



COFFEE- CAPSULE

Fueling Success from Bean to Brew

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Introduction:

The very fancy word entrepreneurship that is entitled by the billionaire of this modern world. Whenever we this world clicks in our mind then it reminds us Elon Musk, Jeff Bezos, Mark Zuckerberg and many famous personalities. It is the fact that needs to be accepted that the entrepreneurs innovate the things by providing solution to specific problems with their innovative and problem-solving skills. The fact is that everyone wants of become milliner and bilinear but no one agree to do the struggles that are required for that position. This course focuses on the fundamentals and tools that are essential for entrepreneurs before taking any decision in the market. The main important thing for entrepreneurs is the idea on which they are working but there must be worth in idea and that should be reality based rather illusion. Illusion and imaginary ideas leads towards great failures which have taken placed in this world and they are the great lessons for the entrepreneurs. Taking a start-up is not a difficult task but remaining consistent and continuous efforts are not easy for everyone. All that needed to be a successful entrepreneurs is consistency and hard work for their idea and the problem that they are going to solve.

The idea on which this report is based upon is the facility for coffee capsules for the peoples who visit university cafeteria and offices as well. This idea is realistic and it is selected after performing and analysing the market problem and peoples need.

Research:

During the days of my school when I used to travel in my school bus there is a café at which hundreds of students come from their homes to purchase stationary items. They used to buy different items such as pen, copy, notebook, and required items. They is also a coffee machine at that shop where people used to have sips of coffee twice or thrice a day. I also buy coffee but that is quite expensive for me as a student. I have also discussed that with other fellows that price of coffee is not value to money. I continuously used to think about that when I have coffee also I interviewed my teachers regarding this issue. After thinking of many days, an idea came into my mind that is expected to save the time as well as money because time is also an issue due to too much rush of people to get their turn.

The idea is to have a portable type things that can be carried out anywhere and it should not need efforts in preparations as well as it save the money. The proposed solution by considering all the problems in mind is a coffee capsule. The coffee capsule will be produced the using the ingredients that are used in coffee. There will also be different flavours such as sugar free, sugar, hard, light, normal, chocolate, and caramel. It is believed that the produced coffee capsule would be sold in the different supermarkets and stores in variety of packages.

Industry Analysis:

Every business and start up needs proper analysis. I have also done analysis by searching different industries to check whether these capsule are already available in the markets or not. To perform that analysis I gone through global websites to identify the availability in different cities and countries. After doing the proper analysis from different authentic sources I came to a point that

there is no any supplier who supplies these capsules so, that was very appreciative moments for me to have uniqueness and innovation in my idea.

Posters five principles

Threat to new entry: Low

There is very low threat in this entry because as per the idea and needs of people the coffee capsule will be easily entered into the market because market welcomes new products.

Supplier bargaining: Medium

The supplier that are already selling the coffee product they will have two options. The one is to participate and collaborate in the production of coffee capsule. The second option is that they would find it threat that this will low their supplies.

Buyer bargaining power: High

Buyer will enthusiastically buy this product to taste and check for their family and friends because time is money for the people that will be saved by these coffee capsules.

Threat of substitution: Medium

These coffee capsules would be easy in online marketing because online marketing will also become the reason to sell it online in different cities and countries.

PESTEL

Political: The government will not have an issue regarding this idea because it is any type of drug item that harms the health of people. It is actually a positive change.

Economical: The economy will also grow due the launch of this new product. The improvement will occur in the economy of city.

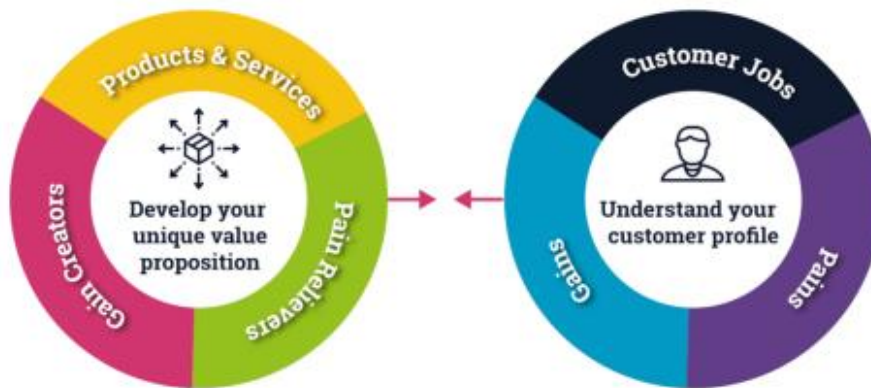
Social: Social platforms can be used for the marketing and price estimation. Social support will also available that will uplift this product.

Technology: The modern technology needs to be used for the preservation of coffee capsule because packaging material matters a lot when it comes to the safety of food products.

Environmental: There will be no any negativity in the environments from this coffee product rather it will have positive impact to save precious time and money to use that in other important things.

Legal: The legal action will be taken if somebody has the issue with the coffee capsule idea.

Customer value proposition



Customer is king because it is the customer that becomes the reason for the success of the product. If a valuable input of customer is taken regarding these coffee capsules, then a selling demand and target market can be identified. Without the customer involvement, the product will have no any potential because customers don't have an idea whether there is an alternate solution available to the traditional coffee. To identify the target customer, different category segments are created that will be based on different age, culture, and profession.

Following are different segments of target customers:

Target Customers	Full - time Student
Age limit	18 - 24
Family Status	Single
Shopping habits	Shopping from the routine product
Hobbies	<ul style="list-style-type: none"> • read books on daily base • play guitar with friends • tour and adventures in different places

Customer Segment	Staff
Age limit	40 - 50
Family Status	Married, have 2 kids, 1 pet
Shopping Habits	Morning of weekends when holiday
Hobbies:	football, music, walking, travelling
Shopping Pain	<ul style="list-style-type: none"> • Getting grocery for children, wife and pet (buying multiple items from super store) • Doing things as quickly as possible
	Easily accessible shopping mall and brands

Customer Segment	Senior -Training - Student
Age limit	50 - 50
Family Status	Married, and have no kids at home
Shopping Habits	Shopping several times in a week after work

These are the customers that are expected to have these coffee capsules on routine basis because these people spend their lot of time in work in their office, class, or other workspace. These coffee products can be supplied into different schools, offices, training centres where people will get benefit from these coffee capsules.

Performance objectives

One of the most important factors when it comes to run a business is the optimization and valuation of its performance objectives that will be followed according to certain rules and guidelines that are provided by the business experts.



The details of customers objective is give below

Cost: The cost of this coffee capsule will be same for the different flavours. The expected cost for this product is aimed to decrease the 30% expense and 25% of time of people that people spent just to stand in lines and consume the coffee. The expected cost will be 10 capsules per dollar that can be consumed five times a day.

Speed: The speed of these products will be depend upon the availability of raw ingredients that will be used in the production of coffee capsule. The products will be produced by estimating the demand and supply from the market. If market gives good response then production will be on daily basis otherwise it will occur twice or thrice a week.

Quality: There will be quality assurance team that will manage the quality and taste of these products because all that need for the success of business is the quality of product. The raw ingredient will also be purchased from quality sellers. There will be policy for the customer that if they find change of low quality in the capsules then they will be offered a money back within a certain period of time.

Flexibility: The flexibility can be achieved by supplying products through multiple ways such as online and offline. The online selling will be performed by reputable delivery companies that will deliver on time and the same conditioned product that was actually given.

Durability: The coffee capsule will be durable that a normal hit could not deform or break them. To achieve the toughness special material will be used that will maintain the quality and shape of capsule. Another important factor is the days, validation, and expiration of the products. These products will have at least one month after the manufacture date of production.

Success requirements

These is simple rule for the success of any idea and product that is if it solve the problem, save time, and decrease expense then definitely will achieve success in the market. There are other key points that are required for the success of the products.

Following are the key points for success requirements

Finance: The proper financing will be done by the accounting and finance experts to manage and maintain the balance sheets of regular, weekly, monthly and so on. If the record of costs, profit, loss, and revenue is done correctly then there will have actual facts and figures of the whole business. The analysis will also be easy to check whether there is loss and profit. The questions regarding loss and profits will be easily answerable.

Marketing: The market team will use different strategies such as giveaways and branding through different platform to gain the maximum orders from the customers.

Supply chain management: Supply chain team will take care of all the necessary ingredients there will be proper system that will recommend the information of stock record, available material, and future products.

Technology: The branding and marketing will be done by using the latest technology and tools available in the market such as websites ads, posters and standees will be running on different social platform to aware people regarding this innovate product.

Presentation:

Every part of product such as from idea to execution till the successful launch in the market the most important thing that matters for any kind of product is the presentation. There is example of goldsmith that they present a necklace of a chain in such a way that customers get attracted not only by the actual product but also the packaging style that is used for that product. Similarly, there must be standard and high quality packaging will be used for the presentation of these coffee capsule.

Following are the main factor of presentation of product



Audience



Content / Message



Delivery

Audience: The awareness will be done to the audience that will let them know regarding the product value and importance in their life. A special team of presentation and communication will be hired to aware the audience and run marketing campaign.

Message: The message will forwarded though the package tagline. The tagline will be written in the front of package such as the wording be save time, save money, live happy. This will create a positive impact on the psychology of people because these are the common words that people have in their thought and people get attracted by it.

Delivery: The delivery will be proper through quality package material with having handle to carry the product easily in hands. The packaging material for delivery will be ordered from the quality supplier and there will also be an inspection team that will manage the quality of delivery before giving out the products in the market.

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