# “Marketing Proposal for Q2 2025”

## Prepared By: Afrin

### Date: January 14, 2025

2.

# Coffee is a beverage brewed from roasted, ground coffee beans. Darkly colored, bitter, and slightly acidic, coffee has a stimulating effect on humans, primarily due to its caffeine content. It has the highest sales in the world market for hot drinks

There are multiple anecdotal origin stories which lack evidence. In a commonly repeated legend, Kaldi, a 9th-century Ethiopian goatherd, first observed the coffee plant after seeing his flock energized by chewing on the plant.[3] This legend does not appear before 1671, first being related by Antoine Faustus Nairon, a Maronite professor of Oriental languages and author of one of the first printed treatises devoted to coffee, De Saluberrima potione Cahue seu Cafe nuncupata Discurscus (Rome, 1671), indicating the story is likely apocryphal.[10][11][3] Another legend attributes the discovery of coffee to a Sheikh Omar. Starving after being exiled from Mokha (a port city in what is now Yemen), Omar found berries. After attempting to chew and roast them, Omar boiled them, which yielded a liquid that revitalized and sustained him.[12]

3.

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| --- | --- | --- |
| Campaign | BUDGET | sTATUS |
| SOCIAL MEDIA | 13455 | active |
| EMAIL | 445565 | pending |
| Event Marketing | 55677 | completed |

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[Coffee is a beverage brewed from roasted, ground coffee beans. Darkly colored, bitter, and slightly acidic, coffee has a stimulating effect on humans, primarily due to its caffeine content. It has the highest sales in the world market for hot drinks 1](#_Toc187770323)

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