

A Closer Look at Markets

Introduction	Executive Summary	Executive Summary - Criteria for Test Market	Market - Map Overview	Markets - Major and Small Markets	Markets - Profits
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This coming holiday season, **The Cool Beans Coffee Bean & Tea Leaves Co.** are introducing a new product...

Peppermint Mocha Coffee Beans

The Goal of this Presentation:

Determine which region would be ideal as a test market for this product.



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Executive Summary

In today's presentation, we'll take a look at:

- 1. The criteria to select an ideal test market for our new product.**
- 2. We'll look at our Major and Small markets to gather a few markets that would make good candidates for test markets**
- 3. A Market Analysis where we'll analyze our highest revenues and profits**
- 4. Next we'll review our products and their popularity and their profitability.**
The goal here will to see how similar products are selling and where.
- 5. Finally, we'll put it all together to identify our ideal test market.**

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Selection Criteria

The criteria to select the test market for our new product is:

1. A market that reflects more coffee drinkers than tea drinkers
2. A market that prefers "regular" to "decaf"
3. A market that demonstrates a solid customer base for a similar product.
4. Since this is a test market, we want to use a mid-sized market, large enough to collect data on the performance of the product but not so big that we end up with product we can't sell because it did not sell
5. A market that shows a solid revenue and a strong profit, a financially healthy market

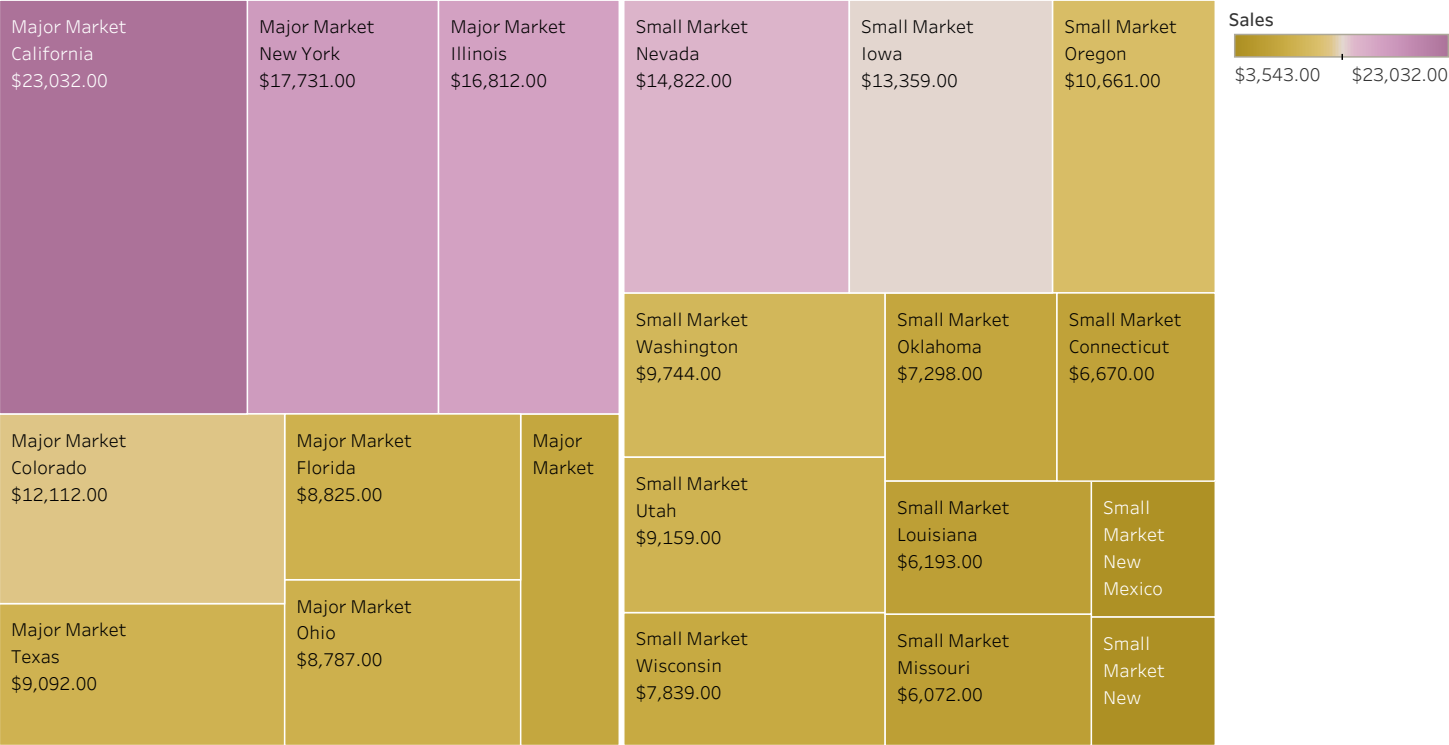
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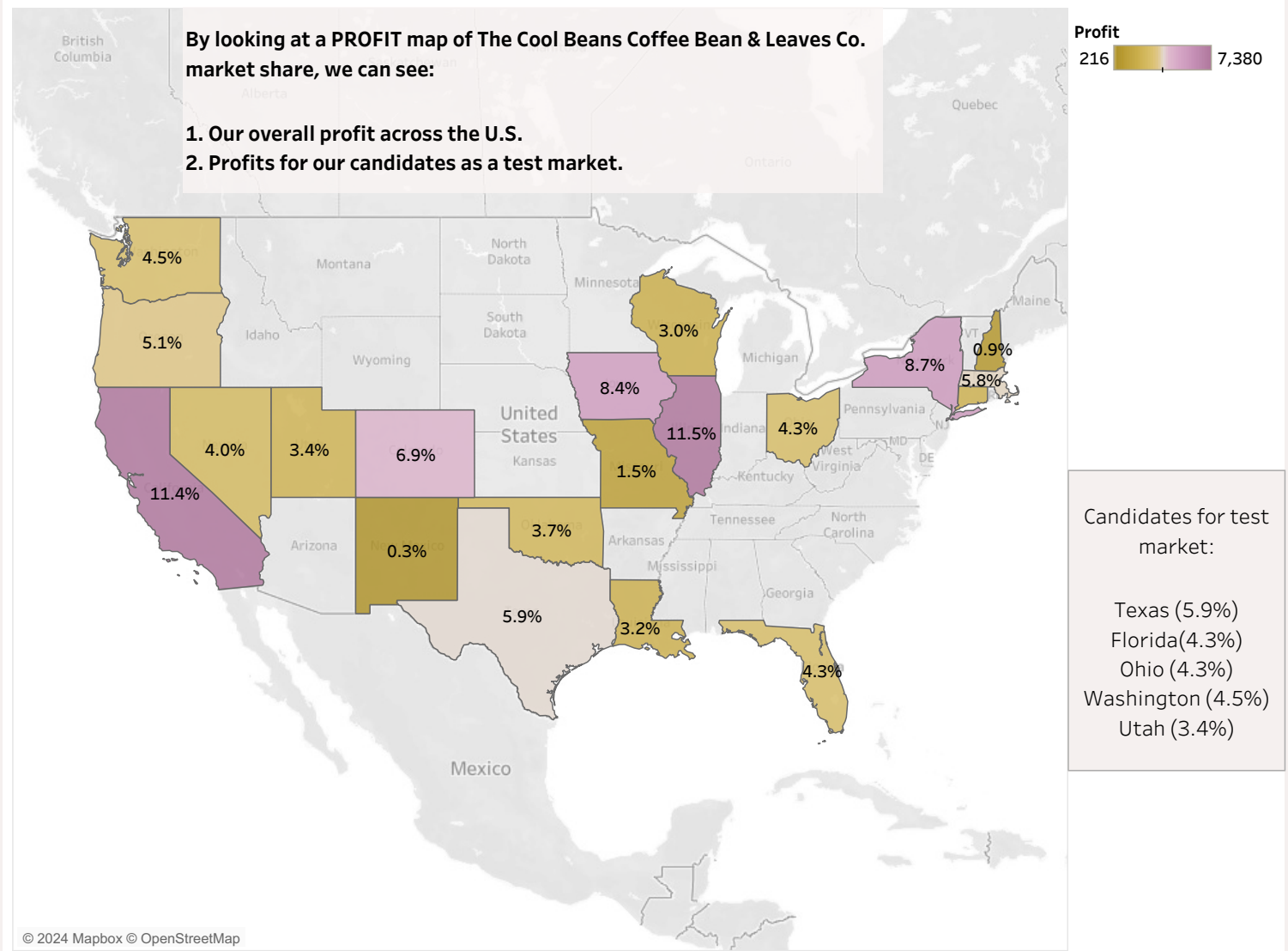
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Executive Summary - Criteria..	Market - Map Overview	Markets - Major and Small Markets	Markets - Profits	Products - Macro View (Time Series)	Products - Focus states	Products - Coffee products
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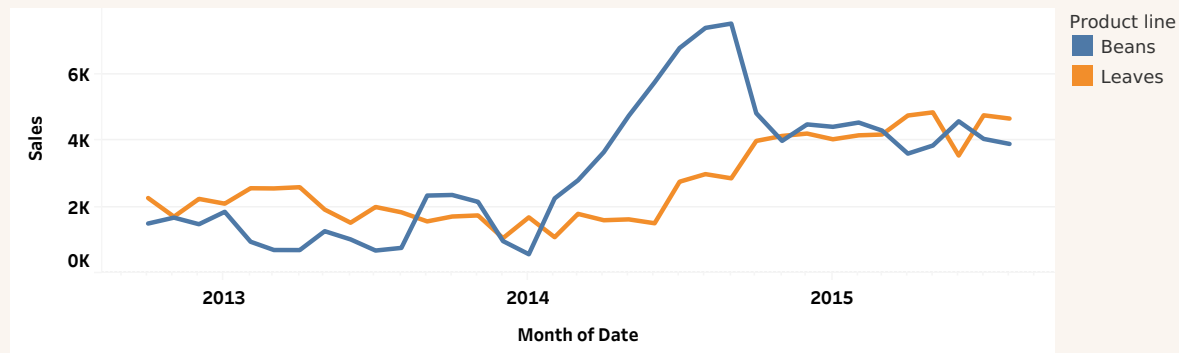


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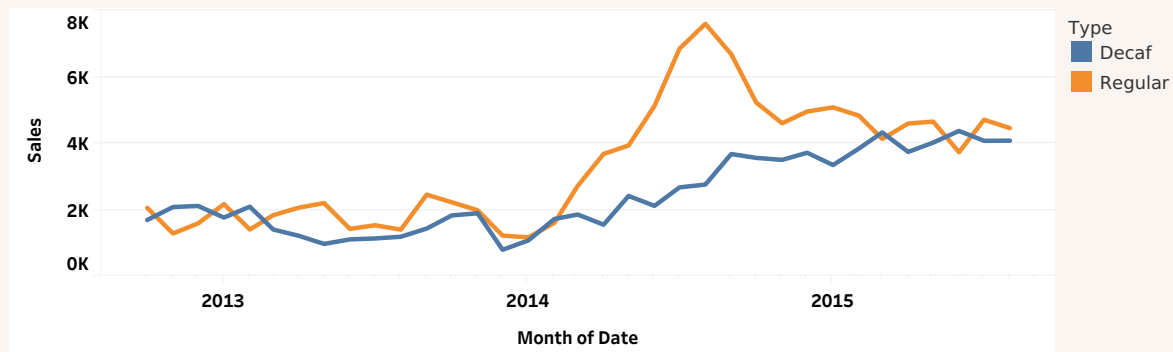
Market - Map Overview	Markets - Major and Small Markets	Markets - Profits	Products - Macro View (Time Series)	Products - Focus states	Products - Coffee products	Final Analysis
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How the Cool Beans & Leaves Coffee Co. is doing over time.

Sales of Beans vs Leaves

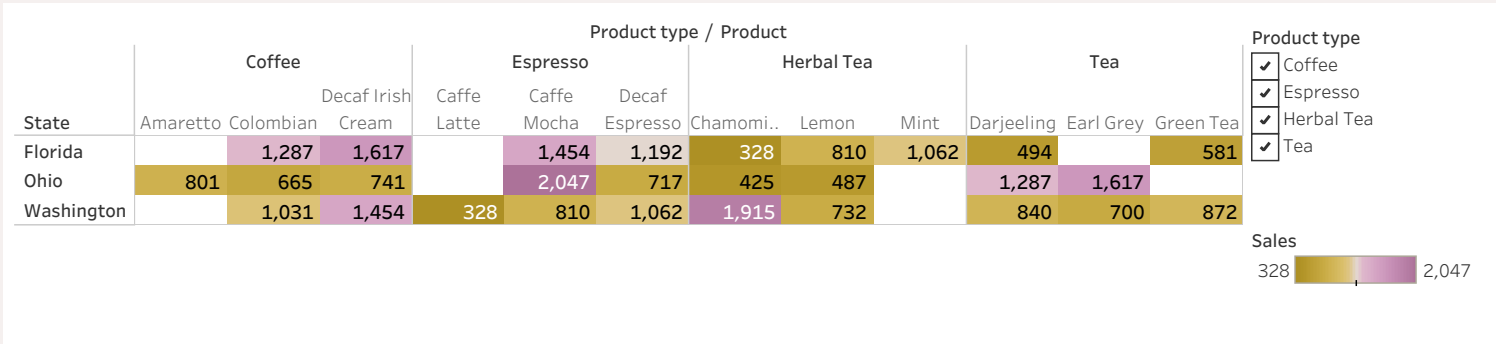


Sales of Regular vs Decaf Products



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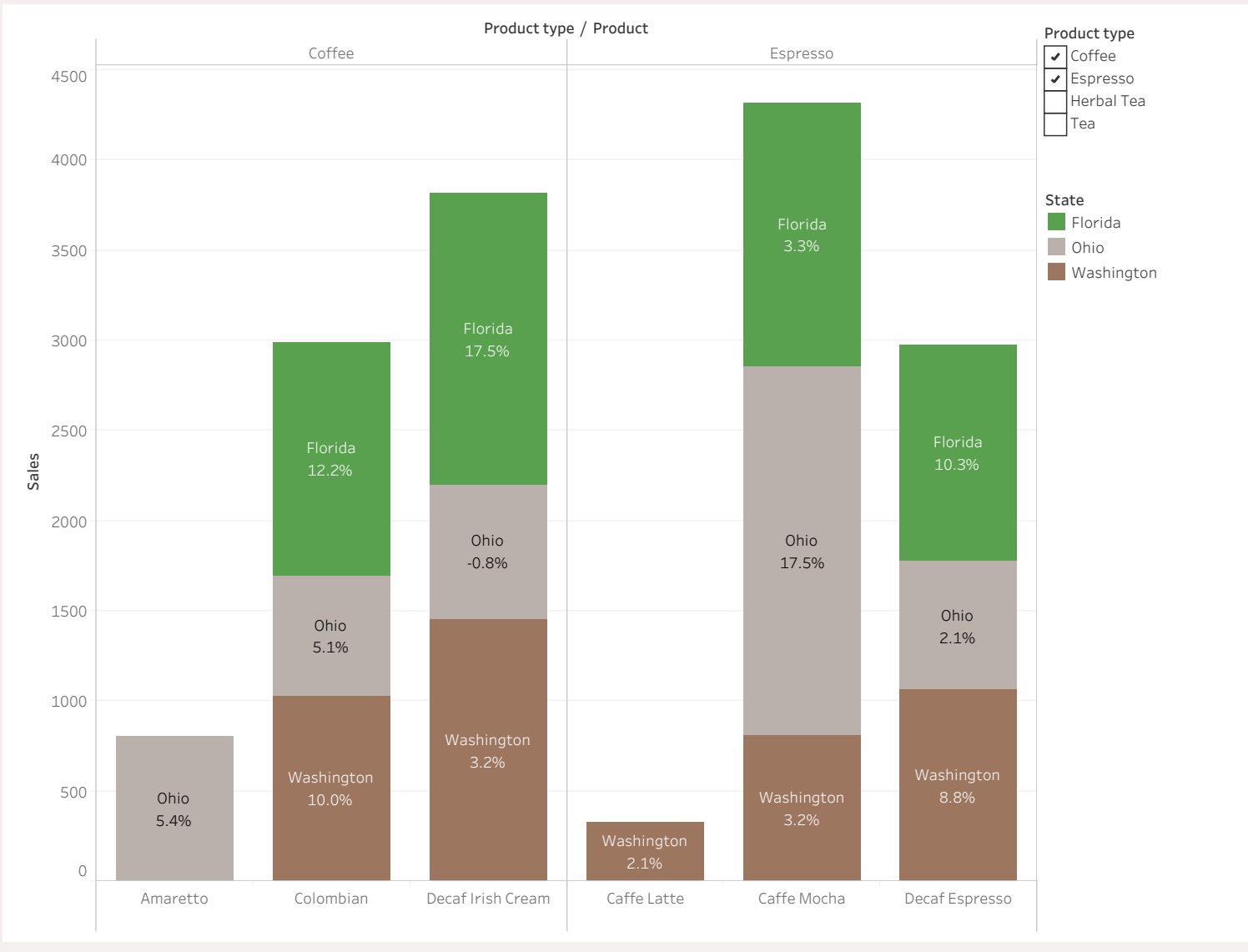
Markets - Major and Small Markets	Markets - Profits	Products - Macro View (Time Series)	Products - Focus states	Products - Coffee products	Final Analysis
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Here we can see our candidates for our test markets and their Revenue for our products.

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Markets - Major and Small Markets	Markets - Profits	Products - Macro View (Time Series)	Products - Focus states	Products - Coffee products	Final Analysis
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Markets - Major and Small Markets	Markets - Profits	Products - Macro View (Time Series)	Products - Focus states	Products - Coffee products	Final Analysis



Ohio is our Test Market

After analyzing the data and reviewing it together, we have determined that Ohio is our target market to the new product.

Ohio has shown a market financial health of \$8,787.00 in Revenue, with a 4.3% of total profit in a major market.

Ohio also shows popularity with all of our products, especially our coffee products.

Compared to a similar product, in this case Cafe Mocha, with a total percent revenue of 17.5%, Ohio was the standout winner as our test market for our new Peppermint Mocha Coffee Beans product.