

PRI-AIN780

by Plagi Check

Submission date: 25-Apr-2023 06:26AM (UTC-0700)

Submission ID: 2075065896

File name: PRI-AIN780.docx (443.59K)

Word count: 6004

Character count: 36339

**STRATEGIC DEVELOPMENT AND
IMPLEMENTATION FOR SMES**

Executive summary

This report has analysed the affects which internal and external factors has on the business of the Cafepod Coffee Co. The report contains PESTLE, SWOT, VRIN and Porter's Five Forces analysis. This report contains a brief description of the strategic development and implication process of a SME company. This report has been conducted by using the information of Cafepod Coffee Co. Furthermore, the analysis of the current strategic position of Cafepod Coffee Co. has been evaluated in this report. The strategic development process of the SME companies has been highlighted in this report by conducting internal analysis, external analysis and industry analysis. Besides, this report has summarised the strategic growth choices of the company. This report explains the strategic options. Moreover, the SFA framework and stakeholders analysis has been evaluated in this report to ensure the process of strategic growth of the company.

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Introduction

A company is considered as a small or medium size enterprise when it is a home based micro business or a medium sized company with a turnover of multi million pound turnovers. The UK government defines SME's as the companies which encompass micro, small or medium sized businesses. This report is based on the strategic development processes which can be used for the expansion of an SME. The strategic developments are based on the internal and external environment in the company. Moreover, the strategic development process has to be implemented by conducting a thorough research on the company's position in the market. The main purpose of this report is to help the SME's gradually implement developmental procedures to improve business. However, this report will be based on the Cafepod Coffee Co. in the UK, as it is a SME, which provides quality coffee. The company also provides sustainable coffee farming with the Rainforest Alliance Certified coffee in the pods.

The report will analyse the external and internal environment of the company by using Porter's Value Chain Model and PESTLE models. Moreover, the report is divided into three sections; the first section is the strategic development process. This section includes the strategic analysis of the industry and the company. The second section contains a summarization of the findings and the SFA framework. Additionally, this section also provides an overview of the stakeholder's analysis. The third and final section is the conclusion, inclusive of recommendations for the SME based on this report. The outcome of this report is to critically appraise the chosen SME's strategic direction and evaluate the expectations of the stakeholders based on the company's environment. Therefore, the report is also helpful for formulating new strategies which will help in the sustainable growth of the company.

Main body

Current strategic direction

Cafepod Coffee Co. is a UK based SME which functions with the goal to improve the experience of coffee, providing high-quality, taste enhancing coffee which is easier to prepare at home. The company has a revenue turnover of \$7.1 Million while the company also provides Rainforest Alliance Certified coffee pods which decreases extensive package wastages (cafepod.com, 2023). The company was founded in March 2011, since then the company has been strategically implementing growth solutions. On the other hand, the

objective of the brand is to combine the high quality coffee with expert level roasting skills which make the product even more unique. The Cafepod Coffee Co. provides organic products which are useful in increasing the sustainability of the business.

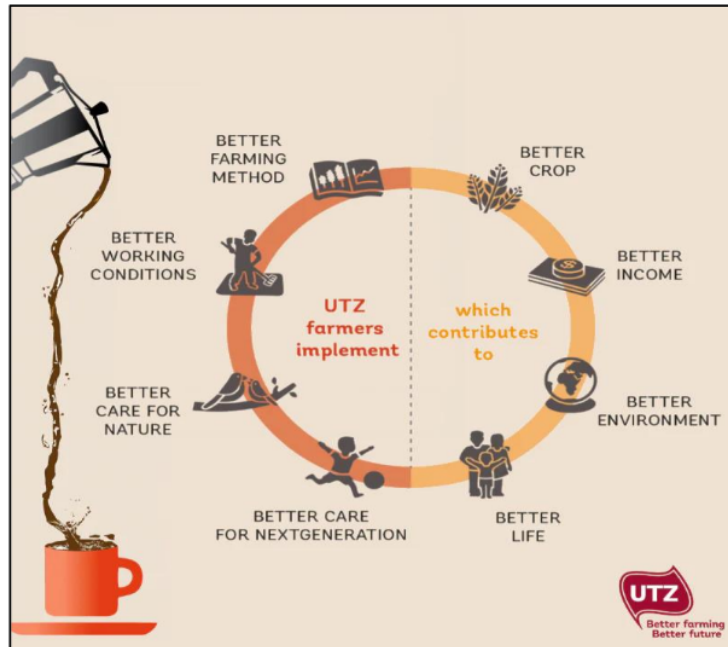


Figure 1.1: Current Strategies of Cafepod Coffee Co.

(Source: cafepod.com, 2023)

The company values environmentally sustainable products which are organic thus it has collaborated with the Rainforest Alliance which is an internationally non-profit organisation helping small businesses conduct environmentally sustainable businesses. These values of the company attract consumers as more individuals are now supporting the environment friendly businesses. However, the company is also providing UTZ program training for 1.4 million coffee farmers to increase the awareness and improve fieldwork and environmental impacts. These strategic developments have helped the company grow and expand at a higher rate. The company also has a vision on increasing sustainability through the UTZ program by making it a gender neutral program (cafepod.com, 2023). Furthermore, the company mission of the brand is to prioritise the craftsmanship and quality of the products it provides, the goal of the company is to help individuals make organic and eco friendly coffee at home.

Strategic Development Process

1. Strategic Analysis (SWOT)

Strengths <ul style="list-style-type: none">• High quality, environmentally sustainable product (cafepod.com, 2023).• Strong customer experience• Proper online branding of the business• Partnerships with local and non-profit organisations	Weaknesses <ul style="list-style-type: none">• Limited market• Slow rate of expansion in the market• Initial focus on the regional growth
Opportunities <ul style="list-style-type: none">• Recommendations of the loyal customers• Expanding to the US markets	Threats <ul style="list-style-type: none">• Competition in the fast food market• Low profit margin in a price sensitive market

Table 1.1: SWOT analysis of Cafepod Coffee Co.

(Source: Developed by author)

Analysis

It is one of the greatest strengths of the company that it provides high quality products while also making it sustainable. The company prioritises the customers and has strong customer service which allows them to analyse the feedback of the consumers and make necessary changes in the development process. Additionally, the company also collaborates with non-profit organisations increasing sustainability. Teaming up with the local organisations is also one of the major strengths of the company. However, the company has weaknesses as well such as, the limited market in which it is conducting the business. The coffee market in the UK contributes £17 billion annually which includes both retail and food services (freshground.co.uk, 2023). One of the primary weaknesses of the company is the initial focus on regional growth; the company lacks focus on the extensive market which decreases the rate of expansion.

On the other hand, Cafepod Coffee Co. has opportunities to grow in the US market which holds a value of USD 1.03 trillion. The market is also expected to grow 4.8% by the year

2030 (fsg.org, 2023). The threats for the company include the competition in the growing coffee chain markets in the UK, which grew 17.6% in the last 12 months (telegraph.co.uk, 2023). Therefore, it can be concluded from this analysis that the company has opportunities for development.

• **Conducting internal analysis**

VRIN analysis

	<i>Valuable</i>	<i>Rarity</i>	<i>Immitable</i>	<i>Non-sustainable</i>	<i>Competitive advantage</i>
Physical Resources	³ Yes	Yes	Yes	Yes	Sustainable competitive advantage
Financial Resources	Yes	Yes	Yes	Yes	Sustainable competitive advantage
Human Resources and skills	Yes	Yes	Yes	No	⁶ Competitive parity
Administrative skills	Yes	Yes	Yes	No	Competitive parity
Management Skills	Yes	Yes	No	No	Temporary competitive advantage
Technological Skills	Yes	No	No	No	Competitive Disadvantage

Table 1.2: VRIN Model Analysis of Cafepod Coffee Co.

(Source: Developed by author)

Analysis

The VRIN analysis of the Cafepod Coffee Co. provides an insight of the competitive advantage of the company in the food and beverage market of the UK. The VRIN framework helps in the internal analysis of the company and ensures that the advantages are identified and the resources which provide competitive advantage for the company to be explored. Cafepod Coffee Co. has a competitive advantage over the physical resources as the company hires farmers and provides them intensive training. The raw materials of the Cafepod Coffee are also acquired through the collaboration with the non-profitable organisations which makes the products economically and environmentally sustainable. The brand is also sustainable in the financial resources sector; however, the company has competitive parity in the human resource and skills as the company has a limited number of employees (cafepod.com, 2023). As per the view of Huwang (2019), financial resources of the company include the profits of the company as well as the retained earnings and capital funding of the brand. Strong financial resources are useful for a company which is at a developmental stage as the expansion is a costly process. Cafepod Coffee Co has its strengths and weaknesses which are explored in this model.

On the other hand, the administrative skills of the company are lacking which gives the company a competitive parity in this area as well. As per the view of Akhilesh (2022), organisational skills include communication, teamwork, customer service, on-time delivery for the company. The company has to improve organising skills internally in order to improve the overall performance. It is also the responsibility of the administration of the brand to prioritise teamwork in the small and medium businesses such as the Cafepod Coffee in order to increase efficiency. In this area the company has a temporary competitive advantage which ensures that it is possible for the brand to overcome these disadvantages through a strategic approach. It is essential that the company has enough budgets for the strategic development of the company. Additionally, the technological skills of the Cafepod Coffee Co. are one of the disadvantages the company has in the market context. The lack of technological skills in the company can cause the growth of the company to falter. These disadvantages cause the company to face fundamental mismatches resulting in a skills gap. Moreover, this analysis provides the necessary data to analyse the chances of the company getting replaced by the competitions in the market.

• **Conducting External analysis**

PESTLE analysis

Political	<ul style="list-style-type: none"> • Value of political instability in the UK is -2.5 (globaltimes.cn, 2023). • Brexit has caused tax loss of £40 billion in the year 2022 in the UK (bbc.com, 2023) • The UK has managed to keep collaborations with the United States (britishcouncil.org, 2023).
Economic	<ul style="list-style-type: none"> • The unemployment rate in the UK has increased 0.1% in 2022 (ons.gov.uk, 2023). • Inflation rate in the UK has reached 6.1% in 2023 (economictimes.indiatimes.com, 2023) • GDP rate has increased 18.56% in 2021 (cbo.gov, 2023).
Social	<ul style="list-style-type: none"> • Illiteracy rate in the UK is 16.4% per 7.1 million adults (literacytrust.org.uk, 2023). • Population rate has increased in the UK 0.34% in the year 2023 (macrotrends.net, 2023). • The UK has 51% Asian individuals and 22% black individuals as of 2023 (ethnicity-facts-figures.service.gov.uk, 2023).
Technological	<ul style="list-style-type: none"> • FDI rate has decreased to 38.5 USD billion in December of 2022 (oecd.org, 2023). • The UK government has invested in the green finance strategy in the year 2023 (gov.uk, 2023).
Legal	<ul style="list-style-type: none"> • HSE is Britain's national regulator of health and safety of the employees (gov.uk, 2023). • General Product Safety Regulations of 2005 enforces authorities to produce safe products (gov.uk, 2023).
Environmental	<ul style="list-style-type: none"> • Carbon emission rate in the UK in 2021 reached 339.5 million metric tons (assets.publishing.service.gov.uk, 2023). • The country has targeted to eliminate 70% of plastic waste by

	2025.
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Table 1.3: PESTLE analysis

(Source: Developed by author)

Analysis

The PESTLE analysis explores the external factors which impact the small and medium businesses in the UK. This model includes political, economic, social, technological, legal and environmental statistics of the country. Political instability in the UK has increased in recent years due to the conflict between the two major political parties as well as the Brexit rules which has affected the businesses overall. As stated by Di Maio and Rahman (2020), the political instability also passively affects the economic stability of the company which is a threat for the development of the small and medium size enterprises. However, the UK has managed to maintain the relationship with the United States which helps in the import and export businesses in the country. The unemployment rate in the UK has increased in the year 2022, as the economic condition slows down, the demand for the products and its services declines as well. On the other hand, the inflation rate of the country poses competitiveness for small businesses. As of 2022, coffee shops have the highest inflation rate of 7.4% while chain restaurants have an inflation rate of 5.0% (telegraph.co.uk, 2023). The price of coffee increases as the food inflation rates get higher; this affects the business of Cafepod Coffee Co. directly.

It is an opportunity for the eco-friendly approach of the Cafepod Coffee Co. as the country is currently focusing on increasing environmental sustainability. The legal factors such as General Product Safety Regulations are maintained by the company as it provides high quality products (cafepod.com, 2023). Moreover, these factors are useful in the strategic development of the company as the model helps in analysing and resolving the challenges in the external environment.

• Conducting an Industry Analysis

Porter's Five Forces model

Porter's Five	Likelihood	Impacts
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Forces		
New Entrants Threat In Industry	High	<ul style="list-style-type: none"> The threats of new entrants is high The number of hurdles in the industry is low Massive capital requirements are unnecessary.
Competition In The Industry	High	<ul style="list-style-type: none"> The industry has fierce rivalry even though the company has grown in the recent years Many brands provide similar facilities leading to higher rates of competition in the industry.
Power Of Suppliers	Low	<ul style="list-style-type: none"> A large number of supplies affects the power of suppliers Companies have the option to purchase from various sources.
Power Of Customers	High	<ul style="list-style-type: none"> Bargaining power of the buyers in the company is high due to massive competition in the market. Customers are often disloyal towards the coffee brands as the switching cost of the customers is high.
Threat Of Existing Substitutes	High	<ul style="list-style-type: none"> Substitution rate is high due to the presence of multiple brands. The number of threats is increasing in the coffee industry.

Table 1.4: Porter's Five Forces model

(Source: Developed by author)

The Porter's Five Forces help in analysing the coffee industry which affects the overall profit of Cafepod Coffee Co. Moreover, the model helps in analysing the industry and the threats or competitiveness in the market which affects the company. Coffee industry has a high competitiveness as there are multiple organisations which provide similar products with similar benefits such as Costa Coffee, Coffee Republic and Caffe Nero. As per the view of Weisser (2020), the new entrants pose a high risk for the elimination of the brand from the

market competition. Competitions are high in the market for the same reasons as there are fewer hurdles to overcome in the industry. However, the power of suppliers is low in the coffee industry as there are multiple suppliers available in the market.

It is necessary for Cafepod Coffee to enhance business by providing more organic and unique products than its competitions in the market. As commented by Balineau *et al.* (2021), the bargaining power of the consumers is high in the industry as the consumers have a range of products to choose from in the market. Additionally, the massive competition in the market affects the customer loyalty of the brands. The threat of substitution in the industry is high as the numbers of threats are increasing in the market and there are only a limited number of advancements which can be made in the product. Moreover the analysis helps in understanding the industry which helps in the development of the business.

Summarise your findings from internal and external analysis into SWOT

2. Strategic growth choices

The strategic growth choices of Cafepod Coffee Co. depend on the internal strengths and weaknesses of the company. The SWOT analysis of Cafepod Coffee Co. has highlighted that the production of high quality, environmentally sustainable products is a strong factor for the company. This is helpful to enhance the sustainability rate of the company that is essential to keep up the good will of the company. As commented by Tang *et al.* (2021), the process of sustainable production is helpful to reduce the manufacturing costs due to the usage of non renewable energies. Besides, strong customer experience and proper online branding is the strength factor of the company. These factors are helpful to enhance the business structure of the company according to the enhancement of the business profitability. The partnership process of Cafepod Coffee Co. with local and non-profit organisations is helpful to assess information about market demand. This strength factors are helpful to recommend loyal customers and expand the markets in US.

The strategic growth choices of Cafepod Coffee Co. can get impacted due to the presence of weakness factors of the company. According to the SWOT analysis the limited market of the company is the vital issue for the company. This impacts the branding of the company which reduces the profitability of the business. The slow rate of expanding the markets of Cafepod Coffee Co. is responsible for the reduction in customer base of the company. According to the views of Zhuge *et al.* (2019), the slow market expansion creates issues regarding the

profitability of the company. Additionally, the initial focus on the regional growth impacts the business among different countries that is impactful for the company's profit structure. Furthermore, these factors impact the process of achieving competitive advantages for the company. These weakness factors impact the profit margin by reducing the customer satisfaction level. The company officials of Cafepod Coffee Co. need to focus on the set up process of the price structure in the price sensitive markets.

• Conduct strategic option analysis

Porter's Generic Strategies

The strategic option analysis is a process that is helpful to analyse the complex situations related to the business. This is helpful to ensure the growth of the business even in eccentric situations. According to the views of Al-Romeedy (2019), the usage of Porter's Generic Strategies contains cost leadership cost focus, differentiation focus and differentiation strategy. These strategies are helpful to ensure the effective analysis that is necessary for the business growth of Cafepod Coffee Co.

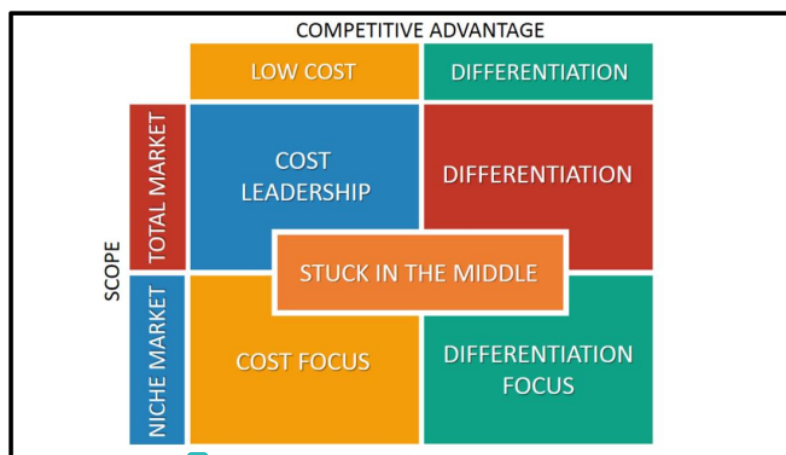


Figure 2.1: Porter's Generic Strategies

(Source: Influenced by Creed *et al.* 2020)

Cost leadership

The cost leadership strategy is helpful for maintaining low cost producer services in the SME companies such as Cafepod Coffee Co. to ensure customer engagement. According to the views of Creed *et al.* (2020), the cost leadership strategy is helpful to enhance the cost structure of the companies. This is helpful to enhance the business profitability structure and enhance the customer satisfaction level. Low cost is helpful for Cafepod Coffee Co. to

achieve the competitive advantages against companies such as Darden Restaurants, Food & Beverage and Church's Chicken (Cafepod.com, 2023). Besides, the usage of cost leadership strategy is helpful to enhance the profitability by reducing the cost of manufacturing processes of the companies.

Cost focus strategy

The cost focus strategy is helpful to enhance the customer engagement rate of the companies by provisioning affordable pricing structures for the products. According to the views of Hoskisson *et al.* (2021), the usage of cost focus strategy is helpful to enhance the customer engagement rate of the companies. The implication of cost focus strategy for Cafepod Coffee Co. is helpful to maintain the affordable pricing for the packages and kits. Cafepod Coffee Co. has provided free delivery services for the customers by using cost focus strategy (Cafepod.com, 2023). Besides, the usage of cost focus strategy is helpful to enhance the brand value of the SME companies by undercutting the pricing structure of the competitor companies. Furthermore, the usage of cost focus strategy is helpful to enhance the profit structure of the SME companies by ensuring effective marketing.

Differentiation focus strategy

The differentiation strategy for the SME companies refers to the process of differentiating certain products that are not present in the product lines of the competitor companies. In the views of Hanson *et al.* (2021), this process is helpful to maintaining the loyalty and potentiality of the customers. The usage of the differentiation strategy is helpful to enhance the customer engagement rate by providing exceptional quality of products. For instance, the starter kit of Nespresso pods of Cafepod Coffee Co. is a product that has no substitute in the markets (Cafepod.com, 2023). The pricing structure of this gift item is higher than other gift items. However, the high pricing structure has not impacted the sales rate of this product. This clearly denotes the potentiality of the customers regarding this product due to the exceptional quality.

Differentiation strategy

The differentiation strategy is a process of enhancing the marketing of the company by making the firm stand out from the other competitor companies. As mentioned by Prosser *et al.* (2020), the usage of differentiation strategy is helpful to enhance the business process of the SME companies by determining a particular place in target markets. The strategic development of Cafepod Coffee Co. can be enhanced by using differentiation strategy. The implementation of differentiation strategy has improved the supply chain management of Cafepod Coffee Co. as it has differentiated the resources companies (Cafepod.com, 2023).

The differentiation strategy is helpful to enhance the customer engagement rate for the SME companies. Besides, the usage of differentiation strategy is essential to maintain a static planning and growth of the company.

• SFA framework

SFA Matrix	Strategic Options		
	Increasing Market Penetration	Focusing On Market Segmentation	Focusing On Existing Customers
Suitability	Cafepod Coffee Co. has market shares of 77 million that have made this option suitable for the company (Statista.com, 2023).	Market segmentation is effective to enhance the competitive advantages of the SME companies (Dolnicar, 2022).	The existing customers are effective to enhance the brand value of Cafepod Coffee Co. by their feedback. Therefore, the company needs to focus on the existing customers.
Feasibility	Market penetration is feasible for Cafepod Coffee Co. as its annual revenue is 7.1 million (Statista.com, 2023).	Market segmentation of Cafepod Coffee Co. is feasible due to the increase of the market size for coffee pods to 68.2% (Statista.com, 2023).	Focusing on the past feedback of existing customers helps to make the process feasible for Cafepod Coffee Co.

Acceptability	Customer engagement of Cafepod Coffee Co. has increased to 4.47% (Statista.com, 2023). This clearly denotes the acceptability of market penetration for this company.	Market segmentation for coffee pods is acceptable for the customers as it helps to avoid conflicts regarding the products.	The process of focusing on the existing customers is helpful to enhance the customer engagement rate.
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Table 2.1: SFA framework

(Source: created by author)

The usage of SFA framework has analysed that the usage of market penetration is effective for the profitability of Cafepod Coffee Co. in recent years the demand of coffee pods has increased that provides chances to penetrate into more markets of different countries. On the other hand, the usage of market segmentation is helpful to enhance the marketing of the company by reducing the chances of conflicts regarding the products. As mentioned by Dolnicar (2022), the usage of market segmentation is helpful to enhance the customer engagement rate for the SME companies by enhancing the product distribution process. Besides, the usage of market penetration is helpful to increase the revenue of the SME companies by reaching the customers from different countries. According to the views of Tlili *et al.* (2019), market penetration is helpful to enhance the brand value of the SME companies. Moreover, the usage of market segmentation is helpful to enhance the productivity of the SME companies.

The process of focusing on the existing customers is helpful to enhance the brand reputation of the SME companies. In the views of Na *et al.* (2019), the process of focusing on the existing customers is helpful to enhance the profitability rate of the company. This is helpful to enhance the customer satisfaction level. Besides, the usage of the process to focus on existing customers is helpful to identify the past drawbacks of Cafepod Coffee Co. This is helpful to enhance the business process accordingly by considering the demands of the customers. As commented by Siyal *et al.* (2019), the process of focusing on existing customers is helpful to ensure the profitability of the SME companies by increasing the

loyalty of the customers. Therefore, this process is helpful to enhance the revenue structure of the SME companies such as Cafepod Coffee Co.

• **Conducting Stakeholder analysis**

Mandelow's Stakeholder Matrix

Keep Satisfied	Key Players
<ul style="list-style-type: none"> • Employee (internal) • Investors (external) 	<ul style="list-style-type: none"> • Customers (external) • Equipment suppliers (external)
Low Priority	Keep Informed
<ul style="list-style-type: none"> • Packaging providers (external) 	<ul style="list-style-type: none"> • Managers (internal) • Logistic firms (external)

Table 2.2: Mandelow's Stakeholder Matrix

(Source: created by author)

The Mandelow's Stakeholder Matrix has explained that the employees and the investors of Cafepod Coffee Co. need to be satisfied to keep up the business growth of the company. In the views of Zeebaree *et al.* (2019), the employees of an organisation play a vital role to ensure the effective production of the company. The company officials of Cafepod Coffee Co. need to ensure the providence of effective supplies for the employees to achieve their job related expectation. The maintenance of employee satisfaction is effective for the good will of the company. ¹³ On the other hand the investors play a vital role for the production system of the company. As mentioned by Comrie (2021), the proper flow of financial resources depends on the satisfaction level of the investors. The company officials of Cafepod Coffee Co. need to enhance the business process to ensure the satisfaction of their investors. This is helpful to enhance the productivity of the company to achieve the competitive advantages.

According to the Mandelow's Stakeholder Matrix the key players of Cafepod Coffee Co. are the customers and the equipment suppliers as they play a vital role for ensuring the profitability of the SME companies. The customers of Cafepod Coffee Co. are considered as the key players due to the dependence rate of the company on the customers. According to the views of Ahmed *et al.* (2020), the customers of an organisation decide the future and profitability rate by providing feedback regarding the purchasing experience. Therefore, the company officials need to manage the business accordingly by considering the demand of the

customers. The loyalty and potentiality of the customers ensures the profitability and branding of the company. On the other hand, the equipment suppliers are the important stakeholders as the productivity depends on them. According to the views of Nahm (2021), the equipment suppliers ensure the proper flow of productions in the company by providing essential equipment for the business operations. Therefore, the company officials of Cafepod Coffee Co. need to consider the equipment suppliers as the vital part of stakeholders.

The business managers and logistics firms are also a part of the stakeholder's chain of Cafepod Coffee Co. The management of the business and the proper distribution of the products depend on the managers and the logistic firms of the company. In the views of Kalogiannidis (2020), the managers of an organisation help to ensure the proper management of the business structure in the company. This is helpful to determine the organisational success of the company. Besides, the logistics firm of Cafepod Coffee Co. helps to ensure timely delivery to the customers to ensure the customer satisfaction. Additionally, the packaging providers of Cafepod Coffee Co. are the low prioritised stakeholders of the company. The packaging providers are a part of external stakeholders who help to manage the business capacity. Therefore, the managers and the logistic firms of the company need to be informed properly to avoid further conflicts.

Conclusions and Recommendations- Strategic implementation, monitoring and evaluation

The conclusion can be derived from the report that the UK based coffee manufacturing company Cafepod Coffee Co. has to methodically implement development strategies in order to expand in the market. The report consists of SWOT analysis which helps in understanding the internal factors which affect the overall business. Furthermore, this analysis has helped in understanding the strengths, weaknesses, opportunities and threats in the market. The VRIN analysis, on the other hand, helps in gaining insight regarding the assets of the company which helps it gain competitive advantage over other companies in the industry. The financial, physical resources which affect the business are discovered in this analysis. On the other hand, the PESTLE analysis is included in this report in order to analyse the external factors affecting the market and passively affecting the Cafepod Coffee Co. The country's economic state, political instability, legal and social factors are all discussed in the PESTLE analysis.

Ultimately the Porter's Five Forces model is also included in this report ¹⁴ in order to gain an understanding of the industry of food and beverages as well as the coffee industry. This

model provides knowledge of the new entrant's threat in the market as well as the power of the suppliers and customers. This extensive analysis is useful while selecting a developmental strategy for the company. The second section of the report contains recommended strategic direction based on Porter's generic strategies, cost leadership and cost focus strategy for the brand. These strategies are suggested as these are the most appropriate developmental tactics for the brand. In the second section, differentiation focus strategy and differentiation strategy are also discussed as recommended methods. These strategies however, need to be implemented gradually and methodically. A sudden implementation of all the strategies is costly and inappropriate for the development of the business. The cost focus strategy can help Cafepod Coffee to enhance the overall value of the brand which helps in the expansion of the company. Similarly the differentiation strategy is useful for organising the pricing structure of the products in the company.

These strategies have to be implemented in the developmental stage of the brand and have to be implemented over the timeline of two years. The implementation of each step the company has to gather feedback from the consumers in order to make necessary changes in the developmental process. The stage of gathering market information is also a time consuming process which requires dedication. Furthermore, the strategies have to be implemented in a step-by-step process for betterment of the company. These recommended strategies can be useful for the Cafepod Coffee Co. in eliminating the threats and major competitions in the market. Moreover, the strategies are necessary for the company to expand the business internationally and regionally as well. The coffee industry is extremely competitive with a low bargaining for the suppliers. These strategies are suggested based on these external and internal factors. This report has included a study of the stakeholders as well in order to analyse the expectations which Cafepod Coffee Co. has to maintain while developing the strategies for expansion of the brand. Mendelow's stakeholder matrix is discussed in this report for the stakeholder analysis.

However, there could be potential consequences if the strategic development strategies are ignored as it could slow down the growth of the company. The consumers of the brand will lose interest in the products causing the customer loyalty of the brand to decline which results impacting the profit of the company. The vision and mission of Cafepod Coffee Co. is to align with the strategic development process as it will lead the company towards a more effective result in the industry. Moreover, the identifiable business objectives of the brand is what increases long-term growth and productivity in the company. Therefore, it is essential that Cafepod Coffee Co. enhances the businesses sustainability with the use of recommended

strategic methods while properly allocating the resources and improving the entire organisational structure.

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