# CTIS259 Term Project

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# HOGWARTS EKSPRESS’O

## COMPETITIVE ADVANTAGES

For our coffee shop, we offer the following competitive advantages:

1. Online ordering and delivery: To enable consumers to order and pay for their coffee and meals online, we are creating a mobile app and website. Customers will benefit from convenience and time savings.
2. Personalized customer service: We will keep track of consumer preferences using our customer database and adjust our service according to their requirements to increase customer happiness, and loyalty will rise as a result of this.
3. By offering them a free coffee after they have spent a set amount of money at the coffee shop, the reward table aims to encourage and reward devoted consumers. This can help the coffee shop get a competitive edge in a congested industry by encouraging repeat business and increasing client retention.
4. High-quality, locally sourced products: To guarantee the freshest and best products, we will get our coffee beans and ingredients locally. Customers that value locally sourced and sustainable products will pay attention to this.
5. Eco-friendly practices: In order to appeal to customers who care about the environment, we will introduce eco-friendly activities, including recycling and using compostable cups and utensils.

## HOW WE IMPLEMENTED COMPETITIVE ADVANTAGES WITH DATA

### Online Ordering Delivery:

The first Competitive advantage of our company is performing an online service via mobile application and website, taking personal information of customers, such as name, surname, email, phone number, and address which are registered and stored as data to get customer orders remotely and provide service as fast as possible. We also set a customer ID for each customer so that they can follow their order's exact time and location. There is a part of the application where customers can see the items and discounted menu, which are kept as the order item name; also, they can see the information of their previous orders, such as date and time. Another advantage of online delivery is a variety of methods of payment like credit card and cash on delivery or online credit card payment. We keep this data in the payment type. We are trying to provide the easiest way of ordering and delivering items for our customers.

### Rewarding System:

One of the significant competitive advantages of our Coffeehouse is our reward system. We take the customer ID of each customer and allocate a reward type to each customer; therefore, whenever they order worth more than 200 TL, remotely from the app and website or in person, they will be eligible to take and enjoy a cup of coffee as a gift from us. The total price information is taken from order data. The reward method will also encourage others to join us and order food; the result will be an increase in the company's profit. Furthermore, because of the high demand for food and beverage, we provide healthy and fresh products and materials. This reward system has no limitation or restriction, such as the number of orders. If they don’t want to use their reward, it will be discarded, and they will lose their opportunity. As a result, customers can be considered as starting from the beginning to their new opportunities.

### High-quality, Locally Sourced Products:

Having high-quality, locally sourced products is another way to have a competitive advantage. Using local products supports local producers and decreases the cost of ingredients. To be able to reach out to the sources, we keep their names, contact info, locations, etc. In terms of sustainability with product data on whether the product is recyclable or compostable or not, being in contact with local producers also contributes also eco-friendly practices. To give an example, buying milk from villages close to the coffee shop or local brands would increase the competitive advantage because it is cheaper and sustainable. In addition, since we get our milk from farms where animals can roam freely and graze, it will be more preferred by customers as it will be healthier than non-organic milk, as the quality and taste of our coffees and products increase.

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### Personalized Customer Service:

We wanted to use data on what the customer prefers as a product to have personalized customer service for competitive advantage. By knowing that, we can store the data of their preference types and preference values. So that the next time we will be able to keep track of what they like. According to that, we can define their needs and possibly produce more of that favorite product. For example, if customers mostly buy mocha, we can demand more chocolate from the market. Secondly, we can advertise products according to their preference data. That can increase the loyalty of the customers and productivity. For that, we use the customer’s ID to differentiate them and what are the type and the value of their preference.

### Eco-friendly:

Since one of our missions is to be an eco-friendly company, we implement some practices that will benefit our planet, such as producing our products in a way that will not harm the environment and recyclable waste generated after the consumption of our products. With this mission, customers who are sensitive to the environment will prefer us to other coffee brands. On the other hand, we offer our customers, who buy from us without being conscious of the environment, the opportunity to teach and inform them about our eco-friendly practices. Thus, we can become a coffee brand that customers will frequently prefer by raising awareness.

It is ensured that our employees receive training in line with this vision to further reduce the damage to the environment. We keep the data such as the name of the employees, and the training of the employees will be included.

Training will be based on practices such as preventing the waste of extra ingredients by using ingredients in sufficient quantities, energy-saving practices in the workplace, producing compostable and recyclable products, and ways to educate customers on eco-friendly practices.

To implement this training, it is necessary to learn from the product data whether the products are recyclable or compostable. So that our employees are more careful about which products they use and produce.

Also, if we want to use ingredients sufficiently, information will be taken from the order item data of its name, quantity, and date to clarify which order item has been ordered and how many times between certain dates. Furthermore, to know the order items of ingredients and ingredient of quantity can be reached from product data. Here is an example to understand better: Our coffee shop orders 4000 cups of espresso every month. Espresso is made from coffee beans, and about 30 grams of coffee beans are used for each cup of espresso. Therefore, we need to order about 120 kilograms of coffee beans each month. By determining the average amount of ingredients, we avoid food waste.

Another practice is informing and encouraging customers to be more eco-friendly. It can be implemented by using order item data again. From that data, we can determine whether the product is recyclable or not. So, employees can encourage customers not to use non-recyclable products. For example, employees do not recommend customers order plastic cutlery if it is not necessary when customers want online home service. Another example is our employees recommend buying reusable cups and bags for customers. Raising awareness will make people more sensitive about the environment and will make them come to our cafe more often with the vision of our brand.

## STATEMENT OF GOALS

Our goal is to provide our customers with a unique coffeehouse experience combining convenience, service, high-quality products, environmentally friendly practices, and personal service. This will be achieved through the use of our own competitive advantages, including online ordering and delivery, personalized customer service, locally produced products, or eco-friendly practices. We will store information on our customers, products, and staff in a database that allows us to understand customer needs better and monitor product quality and the source of their supply so as to optimize employee performance. We want to create customer loyalty by providing an exclusive coffee shop experience, creating a reward system (after purchasing products worth more than 200 TL, the reward can be any coffee consumer chooses), and becoming the coffee shop on the Bilkent campus.