



SLEEPY OWL COFFEE

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## TASK-1



# BRAND HISTORY

- ❑ Sleepy owl coffee started brewing back in 2016, when three friends ( Arman Sood, Ashwajeet Singh, Ajai Thandi ) who shared the same vision came together to change the coffee game.
- ❑ The brand mainly focused on instant coffee and making it different from other brand due to it's smooth, rich flavor and ease of preparation.
- ❑ Over the years, Sleepy Owl Coffee expanded its product line to include various coffee blends, including whole beans and ground coffee. They also introduced a range of coffee accessories and brewing equipment, catering to different preferences and brewing methods.



# Consumer Truth

- ❑ **Demand and Convenience** - It provides a convenient solution for all the coffee lovers with an innovation like instant coffee with it's high quality of beans and premium taste.
- ❑ **Sustainability** - Modern consumers are more conscious of the environmental impact of their purchases. They prefer brands that are transparent about their sustainability practices and use eco-friendly packaging.
- ❑ **Health Concerns** - Sleepy Owl Coffee addresses these concerns by offering low-sugar options, natural ingredients, decaf choices, and a commitment to ethical practices, which helps meet the needs of health-conscious consumers.
- ❑ **Transparency and Trust** - Sleepy Owl Coffee's emphasis on clear labeling and providing detailed product information helps build trust with its audience.



# Brand Truth

- ❑ **Democratizing coffee** - Making high-quality coffee accessible and affordable to a wider audience.
- ❑ **Convenience** - Offering a convenient way to enjoy premium coffee without compromising on taste.
- ❑ **Quality focus** - Emphasizing the use of 100% Arabica beans and meticulous roasting process.
- ❑ **Modern lifestyle** - Aligning with the fast-paced, on-the-go lifestyle of the target audience.

# Product Offering



## Hot Brew Coffee -



## Cold Brew Coffee -





## Coffee Dip Bags -



## Coffee Bottle -





# Services

- ❑ **Subscription** - Sleep owl coffee provides a subscription plan for their customers . These plans can be customised according to the desired flavour or product certain customer wants . It also provides the facility of home delivery within a single subscription .
- ❑ **Custom Gift-Box** - It also provide a feature of customising a gift box according to our convenience for gifting someone .
- ❑ **E-Commerce** - An online store offering the full range of Sleepy Owl Coffee products, with easy ordering and delivery options.
- ❑ **Customer Support** - Assistance with product inquiries, brewing tips, and order support to ensure a great customer experience.



## Current Marketing Position

- ❑ Approximately 30% of its sales come from direct-to-consumer (D2C) channels via its own website.
- ❑ Another 30-40% through online marketplaces and quick commerce platforms, and the remaining 30-40% from offline retail ( Source-[The Hard Copy](#)).
- ❑ In terms of financial performance, Sleepy Owl's estimated annual revenue for 2024 falls between \$100,000 and \$5 million ( Source-[Owler](#)).
- ❑ This indicates a strong presence in the competitive Indian coffee market, particularly for a brand that started as a niche player.





# Customer Engagement

- ❑ Sleepy Owl Coffee has been expanding its customer base significantly in recent years. As of 2024, the company claims to have served over 2 million households in India (Source-[foodnavigator-asia.com](https://www.foodnavigator-asia.com)).
- ❑ They have a strong direct-to-consumer (D2C) focus, with about 70% of their business conducted via their website, and the remainder through supermarkets, airlines, and offices primarily in Delhi and Mumbai ( Source-[foodnavigator-asia.com](https://www.foodnavigator-asia.com) and [Owler](https://www.owler.in)).
- ❑ By joining the Open Network for Digital Commerce (ONDC) has also enabled Sleepy Owl Coffee to expand its reach across India, making it easier for customers to access their products through multiple digital platforms ( Source-[startup.outlookindia.com](https://startup.outlookindia.com)).
- ❑ Additionally, they have diversified their offerings to include various types of ground coffee and sample packs with different flavors, catering to evolving consumer preferences (Source-[foodnavigator-asia.com](https://www.foodnavigator-asia.com)).



# Marketing Campaigns

- ❑ **"That Good, Your Loss" Campaign** - This campaign was a bold move by Sleepy Owl. It aimed to create a sense of FOMO (Fear Of Missing Out) among consumers. The central message was that their coffee is "that good" and missing out on it is a loss. The campaign featured their mascot, the owl, prominently ( Source-[Media Infoline](#)).
- ❑ **Celebrity Doppelgänger Campaign** - In a unique approach, Sleepy Owl roped in celebrity doppelgängers, including the famous Shah Rukh Khan doppelgänger Ibrahim Qadri, for their outdoor advertising campaign. This campaign was inspired by a similar campaign by a UK cereal brand ( Source-[Finshots](#)).

## TASK- 2



### Competitors

- ❑ Rage Coffee -



- ❑ Blue Tokai Coffee Roasters -



**S****Strength**

- ❑ Innovative product line
- ❑ Aggressive marketing
- ❑ Strong brand identity
- ❑ Affordable pricing

**Weakness****W**

- ❑ Competition
- ❑ Limited product
- ❑ Lack of offline presence
- ❑ Limited supply

**SWOT  
Analysis****O****Opportunity**

- ❑ Market expansion
- ❑ Brand collab
- ❑ Product expansion

**Threat****T**

- ❑ Changing Consumer Preferences
- ❑ Raw Material Costs
- ❑ Intense Competition

**S****Strength**

- ❑ High-Quality Products
- ❑ Offline Store
- ❑ Diverse Product Range
- ❑ Strong Brand Reputation

**Weakness****W**

- ❑ High Pricing
- ❑ Limited Geographic Reach
- ❑ Dependency on Coffee Bean Supply

**SWOT  
Analysis****O****Opportunity**

- ❑ Partnerships and Collaborations
- ❑ Partnerships and Collaborations
- ❑ Focus on Sustainability

**Threat****T**

- ❑ Intense Competition
- ❑ Changing Consumer Preferences
- ❑ Supply Chain Disruptions
- ❑ Economic Factors



# Target Audience of Competitors

<b><u>Rage Coffee</u></b>	Young Professionals and Millennials Aged ( 18-35 )	Fitness Enthusiasts	Urban Dwellers
<b><u>Blue Tokai Coffee</u></b>	Coffee Aficionados Aged ( 25-45 )	Young Urban Professionals	Health-Conscious Consumers

## TASK-3

## USP



<b><u>Sleepy Owl Coffee</u></b>	Convenience and Taste	Variety of Flavors	Quality	Strong Branding
<b><u>Rage Coffee</u></b>	Vegan Product	Health Focus	Plant-Based Vitamins	Affordable Pricing
<b><u>Blue Tokai Coffee</u></b>	Educational Initiatives	Freshly Roasted Beans	Direct from Farm to Consumer	Wide Range of Offerings



# Marketing Advantage

- ❑ **Innovative Product Range**: Offering unique products like nitro cold brew and various flavored cold brews sets Sleepy Owl apart in the market, catering to diverse taste preferences and staying ahead of trends.
- ❑ **Strong Brand Identity**: The brand has cultivated a youthful, relatable, and modern image, resonating well with its target audience.
- ❑ **Distribution Network**: Sleepy Owl has established a robust distribution network, ensuring its products are readily available to consumers.
- ❑ **Strong Team**: The company has a talented team with a deep understanding of the coffee industry and consumer behavior.





# Customer Feedback

## Positive

- ☐ Taste and Quality
- ☐ Customer Service
- ☐ Convenience
- ☐ Packaging
- ☐ Premium Quality

## Negative

- ☐ Pricing
- ☐ Consistency
- ☐ Availability in offline store

## TASK-4



# Existing Target Audience

### Demographics:-

- ❑ **Age** - Primarily between 20-35 years old
- ❑ **Gender** - Sleepy Owl appeals to both genders equally, as coffee consumption is not particularly gender-specific.
- ❑ **Income** - Middle to upper-middle class, with disposable income to spend on premium products.
- ❑ **Location** - Urban and Metropolitan Areas

### Psychographics:-

- ❑ **Lifestyle** - Modern, tech-savvy, and health-conscious
- ❑ **Values** - Quality, convenience, and experience
- ❑ **Interest** - Coffee culture, food, travel, and social media



## **Behavioral Traits:-**

- ❑ **Health-Conscious** - They prioritize high-quality ingredients, often opting for 100% Arabica beans and fresh, natural flavors.
- ❑ **Tech-Savvy and Digitally Engaged** - Sleepy Owl's target audience is highly engaged with digital platforms and social media. They are comfortable making purchases online and are influenced by digital marketing campaigns.
- ❑ **Coffee Enthusiasts** - Many customers are passionate about coffee and enjoy exploring different types of brews and beans.
- ❑ **Eco-Conscious** - They are environmentally conscious and prefer brands that use eco-friendly packaging and support sustainable farming practices.
- ❑ **Premium-Oriented** - Sleepy Owl's audience is willing to pay a premium for products perceived as high-quality and offering a superior experience.

# Potential Target Audience



- ☐ Young Professionals
- ☐ Fitness Enthusiasts and Health-Conscious Individuals
- ☐ Students
- ☐ Home Coffee Brewers and Enthusiasts
- ☐ Eco-Conscious Consumers
- ☐ Corporate and Office Buyers
- ☐ Travelers and Adventure Seekers
- ☐ Older Demographic
- ☐ Gift Buyers

## TASK -5



# Marketing Concept

### Personalized/Customisable Coffee Combo Service:-

- ❑ Introducing (Personalized/Customisable Coffee Combo Service) can help the customer to make a combo according to their preference.
- ❑ Through it we can provide an option for the coffee (light/strong) in their desired flavour or the product.
- ❑ Customers can customize their coffee experience based on their taste preferences, brewing methods and their lifestyle.
- ❑ This service can offer tailored coffee blends, brewing accessories, and exclusive content to enhance the overall coffee journey.
- ❑ This service can be very useful for customers who want to gift their loved ones, also for customers who are getting ready for their travel and looking for their preferred coffee taste in their desired flavour.
- ❑ Personalised ceramic mug, enamel mug, travel mug and frother is also included in it.



# STP:-

## Demographic Segmentation:

- ❑ Age - 18-45
- ❑ Income - Middle to high
- ❑ Occupation - Young professionals, college students, fitness enthusiasts, eco-conscious consumers, and corporate employees

## Psychographic Segmentation:

- ❑ Lifestyle - Busy individuals who prioritize convenience, health-conscious consumers, coffee enthusiasts, and environmentally aware individuals
- ❑ Value - Quality, sustainability, personalization, and innovation

## Behavioral Segmentation:

- ❑ Usage Rate - Medium to heavy coffee drinkers
- ❑ Loyalty Status - Loyal customers of premium coffee brands, brand switchers looking for better quality or unique offerings
- ❑ Health-Conscious - They prioritize high-quality ingredients, often opting for 100% Arabica beans and fresh, natural flavors.



## Target Audience:-

- ❑ Young Professionals
- ❑ Home Coffee Brewers and Enthusiasts
- ❑ Fitness Enthusiasts and Health-Conscious Individuals
- ❑ Eco-Conscious Consumers

## Strategic Relevance:-

- ❑ **Revenue Growth:** These target groups have the potential to significantly increase Sleepy Owl's revenue through higher spending, bulk purchases, and subscription commitments.
- ❑ **Market Expansion:** Targeting diverse demographics allows Sleepy Owl to expand its market presence and reduce reliance on a single customer segment.
- ❑ **Competitive Advantage:** Catering to specific needs and preferences of these groups gives Sleepy Owl a competitive edge in the crowded coffee market.
- ❑ **Bulk Purchasing:** Corporate clients often buy in bulk, providing a steady and substantial revenue stream. Customized subscription packages can cater to their specific needs, enhancing employee satisfaction and productivity.

# Anticipating Challenges with Solution



## ❑ Challenges:-

1. Offering personalized products can increase production complexity and costs.
2. Consumer tastes and preferences can change rapidly, influenced by trends, health concerns, and lifestyle changes.

## ❑ Impact:-

1. Higher operational costs could reduce profit margins.
2. A shift away from current offerings could lead to decreased sales.

## ❑ Solution:-

1. Implement efficient production processes and leverage technology for customization. Offer tiered personalization options to cater to different budget levels.
2. Regularly gather customer feedback, monitor market trends, and be flexible in updating product offerings. Introduce limited-time flavors and seasonal blends to keep the product line fresh and appealing.





## **Impact on Brand's Performance and Market Position:-**

- ❑ **Revenue Fluctuations:** Challenges could lead to inconsistent revenue streams.
- ❑ **Brand Perception:** Ineffective handling of challenges may negatively impact brand perception and customer trust.
- ❑ **Market Share:** Inability to adapt could result in losing market share to more agile competitors.

## **Effective Strategies to Overcome Challenges:-**

- ❑ **Continuous Innovation:** Investment to develop new flavors and brewing methods.
- ❑ **Customer-Centric Approach:** Utilize data analytics to understand customer preferences and tailor offerings.
- ❑ **Strategic Partnerships:** Collaborate with local coffee farms for sustainable sourcing.
- ❑ **Marketing and Outreach:** Develop targeted marketing campaigns to reach specific segments.



## **Proactive Measures to Mitigate Risks:**

- ❑ **Diversification:** Expand product lines to include non-coffee items such as teas, snacks, and coffee accessories. Explore new markets or regions to reduce dependency on a single market.
- ❑ **Financial Planning:** Maintain a healthy cash reserve to weather economic downturns. Regularly review and adjust pricing strategies to maintain profitability.
- ❑ **Employee Training:** Train staff to handle personalized orders efficiently.

## **Conclusion:-**

Sleepy Owl Coffee has established itself as a strong player in the Indian specialty coffee market, thanks to its emphasis on quality, convenience, and innovation. The company's unique selling propositions include its easy-to-brew cold brew packs, innovative packaging, and commitment to sourcing high-quality coffee beans from Indian farmers. Sleepy Owl's market position in 2024 reflects a brand that resonates well with young, urban consumers looking for a premium coffee experience that is both accessible and enjoyable.