

## ***Sales Growth Strategy for New Cappuccino (₹149–200) – Zomato***

### **Objectives:**

- Increase sales
- Improve visibility and discovery on Zomato
- Build strong ratings and repeat customers

# WHY THIS CAPPUCCINO WILL WORK (MARKET FIT)

## Price & Demand Fit

- ₹149–200 falls in the high-demand coffee price range
- Affordable entry point for first-time customers
- Suitable for mass-market consumption

## Positioning

“Premium Coffee at an affordable price”



# Zomato Campaigns

## Increase Visibility

### Zomato Sponsored Listings

**As** “New Launch”  
“Best Seller Potential”  
“Under ₹200”

## Time-Based Offers

- Morning (8–11 AM):
- Evening (5–8 PM):


## Zomato Badges & Positioning

- Great for One
- Value Deal
- Trending Now

# Increase Ratings & Reviews



## Post Card With Order



Loved your Coffee?  
A quick rating helps us  
serve you better

## Rating Incentive

- Offering quick bite in next order
- Offering 20/- cashback

## Quality Consistency

- Taste
- Temperature
- Packing
- Delivery Time

# To Get Recurring Customers / To Retain Customers

## ***Loyalty Benefits***

*Buy 5 Cappuccinos, get 1 free*  
*Validity Period*

## ***Pass For CC***

*Who purchase's the pass, get*  
*discount & perks on every order*

