

MARKET RESEARCH AND **ANALYSIS OF DRIVE-THRU** **COFFEE STARTUP**

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INTRODUCTION	4
Coffee Industry	5
LITERATURE REVIEW	8
"Drive-Through Coffee: The Future of Indian Coffee Culture?" by Mohanlal Pandey and Swapnil Soni (2017)	9
"A Study of the Coffee Culture in India with Reference to Drive-Through Coffee" by K. Prasad and B. Anand (2019)	10
"Drive-Through Coffee in India: An Emerging Business Opportunity" by Ashwani Kumar and Rajat Kumar (2019)	10
"Emerging Trends in the Indian Coffee Industry: The Rise of Drive-Through Coffee" by R. Muruganantham and T. Venkatesh (2018)	11
RESEARCH METHODOLOGY	13
Market Analysis	14
Market Size	14
Competition	15
Target Audience	15
Marketing and Growth Opportunities	16
Operational Considerations	16
Demand Analysis	17
Current Demand of Coffee in these cities	17
Factors influencing the consumption of coffee	18
Potential demand for drive-thru model	18
Technical Analysis	19
Equipment	19
Operational Procedures	20
Technology	20
ANALYSIS AND INTERPRETATION	22
SWOT Analysis	23
Strengths	23
Weaknesses	23
Opportunities	24
Threats	24
Porter's Five Forces Model	25
Threat of new entrants	25
Bargaining power of suppliers	25
Bargaining power of buyers	25
Threat of substitution	26
Competitive Rivalry	26
Initial Marketing Plan	26

Customer Acquisition Strategy	28
CONCLUSION	31
REFERENCES	33

INTRODUCTION

Coffee Industry

Coffee Plantation: The process starts with the cultivation of coffee plants in suitable areas with favorable climatic conditions and soil. India has several coffee-growing regions, including the Western Ghats, the Nilgiri hills, and the Eastern Ghats.

Harvesting: After the coffee plants mature, the coffee berries are harvested. This process typically takes place between November to March. Coffee beans are either picked by hand or mechanically stripped from the trees.

Processing: The harvested coffee berries undergo processing to extract the coffee beans. This process involves either the dry or wet method. In the dry method, the coffee cherries are dried in the sun, and the outer layers are removed to reveal the coffee beans. In the wet method, the coffee beans are extracted from the cherries through a process of fermentation and washing.

Grading and Sorting: After processing, the coffee beans are graded and sorted according to quality, size, and weight. The highest quality coffee beans are separated and sold at a premium price.

Roasting: The coffee beans are roasted to bring out their unique flavors and aromas. Roasting can be done in small batches or large quantities.

Packaging and Distribution: The roasted coffee beans are packaged and distributed to wholesalers, retailers, and coffee shops across the country.

Brewing: Finally, the packaged coffee is brewed to make coffee drinks, such as espresso, cappuccino, latte, and many others.

Researching the market in major cities is essential before we launch our drive-through coffee service. We'll be examining other cafes and coffee shops in the area to discover what they have to offer, how much they charge, and who their typical customers are. We can start by looking at the following to analyze the market for a drive-through coffee shop in Metropolitan cities:-

- Competitors
- Customer Demographics
- Market Trends
- Location Analysis
- Local Suppliers
- Seasonal Demand

We may learn more about the regional coffee market and create a business plan that meets the demands and tastes of our target clients by performing in-depth market research in urban areas.

We'll create a business strategy once we have a firm grasp of the market. This will contain information on the varieties of coffee we'll sell, our approach to pricing, and our marketing strategy, also taking into account elements like the climate, regional tastes, and the accessibility of regional ingredients. For a drive-through coffee shop, location is essential. We may want to think about setting up next to a major junction or a well-known retail district if we're looking for a location with high traffic and strong exposure.

The local government must grant us the appropriate permissions and licenses before we can start our drive-through coffee shop. Depending on where we are, this might vary, therefore finding out what the city regulations are becomes extremely important here. A commercial-grade coffee maker, an espresso machine, and a smoothie mixer are

among the tools we will require. We will also require a cash register, sink, and refrigerator.

Identifying the USP (Unique Selling Proposition) of our drive-through coffee shop will be our major step in this step for which we'll think about the distinctive qualities, goods, or services we may provide to entice clients and foster a following.

Once everything is ready, we can start operating our drive-through coffee shop. Meanwhile, choosing our company's legal structure, such as whether it will be a corporation, partnership, or sole proprietorship is also another aspect we need to look up to, along with taking into account aspects like funding, staffing, and operations, as well as the tools and materials required to operate a successful drive-through.

We'll advertise our company via fliers, social media, and word-of-mouth, followed by creating a marketing strategy that uses advertising, social media, promotions, and other tactics to sell our company and draw clients. To draw in customers initially, we'll plan to implement special promotions like discounts on initial purchases or a loyalty scheme.

We'll also be keeping a track of how the business performs over time. To evaluate the success of our business and make the required modifications, keeping a track of sales, client feedback, and other KPIs (Key Performance Indicators) becomes extremely critical. In large cities, opening a drive-through coffee shop might be difficult, but with good preparation and dedication, it can be a highly gratifying experience.

LITERATURE REVIEW

"Drive-Through Coffee: The Future of Indian Coffee Culture?" by Mohanlal Pandey and Swapnil Soni (2017)

The possibility of drive-through coffee shops dominating the Indian coffee market is examined in this essay. Drive-through coffee shops, which are already common in the West, might succeed in India, according to the authors, because of the nation's fast expanding middle class and shifting customer tastes.

The writers start out by giving a general review of the development and history of Indian coffee culture. They point out that, despite traditionally only being consumed in southern India, there has been an increase in coffee consumption nationwide in recent years. New coffee shops and cafes have appeared as a result of the rise in coffee demand, many of which are adjusting to the shifting needs and preferences of customers.

The writers next focus on the idea of drive-through coffee shops, which they contend has the ability to satisfy Indian consumers' desires for convenience who are becoming more time-constrained. Drive-through coffee shops, according to the authors, provide a number of benefits over conventional coffee shops, such as cheaper overhead costs, quicker service, and the flexibility to serve clients in their automobiles.

The writers also look at the difficulties that drive-through coffee shops would have in India, including the necessity of doing in-depth market research, the necessity of catering to local tastes and preferences, and the necessity of navigating complicated rules and licensing requirements. However, the authors contend that with the appropriate strategy and approach, drive-through coffee shops can get past these obstacles and succeed as a business model in India.

"A Study of the Coffee Culture in India with Reference to Drive-Through Coffee" by K. Prasad and B. Anand (2019)

This essay investigates the causes of the expansion of drive-through coffee shops in India as well as the difficulties they encounter. The authors contend that factors influencing the growth of the coffee market in India include the expansion of the middle class, shifting consumer tastes, and growing urbanization.

According to the report, India's coffee culture is quickly changing as customers get pickier about the quality of their coffee and more concerned with convenience. The convenience that drive-through coffee shops provide, particularly in congested cities with little parking, according to the authors, gives them a chance to succeed in India.

The study also points out a number of difficulties that drive-through coffee shops in India must overcome, such as the necessity of conducting in-depth market research to comprehend local tastes and preferences, the necessity of making adjustments to meet the particular requirements of the Indian market, and the necessity of navigating complicated rules and licencing requirements. The authors also point out that as more domestic and foreign chains enter the Indian coffee market, competition is escalating.

"Drive-Through Coffee in India: An Emerging Business Opportunity" by Ashwani Kumar and Rajat Kumar (2019)

This essay offers a thorough assessment of the literature on the newly popular drive-through coffee shops in India. The writers examine the commercial potential of drive-through coffee shops and the difficulties that must be overcome for them to be successful in the Indian market.

The literature study emphasizes the expansion of the coffee culture in India and the rise in customer desire for convenience. According to the authors, drive-through coffee shops have the ability to capitalize on these trends and provide customers a distinctive and practical experience.

The report also outlines a number of difficulties that drive-through coffee shops can have in India, such as the difficulty of finding adequate property, the high initial costs, and the requirement to accommodate regional tastes and preferences. To solve these issues, the authors advise undertaking in-depth market research and creating a distinct corporate plan.

"Emerging Trends in the Indian Coffee Industry: The Rise of Drive-Through Coffee" by R. Muruganantham and T. Venkatesh (2018)

In this research, the burgeoning practice of drive-through coffee shops in India is examined. The potential of drive-through coffee shops as a new business opportunity is highlighted by the writers, who also present a literature assessment of the Indian coffee sector.

The literature study emphasizes how popular coffee is becoming in India, as more coffee shops and cafés are sprouting in metropolitan areas. While conventional cafes and coffee shops have been well-liked in India for a while, the authors point out that drive-through coffee shops are a relatively new idea that is gaining popularity.

The report finds a number of variables, such as shifting customer tastes, rising disposable incomes, and a rising need for convenience, that are contributing to the growth of drive-through coffee shops in India. According to the authors, urban customers who are busy and seeking a quick and easy coffee experience may benefit from drive-through coffee shops.

The report also notes some of the difficulties that drive-through coffee shops would experience in India, such as the difficulty of finding adequate property and the requirement to accommodate regional tastes and preferences. The authors contend that while creating their business plans, drive-through coffee shops must carefully take these elements into account.

RESEARCH METHODOLOGY

Market Analysis

South Asia's corporate and information technology industries are centered on Mumbai, New Delhi, Pune, Bangalore, Gurgaon, and Hyderabad in addition to India. The cities, which have a combined population of nearly 50 million, present several chances for enterprises to prosper. The market for coffee, which has been expanding quickly in recent years, is one such potential. A new coffee drive-thru brand that strives to accommodate the fast-paced urban lifestyle and targets the pricing range of 100 to 200 Indian Rupees will be discussed in this market study.

Market Size

The Indian coffee industry has been expanding rapidly over the past several years, and by 2025, it is anticipated that the market would be worth USD 2.2 billion. This growth has been fueled by the younger generation's rising coffee consumption as well as the nation's growing number of coffee shops and cafes. A new coffee drive-thru brand has a tremendous chance in Mumbai, New Delhi, Pune, Bangalore, Gurgaon, and Hyderabad since these large metropolitan areas have a high population density. In 2021, the value of the coffee market in Mumbai alone is projected to reach approximately INR 1,500 crores, and this trend is anticipated to continue in the years to come. The figure below shows the parameters considered by the Indian Coffee Buyers while buying coffee.

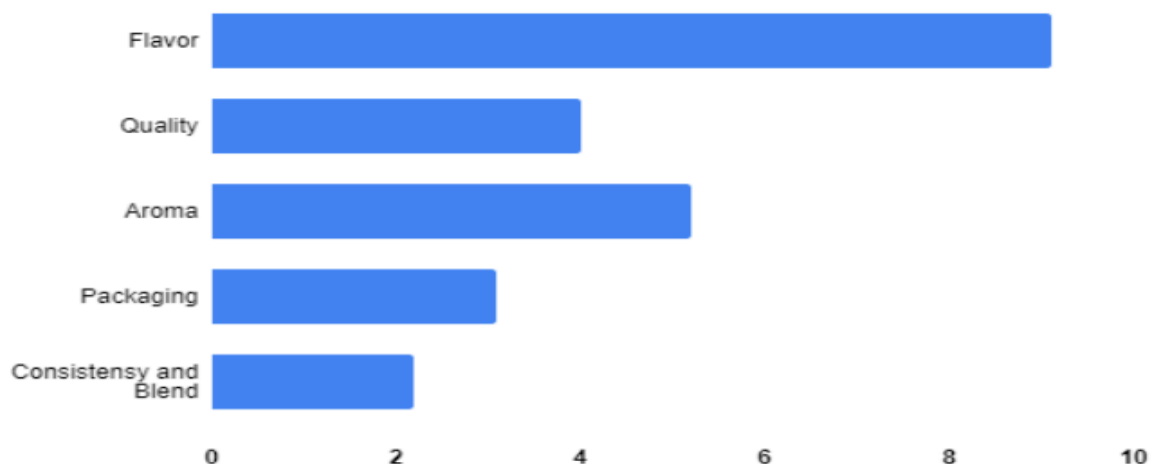


Fig 1. Parameter Preferences of Indian Coffee Buyers

Competition

Both local and foreign businesses are striving for market share in these cities' competitive coffee markets. Starbucks, Cafe Coffee Day, Costa Coffee, and Barista are a few of the leading companies in the sector. These competitors have a substantial market share and well-established brands. However, the brand's drive-thru model may offer a differentiating feature that will set it apart from other competitors. The figure below explains the competition present in the coffee beverage industry.

Company	Revenue 2020	Product Categories
Blue Tokai	\$ 5.6 Mn	Roasted and Ground Coffee, Cold Brew Bags, Starter Kits, Coffee Mugs, Brewing Equipment
Sleepy Owl Coffee	\$ 0.7 Mn	Cold Brew, Hot Brew, Filter Coffee, RTD Coffee, Latte, Merchandise
Rage Coffee	\$ 0.2 Mn	Instant Coffee, Cold Brew Bags, Flavored Coffee
Slay Coffee	\$ 0.3 Mn	Coffee Ground and Beans, Coffee Pour Over, Coffee Concentrate, DIY Coffee Brewing Kit
The Flying Squirrel	\$ 0.2 Mn	Coffee Ground and beans, Cold Brew, Brewing Equipment and Accessories

Fig 2. Competitive landscape of Indian Coffee Startups

Target Audience

The young people between the ages of 18 and 35 would be the new coffee drive-thru brand's primary target market in these cities. This set of people is more inclined to consume coffee and is frequently on the go, so a drive-thru format is perfect for them. Students and working professionals might potentially be the brand's possible target audiences.

Marketing and Growth Opportunities

The company concentrates on offering premium coffee at a low price in order to compete in the fiercely competitive coffee business in these cities. Customers who are price conscious and seeking an affordable coffee fix will find the target price range of 100 to 200 Indian Rupees appealing. Customers that are constantly on the go may benefit from the brand's convenience by using a drive-thru.

To draw in and keep clients, the company might also concentrate on loyalty programmes and incentives. Customers may be encouraged to visit the business more frequently by giving them discounts for frequent purchases or free coffee on their birthdays. In order to expand its awareness and attract more customers, the brand can also collaborate with other companies like hotels, workplaces, and gyms.

The company is also looking to develop by increasing its reach by providing delivery services through other applications like Zomato and Swiggy. Customers who might not have access to drive-thrus or prefer the convenience of home delivery can be reached in this way.

Operational Considerations

The new coffee drive-thru brand needs to be successful, therefore there are a number of operational factors that need to be taken into account. First and foremost, the company has to make sure that its coffee beans are of the highest caliber and come from reliable sources. Additionally, the brand needs to concentrate on offering reliable and effective customer service, as this can have a big impact on customer satisfaction and retention.

The drive-thru model's layout and style must also be taken into consideration by the brand. Customers must be given convenience and simplicity of use while using the drive-thru, and this requires thoughtful traffic flow and clear signage. Customers should

be able to read and understand the menu simply, and the price and choices must be prominently presented.

Coffee Market			Segmentation
Market Indicators:	Details	by Source	<ul style="list-style-type: none"> • Arabica • Robusta
Historical Data:	2016-2019	by Type	<ul style="list-style-type: none"> • Instant Coffee • Ground Coffee • Whole Grain • Others
Forecast Period:	2021-2027	by Process	<ul style="list-style-type: none"> • Caffeinated • Decaffeinated
Base Year:	2020	by Geography	<ul style="list-style-type: none"> • South India • North India • East India • West India
CAGR:			
Market Size in 2020:	US \$ 1.6 Bn.		
Market size in 2027:	US \$ 4.05 Bn.		

Fig 3. Indian Coffee Market Scope

Demand Analysis

We will examine the potential market in this demand study for a new coffee drive-thru brand that targets the price range of 100 to 200 Indian Rupees in these cities. In this section, we'll examine the cities' existing coffee demand, the variables that affect coffee consumption, and the potential for drive-thru demand.

Current Demand of Coffee in these cities

Coffee consumption in these cities has been steadily increasing over the past decade. With a large population of young professionals and students, there is a high demand for coffee shops and cafes in the cities. According to a recent survey, around 42% of the respondents reported consuming coffee at least once a day, with 28% reporting consuming coffee two to three times a day.

Factors influencing the consumption of coffee

Coffee consumption in these cities is influenced by a number of variables. First off, customers now have easier access to coffee thanks to the cities' growing number of cafés and coffee shops. Additionally, coffee has become a popular beverage among the younger generation due to the growth of social media and coffee culture.

The frantic pace of life in major places has a big impact on how much coffee people drink. Many consumers favor the ease and energy boost that coffee offers due to their hectic work schedules and lengthy commutes. Last but not least, as people's awareness of their own health has grown, so has the desire for better coffee choices like organic and low-calorie coffee.

Potential demand for drive-thru model

Although the drive-thru model is a common idea in the west, it is still a relatively new idea in India. However, the drive-thru model presents a potential opportunity for a new coffee brand in these cities due to the rising demand for convenience and quick service.

Customers that desire quick and simple service and are constantly on the go might be catered to using the drive-thru concept. Customers who might not have the time or inclination to attend a cafe or coffee shop may find this concept to be appealing. The drive-thru strategy may also provide the company a distinct selling offer and set it apart from other coffee shops currently on the market.

We will make use of the idea of price elasticity of demand to examine the potential market in these cities for the new coffee drive-thru brand. Demand's price elasticity is a gauge of how sensitively it responds to price changes. A low price elasticity of demand indicates that a change in price has little effect on demand, whereas a high price elasticity of demand indicates that a minor change in price causes a significant change in demand.

Price-conscious customers will find the range of 100 to 200 Indian Rupees to be both reasonably priced and alluring. To keep customers happy and loyal, the company must make sure that the quality of their coffee is good and constant.

We may calculate the potential demand for the new coffee drive-thru brand in these cities by assuming a price elasticity of demand of -1.5. A 1.5% decline in demand occurs for every 1% rise in price, according to a price elasticity of demand of -1.5.

If a company sells its coffee for 100 Indian Rupees, at the lower end of the price range, and 10,000 cups are consumed each month, it may anticipate an increase in demand of 8,300 cups per month if it raises the price to 120 Indian Rupees. Similar to the previous example, if a brand charges 200 Indian Rupees for its coffee and sees a monthly demand of 5,000 cups, it may anticipate a demand of 4,150 cups if it lowers the price to 180 Indian Rupees.

Technical Analysis

In this technical study, we'll look at the technical issues of introducing a new coffee drive-thru brand with a price point of 100 to 200 Indian Rupees in these cities. In order to assure efficient operations and satisfied customers, we will examine the equipment needed, the operational methods, and the technology needed.

Equipment

An espresso machine, a grinder, a blender, a refrigerator, a point-of-sale (POS) system, and a sound system are necessary pieces of equipment for a coffee drive-thru company. For producing espresso-based beverages, an espresso machine and grinder are required, whereas a blender is required for making smoothies and frappes. The POS system is used to track sales, manage inventory, and process payments while the refrigerator is used to hold milk, syrups, and other supplies. To interact with customers and advertise the business, the sound system is employed.

Operational Procedures

For a coffee drive-thru brand to be effective and satisfy customers, operational processes are essential. To provide prompt service and little waiting time for clients, the drive-thru concept necessitates a simplified procedure. The standard operating procedures for a coffee drive-thru brand are as follows:

- Order-taking: Customers can order straight from the barista at the window or through a speaker system.
- Payment Processing: Customers can make payments with cash, credit/debit cards, or mobile payment applications using the POS system.
- Drink Preparation: The barista makes the beverage with the tools and materials at hand.
- Drink Presentation: The consumer receives their drink at the window, along with any extras like straws, napkins, or lids.

Technology

A coffee drive-thru brand's success is significantly influenced by technology. Some of the technological factors that should be taken into account are as follows:

- POS System: Inventory control, sales tracking, and payment processing are all handled by the POS system. To ensure precise transactions and effective operations, a solid POS system is required.
- Mobile Ordering: Many customers favor using mobile apps to place orders and make payments. Therefore, having a mobile ordering system that integrates with the POS system is essential.
- Drive-thru display: The menu, promotions, and special deals can be shown on a drive-thru display. Additionally, it can be used to interact with clients and give them pertinent information.

- Digital signage: The brand may be promoted and menu items can be shown through digital signage. Additionally, it can be used to give customers details about the coffee and its ingredients, including nutritional data.

ANALYSIS AND INTERPRETATION

SWOT Analysis

A SWOT analysis is a strategic planning technique that aids in the identification of a company's opportunities, threats, weaknesses, and strengths. This research will look at the advantages, disadvantages, potential threats, and strengths of a new coffee drive-thru brand that operates in these cities and caters to consumers willing to spend between 100 and 200 Indian Rupees.

Strengths

- Convenience: Customers who are rushed or don't have time to sit down and enjoy their coffee can take advantage of a drive-thru model. A huge consumer base may be attracted by the convenience element.
- Price Point: In comparison to other coffee brands on the market, the price range of 100 to 200 Indian Rupees is reasonable and competitive. Customers seeking an excellent cup of coffee at a reasonable price may be drawn by this.
- Variety: Variety in coffee beverages, smoothies, and snacks may draw in a wide range of clients.
- Branding: A distinctive brand identity may help the coffee drive-thru company stand out from rivals and develop a devoted following of customers.

Weaknesses

- Limited Space: The number of clients who may be serviced at once may be constrained by the drive-thru model's space requirements.
- Limited Menu Options: There may not be enough room for a large menu, which might reduce the amount of consumers who would like one.
- Weather Dependence: Weather circumstances that may impact consumer traffic, such as rain and excessive heat, may have an impact on the drive-thru concept.

Opportunities

- Location: Choosing a busy area with strong visibility might draw in more clients and boost sales.
- Expansion: The consumer base and income can rise by opening additional stores.
- Online Ordering: Offering online ordering can draw more clients who like using mobile apps for both placing orders and making payments.
- Sustainability: Utilizing sustainable practices, such as using biodegradable cups and cutting waste, can draw in customers who care about the environment.

Threats

- Competition: In these locations, the coffee business is very competitive, and there are several well-known brands that have devoted followings.
- Economic Conditions: Recessions and downturns in the economy can have an impact on consumer spending and sales.
- Changing Consumer Preferences: The demand for coffee and its sales can be impacted by shifting consumer trends and tastes.
- Supply Chain Disruptions: Disruptions in the supply chain, such as a lack of equipment or coffee beans, can reduce the availability of items and have an influence on sales.

Porter's Five Forces Model

Michael Porter created the Porter's Five dynamics model as a framework for examining the dynamics of competition within a sector. It aids firms in comprehending the competitive dynamics and allure of a certain sector. Here is how the drive-through coffee business can use the Five Forces model:

Threat of new entrants

New competitors could pose a moderate threat to the drive-through coffee industry. While opening a drive-through coffee shop requires some capital and expertise, it is less difficult than opening a conventional brick-and-mortar cafe. Local coffee shops, franchises, or even well-known fast-food corporations entering the coffee sector might all be considered new entrants.

Bargaining power of suppliers

The purchasing power of suppliers in the drive-through coffee industry may be limited. The drive-through format provides for flexibility in the supply of coffee beans, syrups, milk, and other components. There are several coffee vendors accessible. However, their bargaining power might increase if the company depends heavily on a single supplier or if there aren't many suppliers available.

Bargaining power of buyers

In the drive-through coffee industry, customers' negotiating power can range from modest to considerable. Customers have a variety of alternatives, including preparing coffee at home, traditional cafés, and other coffee drive-throughs. In order to draw in new clients and keep existing ones, firms must maintain competitive pricing, levels of quality, and levels of customer service.

Threat of substitution

In the drive-through coffee industry, the danger of alternatives is minimal. Alternatives may include tea, energy drinks, or even bottled coffee that is sold at convenience stores. However, there is a high level of customer loyalty for coffee, and a drive-through model's convenience and quality can help lessen the threat of substitutes.

Competitive Rivalry

It may be very competitive in the drive-through coffee industry. A region is likely to have a large number of drive-through coffee shops, including individual enterprises and well-known brands. Product value, cost, location, customer support, and brand reputation are just a few examples of the variables that influence competitiveness. Gaining a competitive edge in this industry requires differentiation, innovation, and good marketing.

Overall, the climate for the drive-through coffee industry is fairly competitive with a modest threat from new competitors and replacements. Businesses must concentrate on aspects like product quality, price, customer service, branding, and location in order to be successful. They must also carefully manage supplier relationships and keep an eye on market developments.

Initial Marketing Plan

We must take into account the distinct qualities and preferences of the Indian market while developing an efficient marketing plan for a drive-through coffee business that targets major Indian cities. The following are some essential components of our marketing plan:

- Targeting the right audience: Identifying our target market in the big cities. Taking into account things like age, profession, way of life, and coffee drinking patterns.

We may choose to market to those who value quality and convenience, such as working professionals, college students, and coffee lovers.

- Highlighting convenience and speed: Stressing on how quick and convenient our drive-through coffee service is. It might be enticing to busy people to promote your business as a quick and effective way to get a premium cup of coffee on the move as metropolitan cities are known for their fast-paced lifestyle.
- Localize your offerings: Adjusting our menu to reflect local gastronomic preferences and considering providing a variety of alternatives, such as cold brews, flavored lattes, masala chai, or classic filter coffee, because Indians have a wide range of coffee preferences. Connecting with our target audience will be made easier by adjusting to local tastes.
- Embrace digital marketing: Utilizing digital marketing channels to efficiently reach our target audience, investing in a website with good design and mobile optimisation, given that mobile usage is prevalent in urban areas and utilizing online advertising, email marketing, and social media platforms to spread the word, interact with our audience, and advertise deals or discounts.
- Build partnerships and collaborations: Form strategic alliances with like-minded companies in urban regions to broaden our audience and exposure. Collaboration with nearby businesses, fitness centers, colleges, or event planners to provide members and visitors with exclusive discounts or promotions.
- Provide unique experience: By offering a distinctive consumer experience, we can set ourselves apart in the drive-through coffee industry, taking into account components like individualized service, a welcoming staff, loyalty programmes, or even distinctive packaging so as to generate word-of-mouth marketing, encourage customers to share their experiences on social media.
- Community Management: Interacting with the neighborhood through taking part in activities or supporting neighborhood projects. As a result, the company will become more well-known and develop a solid reputation in the neighborhood.
- Monitor and respond to customer feedback: Track client opinions and comments on a regular basis, both online and offline. When making improvements, be sure to promptly address any problems or issues and consider client input. Customer

loyalty and gaining new business both depend on positive evaluations and referrals.

We'll make sure to keep track of industry trends, client feedback, and the state of the competition as we regularly review and tweak our marketing approach. Our drive-through coffee company may prosper in India's major cities by focusing on the correct clientele, emphasizing convenience, and offering a distinctive experience.

Customer Acquisition Strategy

It's crucial to concentrate on successfully recruiting and reaching our target demographic while creating a customer acquisition plan for a drive-through coffee shop in major Indian cities. Here are some important factors to think about:

- Market Research and Targeting: We carried out in-depth market research to pinpoint the metropolitan cities' target market, taking into account elements like demography, way of life, coffee preferences, and behavior. This enables us to modify our marketing strategies and messaging to appeal to our target audience.
- Local Selection: Locating our drive-through coffee shops at wise places. There are several high-traffic zones in metropolitan regions, including corporate districts, colleges, and retail malls. In order to ensure convenience and visibility, we will try to secure areas where a large portion of our target audience will be present.
- Branding and Signage: Establishing a powerful and enduring brand identity for our drive-through coffee company. It also includes establishing a logo, color scheme, and signs that are aesthetically appealing, grab attention, and communicate the value and practicality of our goods, and ensuring that our branding is consistent across all touchpoints, including digital platforms and physical signs.
- Online presence and digital marketing: Utilizing digital marketing channels to increase exposure and draw clients, creating an accessible website that

showcases our food, location information, and contact details, enhancing our website's prominence through search engine optimisation, and using social media channels to interact with our target market by posting alluring images, holding sales, and promoting user-generated content.

- Local partnerships and collaborations: Forming strategic alliances with nearby companies or organizations that cater to our target market. For instance, partnering with local businesses, gyms, or academic institutions to provide their staff or members with exclusive discounts or loyalty programmes. This might increase our market share and attract new clients.
- Referral Programs: We'll put in place a referral programme to reward current clients who send us new clients. Giving consumers who recommend your drive-through coffee shop discounts or freebies. Word-of-mouth advertising is effective, particularly in major cities where social networks and circles have sway.
- Limited time promotions and discounts: Using one-time deals, discounts, or initial offers to draw in new clients. To encourage experimentation and promote client acquisition, we may think about delivering a complimentary beverage with the initial purchase or offering unique discounts during off-peak hours.
- Sampling and product demonstrations: Organizing product samples or product presentation events at appropriate venues for occasions inside large cities. This increases the likelihood of conversion by enabling potential consumers to taste and experience our coffee choices firsthand.
- Customer Loyalty Program: Putting in place a client loyalty programme to promote repeat sales. By rewarding clients who often visit and make purchases with free drinks, discounts, or other incentives. This can boost word-of-mouth recommendations and client retention.
- Customer feedback and management: Actively seek out client input and interact with them to foster ties and loyalty. Customers should be encouraged to submit feedback via surveys or online reviews. Taking their recommendations into consideration and swiftly responding to their feedback will show them that you care about giving them a positive shopping experience.

We'll make sure to keep tabs on metrics like foot traffic, website traffic, customer acquisition cost, and customer retention rate in order to monitor and evaluate the success of your customer acquisition initiatives. To maximize our client acquisition efforts, we are always analyzing data and consumer feedback to evaluate and improve our strategy.

CONCLUSION

According to a study by Research and Markets, the Indian coffee industry is expanding quickly, with a projected market value of \$2.5 billion in 2021. Tata Starbucks, Cafe Coffee Day, and Barista are a few of the market's most major participants, but there is still plenty of potential for other coffee brands and startups to come and take a piece of the action.

Blue Tokai Coffee Roasters, Third Wave Coffee Roasters, and Sleepy Owl Coffee are a few of the well-known coffee companies in India. These businesses concentrate on providing specialty coffee blends of the highest caliber that are purchased from local growers and roasted on-site to guarantee freshness and flavor.

A research by Inc42 claims that Blue Tokai Coffee Roasters has a revenue of about INR 25 crore (about USD 3.3 million) in 2021 and has successfully seized a sizable portion of the specialty coffee industry in India. Third Wave Coffee Roasters, a 2017 startup that runs a number of shops and an online store, has secured about USD 1.5 million in investment.

Overall, while the Indian coffee market is still dominated by a few established players, there is significant room for new coffee startups to enter and capture a share of the market by offering unique and high-quality products, innovative marketing strategies, and tapping into the growing demand for specialty coffee.

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