

Final Project Requirements

Relate work to 4P's. Still don't know what the exact requirements are though.



About Us



We started selling coffee about 4 months ago. Timing was right. Elmer started grad school and was learning about business administration while working for LA County. Gabriela decided to move away from teaching transitional kindergarten TK (4 year olds) and started working at a coffee shop and roastery. We are inspired by the hard work of our immigrant parents and our indigenous roots and are always super keen to learn more about ourselves and to teach others.

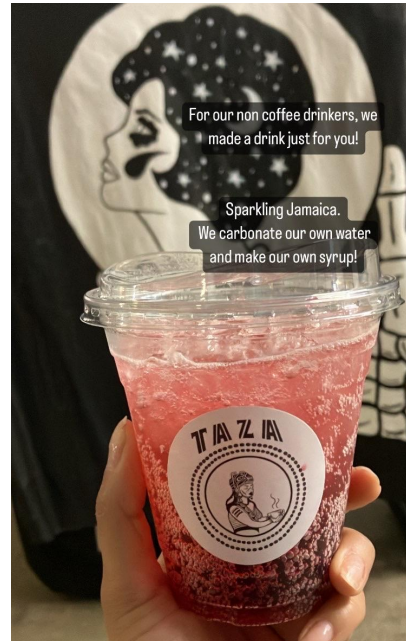
About Taza

Elmer used to make a Cafe de Olla Cold Brew during undergrad and now grad school and we both thought it would be a good idea to try and sell it. We figured it would at least earn some money to feed the dogs or for us to go out. We were lucky enough to have our first sale at the Compton Farmers Market (Gabriela's home city) and later started selling at the Santa Ana Artwalk (Elmers home city) where we do monthly events where a portion of sales go towards donations to OC Protests and Mutual Aid (an organization that runs food drives out of Anaheim and other cities).

We would say we keep this in mind in the grand scheme of things

- Give back to community
- Build a connection to culture with our foods
- Be available and accessible to people

What and Where



We sell lightly sweetened cold brew coffee and carbonated teas. We make these at the coffee shop Gabriela works at in the Long Beach area (Black Dog Coffee Roasters). We sell them at the same coffee shop, pop ups, farmers markets, and local deliveries. The only recurring locations we sell at are in Santa Ana and Black Dog. We are planning to begin selling in Junipero Beach in Long Beach starting early March.

Potential Work

- Geo Marketing Campaign
 - What exactly would we promote
 - Price estimates for a campaign
 - Where would campaign efforts be best suited
 - How do we plan and track marketing campaigns
 - What can we automate or semi-automate
 - How can we track campaign outcome and tie data to sales
 - Would strategically placed flyers work
 - Would putting a flyers in the neighborhood work
 - IG ad in Long Beach for local delivery
- Promotional
 - I do have data on point and polygon locations for a farm where some of our beans are sourced. Can we promote that somehow?
 - Visual communication of supply chain via map
- Deals / Coupons / Discount Codes
 - Offer specials in specific areas?
 - Offer discount if they grab a coupon from one of our posted flyers