Introduction

Executive Summary

Executive Summary - Market - Map Criteria for Test Market

Overview

Markets - Major and Markets - Profits Small Markets



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 -Criteria for Test Market

Market - Map Overview Markets - Major and Small Markets Markets - Profits



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



ecuti Sum ary	Executive Summary - Criteria for Test Market		Market - Map Overview			Markets - Major and Small Markets		Markets - Profits		Products - Macro View (Time Series)		Products Focus states
Major Market Colorado \$12,112.00 Major Market Colorado Oh		Major Market New York \$17,731.00		Major Market Illinois \$16,812.00		Small Market Nevada \$14,822.00	Small Market Iowa \$13,359.00		Ore	all Market gon ,661.00	\$3,543.00	\$23,032.00
		Florid	Florida M \$8,825.00 Major Market		Major Market	Small Market Washington \$9,744.00 Small Market Utah \$9,159.00	Small Market Oklahoma \$7,298.00 Small Market Louisiana		Small Market Connecticut \$6,670.00 Small Market			
		Ohio				Small Market Wisconsin \$7,839.00		\$6,193.00 Small Market Missouri \$6,072.00		New Mexico Small Market New		

A Closer Look at Markets Markets - Major and Market - Map Markets - Profits Products - Macro Products - Focus Products -Executi View (Time Series) Coffee ve Sum Overview Small Markets states mary - C products riteria.. Profit By looking at a PROFIT map of The Cool Beans Coffee Bean & Leaves Co. 216 7,380 market share, we can see: 1. Our overall profit across the U.S. 2. Profits for our candidates as a test market. 4.5% 3.0% 5.1% 8.4% United 11.5% States 4.0% 3.4% 6.9% Kansas 1.5% 11.4% Candidates for test 3.7% market: 0.3% Texas (5.9%) 5.9%

3.2%

Mexico

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Florida(4.3%)
Ohio (4.3%)
Washington (4.5%)
Utah (3.4%)

Market - Map O verview Markets - Major and Markets - Profits Small Markets

Products - Macro View (Time Series)

Products - Focus states

Products - Coffee products

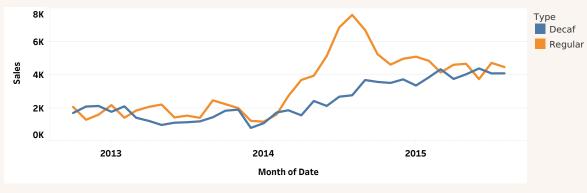
Final Analysis

How the Cool Beans & Leaves Coffee Co. is doing over time.

Sales of Beans vs Leaves

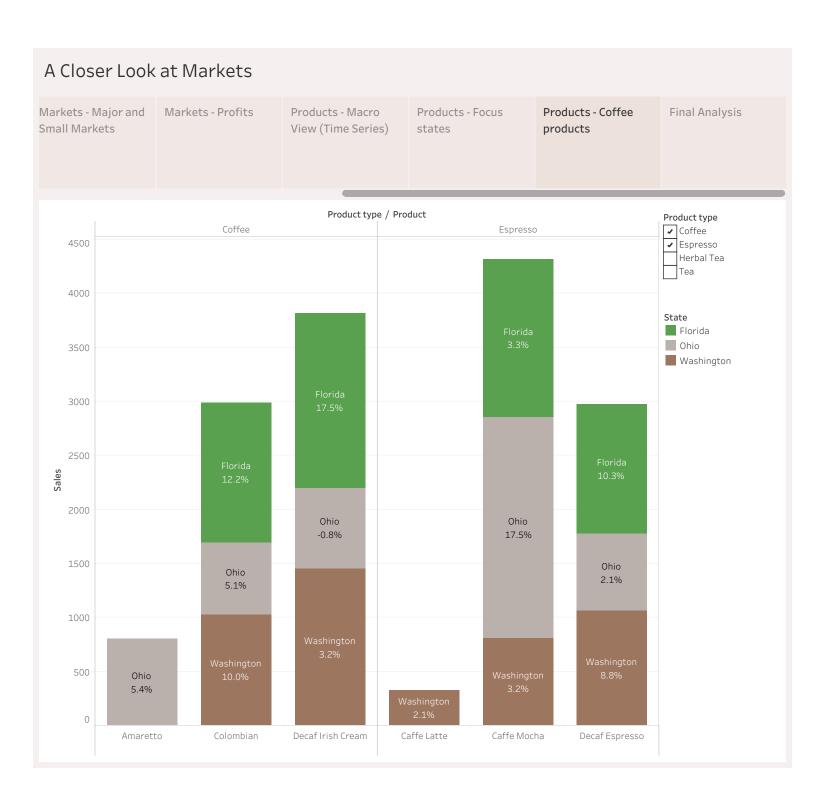


Sales of Regular vs Decaf Products





Here we can see our candidates for our test markets and their Revenue for our products.



Markets - Major and Small Markets

Markets - Major and 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.