**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. The states that they sell their product in include Virginia, North Carolina, South Carolina, and Georgia. Also, retailers in Maryland and West Virginia reached out about selling Four Falls Coffee.**
2. **Going forward I think that Four Falls can target other segmented markets with their brand in order to increase sales. Due to their packaging, I think that they could opt for a more sustainable coffee refill stations with the tins that they sell. This would attract individuals who are trying to live a low waste sustainable lifestyle.**
3. **Second, I think that they could develop a high quality coffee that would appeal to buyers of a younger age range (20-35). Possibly maybe a K-cup for those young people on the go. Or possibly a cold brew ground for summer brewing.**
4. **Also, money should be placed into researching which areas of the country are the most interested in Four Falls Coffee. Seemingly the south eastern part of the U.S. has not shown much profit, but they have received (unintentional) attention from retailers in the north eastern U.S.**

**PRODUCT**

1. **They are a brand that sells premium coffee that prides itself in being unique different and high quality. However, some consumers consider them to be a luxury product/ purchase.**
2. **They should diversify their product line and add more products that would attract new customers and get more product awareness.**
3. **Due to the cost of their packaging (tins) I think that it would be more cost effective to create/install coffee refill stations in their retailers stores to attract those interested in sustainable living. Customers would be able to reuse the same tin over and over again for coffee. Meaning that Four Falls Coffee use less tins within their packaging saving money.**

**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. However, not many retailers have this much space on hand at one time to store the coffee. I think that they should offer a 5% discount for 75 packages purchased at one time to retailers. This way they may possibly attract greater interest due to retailers having space to hold their product.**
3. **Four Falls Coffee could send out PR packages to influencers online to spread the word. PR I believe is technically a promotion as it is sending out product for free.**

**PLACE (Distribution)**

1. **It currently has 4 states that they distribute to all within the south eastern coastline; 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. I would recommend researching into possible demand in another area of the U.S. to expand the market.**
3. **With Social Media marketing being very inexpensive and influential, I think that it would be worth it to work with some online influencers. With sending PR packages in the mail the word about Four Falls Coffee may spread much faster and just reaching out to retailers.**

**PRICE**

1. **The price is more expensive than other coffee brands because it is a premium high quality brand. However, when consumers compare priced in retail stores they typically will choose the one that costs less.**
2. **In the future they should work on making a line of coffee that is lower priced to compete within the market space they have chosen, as well as to reach other segmented markets.**
3. **I think that they should also sell their product online, in the age of the pandemic online shopping has skyrocketed and an online store could boost sales and provide easy access to consumers.**

ANY ADDITIONAL INSIGHTS?

The sample size from their email list was too small to gain accurate information about Four Falls Coffee brand.

My Recommendations:

1. Place funds into R&D to create a diversified array of coffee. This will allow for the capture of more segments in the market.
2. In order to capture a younger audience, invest in R&D to create a less expensive coffee or a coffee that can be made and consumed on the go, like that of K-cups or prepackaged cold brew coffee.
3. Although the packaging currently is unique, it is expensive and if contributing to a higher price point which consumers may not be willing to pay. Therefore, I would recommend that coffee refill stations be placed in retailers stores so that returning customers can refill the original tin. This will capture the interest of the sustainable living market and reduce the cost of packaging with tins.
4. With Social Media Marketing being inexpensive, try sending out PR packages to influencers or those members on the small email list. Word of mouth is still powerful and the internet even more so.
5. Invest in some research to see if another area of the U.S. would be a good place to expand your market too. West Virginia and Maryland expressed interest without being contacted, so maybe the North Eastern U.S. would be a better location to sell Four Falls Coffee.
6. Due to retailers not having room to store 150 coffee packages I would recommend having a discount for a smaller number of packages in order so that retailers can hold the inventory.