**Marketer’s Toolbox Case Memo Analysis for Four Falls Coffee Company**

**TARGET MARKET**

1. **The main target group for four falls coffee is consumers between the age of 35-55 that are from south eastern part of the USA and have above average incomes. This is a mostly accurate age group for the coffee brand they are developing.**
2. **Going forward they could also target the 20-35 age range and develop a high quality coffee that appeals to that slightly younger market.**

**PRODUCT**

1. **They are a brand that sells premium coffee that prides itself in being unique different and high quality.**
2. **They should diversify their product line and add more products that would attract new customers and get more product awareness.**

**PROMOTION**

1. **One thing they intend to do to separate themselves from other companies is adding unique packaging. This comes a cost of $1 per package so that in the long run it might cost them more.**
2. **Another good promotion they do is offering discounts of 10% to retailers who purchase 150 or more packages of coffee at one time. This is a great way to get the name out but I would also incorporate seasonal sales promotions.**

**PLACE (Distribution)**

1. **It currently has 4 states that they distribute to all within the south eastern coast line; Virginia , North Carolina , South Carolina , and Georgia . They also have smaller retailers in Maryland and west Virginia.**
2. **They are reaching out to more and more distributors and retailers which is a great thing to be focusing on when trying to grow your business.**

**PRICE**

1. **The price is more expensive than other coffee brands because it is a premium high quality brand.**
2. **In the future they should work on making a line of coffee that is lower priced.**

ANY ADDITIONAL INSIGHTS?