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Coda Coffee Case Study

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Coda Coffee case analysis

Coda Coffee’s success is due to its accurate anticipation of different customer’s desires and the wise choice to introduce advanced technology to the industry of producing coffee beans. Coda Coffee creates its great ecosystem from producing coffee beans to wholesale, which is the Farm2Cup program. It’s cooperation with bext360 further improved its ecosystem. Those advancements provide great value to its customers. The following part will illustrate what those values are and why they are valuable to customers.

Coda Coffee’s customers are mainly companies are groups instead of individuals. Most of its business is wholesale. Coda Coffee’s customers are distributors, restaurants, cafes, and large food supplies as mentioned in the document. Those customers can mainly be divided into two categories: distributors and food supplies, which the coffee beans are directly sold to the customers and restaurants and cafes, which the coffee beans are processed and provided to buyers.

Firstly, Coda Coffee uses its Farm2Cup program to effectively communicate with farmers and cooperate with data gather and analysis companies such as bext360 to adopt technologies such as machine vision, artificial intelligence, and blockchain to precisely and accurately monitor the quality of the coffee beans. By doing those, Coda Coffee raises the quality of its coffee bean to the ceiling and effectively ensure that the quality is sustainable and stable. The high-quality beans greatly attract individual buyers, which makes the distributors and large food suppliers want to import Coda’s coffee beans For Farm2Cup, Coda Coffee standardized the evaluation of the quality of the coffee beans. They keep in touch with every producer, making sure that their coffee beans meet the standard. If the farmers can produce even better coffee beans, they will get extra benefit from Coda Coffee. This stimulate farmer to produce high-quality coffee beans. Since Coda Coffee keeps in touch with every producer, it will timely share the technique to produce better beans to other producers, which further improved the bean quality throughout the whole industry.

Secondly, Coda Coffee controls its production cost and optimizes the environment impact which provides a huge attraction to restaurants and cafes. Coda Coffee produces high-quality coffee beans, but it doesn’t raise prize too much because Coda Coffee adopts the advanced technology to control the bean quality. Those advanced technology such as artificial intelligence and machine vision not only are more accurate, but it saves a huge amount of labor cost. Many works that were done by human labor are now done by machines, which is more efficient and neater. Also, technology company bext360 helps Coda Coffee to make its product more friend to the environment. Data is gathered to determine where to row coffee beans will have minimum impact on the environment. This is very attractive to restaurants and cafes, especially for those high-class restaurants.

The last value Coda Coffee offer to all customers is that it provides transparent data of their product. Nowadays, with people’s living standards became better and better, people willing to offer more money to buy those products that are transparent to their data.

In summary, the excellent communication between company and producers, precise and accurate quality and cost control and the pursuit of environmentally friendly products are the most important values Coda Coffee offers to customers.