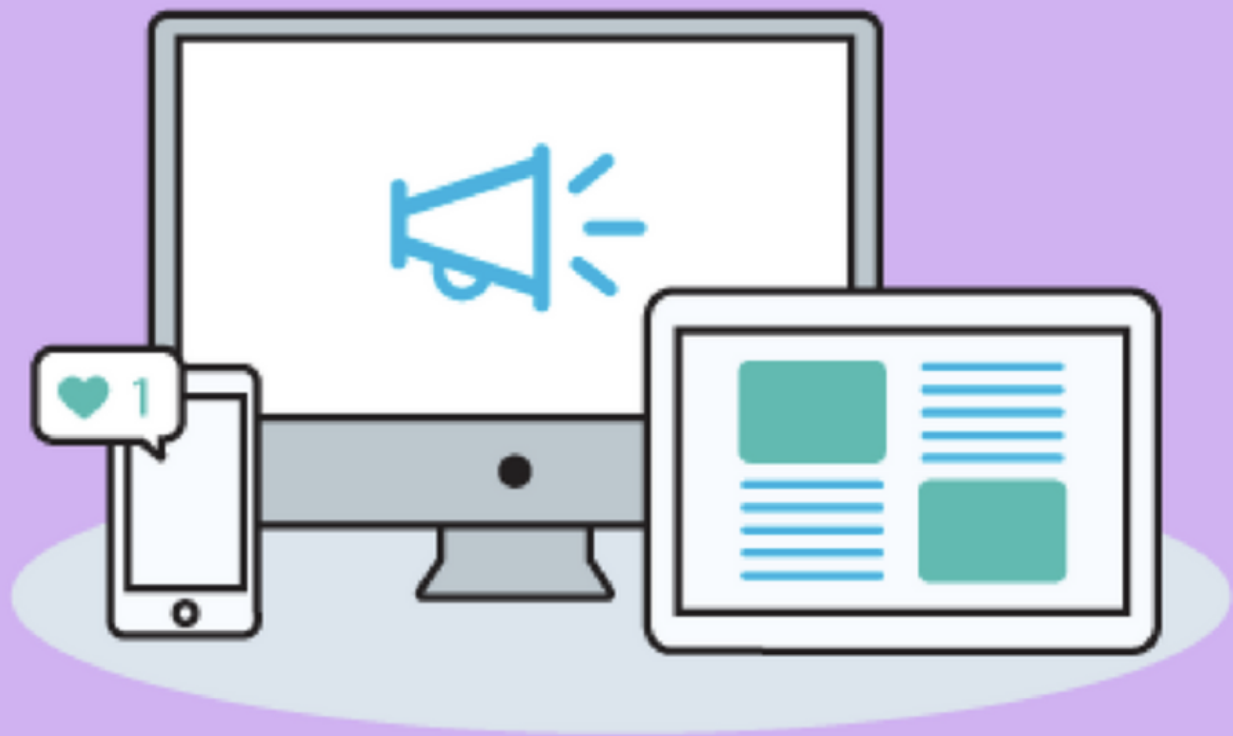


Project 1

Get Ready To Market





Marketing Challenge

Magnolia Coffee Company



Step 1:

Market Position

Identify the Target Market for Magnolia Coffee Company

Magnolia Coffee Company's target market includes suburban residents in the Southeast U.S., particularly in towns with populations of 50-75k near major metropolitan areas. The demographic consists of adults aged 25-44, including young professionals and middle-class families with annual household incomes between \$50,000 and \$100,000. These individuals value community-focused businesses and frequent areas near office buildings, retail centers, and fitness studios. They appreciate specialty, fair-trade coffee and prioritize convenience through online ordering and rewards programs.

SMART Marketing Objective

for Magnolia Coffee Company

Over the next 12 months, Magnolia Coffee Company will increase online customer engagement by 25% through targeted social media campaigns and a revamped rewards program..

Key Performance Indicator for Magnolia Coffee Company

What is your primary KPI to measure marketing success?

The primary KPI to measure marketing success for Magnolia Coffee Company is the monthly in-store sales revenue, tracked and compared against the previous year's monthly sales to ensure a 15% increase over the next 12 months.

SWOT Analysis Competitor

for ClamClams

Strengths

- Strong brand recognition
- Wide range of products
- Large global presence

Weaknesses

- *Late Adoption of Delivery Services*
- *Dependence on Limited Suppliers:*

Opportunities

- Expansion to untapped markets
- Diversification into non-coffee products
- Cross-marketing with other global brands

Threats

- *Public Scrutiny and Potential Boycotts*
- *Market Saturation and Intense Competition*

SWOT Analysis

for Magnolia Coffee Company

Knowing the **Magnolia Coffee Company Weaknesses** and **Threats**, please provide at least two **Strengths** and **Opportunities**.

Strengths

- *Community-Centric Approach*
- *Diverse Product Range*
- *High-Quality Products*

Weaknesses

- Limited resources
- Not established brand image
- Quality of service vary depending on staff in given location

Opportunities

- Expansion into Adjacent Markets
- Partnerships with Local Businesses
- Digital Marketing and E-commerce

Threats

- Competitors with bigger marketing budget
- Increasing costs of obtaining new customers
- Differences between locations can create inconsistent brand image

Value Proposition

:

FOR suburban coffee lovers seeking a vibrant community space to enjoy exceptional brews and treats

WHO *are looking for a coffee shop that feels welcoming and encourages a sense of community*

OUR Magnolia Coffee Company

THAT fosters connections over exceptional brews and treats

UNLIKE corporate chains like ClamClams

OUR OFFER *We focus on making high-quality products using ethical practices and offer a cozy atmosphere for our customers. We also support local artisans and prioritize sustainability.*



Step 2:

Customer Persona

Empathy Map



Thinking

"I always look for coffee shops with a cozy atmosphere where I can relax."

- *"I'm thinking about trying new types of coffee drinks to expand my palate."*
- *"I wonder if this coffee shop has any special offers or discounts."*

Seeing



- *"I notice the decor and lighting when I walk into a coffee shop."*
- *"I look at the menu board to see what coffee options they have."*
- *"I observe how crowded or busy the coffee shop is before deciding to stay or leave."*



Doing

"I order my usual latte or cappuccino."

- *"I take photos of my coffee and the coffee shop interior to share on Instagram."*
- *"I browse the coffee shop's website or social media pages to check for any promotions or events happening."*

Feeling



- *"I feel excited to try a new coffee blend or flavor."*
- *"I feel relaxed and comfortable when I find a coffee shop with a welcoming atmosphere."*
- *"I feel satisfied and happy after enjoying a delicious cup of coffee."*

Customer Persona

Please provide the **Customer Persona**. Feel free to adjust the design or formatting to suit your needs.

Background and Demographics (At least 3 points)	Customer Persona Name	Needs (At least 2 points)
<ul style="list-style-type: none">● Age: 32● Gender: Female● Occupation: Marketing Manager at a tech startup● Education: Bachelor's degree in Marketing● Income: \$70,000 per year	<div>RAWAN</div>	<ul style="list-style-type: none">● Convenience :RAWAN needs products and services that fit into her busy schedule as a working professional.● Quality: She values high-quality products and experiences that reflect her taste and lifestyle.
Hobbies or Interests (At least 2 points)	Goals (At least 2 points)	Barriers (At least 2 points)
<ul style="list-style-type: none">● Fitness: RAWAN enjoys practicing yoga and going for runs in her free time to stay active and healthy.● Travel: She loves exploring new destinations and experiencing different cultures whenever she gets the chance.	<ul style="list-style-type: none">● Career Growth: RAWAN goal is to advance in her career and eventually move into a leadership role within her company.● Work-Life Balance: She strives to maintain a healthy balance between her professional and personal life, prioritizing time for self-care and relaxation	<ul style="list-style-type: none">● Time Constraints: RAWAN demanding job often leaves her with limited free time, making it challenging to pursue her interests or engage in activities outside of work.● Budget Limitations: While she values quality RAWAN also needs to manage her expenses carefully, especially with her current income level.



Step 3:

Customer Journey Map

Customer Journey Map

	Awareness	Interest	Desire
Goal: Broad objective for this stage	Create awareness about Magnolia Coffee company	<i>To capture RAWAN attention and curiosity</i>	<i>To cultivate RAWAN desire for the product/service</i>
TouchPoint (doing): Where is the customer and how can they interact with the brand	At this stage, the potential customer needs to be reached. We can interact online while they browse Social Media or selected websites.	<i>Influencer endorsements</i>	<i>Personalized email campaign</i>
Experience (Thoughts/Feelings): Happy? Stressed? Describe the state of mind of your customer during interactions with the brand.	We aim to reach them when they are relaxed but open to new experiences. Like when, they're casually browsing the internet.	<i>RAWAN comes across endorsements from fitness influencers she follows, highlighting the product's benefits for active lifestyles. She feels intrigued and begins researching further</i>	<i>RAWAN receives an email tailored to her interests and needs, highlighting how the product/service can enhance her fitness routine and fit into her busy lifestyle. She feels excited and motivated to try it out.</i>

Customer Friction

	Post-Action
Potential Gap: What's point of friction was identified?	The Potential Gap identified is the underperformance of Magnolia's Customer Rewards Program.
Solution: What milestone or step can be added to remedy this?	<i>To remedy this, Magnolia can introduce a customer feedback survey specifically targeting participants of the rewards program. This survey can inquire about their experience with the program, including any challenges they faced or suggestions for improvement. Based on the feedback received, Magnolia can then make necessary adjustments to the program to better meet customer expectations and enhance engagement.</i>