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Assignment one

Princess Cafe Inc

Welcome to Princess Cafe Inc where all your caffeinated dreams come true. Princess Inc is a small to medium sized Coffee company that aims to provide premium coffee, drinks and merchandise to a community of magically inclined patrons. Established in 2013, there are currently four Princess Cafe locations in California, including Los Angeles, which is the company’s headquarters. Princess Cafe Inc has roughly 80 employees between all four locations. Employees can be full-time or part-time and work either morning, afternoon, or weekend shifts. At each establishment, employees hold positions such as barista, cashier, drive thru attendant, manager and delivery driver. The organization sells an assortment of princess themed drinks such as the Mulan Frappuccino, Captin Hook’s Cappuccino, Merada’s Mocha and many more. Along with the caffeinated beverages, Princess Cafe sells merchandise that vary from dolls, t-shirts, posters, and accurate princess princess costumes that include but are not limited to dresses, shoes and jewelry. Each location features a beverage or bakery item that is the princess of the month specialty item. The specialty item changes each month to a new specialty item. Princess Cafe Inc values their customers and their loyalty through its rewards program. For every dollar spent the customer earns a point and after so many points are earned they have the option to receive a free drink, bakery item or merchandise. The reward system itself has five different tiers. The first tier, at twenty-five points, they can earn a free customization to their drink order. The second tier, at fifty points, they can choose to redeem a brewed hot coffee, bakery item or hot tea. The third tier, at one hundred fifty points, they can choose to redeem a handcrafted drink, hot breakfast or specialty parfait. The fourth tier, at two hundred points, they can choose to redeem a lunch sandwich, protein box or salad. Finally at the fifth tier, four hundred points, they can choose to from select merchandise or at-home coffee. The Princess Cafe Inc reward system strives to give the customer freedom to choose exactly what they want to earn.