

BRIGHT COFFEE SHOP

Presented by Yolanda Slamadien



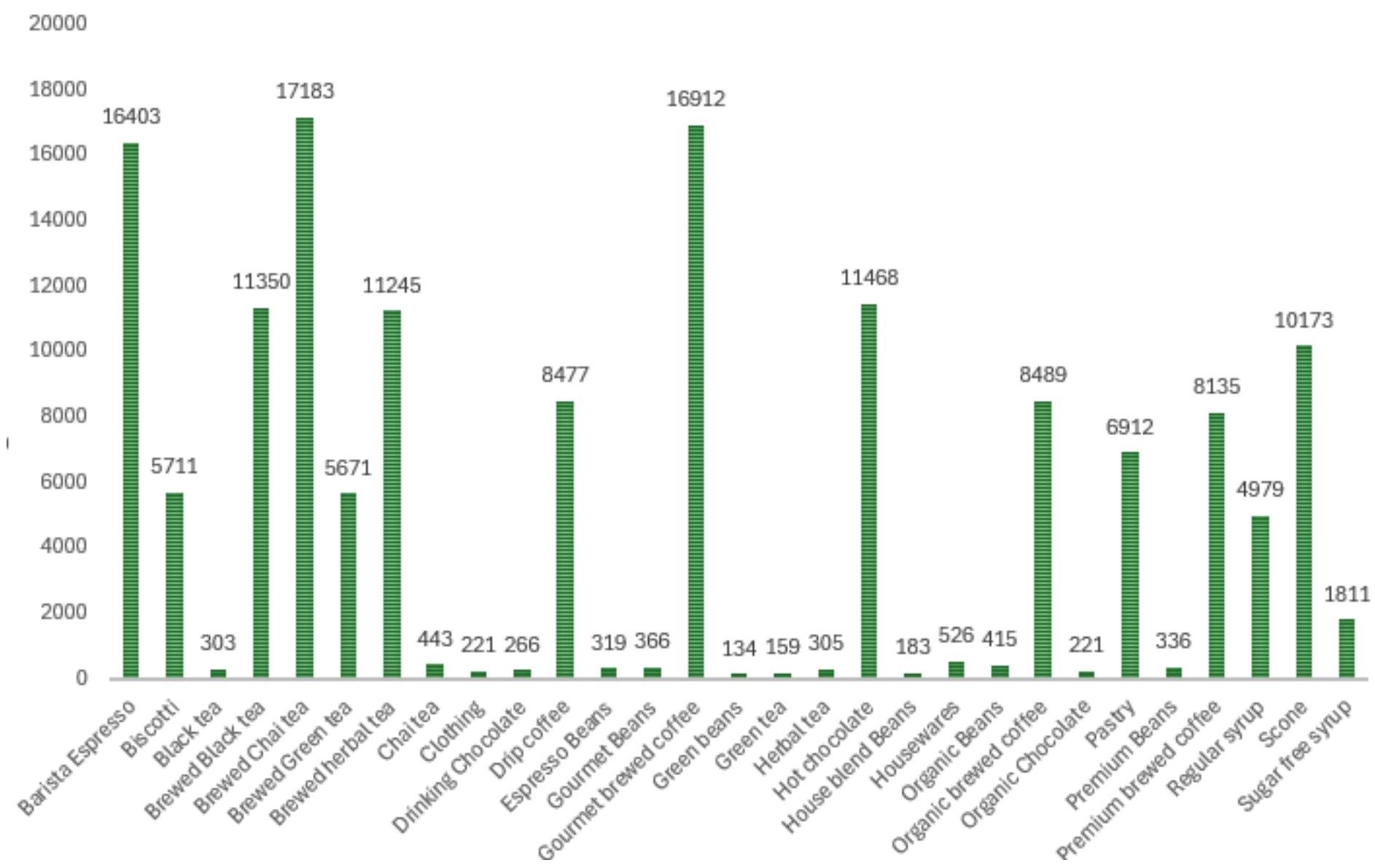
WHERE EVERY CUP IS A STORY



SALES ANALYSIS

- Top selling Products.
- Trends.
- Peak Times for Sales.
- Sales Trends.
- Time Intervals.
- Recommendations.





The top 5 selling products (From January 2023 - June 2023)

- Brewed Chai Tea
- Gourmet Brewed Coffee
- Barista Espresso
- Hot Chocolate
- Brewed Black Tea

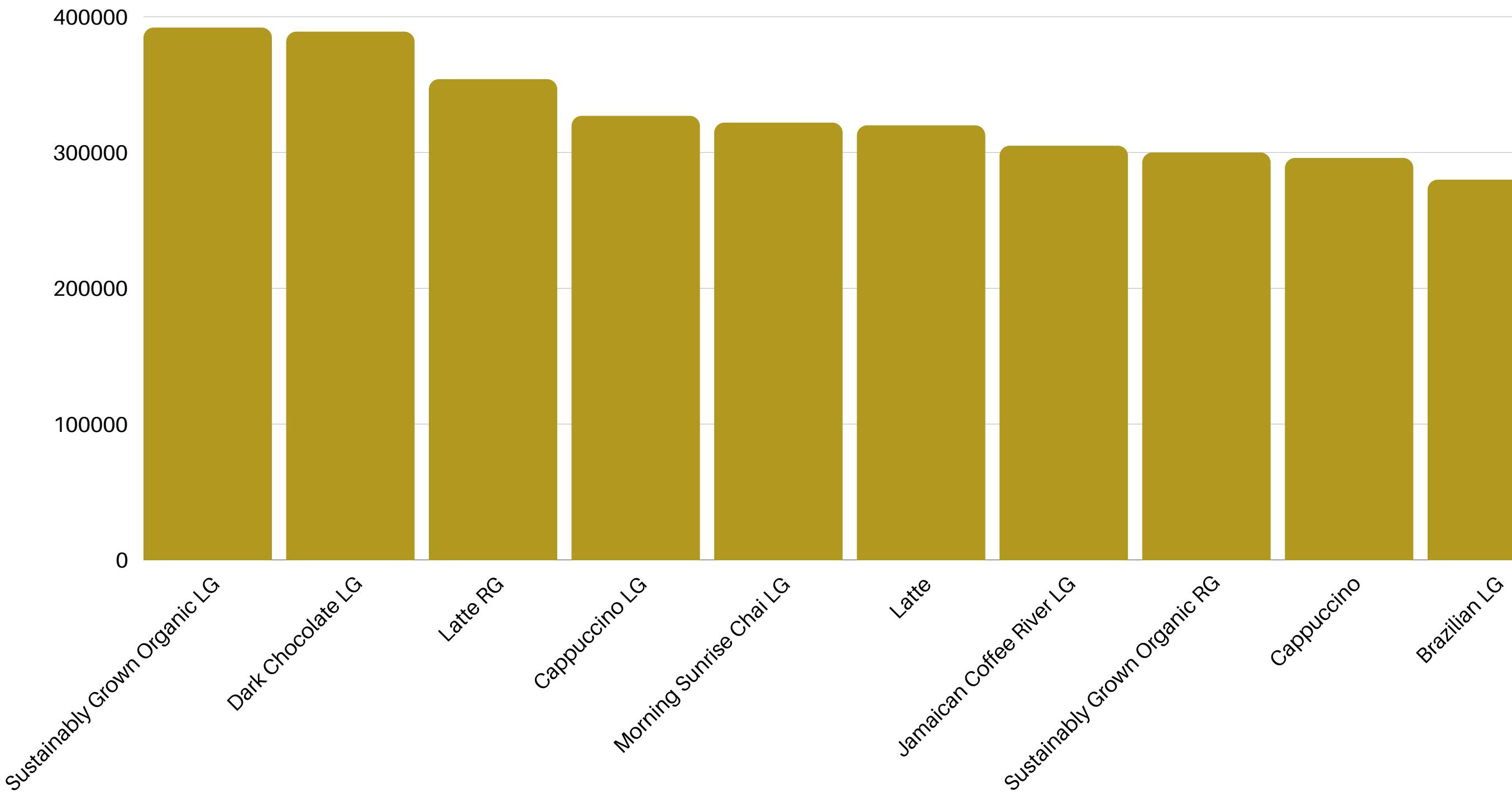
TOP SELLING PRODUCTS



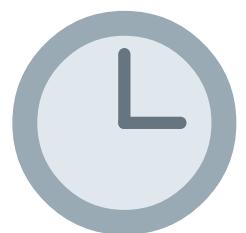


TOP REVENUE-GENERATING PRODUCTS (ZAR)

ZAR



BRIGHT COFFEE SHOP



BEST PERFORMING TIME OF DAY (ZAR)



10AM - R1,640 000

9AM - 1,575 000

8AM - 1.529 000

7AM - 1,175 00

PEAK SALES TIME DAILY IS BETWEEN 7AM AND 10AM



SALES TRENDS (MONTHLY BY PRODUCT CATEGORY IN ZAR)



Steady monthly increases were observed, particularly in Coffee, Tea, and Drinking Chocolate:



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- May 2023 Sales:**
- Coffee - R1,116,712.73**
Tea - R823,987.23
Drinking Chocolate - R301,915.38
Bakery - R343,462.12



Growth is strong across all categories, with May being the top-performing month.





RECOMMENDATIONS TO BOOST SALES (ZAR PERSPECTIVE)

- Capitalize on Morning Sales: Reinforce staffing and stock from 7-11 AM when sales exceed R6 million monthly.
- Push High-Earners: Promote bestsellers like Sustainably Grown Organic Lg and Dark Chocolate Lg through loyalty offers or combos. (Invite a radio show to come over one morning to host their show in the coffee shop and give away the first 100 coffees that day)
- Bundle Offers: Create drink + pastry packages to encourage upselling.
- Run Monthly Promotions: Leverage strong product categories with themed months (e.g. "Chocolate March" or "Tea'lanovela November").
- Ensure high availability of top products especially in morning hours.

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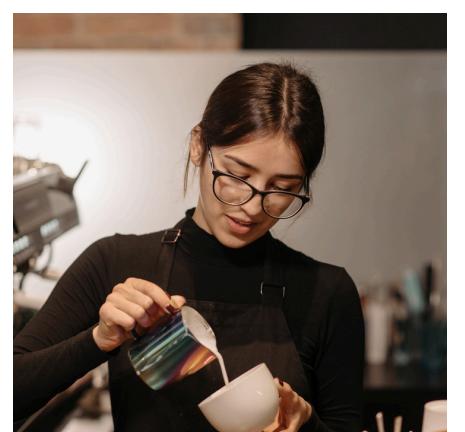
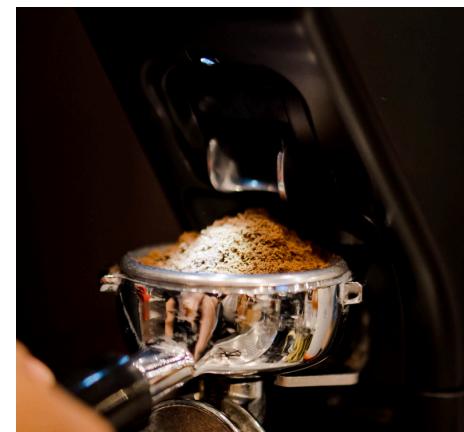
HOW TO USE SOCIAL MEDIA



Capitalize on Morning Sales

Social Media Strategy:

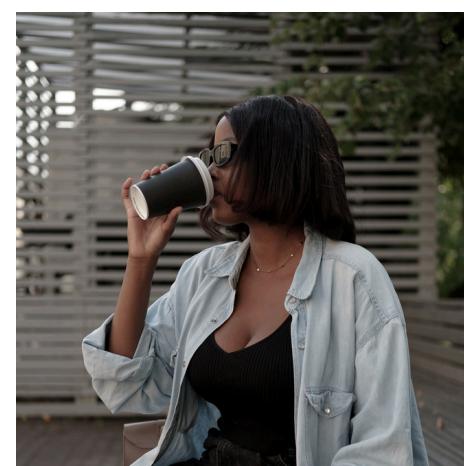
- Run “Morning Specials” campaigns: Post at 6-7 AM promoting time-limited deals (“Buy 1 Latte, Get 1 Free until 10 AM!”).
- Use Instagram/Facebook Stories with countdown timers to create urgency.
- Share behind-the-scenes content (e.g., staff prepping for the morning rush) to build community and routine.
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Push High-Earning Products

Social Media Strategy:

- Create product spotlight posts for top items like Sustainably Grown Organic Lg and Latte Rg.
- Use customer testimonials or short videos showing the drink being made.
- Post a weekly “Top Pick” reel or carousel with images and stories behind the product.
- Boost these posts with targeted ads to people interested in coffee or organic beverages.



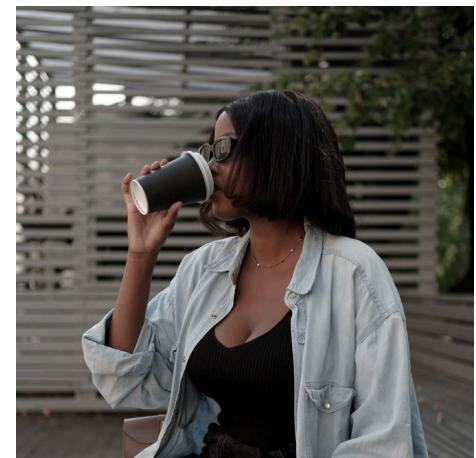
Bundle Offers

Social Media Strategy:

- Promote bundles like Latte + Croissant for R50 using Instagram Reels, Facebook posts, and stories.
- Use a limited-time offer hook (“This week only!”).
- Post polls or quizzes in stories (“Which combo would you choose?”) to drive engagement and feedback.

USE EACH OPPORTUNITY, MISTAKE
OR REVIEW TO YOUR ADVANTAGE

WHAT MORE? ?

**Social Media Strategy:**

- Announce a monthly theme: "March = Chocolate Month" → spotlight hot chocolate drinks and chocolate-based pastries.
- Create a content calendar with scheduled posts and hashtags: #ChocoMarch #TeaTimeNovember
- Partner with micro-influencers or food bloggers for themed promotions and giveaways.
- Announce that you are operational during load shedding and offer free Wi-fi.

 **Inventory & Availability Awareness****Social Media Strategy:**

- Update customers with "Back in Stock" posts or "Almost Sold Out" alerts.
- Post daily availability stories for popular items (e.g., "Still have 10 Ethiopian Rg left!").
- Use highlights for FAQs and product info so new followers can quickly learn what's popular.

Bonus Tips:

- Use high-quality photos/videos, especially for drinks and pastries.
- Encourage user-generated content: Run contests or ask customers to share photos for a chance to win a free coffee.
- Monitor performance using Instagram/Facebook Insights to tweak content based on engagement.

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THANK YOU

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