

# BOUNDARIES COFFEE SALES PLAN

## January 2026 Strategic Review & Action Plan

### EXECUTIVE SUMMARY

**The Diagnosis:** Marketing has completely stopped. Zero content posted last week. No ads running since November 5, 2025. This is the #1 problem killing your sales growth.

**The Good News:** Your operations are solid. Weekday sales are UP 10-44%. Labor is controlled. Your signature drinks sell. You have the foundation—you just need to turn the marketing machine back on.

**The Fix:** Restart content engine immediately, launch new menu items monthly, run consistent paid ads, and implement the "Idea to Menu" workflow below.

### PART 1: CURRENT STATE ANALYSIS

#### Sales Performance (Little Elm - Week of Jan 19-25)

Metric	This Week vs Prior Week		Assessment
Net Sales	\$5,916.88	↓ 27.2%	Weather closure skewed
Weekday Avg	\$1,182/day	↑ 20.5%	<b>STRONG</b> ✓
Guest Count	598	↓ 31.7%	Weather impact
Labor %	30.3%	↓ 3.6%	<b>HEALTHY</b> ✓

**Key Insight:** If you exclude Saturday's weather closure, your week would have been UP vs. prior week. The business is performing—you just need more traffic.

#### Top Sellers

- Breakfast Taco** - 116 units (\$513) - Clear winner
- Hot TX Delight** - 53 units (\$317) - Signature doing well
- Iced TX Delight** - 43 units (\$232) - Signature holds
- Iced Crème Brûlée** - 28 units (\$180) - Seasonal performer
- Iced Blueberry Stack** - 23 units (\$169) - ↑ **26.3% GROWING**

#### Meta/Social Performance (Dec 28, 2025 - Jan 24, 2026)

##### The Problem Is Clear

Metric	Last 28 Days	Trend
Views	2.1K	↑ 14.5%
Content Interactions	9	↓ <b>60.9%</b> ✗
Page Visits	414	↑ 11.6%

Metric	Last 28 Days	Trend
Net Follows	+2	↓ 60% ❌

## Last Week's Activity: ZERO

### Platform Posts Stories

Facebook	0	0
Instagram	0	0

**Total reach last week:** 45 (Facebook) + 66 (Instagram) = 111 people

**This is your problem.** You're not showing up.

## Paid Ads Status

Period	Spend	Ads Running
Last 60 days	\$0.00	0
Oct 6 - Nov 5, 2025	\$449.86	1 campaign

**Your last ad campaign got 152,200 views and reached 43,152 people for \$450.** That's \$0.003 per view—excellent ROI. Then you stopped.

## PART 2: WHAT YOU'RE DOING RIGHT

1. **Operations are tight** - Labor at 30%, well-controlled
2. **Signature drink works** - TX Delight sells consistently hot and iced
3. **Food drives traffic** - Breakfast Taco is #1 item
4. **Seasonal items perform** - Crème Brûlée, Blueberry Stack doing well
5. **Weekday sales growing** - You have momentum on execution
6. **Ad performance was good** - When you ran ads, they worked

## PART 3: WHAT YOU'RE DOING WRONG ❌

### 1. Content Drought (CRITICAL)

- Zero posts last week
- Interactions down 61%
- No visibility = no new customers

### 2. Ads Stopped (CRITICAL)

- \$0 ad spend in 60 days
- Your last campaign worked—why stop?
- Meta recommends \$6/day gets 378-1,094 reach

### 3. No New Menu Items

- Winter menu launched and... crickets

- No "new item" excitement to drive visits
- Missing the monthly launch rhythm

#### 4. No Consistent Posting Schedule

- Sporadic content doesn't build audience
- Algorithm punishes inconsistency
- Followers forget you exist

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## PART 4: THE NEW MENU ITEM PLAN

### Monthly Launch System: "Idea to Menu in 7 Days"

#### Week 1: Ideation & Testing

- **Monday:** Identify trending flavors (check competitors, TikTok, season)
- **Tuesday:** Create test batch using existing syrups
- **Wednesday:** Staff taste test, name finalization
- **Thursday:** Finalize recipe, write default modifiers for Toast
- **Friday:** Add to Toast POS (you handle this)

#### Week 2: Content & Launch

- **Monday:** Photo/video shoot of new drink
- **Tuesday:** Schedule teaser post ("Coming this week...")
- **Wednesday:** Launch post + add to menu board
- **Thursday:** Staff features/behind-the-scenes content
- **Friday-Sunday:** Customer UGC push ("Tag us for a chance to win!")

#### Cadence

- **1 new featured drink per month minimum**
- **Rotate off after 6-8 weeks** (scarcity drives urgency)
- **Keep as "secret menu" option** after rotation (builds loyalty)

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## 6 NEW DRINKS TO LAUNCH NOW

*Using your existing syrups—no new inventory needed*

### 1. Honey Lavender Latte 🍯💜

**Recipe:** Espresso + Honey syrup + Lavender syrup + splash of Vanilla + Oat milk **Why it sells:** Floral is trending. "Texas Honey" angle for local story. **Default modifiers:** Honey (1 pump), Lavender (0.5 pump), Vanilla (0.5 pump), Oat Milk

### 2. Strawberry Vanilla Latte 🍓

**Recipe:** Espresso + Strawberry syrup + Vanilla syrup + 2% milk **Why it sells:** Pink drinks = Instagram gold. Sweet, approachable. **Default modifiers:** Strawberry (2 pumps), Vanilla (1 pump)

### 3. Peach Mango Matcha 🍑🥥

**Recipe:** Matcha + Peach syrup + Mango syrup + Oat milk **Why it sells:** Tropical escape vibes. Matcha crowd is growing.  
**Default modifiers:** Peach (1 pump), Mango (1 pump), Oat Milk

4. Raspberry Mocha ❤️

**Recipe:** Espresso + Chocolate + Raspberry syrup + 2% milk **Why it sells:** Chocolate + raspberry = Valentine's ready. February launch. **Default modifiers:** Chocolate sauce, Raspberry (1.5 pumps)

5. Orange Honey Cold Brew 🍊🍯

**Recipe:** Cold brew + Orange syrup + Honey syrup + splash of cream **Why it sells:** Citrus + honey = immune boost angle. Refreshing. **Default modifiers:** Orange (1 pump), Honey (1 pump), Sweet Cream

6. Yuzu Citrus Matcha 🍋💚

**Recipe:** Matcha + Yuzu syrup + Vanilla + Oat milk **Why it sells:** YUZU IS THE FLAVOR OF 2026. Up 501% in searches. You already have the syrup! **Default modifiers:** Yuzu (1.5 pumps), Vanilla (0.5 pump), Oat Milk

Launch Schedule

Month	Featured Drink	Marketing Angle
Feb 2026	Raspberry Mocha	Valentine's Day
Feb 2026	Strawberry Vanilla Latte	Valentine's alternate
Mar 2026	Honey Lavender Latte	Spring launch
Mar 2026	Yuzu Citrus Matcha	"Trending flavor"
Apr 2026	Peach Mango Matcha	Tropical spring
May 2026	Orange Honey Cold Brew	Summer refresh

PART 5: CONTENT & MARKETING PLAN

Weekly Posting Schedule

Day	Content Type	Platform
Monday	Motivational/Week opener	IG + FB
Tuesday	Product feature (drink close-up)	IG
Wednesday	Behind-the-scenes/Team	IG Stories
Thursday	Customer spotlight or UGC	IG + FB
Friday	Weekend vibes/Treat yourself	IG
Saturday	Story: Saturday morning energy	IG Stories
Sunday	Repost best content/Rest	Optional

**Minimum:** 4 feed posts + 5 stories per week

Content Themes That Work

- 1. **Drink beauty shots** - Layered, condensation, steam
- 2. **Team moments** - Humanizes the brand
- 3. **Customer UGC** - Repost anyone who tags you

4. **Process shots** - Espresso pulling, latte art
  5. **New menu hype** - Teasers, countdowns, reveals
  6. **Local angle** - Little Elm pride, Prosper community
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## Paid Ad Strategy

**Budget: \$300/month (\$10/day average)**

Week	Campaign Type	Budget
Week 1-2	Awareness (Reels/Video)	\$150
Week 3-4	New Menu Item Launch	\$100
Ongoing	Retargeting	\$50

## Target Audiences

- 5-mile radius of each location
- Age 21-55
- Interests: Coffee, local food, drive-through
- Lookalikes from current customers (TapMango list)

## Creative Guidelines

- **Video > Static** (3-5x better performance)
  - **First 3 seconds matter** - Hook immediately
  - **Show the product** - Don't be abstract
  - **Call to action** - "Visit us today" / "Try our new..."
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# PART 6: COMPETITOR ANALYSIS

## What 7 Brew Does Right

- Infinite menu customization
- Bright, energetic branding
- Consistent social presence
- Fun, youth-oriented messaging
- Drive-through speed focus

## What Dutch Bros Does Right

- "Broistas" culture (employee engagement)
- Secret menu builds loyalty
- Sticker culture = walking billboards
- Community involvement
- Aggressive new market launches

## What Scooter's Does Right

- Speed promise ("Amazing in under 5 minutes")
- Clean, simple menu
- Strong franchisee support

- Drive-through optimization

## Your Differentiator

Specialty coffee quality + local community focus + Texas identity

You're not trying to be a franchise. You're the local spot that knows its regulars. Lean into that.

# PART 7: IMMEDIATE ACTION ITEMS

## This Week (Jan 25-31)

- ☐ **TODAY:** Post 1 piece of content (use existing photo)
- ☐ **Monday:** Schedule 4 posts for the week in Later
- ☐ **Monday:** Turn on a \$5/day awareness ad (use your best reel)
- ☐ **Tuesday:** Finalize Honey Lavender Latte recipe
- ☐ **Wednesday:** Add Honey Lavender to Toast POS with default modifiers
- ☐ **Thursday:** Shoot content for Honey Lavender launch
- ☐ **Friday:** Announce new drink on social

## Next 30 Days

- ☐ Launch 2 new drinks from the list above
- ☐ Post minimum 16 feed posts
- ☐ Run \$200+ in paid ads
- ☐ Respond to all influencer inquiries (Devri, Mariana)
- ☐ Review Later analytics and adjust
- ☐ Plan Valentine's promotion

## Next 90 Days

- ☐ Establish monthly new-drink rhythm
- ☐ Grow Instagram by 500+ followers
- ☐ Hit \$1,500/day average sales (weekdays)
- ☐ Spring menu launch (March 12)
- ☐ Consider TikTok presence

# PART 8: KEY METRICS TO TRACK

## Weekly Dashboard

Metric	Target	Current
Weekly Net Sales	\$8,000+	\$5,917
Avg Daily Sales	\$1,200+	\$986
Instagram Reach	2,000+	~500
Content Posts	4+	0
Ad Spend	\$70+	\$0

Metric	Target	Current
New Followers	25+	2

## Monthly Dashboard

Metric	Target
Monthly Net Sales	\$32,000+
New Menu Items	1-2
Total Ad Spend	\$300
Instagram Growth	200+ followers
Customer Reviews	5+ new Google reviews

## CONCLUSION

**The diagnosis is simple:** You stopped marketing. The fix is equally simple: Start again.

Your operations are solid. Your products sell. Your last ad campaign crushed it. You just need to show up consistently.

**Priority #1:** Content. Get visible again. **Priority #2:** New menu excitement. Give people a reason to visit. **Priority #3:** Paid ads. Amplify what's working.

The new drink recipes are ready. The schedule is set. The only thing missing is execution.

Let's go.