

JULIE AND ANNA

“Hot Coffee, Cool  
Clothes”





# GEOGRAPHIC SEGMENTATION

1. Fashion- oriented females.
2. Especially socially or as a tourist.
3. Young females (15-30 years).
4. Employees
5. Couples

# TARGET SEGMENT

- Young females (15-30 years)
- Meet, shop, relax and chat
- They would always feel welcome
- A convenient arrangement



# NEW TARGET SEGMENT

- Popular brands that are generally considered trendy and modern by their target market.
- Mostly focused on young fascinated females below 26 years old.
- Giving wonderful advertising on brands.
- Introduce loyalty programs like DISCOUNTS and SPECIAL OFFERS.





# POSITIONING STRATEGY

- A trendy suburb of Sydney
- a top quality coffee
- The store appear elegant and stylish
- Highly suited to young females
- They always feel welcome





THANK YOU