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GROWTH STRATEGY FINAL REPORT

Georgie Boy Espresso



PRESENTED TO
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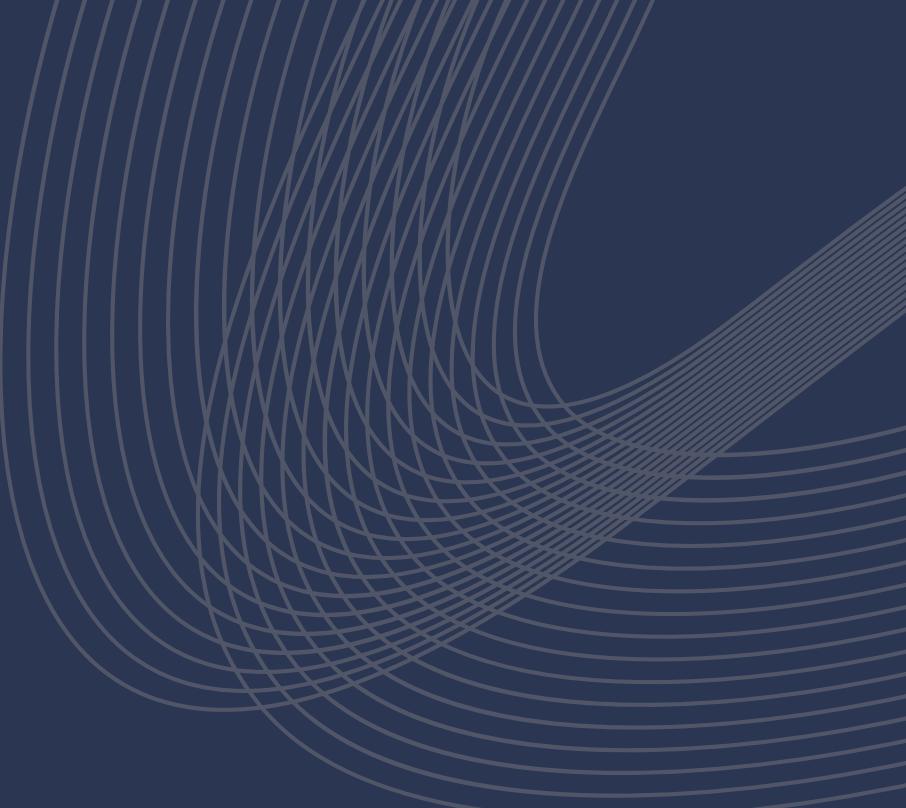


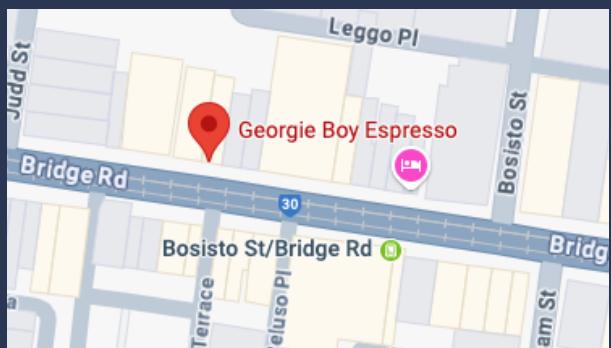
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1. BUSINESS OVERVIEW

Georgie Boy Espresso is a boutique, takeaway-only café located on Bridge Road in Richmond, Melbourne. Sharing space with a local tailor shop, the café operates from a compact kiosk-style storefront and opens early at 6:00 AM, catering to morning commuters, fitness enthusiasts, hospital workers, and residents. The business enjoys consistently high foot traffic and a diverse customer base due to its central location, near both high-end homes and low-socioeconomic housing, as well as major private hospitals. Notably, AFL players frequent the adjoining tailor shop, further enhancing Georgie Boy's brand exposure.

In just over two years since opening, Georgie Boy has built a reputation for premium, specialty coffee, featuring a unique, rich chocolate-based roast exclusive to their store. Their coffee is known for its strength and consistency, which appeals to discerning regulars but may not be suited to everyone's taste. The café also offers muffins and pastries, including its signature escargot, and supports fast online ordering, Uber Eats delivery, and a well-used loyalty program (buy 7, get 1 free). Georgie Boy proudly positions itself as the "reliable local espresso stop," combining speed, service, and premium quality to make each visit a consistently positive experience.



1.1 MISSION & VISION

Georgie Boy Espresso's mission is to deliver premium-quality coffee with speed, consistency, and a personalised touch. The café aims to serve every cup in under five minutes without compromising quality, making it the go-to stop for locals on the move.

Its broader vision goes beyond just coffee—it embraces values of connection, community, and care. Georgie Boy is actively involved in social impact, including mental health awareness and support for causes like breast cancer foundations. The café also champions sustainability, offering a 50-cent discount for customers who bring their own cups.

What truly sets Georgie Boy apart is its emphasis on customer engagement. The team strives to ensure every customer feels seen, valued, and uplifted—whether it's a quick hello or a heartfelt conversation. As the owner shared, even remote workers who may not have spoken to anyone all day often leave the café feeling a little brighter, thanks to that genuine connection over a great cup of coffee.

As part of its ongoing growth strategy, Georgie Boy is:

- Expanding its product range with health-conscious options (e.g. matcha, dairy-free drinks)
- Strengthening partnerships with nearby fitness studios (Upstate, Studio Pilates)
- Enhancing customer experience through a new Shopify-based website with features like "First Online Order" discounts
- Working alongside a new marketing/social media manager to elevate brand presence digitally
- Streamlining internal processes to reduce inefficiencies and maintain service quality
- Positioning the brand as a premium offering—avoiding excessive discounting to maintain its value perception

GEORGIE BOY ESPRESSO

SWOT

ANALYSIS

**STRENGTHS**

- Strong focus on quality, speed (3-5 min service), and consistency.
- Tech-enabled: website pre-orders, simple QR-based loyalty system.
- Sustainability initiatives (BYO cup discount).
- Efficient operations using automation.
- Community-focused vision with local partnership potential.
- Positive coffee experience: consistently high-quality coffee, praised by regulars.

SWOT Analysis

WEAKNESSES

- Social media presence and marketing efforts previously underutilized
 - (currently being addressed)
- No dine-in space; takeaway only.
- Menu lacks clear categorisation online.
- Bold coffee flavour may not suit all preferences
- Limited space for menu expansion or group gatherings
- Low profitability and promotion on delivery apps.

- New partnerships with gyms and wellness studios
 - (e.g. Upstate, Studio Pilates)
- Expansion of healthy drink options
 - (e.g. matcha, protein shakes, kid-friendly drinks)
- Launch of promotions (
 - first online order discounts, bundles, etc.)
- Stronger community and charity engagement
- Improved social media strategy via new marketing hire

**OPPORTUNITIES**

- Highly competitive café landscape in Richmond.
- Rising coffee bean costs affect price competitiveness.
- Competitors with dine-in options may attract more foot traffic.

THREATS

2. MARKET TRENDS & INDUSTRY INSIGHTS

The Australian coffee market is on an upward trajectory, with a projected Compound Annual Growth Rate (CAGR) of 5.73% from 2025 to 2030, expected to reach USD 2.17 billion by 2030. This growth is fueled by Australia's deeply embedded café culture, evolving consumer tastes for specialty beverages, and increased innovation across coffee retailers. Melbourne remains a key influencer, often setting national trends due to its concentration of independent cafés, coffee education events, and consumer sophistication.

2.1 KEY EMERGING TRENDS



- **MAGIC COFFEE**

This Melbourne-originated trend—a double ristretto with steamed milk—continues to gain traction both domestically and internationally. Its intense flavor and smooth finish make it a popular choice among seasoned coffee drinkers seeking a richer espresso experience.



- **FROZEN COFFEE TECHNIQUES**

Techniques such as pre-dosing and freezing ground coffee are becoming increasingly popular in specialty cafés. These practices reduce waste, maintain batch consistency, and ensure quality regardless of seasonal bean variability. Adoption of such innovations positions cafés as both sustainable and quality-driven.

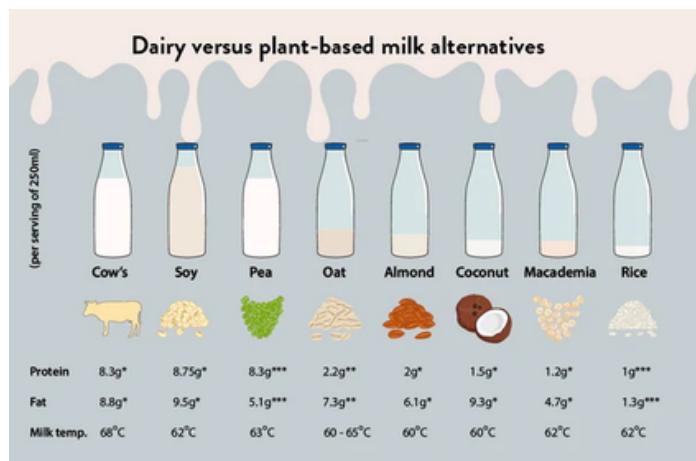


- **MONT BLANC (CHESTNUT LATTE)**

Mont Blanc, inspired by the French dessert, is an increasingly popular seasonal coffee offering in Melbourne. It typically features a chestnut purée base layered with espresso and steamed milk, sometimes topped with whipped cream or chestnut flakes. It caters to customers looking for a luxurious and Instagrammable experience, especially in winter or during specialty café collaborations. The drink also aligns with the trend of "dessert-style" coffees that blend taste innovation with visual appeal.

2.2 CONSUMER PREFERENCES AND BEHAVIOUR TRENDS

In Melbourne, milk-based coffee beverages—particularly lattes, flat whites, and cappuccinos—remain dominant, reflecting the city's long-standing café culture. While oat milk continues to lead non-dairy preferences due to its smooth texture and compatibility with espresso, other plant-based options such as soy, almond, and coconut milk also remain widely available.



However, at *Georgie Boy Espresso*, there has been a noticeable shift back toward regular dairy milk. According to the café owner, many customers, especially regulars who are returning to traditional full-cream or lactose-free milk, citing taste preferences and familiarity. This suggests that while alternative milks are trending industry-wide, customer loyalty and taste familiarity still play a strong role in local cafés.

At the same time, a niche resurgence of black coffee consumption is emerging, particularly among health-conscious individuals and gym-goers who seek lower-calorie and high-flavour options. This trend reflects broader dietary shifts and supports the growing demand for simplified, cleaner beverages.



3. CUSTOMER BEHAVIOUR ANALYSIS



Georgie Boy Espresso primarily serves a diverse customer base whose routines and preferences are closely tied to their lifestyles and surrounding amenities. These include: A current Routine Customers that the client mentioned in the project brief. Here is a customer profile;

Segment	Profile	Opportunities
 Fitness-Oriented	Visit before/after gym; often prefer espresso and smoothies	<ul style="list-style-type: none"> Expand health-conscious options <ul style="list-style-type: none"> matcha, black coffee, Decaf, Protein Shake Promote gym partnerships Promote wide range of drink.
 Local Walkers	Morning coffee seekers from the neighbourhood often walk their dogs or casually stroll.	Highlight and promote <ul style="list-style-type: none"> Dog-friendly like Pup Cup Considering 'Doggo Day' Kid-friendly items like Babycino With affordable price for kid-size drinks
 Commuters	Customers stopping by on their way to work prefer quick service, often placing online pre-orders to save time.	<ul style="list-style-type: none"> A new upgraded website can integrate the "First Online Order" discount Simplify the digital menu structure (e.g., reordering categories, clearer customization steps) to reduce friction in the ordering journey. Create an "Online Only" menu section with exclusive drinks or seasonal items to encourage more digital engagement. Happy Hours from 12 pm-2 pm
 Delivery Customer	Customer orders from UberEats and DoorDash	<ul style="list-style-type: none"> Use delivery platforms for data insights and brand exposure Might create "Online Only" menu section

3.2 ORDERING BEHAVIOUR

Georgie Boy Espresso currently facilitates three primary customer ordering channels, each catering to a different lifestyle segment. Understanding these patterns is key to optimising operations and identifying growth opportunities.

Channel	Usage & Strengths	Challenges	Opportunities
In-Store	<ul style="list-style-type: none"> Most profitable preferred by locals and fitness customers. Fast, consistent, and friendly service. 	Limited upselling potential	<ul style="list-style-type: none"> Promote Menu Options <ul style="list-style-type: none"> Healthy Badge Showcase seasonal items on counter displays Introducing kid-friendly and dog-friendly offerings Using social media to attract new people to the neighbourhood.
Website Pre-Orders	<ul style="list-style-type: none"> Growing among commuters Aligns with a speed and convenience focus 	Adoption remains relatively low due to limited promotion and customer awareness.	<ul style="list-style-type: none"> Launch "First Online Order" discount Simplify the digital menu exclusive "Online Only" drinks
Delivery Apps	<ul style="list-style-type: none"> Less profitable but valuable for visibility and analytics Using Uber Merchant Insights 	Higher service fees and limited profit margins reduce the financial appeal of this channel.	<ul style="list-style-type: none"> Offer better pricing or loyalty points for orders via own site, like putting flyers or cards into the order. Use delivery data to refine the menu

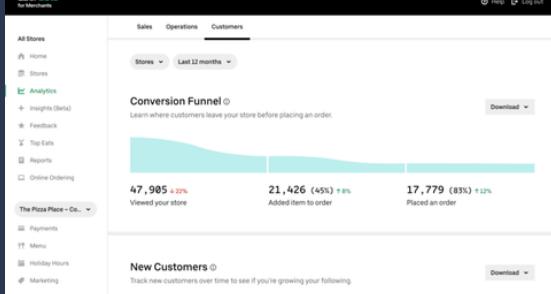


FIGURE -SAMPLE OF UBER MERCHANT ANALYTICS AND INSIGHT

3.3 BEHAVIOUR TRENDS

1. COST OF LIVING AWARENESS



Rising inflation and wholesale coffee costs have impacted both cafés and consumers. While Georgie Boy doesn't compete on price, it can continue to attract loyal customers by reinforcing its value proposition—premium quality, consistent service, and community connection—rather than discounts.

- Promotions like Happy Hour can appeal to budget-aware customers during off-peak hours without compromising brand image.

2. SHIFT TOWARD HEALTH-CONSCIOUS HABITS

There is a notable rise in health-driven preferences, especially among fitness-oriented and wellness-conscious customers. Demand for alternative beverages like matcha, decaf, and smoothies continues to grow, along with non-dairy milk options.

- Oat milk remains a top choice due to its texture and coffee pairing.
- Interestingly, Georgie Boy has also observed a shift back to dairy milk among regular gym-goers, showing the importance of offering both traditional and health-conscious options.



3. DIGITAL CONVENIENCE & PRE-ORDERING



Customers increasingly expect fast and seamless ordering. Georgie Boy's early opening hours and online pre-order platform already support this.

- Greater promotion of digital tools, such as "First Online Order" discounts and exclusive online menu items which can improve adoption and engagement.
- Simplifying customisation options and enhancing mobile ordering flow will further align with customer expectations for speed and convenience.

4 . LOCAL COMPETITORS INSIGHT

From competitors list provided by client

01

Riché Café (Richmond)



COFFEE



FOOD



DINE-IN

Offers all-day brunch with Asian fusion dishes, specialty coffee, and a stylish interior.

02

Your Neighbour



COFFEE



PASTRY



DINE-IN

A bistro-style café known for its modern Australian cuisine and vibrant atmosphere.

03

Bissel B Bagels (Richmond)



COFFEE



PASTRY



DINE-IN

Specializes in New York-style bagels and coffee, emphasizing fresh, locally sourced ingredients.

([bissel.b+1Bridge Road+1](#))

04

Mr. Bartolo



COFFEE



FOOD



DINE-IN



Offers freshly brewed coffee, breakfast, and an extensive lunch menu in a cozy setting.

([Mr. Bartolo](#))

05

AU79



COFFEE



PASTRY



DINE-IN

A large café combining a coffee roastery, bakery, and event space, known for its diverse menu and modern design.

4.2 COMPETITORS COMPARISON TABLE

Café	Price Range	Offerings	Foot Traffic	Social Media Presence	Unique Selling Proposition (USP)
Riché Café	\$18-\$40 (For meals) \$4.50 to \$8 (For Bistro)	Modern Australian cuisine	Moderate	Active on Instagram	Contemporary bistro experience
Bissel B Bagels	\$8 to \$16 (Bagels and Coffee)	Bagels, coffee	High	Active on Instagram	Authentic New York-style bagels
Mr. Bartolo	\$5 to \$24 (Coffee and Other Bakery items)	Café, bakery, event space	High	Active on Instagram	Multifaceted venue with in-house roastery
Georgie Boy Espresso	\$4 to \$8 (for coffee) \$5.50 to \$9.50 for pastries)	Coffee, pastries	Moderate	Active on Facebook	Locally sourced beans with a focus on quality brews



RICHÉ CAFÉ – SWOT

Strengths:

- Unique Asian-Australian fusion brunch menu
- Stylish and trendy interior design
- Strong Instagram engagement

Weaknesses:

- Prices on the higher side
- Limited seating space
- Can get slow during busy hours

Opportunities:

- Collaborations with food influencers
- Expand into takeaway/delivery
- Host special events or seasonal menus

Threats:

- Intense competition in the Richmond area
- Rising ingredient costs
- Shifting food trends to

YOUR NEIGHBOUR – SWOT

Strengths:

- Modern Australian cuisine with high-quality presentation
- Cozy, bistro-style environment
- Friendly, reliable customer service

Weaknesses:

- Low social media presence
- Limited brand recognition
- Smaller customer base compared to competitors

Opportunities:

- Improve digital marketing and SEO
- Offer private dining or events
- Partner with local creators for exposure

Threats:

- Competitors offering broader or cheaper menus
- Cost pressures from suppliers
- Seasonal variations in foot traffic

BISSEL B BAGELS – SWOT

Strengths:

- Unique niche (New York-style bagels)
- Fast, affordable service
- High visibility and walk-in traffic

Weaknesses:

- Limited dine-in experience
- Repetitive menu
- Less focus on premium coffee

Opportunities:

- Launch catering or take-home bagel kits
- Add coffee collaborations or menu pairings
- Expand to other suburbs

Threats:

- Entry of similar bakery concepts
- Customer price sensitivity
- Ingredient supply disruptions

MR. BARTOLO – SWOT

Strengths:

- Strong local community presence
- Consistent coffee and food service
- Affordable and welcoming vibe

Weaknesses:

- Weak online and social media presence
- Less innovative or unique menu
- Dependent on loyal walk-ins

Opportunities:

- Boost digital presence with content
- Introduce new seasonal specials
- Run promotions or loyalty programs

Threats:

- Overlooked by trend-following customers
- Limited exposure beyond local radius
- Competition from trendier venues



AU79 – SWOT

Strengths:

- Multi-functional space (café, roastery, events)
- Strong brand identity and Instagram presence
- High-quality coffee and in-house bakery

Weaknesses:

- Premium pricing
- Perceived as too commercial
- Crowded atmosphere at peak times

Opportunities:

- Expand product lines (e.g., packaged coffee)
- Offer barista classes or events
- Partner with lifestyle or hospitality brands

Threats:

- Price-conscious customers in economic downturn
- Smaller specialty cafés gaining traction
- Staff retention issues in large-scale venues



5. STRATEGIC RECOMMENDATIONS

To support Georgie Boy Espresso's growth, improve customer engagement, and strengthen market positioning, the following strategic initiatives are proposed. These are grouped under five focus areas: digital engagement, customer experience, menu innovation, partnerships, and operational improvements.

5.1 DIGITAL & SOCIAL MEDIA STRATEGY

SOCIAL MEDIA PRESENCE

Georgie Boy is currently working with a dedicated social media and marketing manager to strengthen its digital presence. Leveraging this, the café can enhance its online visibility and community engagement through:

- Consistent Content Posting
 - Maintain a regular posting schedule showcasing new menu items, behind-the-scenes content, barista highlights, and limited-time promotions to stay top-of-mind.
- Encourage User Interaction
 - Prompt customers to tag Georgie Boy Espresso in their stories or posts in exchange for shoutouts or minor rewards. This encourages organic growth and strengthens community ties.
- Collaborations with Local Micro-Influencers
 - Partner with local lifestyle bloggers, coffee reviewers, or food content creators to promote seasonal drinks, brand values, or store events.

WEBSITE & PRE-ORDER MESSAGING

- Use "Skip the Queue" messaging across social platforms and in-store signage to highlight the speed and convenience of the pre-order system.
- Promote morning and lunch-hour pre-orders with time-based digital-only deals.

ONLINE ORDERING ENHANCEMENTS

- Reorganise the current online menu categories to improve navigation and user experience
- Create distinct categories for Matcha, Decaf, and Seasonal Drinks.
- Promote a "First Online Order" discount (e.g., 15% off) to onboard new users.
- Introduce an "Online-Only" drinks section to boost website engagement.



5.2 CUSTOMER EXPERIENCE & LOYALTY

1. LOYALTY PROGRAM ENHANCEMENTS



- Promote 'Birthday perks' (such as free drink during birthday week).
- Launch a "Refer a Friend" scheme offering rewards to both referrer and referee.
- Segment customers (e.g., gym-goers, commuters) to deliver tailored perks via the loyalty program.

2. IN-STORE PROMOTIONS

- Use posters, digital displays, and signage to promote new or under-ordered menu items.
- Implement Happy Hour pricing from 12 pm to 2 pm.
- Highlight and better promote the 50¢ discount for BYO cup customers which can also promote Georgie Boy's Vision on sustainability.

3. FAMILY & PET-FRIENDLY FEATURES



- Add a kids' menu with smaller drink sizes and pricing that is affordable for parents.



- Promote dog-friendly elements like pup cups and dog biscuit options, along with a water bowl station.

- Initiatives like Doggo Day and Babycino specials further promote the café's inclusive, family- and pet-friendly environment, creating a welcoming space for all demographics.

4. LIMITED EDITION MENUS:

- Can add seasonal drinks like rose latte and nutella mocha as one of the drinks for a limited period of time.
- Or adding easter egg chocolate cake for easter season and many more different options that can be explored for limited edition menus.

5.3 PARTNERSHIPS & COMMUNITY ENGAGEMENT

1. FITNESS STUDIO COLLABORATIONS



Georgie Boy Espresso is located near over 10 gyms and Pilates studios, making fitness-oriented partnerships a high-potential area. The café already has informal ties with studios like Upstate and Studio Pilates, and plans to strengthen these relationships further. Opportunities include:

- Displaying co-branded posters or QR code coupons inside studios to drive awareness and foot traffic.
- Offering exclusive discounts or loyalty perks for customers who present proof of a recent class.
- Providing studio staff with complimentary drink vouchers to foster goodwill and promote the café within their networks.
- Collaborating on limited-edition “post-workout” drinks aligned with health and wellness trends.

2. COMMUNITY ENGAGEMENT & SPONSORSHIP



Georgie Boy places strong emphasis on social connection and giving back to the community. Notably:

- The café supports mental health awareness and initiatives such as breast cancer foundations through sponsorships and awareness campaigns.
- Regular customers often mention how the café provides more than coffee, many working-from-home customers find human connection and warmth through daily chats with the team, enhancing customer loyalty and positive sentiment.
- Promoting this community engagement online (ex, through posts, stories, or collaborations) not only celebrates existing customers but also attracts new audiences and strengthens the café's overall brand image.

5.4 OPERATIONAL SUGGESTIONS

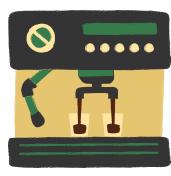
1. WORKFLOW STREAMLINING



To uphold Georgie Boy's promise of speed and consistency, continued refinement of the café's operational workflows is essential:

- Leverage automation tools, such as the automated milk steaming system, to minimise drink preparation time and maintain the 3-5 minute service target.
- Reduce unnecessary internal processes to allow staff to focus more on customer interaction and drink quality.
- Optimise staff task allocation during peak hours to ensure seamless service, especially during early morning and gym rush periods.

2. Strengthening Premium Brand Identity



CONSISTENCY



QUALITY

- Avoid heavy discounting (e.g., 2-for-1 offers) that may undermine the café's high-quality image. Instead, emphasise limited-time offers or loyalty-based rewards that align with value, not volume.

- Highlight what sets Georgie Boy apart from competitors:
 - Specialty coffee roast with a unique flavour profile
 - Sustainability practices, like the 50¢ BYO cup discount.
 - Community engagement that builds emotional brand loyalty.
- Use in-store signage and digital platforms to communicate these brand values clearly and consistently.



SUSTAINABILITY



GOOD LOCATION



COMMUNITY



SERVICE



SPEED



PREMIUM



DIGITAL COMMUNICATE



UNIQUENESS

5.5 PRODUCT & MENU EXPANSION

1. HEALTH-CONSCIOUS OPTIONS



- Promote alternative drinks such as matcha, sesame lattes, fruit smoothies, and decaf options.
- Develop a "Healthy Choices" badge system to identify dairy-free, gluten-free, or low-sugar items online and on printed menus.

2. SEASONAL & TREND-BASED ITEMS



- Introduce limited-time themed drink menus such as "Matcha March", "Sesame September" to drive excitement and experimentation.
- Create tasting bundles (e.g., 3 small drinks) to encourage customers to explore new offerings.

CONCLUSION

Georgie Boy Espresso has established a strong foundation as a beloved local café with a loyal customer base, premium coffee offerings, and a community-first approach. This report outlines multiple strategic opportunities that can further elevate the brand, enhance customer experience, and position the business for long-term growth.

Key opportunities identified include:

- Expanding digital engagement through improved online ordering, social media content, and influencer partnerships.
- Strengthening customer loyalty programs and promoting inclusive, family-friendly in-store experiences.
- Broadening the product range with health-conscious and seasonal items to attract evolving consumer segments.
- Deepening partnerships with local gyms, wellness studios, and community organisations to build brand affinity.
- Streamlining workflows and reinforcing Georgie Boy's premium identity to maintain operational excellence as the business scales.

With plans to enhance digital presence, refine internal operations, and explore future expansion opportunities, Georgie Boy is well-positioned to grow while staying true to its values of speed, consistency, and genuine connection.

Next Steps: Our team recommends focusing on the phased implementation of the proposed strategies, starting with digital enhancements, loyalty programs, and community engagement. Regular feedback loops, customer insights, and performance metrics should guide each initiative to ensure sustained success and scalable growth.