

Lit Gangstas

1st slide

We want to reach more and more people of the world with the superior quality of Eskedar coffee and indirectly educate them with the most underlying reason

2nd slide

That is to promote better lifestyle of refugees who have even been called as terrorists these are the problems faced by refugees

3rd slide

Eskedar, the founder of 'Eskedar Coffee,' had a pretty hard life being a refugee herself, from being held in detention camps to starting from zero and launching a business of her own, which is like a ray of hope for other refugees, single moms, victims of abuse and poor farmers.

4th slide

We can do the following to provide a marketing strategy for a successful brand launch in the European market:

5th slide

Eskedar Coffee has been reaching target clients only through the personality and personal story of the founder, Eskedar. We can use podcasts and blogs and short films to share the life story of other refugees on major platforms and thus attract more customers.

6th slide

A major hindrance to our global reach is the language limitation, i.e., the website (www.eskedarcoffee.com) is only in the Lithuanian language. So, making the site, blogs and podcast in more languages like English would improve its reach globally.

7th slide

Basketball, a sensitive topic for Lithuanians, is considered a second religion. This fondness can be used by setting up a screen where different communities come together to watch their favourite team play. We can also keep different offers on coffee which would attract a large audience. A special coffee cart can be set outside a basketball stadium.

8th slide

Eskedar coffee can plan factory tours for college students and school students one of our target audience and give them a brief on how coffee is cultivated in Ethiopia and also aware them of the harsh social judgement that the refugees, single moms, poor farmers and other victims of abuse face.

9th slide

Offers such as a special credit point system for customers on each purchase, like when the points add up to a specific value, they are liable to a free giveaway or introduction of new combos can attract buyers and help in establishing a loyal customer base.

10th slide

World Refugee Day is an international day organised every year on 20th June. We can organise a coffee ceremony on that day to celebrate the rising of the refugees through all the struggles. and perform street shows to showcase the struggles and discrimination faced by refugees. Arrange boxes for donations to educate children of refugees. We can also arrange for photo booths so that people post about it and ask famous refugees like Rita ora, Mila Kunis and Rapper K'Naan to be a part of this ceremony and increase the reach of a cafe.

11th slide

Large posters on buses and at the bus stops will be another productive promotional tool since many Lithuanians use public transportation. Also, magazines and newspaper critics can be invited to try the products and write reviews. Lithuania is a small country and word of mouth would take no time and reduce promotion expenses