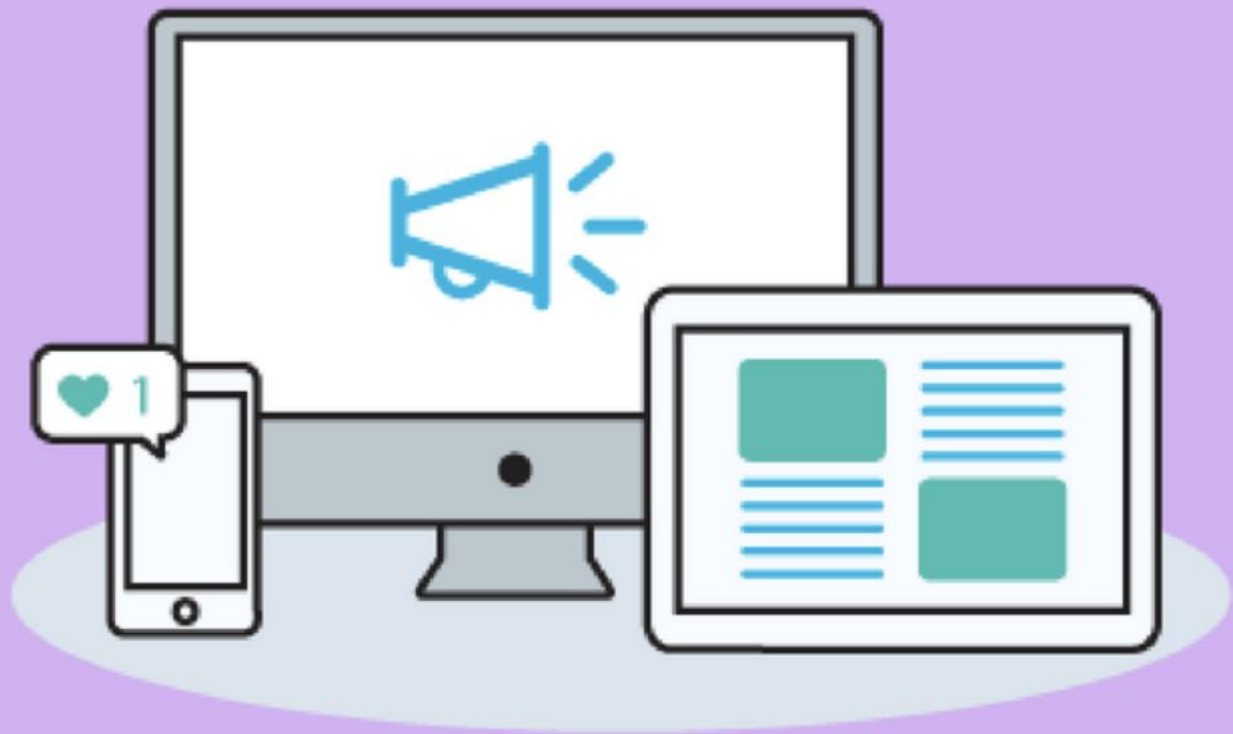


Project 1

Get Ready To Market





Marketing Challenge

Magnolia Coffee Company

Company Profile:

Magnolia Coffee Company

Company Background

The Magnolia Coffee Company was founded in 2009 in Summerville, South Carolina when owner Dan Sumner went looking for a local neighborhood place to meet with friends and clients that was warm, welcoming, and inviting. After years of traveling and working abroad, Dan settled down outside of Charleston with his dog Buddy. Bringing his interest in international, fair trade coffees, he purchased and outfitted his first coffee shop out of what would be the first of over 200 local neighborhood retail locations across the Southeast United States.

Located in suburbs outside of major metropolitan areas with populations of 50-75k people, each Magnolia Coffee Company location is known for its local hometown flavor and community ties. Retail locations are situated near heavily populated office buildings, high traffic retail shopping and eating establishments and next to gym and fitness studios.

Marketing has been more of a buckshot approach without consistent or strategic actions. Dan started building his marketing efforts by marketing to everyone who enjoys coffee. He also created a website, a Facebook page, and even an online app to assist with online ordering and a frequent customer rewards program. While word-of-mouth and some social media posts have gained a dedicated and loyal following, the last two years have seen stagnant growth. Dan is looking for a marketing plan that will help build his customer base and his bottom line.

Competitor Profile:

ClamClams

Company Background

Magnolia's biggest competitor is Clamclams - a massive multinational chain of 10,000+ coffeehouse stores in the US alone. It's known for its wide variety of hot and cold drinks, as well as its selection of pastries, sandwiches, and other foods. Their revenue is almost exclusively derived from physical store sales.

Clamclams branding strategy highlights its commitment to sourcing high-quality coffee beans, as well as its efforts to promote sustainability and social responsibility. The company is known for its seasonal in-out drinks, like the "Cherry Blossom Latte" - its yearly releases have turned into anticipated events that are happily shared on social media among the brand's core users.

Despite its triumphs, ClamClams has experienced a variety of challenges. The company was late to identify the demand for the rise of delivery services for ordering beverages without visiting a physical store. So far, ClamClams failed to figure out an efficient way to use 3rd party delivery providers without a huge impact on gross margins or prices.

Furthermore, Clamclams is heavily dependent on a limited number of suppliers who are able to satisfy its ever-growing demands without compromising quality. Also, like any big brand, Clamclams is under constant scrutiny in the public eye. Every claim made by the company is verified. In a few instances, the company faced the threat of a nationwide boycott when its fair-trade image was put in doubt.

Magnolia Coffee Company

As a marketer, you will want to conduct the interviews to understand the product/service you will be marketing. We provided interviews conducted with two typical Magnolia's customers to help you identify the target audience better.

	Sara "Social Butterfly" Barnes	Finn "Family-oriented Professional" Parker
Personal Background		
1. Describe your personal demographics. <ul style="list-style-type: none">Are they married?What's their annual household income?Where do they live?How old are they?Do they have children?	I'm 22, single, and I rent a flat with two roommates. It's not ideal, but it's cheap and close to my college. I hope to move out soon. I just started my first real job as a social worker and I think it's going really well. It's practically a minimum wage, but I'm pretty serious about becoming an influencer as well. It'll be great to have two sources of income.	I'm 31 and married to my high school sweetheart. Our first kid (Tomas) was born this year. We are tired and a little overwhelmed, but very happy. I really like my job - I'm Q&A Tester in an international company. I don't want to talk about my income, but we are doing ok. Our mortgage was just approved, and we just moved to our first suburban house.
2. Describe your educational background. <ul style="list-style-type: none">What level of	I'll get a degree in Digital Media Design when I graduate from the College of Charleston this year. Hopefully, if everything goes according to	It's a funny story. My degree is not related to what I do. At all. I have a bachelor's degree in Economics. I had trouble finding a job after college, and I take a "temporary" job as a tester. It

Click [here](#) to access the full interviews.

Magnolia Coffee Company

You are tasked with creating a marketing plan for the Magnolia Coffee Company. More specifically, your objective is to provide the following:

- Target Market
- SMART Marketing Objectives and associated KPI
- Competitor's S.W.O.T.
- Magnolia's S.W.O.T
- Value Proposition
- Empathy Map
- Customer Persona
- Customer Journey Map
- Customer Friction
- Marketing Plan [Optional]

For the purpose of the projects, assume retail beverage products and costs are the same for Magnolia Coffee Company as it is with any competitors.





Step 1:

Market Position

Target Market: Magnolia Coffee Company

A coffee shop that serves clients seeking a private space or a break from the daily grind and focuses on the metropolitan region where new office buildings are being constructed, A coffee business that caters to middle-class workers between the ages of 22 and 60 who earn over \$4421.33 a year and seek a quiet place to unwind and enjoy their best cup of coffee

SMART Marketing

Objective: Magnolia Coffee Company

Magnolia Coffee will raise sales by 12% by focusing on a high-class customer base with high-paying jobs over the course of the next 14 months.

KPI: Magnolia Coffee Company

achieving a growth in the company's coffee beans to sales of at least 12% by the end of July 2023

SWOT Analysis Competitor: ClamClams

Strengths

- Strong brand recognition
- Wide range of products
- Large global presence

Weaknesses

- *The business overlooked the need for beverage delivery services.*
- *Limited suppliers meet growing demands without compromising quality.*

Opportunities

- Expansion to (yet) untapped markets
- Diversification to non-coffee products
- Cross-marketing with other global brands

Threats

- *prioritizes quality coffee beans, sustainability, and social responsibility.*
- *Event Cherry Blossom Latte popular seasonal drink, attracting fans on social media.*

SWOT Analysis: Magnolia Coffee Company

Strengths

- *Retail establishments near office buildings, shopping areas, and fitness centers.*
- *Local hometown flavor and community ties.*

Weaknesses

- Limited resources
- Not established brand image
- Quality of service vary depending on staff in given location

Opportunities

- *New ;markting website*
- *rewards program for returning customers and an internet app to help with online ordering*

Threats

- Competitors with bigger marketing budget
- Increasing costs of obtaining new customers
- Differences between locations can create inconsistent brand image

Value Proposition

Magnolia Coffee Company :

FOR *everyone who enjoys coffee .*

WHO *need finest coffee and a calm environment to consume it.*

OUR *website, Facebook page,or even online application*

THAT *offers online ordering assistant and a regular shopper loyalty program*

UNLIKE *Coffee shop like ClamClams*

OUR OFFER *Cup with a space for your name and a discount for program members .*



Step 2:

Customer Persona

Empathy Map



Thinking

- *Married, with a newborn baby.*
- Focus mostly on learning Python and PyTest framework specifically.
- *Hoping to get a promotion*

Seeing



- playing video Games
- *reading a parenting book*
- Watch Streaming content on YouTube and Twitch



Doing


- *top priority is scheduling the time with family and at work.*
- *New programming-focused position in the same business.*
- catching the opportunities

Feeling



- *Regrets balancing family and profession.*
- *Tired*
- feeling overstimulated

Customer Persona

Background and Demographics	Finn	Needs
<ul style="list-style-type: none">• <i>Male ,31 years old</i>• Married, one kid born this year• Q&A Tester in an international company.		<ul style="list-style-type: none">• need to get better to learn.• A place where he can work and study.
Hobbies or Interests	Goals	Barriers
<ul style="list-style-type: none">• <i>Watch streamers games in youtube and twitch.</i>• Reading books.	<ul style="list-style-type: none">• <i>Manage the time between family and works</i>• Enrolled in new programing in same industry .	<ul style="list-style-type: none">• <i>Don't have enough time.</i>• The family and the wife's pregnancy.



Step 3:

Customer Journey Map

Customer Journey: Introduction

As you know, the **customer journey** is how marketers explain the process a potential customer goes through to become an actual customer of your business and this helps a marketer decide when to talk to the customer. We've used the **AIDA** framework to **Map** customers experiences and corresponding frictions at each stage of the journey:



Customer Journey Map

	Awareness	Interest	Desire
Goal: Broad objective for this stage	Create awareness about Magnolia Coffee company	<i>To draw people's attention to the coffee shop, I will create advertisements for e-mail and social networking sites.</i>	Serve as their assistance on the phone service when they have questions about products.
TouchPoint (doing): Where is the customer and how can they interact with the brand	At this stage, the potential customer needs to be reached. We can interact online while they browse Social Media or selected websites.	a unique cafe application that makes it easier for consumers to easily access and order things.	Customers can place online orders using the application.
Experience (Thoughts/Feelings): Happy? Stressed? Describe the state of mind of your customer during	We aim to reach them when they are relaxed but open to new experiences. Like when, they're casually browsing the internet.	The customer sees these adverts when they browse the Internet by using applications, celebrities, or live broadcast	If someone tired and wants to drink coffee at home, they can get it delivered.

Customer Friction

	Post-Action
Potential Gap: What's point of friction was identified?	Magnolia Coffee aims to acquire more users in its rewards program during the Post-action phase of the customer's journey. However, a potential point of friction may occur with this initiative due to privacy concerns. It seems that customers could be hesitant to provide their personal data for marketing purposes.
Solution: What milestone or step can be added to remedy this?	<i>prior to requesting the consumer for personal details, sending a notification that the consumer can register a claim if any personal information is compromised.and We can posted the feedback from prior clients.</i>



Step 4:

Optional

Marketing Plan: Content Planning

	Awareness	Interest	Desire	Action	Post Action
Goal: Broad objective for this stage	Create awareness about Magnolia Coffee company	To draw people's attention to the coffee shop, I will create advertisements for e-mail and social networking sites.	Serve as their assistance on the phone service when they have questions about products.	making phone reservations or stopping by the cafe's location to have a cup of coffee.	
TouchPoint (doing): Where is the customer and how can they interact with the brand	At this stage, the potential customer needs to be contacted. We can interact online while they browse Social Media or selected websites.	a unique cafe application that makes it easier for consumers to easily access and order things.	Customers can place online orders using the application.	subscribe to the application or place orders through it, earning loyalty points for doing it.	

Marketing Plan: Content Planning

	Awareness	Interest	Desire	Action	Post Action
Experience (Thoughts/Feeling): Describe the state of mind of your customer during interactions with the brand.	We aim to reach them when they are relaxed but open to new experiences. Like when, they're casually browsing the internet.	The customer sees these adverts when they browse the Internet by using applications, celebrities, or live broadcast owners.	If someone tired and wants to drink coffee at home, they can get it delivered.	receive a discount the more you order.	
Frictions and opportunities: Do customer face any obstacles to overcome? Can we help? Are there any opportunities we see?	You make the first impression once. Choosing an intrusive ad format may backfire. We need to present Magnolia without being pushy.	customer ratings and reviews,	Create contests and blog articles on the cafe's websites. Every month, we'll invite our best customer in for a	When a new customer orders one coffee, he will receive one free.	While the customers are hesitant to join our reward program due to privacy concern, it can be fixed by posted the feedback from prior

Marketing Plan: Content Planning

	Awareness	Interest	Desire	Action	Post Action
Channels (What suits our approach)	Facebook, Instagram, Local Pages	Application app that can customer see our product and ratings about it . Or phone call.	The program offers features that allow you to participate or make requests without having to sign up, and if you'd rather make a request over the phone rather than accessing the application, you can do so.	Customers can place online orders or stop by the coffee shop.	
Message (What we want to communicate at this stage)	"What's the fastest growing coffee chain in your local area?"	local character and links to the community	near densely crowded office buildings, busy restaurants and retail stores, as well as close to fitness centers.	a coffee shop where customer's can go for a quiet area to study and meeting.	