

2022 Summer

# JIMMY'S COFFEE

AMY / ANDRE / HYEEN / RODRIGO

INM 210 SBB



## TEAM MEMBERS

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# 01

## KEY GOALS & AGENDA

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- Increase Awareness
- Stimulate growth
- Reach new costumers in new regions
- Target regions:



Scarborough

Mississauga

Markham

# 02

## COMPANY OVERVIEW

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### Who's Jimmy?

By taking a shabby King West home and fixing it up into a small café, Jimmy's Coffee was born. Simple concept, simple ambition. Jimmy's Coffee first opened its doors on December 10th, 2009. The idea came to life thanks to serial entrepreneur, Phil Morrison.



At Jimmy's Coffee we pride ourselves in excellent coffee and awesome customer service. Our coffee, a Toronto favourite, is locally roasted by experts in the traditional Italian style.

Engaging baristas with unique spirits sealed the deal. Jimmy's Coffee made a name for itself and word of mouth did the rest. The west side of Toronto is our home. Everyone is welcome.

# 03 SOCIAL MEDIA



## Followers

- 10.9K followers

- 2,689 Followers

- 2, 227Followers

## Type of post content

- Ads for new menu, Update for events

- Ads for new menu, Update for events

- Ads for new menu, Update for events

## Tags they often use

- #downtowntoronto #coffeelover #toronto #coffee #coffeeshop

- #ChooseYellow #JimmysCoffee

- #ChooseYellow #JimmysCoffee #toronto

## Types of popular post

- Posts about their new/popular menu feedback with loyal customers

- Notice for updated menu, delivery for brand mood

- Notice for updated menu, delivery for brand mood

## Average No. of comments / likes

- Likes: 50-70,
- Comments: 1-6

- Likes: 5-30,
- Comments: X

- Likes: 1-6
- Comments: 1

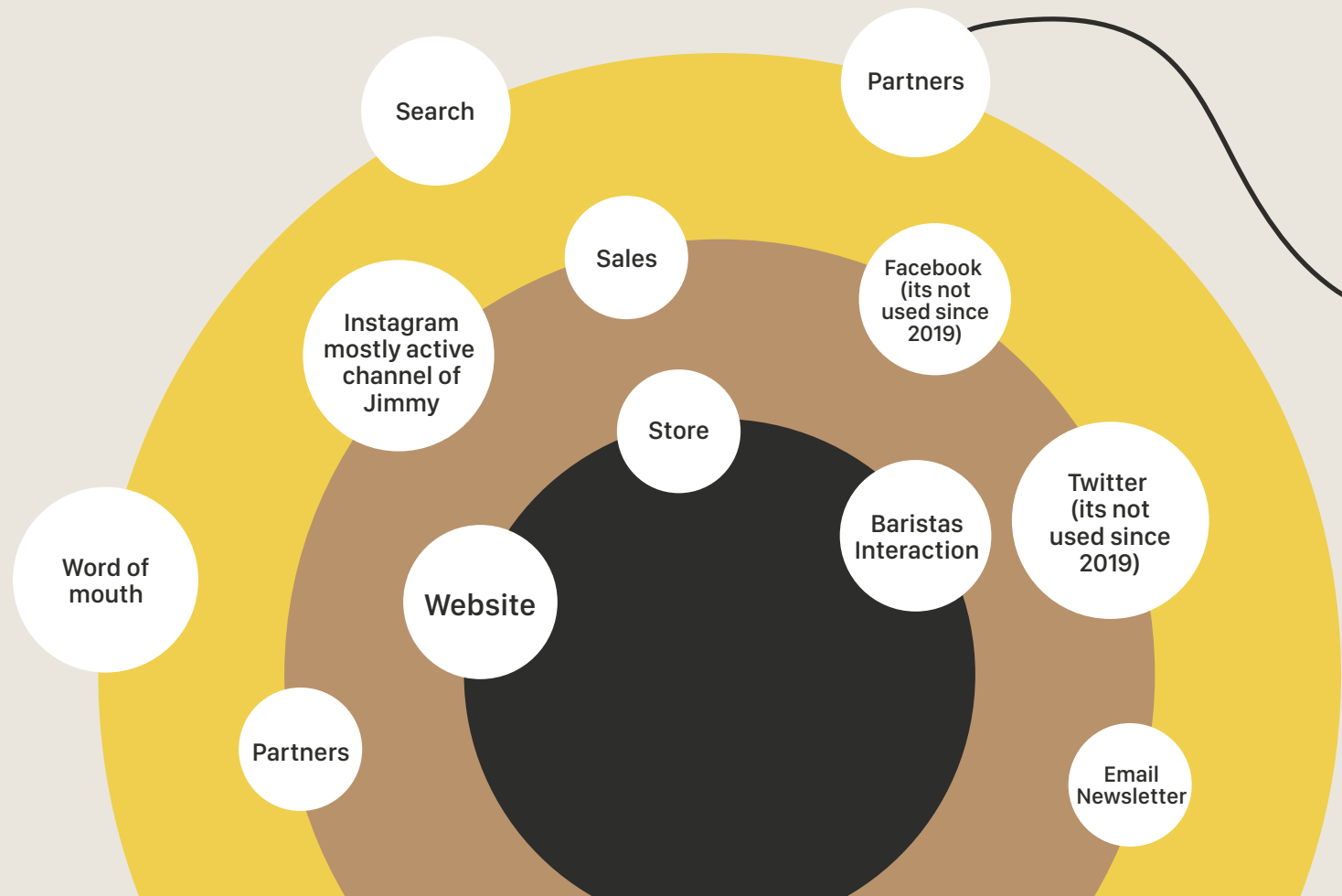
## Types of comments

- Positive

X

- Positive

# 04 ECOSYSTEM





# 05 COMPETITIVE ANALYSIS



*Tim Hortons*



## Target consumers

- student, adults
- middle to upper-class
- business people, working adults
- lower to middle class
- business people, working adults
- lower to middle class
- student and adults

## Social channels

- Facebook, Instagram, Twitter, Linked In, E-mail
- Facebook, Instagram, Twitter, Youtube, Linked In, E-mail
- Facebook, Instagram, Tik Tok, Linked In
- Facebook, Instagram, Twitter, Linked In

## Products

- Coffee, tea, espresso, bakery, hot/cold drinks, Frappuccino
- Coffee, tea, soups, wraps, sandwiches, bakery, donuts
- Coffee, tea, Frappe, Smoothies, Oatmeal, bakery
- Coffee, tea, espresso, bakery, snack

## Price

- Americano (M) \$3.95
- Hot chocolate (M) \$4.25
- Americano (M) \$2.49
- Hot chocolate (M) \$1.99
- Americano (M) \$2.75
- Hot chocolate (M) \$3.45
- Americano (M) \$2.25
- Hot chocolate (M) \$3.00

## Service area

- Store, Drive-thru, delivery app, Mobile app order
- Store, Drive-thru, delivery app, Mobile app order
- Store, delivery app, Mobile app order
- Store

## Main focus of Website

- Menu, Rewards, Gift Cards
- Menu, Rewards, delivery/location
- Menu, rewards, shop Franchising
- Brand story, Location

## Main focus of App

- Menu, rewards, gift cards, online order, promotions
- Point card, promotions, mobile payments, menu
- Menu, rewards, pick-up service, mobile payments
- No more running the app since 2019

# 05 COMPETITIVE ANALYSIS



*Tim Hortons*



## Strength

- Various products, Loyalty Program
- High quality
- High accessibility, Strong brand image

- order online
- frequent sales even,
- High accessibility
- Reasonable price

- Strong rewarding system,
- Fancy design

- Strong brand image
- Fancy design
- reasonable price

## Weakness

- Expensive price
- lack of self ordering system

- Lack of luxurious for branding image

- Low accessibility (few branches)
- lack of marketing

- narrow ordering channel (store only)
- lack of ads
- no digital marketing

## Opportunities

- Consistent use of loyal customers
- Expansion of service through delivery app

- Consistent use of loyal customers
- New customers looking for affordable products

- loyal customers for the rewarding system

- Active feedback with loyal customer
- Extension of menu
- The trendiness of appealing to the young generation

## Threats

- Customer's breakaway for cheaper alternatives

- Customer's breakaway for the fancy interiors, comfortable facilities, and various kinds of menu

- Need of store expansion for better accessibility

- Low brand awareness
- Need for systematic channel management
- Difficulty in attracting new customers



# 06 CULTURE, TREND & LANDSCAPE ANALYSIS

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- **DIFFERENT COFFEES:** Many coffee shops offers different coffees/drinks for different seasons of the year, which make costumers go to stores to try new drinks, but also to go for their favorite season drinks that are limited just for the season.

ex) Starbucks sells their pumpkin spice latte on autumn.

- **CONCERNS ABOUT THE ENVIRONMENT:** Everyday more people is starting to care about their impact to the environment and therefore milk has significantly higher impacts to the environment than beverages with almond milk, oat milk, plant based milk, etc.

- **MOBILE ORDER:** Waiting in line is time-consuming and inefficient for consumers who are always in a hurry. Ordering online also has the advantage of having pictures of the drinks, which gives the consumer an idea of what the drink looks like and creates more appetite.

- **LOYALTY PROGRAMS:** Rewarding your customers with a points program and giving them benefits with the number of points they have motivates customers to continue buying your products and thus increase your sales.

# 07

## CONSUMER ANALYSIS

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- **AGE RANGE:** teens, young adults and adults
- **CONSUMER PROFILE:** students, workers and/or coffee lovers
- **CONSUMER INTERESTS:**
  - Quality coffee
  - Competitive prices
  - Comfortable and trendy space
  - Working environment
- Knowledgeable baristas
- Bakery and quick meals
- Dog friendly stores
- In general, costumers look for quick places for a quick coffee or take out on their way to work/back from work

# 08 PERSONA

Jessica  
Anderson



## GOALS

- Find a cafe that suits her taste in the new neighborhood
- Manage time for ordering and pick up or delivery
- Take advantage of discounts and reward systems
- Find the balance between affordable price and luxurious mood

## FRUSTRATIONS

- Waste time for ordering due to lack of convenient system, long waiting line
- Miss useful information about events
- Lose rewards for her loyalty to specific brand
- Can't find a suitable place for work instead of home and office

## DEMOGRAPHICS

- Age: 27
- Education: College Diploma
- Occupation: Junior UI Designer
- Class: Middle Class
- Location: Mississauga
- Status: Single
- Income: \$4.2K

## MOTIVATIONS

Price



Accessibility



Brand Image



Promo/Reward for loyalty



Easy organizing



## PERSONALITY

EXTROVERT

INTROVERT



SENSING

INTUITION



THINKING

FEELING



JUDGING

PERCEIVING



## TECHNOLOGY

IT and INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORKS



# 09

## STRATEGY STATEMENT

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Applying all the data gathered, we believe that an efficient way to approach this situation would be focusing on building a loyal customer base with the use of social media to spread awareness about new shop locations, an optimized app to ensure easy access to menu, payments and discounts, and maintain an user experience based facility for regular costumers, but also casual walk-ins.



# 10 TACTICAL RECOMMENDATIONS

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**Relaunch App**  
(competitive software)  
(incorporate medias with app)

01

**Sustainable Approach**  
(biodegradable/  
ecofriendly/recycled)

02

**collaboration with Meet-Up app**  
(offering the place for meet-up  
meeting like drawing or  
dogowner's groups)

03

**Diversify Menu**  
(more options for meals)  
(adapt to new trends  
ex. Bobba Tea)

04

JIMMY'S  
COFFEE

# 11 REFERENCES

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- <http://www.jimmyscoffee.ca/>
- <https://www.starbucks.ca/>
- <https://secondcup.com/>
- <https://www.timhortons.com/>
- [https://en.wikipedia.org/wiki/Second\\_Cup](https://en.wikipedia.org/wiki/Second_Cup)
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# Thank you.

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