

The background is a light beige color. It is decorated with various coffee-related illustrations. In the top left, there are two pieces of dark chocolate. In the top right, there are two brown star-shaped spices and two green leaves. On the left side, there is a large teal cup filled with brown coffee. At the bottom, there are several coffee beans, some in a small orange bowl, and a cinnamon stick. In the bottom right corner, there is another teal cup with coffee and a chocolate bar.

Honey Lu's Project Proposal

Presented by: Abeer, Zadia, Anandi, Tarjani and Unnati

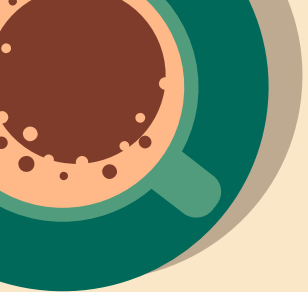


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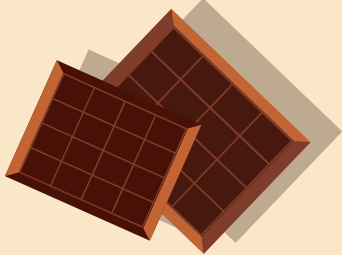
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Who is Honey Lu's

Honeylu's Coffee was inspired by the founders' dachshunds, Speedy and Honeylu, who brought love and healing during hard times. The shop honors their legacy by spreading joy, serving high-quality coffee quickly, and donating part of the proceeds to help shelter animals.

Honeylu's strives to create a welcoming space for everyone! They work on providing exceptional coffee, snacks, and a judgment-free zone. Honeylu's uses coffee as a way to make a positive impact on both people and animals.



Market Opportunity

1. **Pet Ownership Trend:** 70% of Dallas households own pets, with dogs being the most common
2. **Experience Economy:** Consumers increasingly value experiences over products
3. **Social Media Influence:** "Instagrammable" moments to drive brand exposure and traffic
4. **Untapped Niche:** Limited coffee offerings that include pets in the experience
5. **Community Connection:** Growing desire for local businesses with purpose, especially for animal welfare





The Persona

The Local Professional

Age: 32

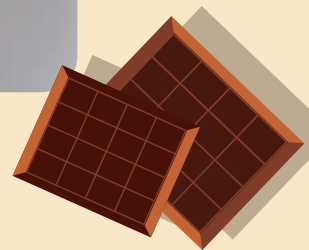
Occupation:
Marketing Manager at a tech startup

Lifestyle:
Busy, career-focused, values convenience and quality

Buying habits:
Grabs a latte and pastry every morning before work. Loves limited-edition drinks. Occasionally has meetings at Honeylu's.

Values:
Efficiency, good service, high-quality ingredients

Favorite Order:
The Henry (Hot, Caramel & Vanilla Bean Latte)





The Persona

The Social Weekender

Age: 26

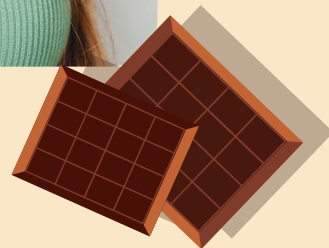
Occupation:
Social Media Freelancer

Lifestyle:
Loves brunches, hanging out with friends, posting food pics

Buying habits:
Visits 2-3 times a week, especially weekends
Chooses colorful, photogenic drinks and trendy pastries. Very active on Instagram and TikTok.

Values: Aesthetic, taste, brand experience

Favorite Order:
The Bees Knees (Iced Lavender Oat Milk Honey Latte)





The Persona

The Dog Lover

Age: 29

Occupation: Elementary School Teacher

Lifestyle:

Loves outdoor activities, farmers markets, local parks, and spending time with his pet

Buying Habits:

Walks to Honeylu's with pet several mornings a week. Sits on the patio to enjoy coffee while pet relaxes. Looks for dog-friendly spots. Frequently posts cute dog-and-coffee pictures on Instagram.

Values:

Community feel, outdoor seating, pet-friendliness, quality food and drinks

Favorite Order:

The Honeylu's Latte (Hot, Hazelnut, Cinnamon & Honey) + a small treat for pet





The Product

All new Texas-inspired Latte!

The Texas Pecan Shakerato

Ingredients:

- Butter Pecan Iced Latte with On Top® Soft Whip
- 2 shots espresso (or very strong brewed coffee, cooled)
- 1–2 tablespoons **pecan syrup**
- ½ cup cold milk (or oat milk for a nuttier profile)
- Ice cubes
- Crushed pecans (optional topping for crunch)





Promotion strategy

"Paws for a cause"



A paired drinking experience
where customers enjoy
premium beverages alongside
their canine companions



"Paws for a Cause"

Purchase a cupsleeve for your on-the-go mornings. Each purchase made goes back to the community. Donations go to our local animal shelters!

Help an animal in need while you take your order to go!

Carry more than just coffee; carry support and compassion!



PAWS FOR A CAUSE



For every customization added to your Paws & Sip Duo, HoneyLu's donates \$0.25 to local animal shelters. Add milk alternatives, flavor infusions, or presentation upgrades to increase your impact!



Small Duo (12oz human/6oz dog): \$6.75

Medium Duo (16oz human/6oz dog): \$7.50

Large Duo (20oz human/6oz dog): \$9.25

BASE SYRUPS (Included in price – choose one)

Honey Syrup – Our signature house-made honey infusion

Pecan Syrup – Texas-inspired roasted pecan infusion

MILK ALTERNATIVES: +\$0.50

Almond Milk

Oat Milk

Coconut Milk

Skim Milk

ADDITIONAL FLAVOR INFUSIONS: +\$0.50

Lavender

Cinnamon

Vanilla Bean

Seasonal Option

PREMIUM PRESENTATION: +\$1.00

Wooden serving tray Special ganishes for both drinks

Branded napkin and placemat Social package

SOCIAL PACKAGE: +\$1.50

Polaroid photo opportunity Special backdrop for photos

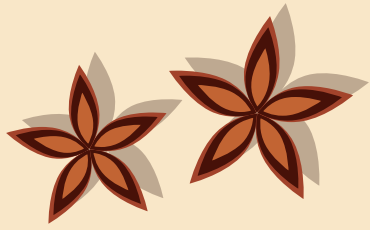
Digital photo frame prop Social media tag card

THE ULTIMATE HONEYLU'S EXPERIENCE – \$10.25

Large Pecan Syrup Latte with milk of choice and flavor of choice

Includes Premium Presentation and Social Package

Puppy Brew with extra dog biscuit



Come visit us!



Paw-stamp loyalty card!

After buying 5 dog drinks, your pup gets a free treat or Pup Cup!



Thank
you!