



Jazz et Caféine

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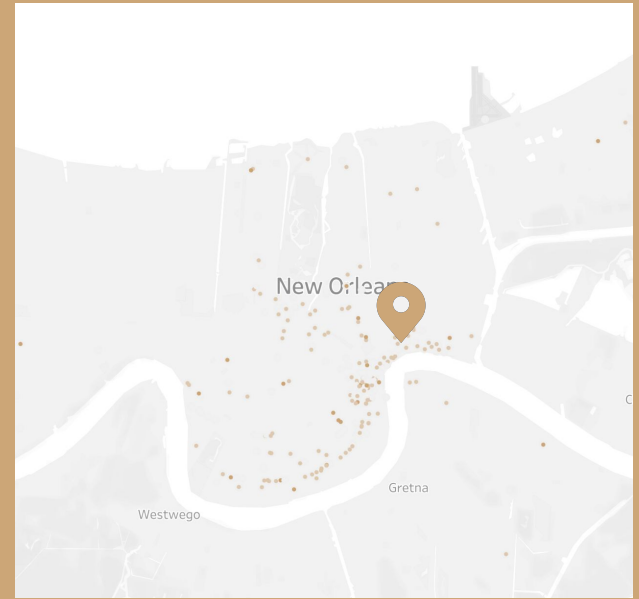
What kind of shop should John and Jemma open?



- We chose a coffee shop concept for John & Jemma because it stands the best chance at integrating a novel aspect like live Jazz music
- A coffee shop poses less competition than a brunch, breakfast, or bakery shop according to the number of reviews and amount open
- The appeal in regular coffee shop goes is more often than not the ambiance, and so by starting with a foundation in coffee, live jazz will be a nice compliment

Location

Jazz et Caféine should be located
at
906 Royal Street
replacing The Nola Rock Co.



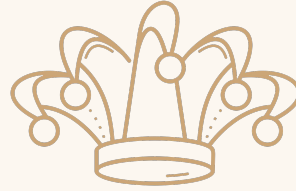
This location is perfect for the cafe as there are nearby hotels, restaurants, and it is located downtown where students and 9-5 workers will frequent

Looking at Review Count vs Location

Chart 1.0



Are there seasonal trends they should expect for that kind of store?



- Coffee is a year round commodity!
- There isn't a coffee off-season!
- Fall & Winter will likely show increased business as a product of the ambiance the live jazz offers
- Mardi Gras will almost ensure increased business as well, as tourists flock to the city to indulge in what New Orleans has to offer!
- Remote work becoming increasingly popular also guarantees some amount of business from people wanting to get out of their house



What hours should their shop be open?

- The coffee & jazz shop should be open from 6am-7pm, expecting popular times to be 6am-8am, 12pm-2pm, and 5pm-7pm
- Being open later in the afternoon allows for the business to diversify from the surplus of competitors that close around 2pm
- 6-8am can draw in early-riser workers
- 12pm-2pm can draw in lunch coffee drinkers as well as students who want to study during a free period
- 5pm-7pm can draw in individuals getting off of work who want to unwind whilst completing a few final work tasks



When should they launch?

- The coffee shop should open in the spring, either in March or April
- Mardi Gras takes place either Feb-March, which offers a large French marketing opportunity
 - Mardi Gras brings in a large influx of travel to New Orleans which would help the business to gain traction and name recognition
- March is national Coffee awareness month, and April is Jazz appreciation month. This could be used as a marketing tool



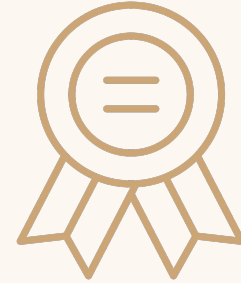
What can they do to have a successful launch?

- Perfect the coffee blends that are currently on the menu; surrounding coffee shops have drinks that the customers are well accustomed to, so the menu options need to be strong and diversified
- Create seasonal drinks that apply to the current season as well as any popular holidays at that time (according to reviews, seasonal drinks are very popular)
- Have an aesthetically pleasing set of decor and areas for study as well as comfort



What kind of competition is there in the area?

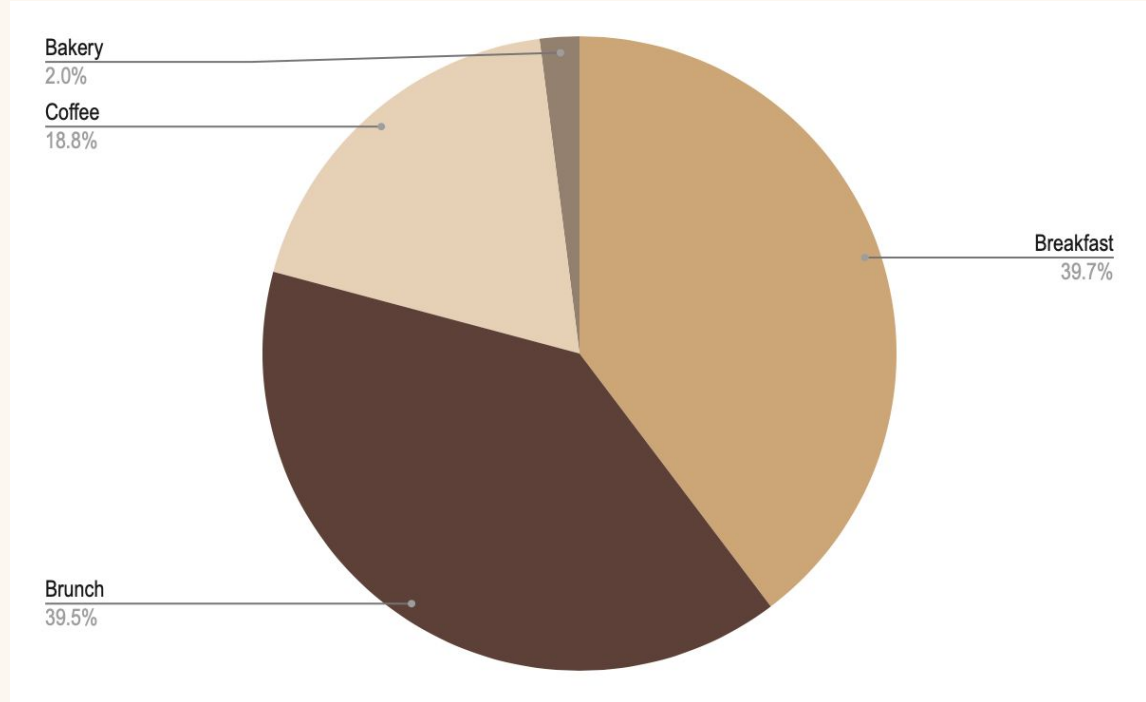
- **Breakfast:** 177 locations
- **Brunch:** 176 locations
- **Coffee:** 84 locations
- **Bakeries:** 9 locations



- Coffee poses a strong presence as its number of competitors is in a safe middle ground to the 3 compared categories, meaning that the number of locations demonstrates that this is a successful category, however there is not too large of a presence to make it an overly saturated category

Comparing *Brunch, Breakfast, Coffee & Bakeries*

Chart 1.1



How successful are similar businesses in the area?



- Coffee is the perfect category for adding a niche aspect, such as the live jazz
- Breakfast and Brunch have a large number of competitors, and the primary intention of going to one of these locations is to interact with family/friends and entertain thyself, rather than engage in the entertainment
- Bakeries have an intention of walking in and out with a pastry. Enjoyment of the ambiance and extended stays are rare

What demographics is this business aiming to attract?

- The demographic range of our coffee shop is likely young adults to the elderly
- Anyone younger than high school age will likely avoid the shop because coffee isn't something they regularly consume
- People in and out of college will seek out our shop for the ambiance

