

# Business Model and Marketing Strategy

## ***Target Audience: Coffee Enthusiasts***

**Age:** 25-45 years old

**Location:** Built up cities

**Income Level:** Middle - high income i.e. have extra monthly disposable income.

**Occupation:** Working professionals, students, and coffee industry workers

**Lifestyle:** Coffee fanatics who value good quality coffee and actively seek out different coffee roasts, blends, and flavours.

**Interests:** They would be more interest in high quality coffee than the average person on the street. The savour coffee rather than drink it quickly on the go as a form of energy, therefore, appreciating coffee culture, fair trade practices and sustainable practices. They are therefore willing to pay a bit more for a cup of coffee. They follow coffee blogs and social media accounts – particularly Instagram.

## ***Business Model***

The business model for The Roastery an ecommerce coffee store focuses on providing premium-quality, freshly roasted coffee beans from around the world of different roasts directly to coffee enthusiasts (Business-to-consumer business model).

The primary customer demographic has been mapped out above. Currently the only revenue stream is one based on one-time and repeat coffee sales, with the aim of potentially adding a recurring subscription or selling coffee-related accessories and equipment in the future.

A monthly budget will be put aside for general advertisement focused on online platforms.

## ***Marketing Strategy***

Various strategies will be adopted to account for the target audience and their habits. The key is to convert one-time visitors who are coffee enthusiasts into devout fans of The Roastery who are willing to buy coffee through the website.

- **Search Engine Optimization (SEO):** Utilise keywords to improve organic website visits using the SEO techniques.
- **Content:** Consistently create new blog posts, and social media content about coffee, and associated themes to engage the target audience. Venture into younger social media platforms such as TikTok to encourage young people to drink more coffee and buy into the lifestyle.
- **Email:** Encourage users to sign up to the newsletter via Mailchimp. Create interesting newsletters and deals to keep the target audience interested.
- **Influencer Partnerships:** Potentially collaborate with coffee influencers like Emma Chamberlain to promote her coffee on her website and create some engaging coffee tips.
- **Organise Coffee Events:** Attend online meetups in coffee shops to promote the coffee on the website and instil a sense of community.