spotify all month	\$ 7,560.00
Total	\$ 1,880.00	\$ 1,860.00	\$ 1,880.00	\$ 1,360.00	\$ 1,880.00	\$ 1,880.00	\$ 27,840.00

Appendix E: Start Up Cost Breakdown

Starting costs:

Equipment: **\$43,600** (see above for breakdown)

Interior and Exterior Work (furniture, finishes, paint, signage): **\$100,000**

Initial inventory order: **\$19,358** (Lasts about a year)
(Cups, Lids, Napkins, Sleeves)

Technology: **\$2,276** (see above for breakdown)

Insurance/Accounting: **\$3,700**

Marketing/Advertising: **\$25,000**

TOTAL STARTUP COSTS: \$193,934

POS Systems and Financial Software: **\$2,276**

Square = \$1,475

Security System = \$345 upfront cost + \$25 per month (or \$300 annually)

Website = \$13 per month / \$156 annually

Equipment Needs: **\$43,600**

Espresso Machine = \$10,000

2 Brewers = \$5,000

2 Toddies = \$1,500

Refrigerator = \$5,000

Coffee Pots = \$1,600

Milk Containers = \$500

Blenders = \$2,000

Water Filtration System = \$5,000

Dishwasher = \$1,000

Toaster = \$1,000

Microwave = \$1,000

Misc. (ice machine, etc.) = \$7,000

Appendix F: Coffee Sales at Regular Capacity



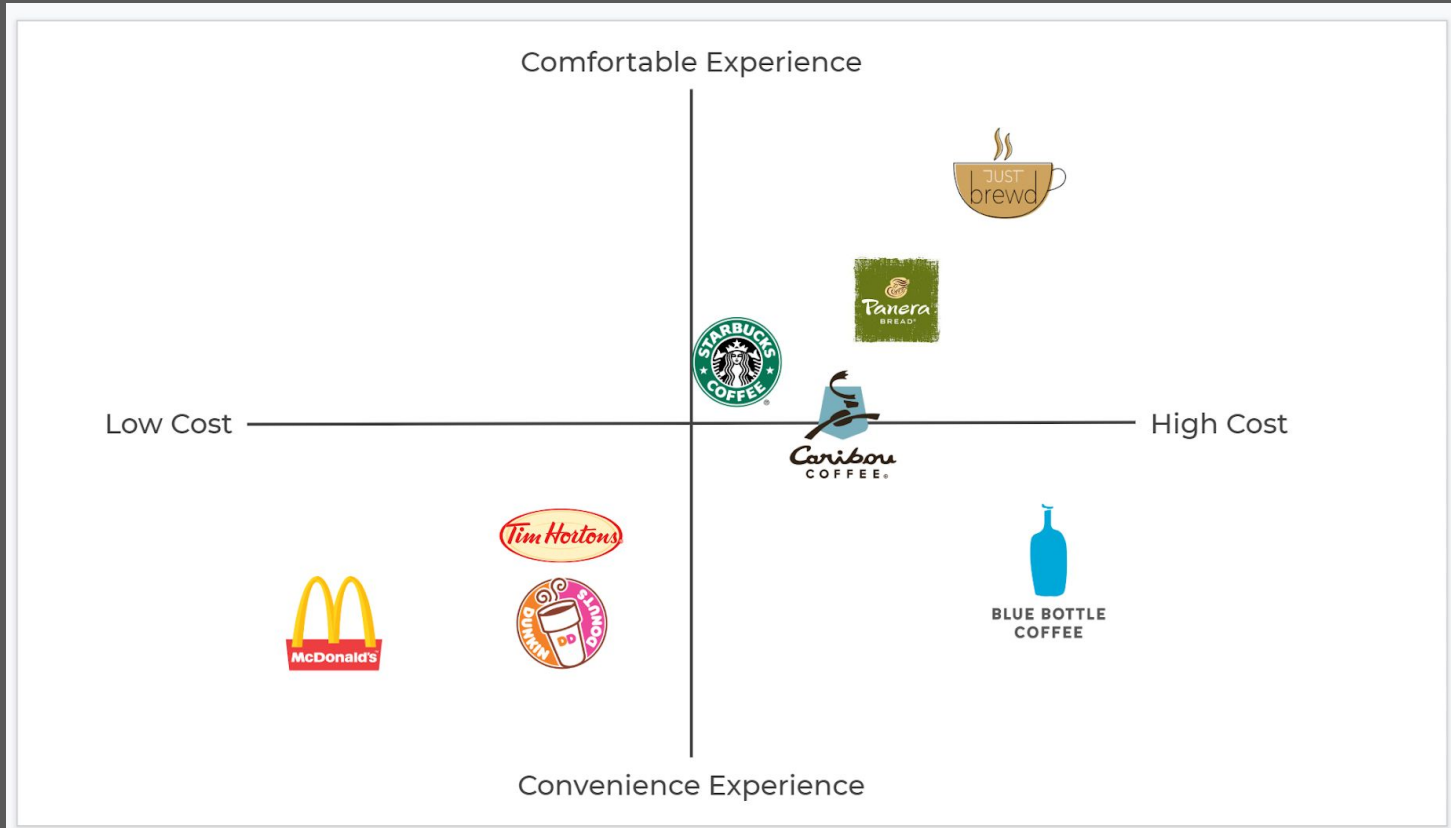
Appendix G: Income Statement

Income Statement	
Sales (\$5)	\$ 456,250.00
COGS	
Dry Stock	(19,358.28)
Food and Drinks	(96,676.07)
Employee Payroll	(211,335.00)
Gross Profit	128,880.65
Operating Expenses	
Ad Expense	22,812.50
Operating Income	106,068.15
Non-Operating Income	
Rent	61,500.00
Utilities	18,000.00
Net Income	\$ 26,568.15

Appendix H: Brand Identity



Appendix I: Perceptual Map



Appendix J: Key Performance Indicators

People Capabilities	Customer Satisfaction	Sales & Profit	Staff Health
Order Fulfillment Cycle Time	Customer Satisfaction Rate	Net Profit	Employee Turnover
Inventory Turnover Ratio	Customer Retention Rate	Operating Cash Flow	Training Hours per Employee
Website Traffic	Online Reviews	Quick Ratio	
		Revenue per Client	
		Cost of Goods Sold	