



Opus Coffee

Final Project

Group 4



Part 1

Analysis of the marketing strategy -Website Design



The homepage of the Opus coffee website. It features a large banner image of a person in a striped shirt and hat standing in a lush, green coffee plantation. Overlaid on the image is the text "Small Batch Roasted Coffee" and "Gainesville's Best Coffee Since 2002". The top navigation bar includes links for SHOP, CAREERS, CATERING, BREWING GUIDES, LEARN, LOCATIONS, CONTACT, and SIGN IN.

A detailed view of the Opus coffee product catalog. It is organized into three main sections: COFFEE, WHOLE LEAF TEAS, and MERCHANDISE. The COFFEE section displays five blends with images: COACH'S SIGNATURE BLEND (\$18.00), TWO-A-DAYS BLEND (\$18.00), FEST BLEND (\$20.00), FALL INTO WINTER (from \$15.00), and PERU - APRYSA (from \$15.00). The WHOLE LEAF TEAS section displays four teas: COCONUT FRENZY (\$12.00), LOVE (ROOIBOS BLEND) (\$12.00), EARL GREY (\$12.00), and ENGLISH BREAKFAST (\$12.00). The MERCHANDISE section displays four items: a black tumbler with the Opus logo, a purple tumbler with the Opus logo, a blue tumbler with the Opus logo, and a red tumbler with the Opus logo.

- Begin with a video
- Interesting and fancy

- Introduce the different kinds of coffee beans
- Organized format



Current analysis of the marketing strategy

-Coffee Subscriptions

COFFEE SUBSCRIPTIONS



TWO POUNDS OF
COFFEE EVERY
MONTH

\$25.00 every month



THREE POUNDS OF
COFFEE EVERY
MONTH

\$37.00 every month



FOUR POUNDS OF
COFFEE EVERY
MONTH

\$49.00 every month



FIVE POUNDS OF
COFFEE EVERY
MONTH

\$61.00 every month



- Coffee subscription for loyal customers.
- More discount price for customers
- More subscription options for customers.



Analysis of the marketing strategy

-Location

LOCATIONS

UF Health Shands
1600 SW Archer Rd
Gainesville, FL — 32610
M-F: 6:20a-8p Sat: 8a-4p

Shands Cancer Hospital
1515 SW Archer Rd
Gainesville, FL — 32608
M-F: 6:20a-8p

Davis Medical Plaza
2000 SW Archer Rd
Gainesville, FL — 32606
M-F: 7a-4p

UF Health Springhill
4037 NW 86th Terr
Gainesville, FL — 32606
M-F: 7:30a-4p

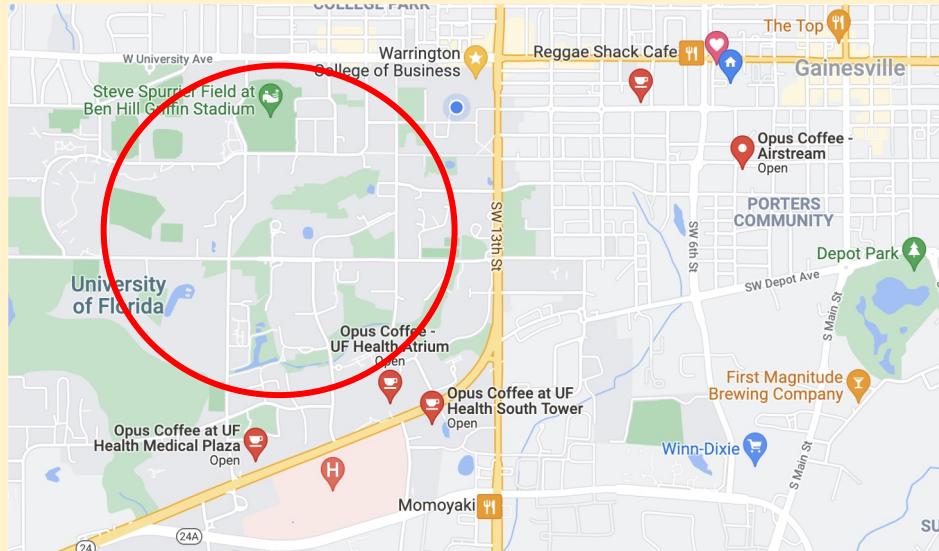
UF Health Neuro/Vascular
1505 SW Archer Road
Gainesville, FL — 32608
M-F: 6:20a-8p Sat: 8a-4p

UFHealth The Oaks Mall
6201 W Newberry Road
Gainesville, FL — 32605
M-F: 7:30a-4p

Opus Coffee Airstream
403 SW 4th Ave
Gainesville, FL — 32601
Sun-Thurs: 7a-5p
Fri-Sat 7a-9p

Opus at Innovation
800 SW 2nd Ave
Gainesville, FL — 32601
Everyday: 8a-6p

Opus Coffee Roaster
409 SW 4th Ave
Gainesville, FL — 32601
By Appt. Only



- Nine stores in GNV
- Convenience for students
- Open hour is longer than other coffee shop

Analysis of the marketing strategy

-Environment



- Nice environment to study
- Warm interior decoration



Analysis of the marketing strategy

-Organic Search on Google

Top result in google

https://opuscoffee.com

Opus Coffee Gainesvilles best coffee since 2002

Opus Coffee has been serving Gainesville's best coffee since 2002. We are locally owned and operated, roasting and preparing high quality coffee.

Innovation Menu
Innovation Menu. Opus Innovation
Menu. Top. FAQs · Gift Card ...

Locations
opus coffee gainesville's best coffee. small batch roasted.

Small Batch Roasted Coffee
Small Batch Roasted Coffee.
spurriessignatureblend.png.
More results from opuscoffee.com »

Opus Coffee :

Steve Spurrier Field at Ben Hill Griffin Stadium
WU University Ave
ISABELLE ISABELLE DISTRICT Gainesville PORTERS COMMUNITY Depot Park First Magnitude Brewing Company SPRINGHILL Abraham Lincoln Middle School

Map data ©2021



Followed by social media

<https://www.instagram.com/opuscoffee/> Opus Coffee (@opuscoffee) • Instagram photos and videos

<https://www.facebook.com/opuscoffee> Opus Coffee - Home | Facebook

We're a local coffee shop and micro roaster in the awesome city of Gainesville. We have multiple locations in Gainesville, FL. Opus Airstream at the 4th Ave ...
★★★★★ Rating: 4.7 · 70 votes · Price range: \$

<https://www.facebook.com/opuscoffee/posts> Opus Coffee - Posts | Facebook

Opus is the Coffee of Gainesville, and we take pride in partnering with other fabulous local businesses to provide our delicious coffees all over town.
★★★★★ Rating: 4.7 · 70 votes · Price range: \$

[@opuscoffee](https://twitter.com/opuscoffee) Opus Coffee (@OpusCoffee) / Twitter

@OpusCoffee. Established 2002. North Florida's largest independent coffee company. Gainesville HQ. #GainesvilleFamous Owners: The Larson Brothers.

<https://www.yelp.com/biz/opus-coffee-gainesville> Opus Coffee - 1600 SW Archer Rd, Gainesville, FL - Yelp

Opus Coffee - 1600 SW Archer Rd, Gainesville, FL 32610. Directions · Full menu · More Info, Menu, Hours, Delivery, Take-out · From the Business, Specialties.
★★★★★ Rating: 4 · 19 reviews · Price range: \$

Does Opus Coffee have outdoor seating?

Is Opus Coffee currently offering delivery or takeout?

<https://m.yelp.com/biz/opus-coffee-gainesville> OPUS COFFEE AIRSTREAM - 34 Photos & 12 Reviews ...



However, keyword: “ best coffee in GNV”...

Google search results for "coffee in gainesville":

About 18,900,000 results (0.74 seconds)

Coffee Shops :



A map of Gainesville, Florida, highlighting coffee shop locations. Labeled spots include Pascal's Coffeehouse, Starbucks, Concord Coffee, Volta Coffee, Tea & Chocolate, and Wyat's Coffee. The map also shows major streets like NW 1st Street, NW 3rd Street, NW 5th Street, and NE 5th Avenue, along with the Innovation District and College Park area.

Pascal's Coffeehouse
4.6 ★★★★★ (263) · \$ - Coffee shop
112 NW 16th St
Dine-in · Curbside pickup · No delivery

Starbucks
4.4 ★★★★★ (173) · \$\$ - Coffee shop
203 NW 13th St · In Publix Super Market At University Village Market
Takeout · Delivery · No dine-in

Volta Coffee, Tea & Chocolate
4.4 ★★★★★ (408) · \$\$ - Coffee shop
48 SW 2nd St
Dine-in · Takeout · No delivery

[View all](#)

Google search results for "best coffee in gainesville":

About 9,530,000 results (0.56 seconds)

Coffee Shops :



A map of Gainesville, Florida, similar to the first one, but with additional red location markers indicating the top-rated coffee shops. Labels include Pascal's Coffeehouse, Starbucks, Concord Coffee, Steve Spurrier Field at Ben Hill Griffin Stadium, Volta Coffee, Tea & Chocolate, and Wyat's Coffee. The map includes the same street grid and landmarks.

The Mission Coffee Shop
Ad · 4.6 ★★★★★ (29) · Coffee shop
10901 W Newberry Rd
Open · Closes 5PM
Dine-in · Takeout · No delivery

Pascal's Coffeehouse
4.6 ★★★★★ (263) · \$ - Coffee shop
112 NW 16th St
🌐 "Best coffee in Gainesville!"

Concord Coffee
4.5 ★★★★★ (48) · Coffee shop
1380 W University Ave · In Gator Wesley Foundation
Dine-in · Takeout · No delivery

Volta Coffee, Tea & Chocolate
4.4 ★★★★★ (408) · \$\$ - Coffee shop
48 SW 2nd St



However, keyword: “ best coffee in GNV”...

Google search results for "best coffee in gainesville":

- [10 Unique Places to Get Coffee and Pastries in Gainesville](https://spoonuniversity.com/place/10-unique-places-to-get-coffee-and-pastries-in-gainesville)
Gainesville has a ton of amazing and unique coffee shops. Here's a list of our top ten favorites that you need to add to your bucket list of places to try.
- [THE BEST 10 Coffee & Tea in Gainesville, FL](https://www.yelp.com/gainesville/fl/food)
The Best 10 Coffee & Tea in Gainesville, FL · Concord Coffee. 1.4 mi. 4.5 star rating · Cymplify. 2.3 mi. 4.5 star rating · Wyatt's Coffee. 2.4 mi. 4.5 star rating.
- [THE 10 BEST Cafés in Gainesville - Tripadvisor](https://www.tripadvisor.com/.../Gainesville)
Cafés in Gainesville · 1. East End Eatery · 74 reviewsClosed Now · 2. The Flying Biscuit Cafe · 302 reviewsClosed Now · 3. The Bakery Mill · 55 reviewsClosed Now.
- [Get Your Caffeine Fix with 8 Fan Favorite Coffee Shops and ...](https://www.visitgainesville.com/discover-more)
May 27, 2021 — Gainesville, Alachua County has no shortage of coffee shops that check the box for all this criteria – and they ALL have excellent coffee! From ...
- [Coffee Culture in Gainesville Florida \[Top 12 Shops\] - Exploreist](https://www.exploreist.com/us/a/coffee-culture-in-ga...)
Coffee Culture in Gainesville Florida [Top 12 Shops] · 1. Curia On The Drag · 2. Cym Coffee · 3. Volta Coffee, Tea & Chocolate · 4. Wyatt's Coffee · 5. Cimplyf · 6.
- [Best coffee shops and best cafes in Gainesville - Wanderlog](https://wanderlog.com/list/geoCategory/best-coffe...)
Curia On The Drag · Volta Coffee, Tea & Chocolate · Maude's Cafe · Coffee Culture · Pascal's Coffeehouse · Wyatt's Coffee · CYM Coffee Co · Bay Islands Coffee Company.
- [The Best Coffee Shops in Gainesville Not Named Starbucks](https://www.ucrlbs.com/blog-post/the-best-coffee-sh...)
The Best Coffee Shops in Gainesville Not Named Starbucks · 1. Volta Coffee, Tea & Chocolate

Yelp search results for "tacos, cheap dinner, Max's Gainesville, FL":

- 3. FROSTY FOX**
Open until 22:00
* of them are within reach, though. Drinks: I've tried a few of their milk tea drinks and their fruity teas* more
- 4. Opus Coffee**
Open until 20:00
* Opus Pocus. Hard pass. Unless you're into strange men serving your coffee.* more
- 5. Coffee Culture**



SWOT Analysis

Strengths <ol style="list-style-type: none">1. Own blended coffee beans2. Numbers of store (9 stores @GNV)3. Variations of coffee menu4. Relaxing environment, pet friendly	Weaknesses <ol style="list-style-type: none">1. Popular, only in Gainesville2. No delivery service3. No drive thru4. Not cheap
Opportunities <ol style="list-style-type: none">1. Expansion to UF campus2. Student discount/coupon3. Menu expansion (sandwiches, pasta)	Threats <ol style="list-style-type: none">1. The use of delivery service2. Competitors: Starbucks, DUNKIN' DONUTS, KARMA CREAM



STP Model

Segmentation

- **Pscychographic segmentation (lifestyle, hobbies)**

Target

- **People who love coffee**
- **People who want a relaxed environment**
- **People who have pets**

Position

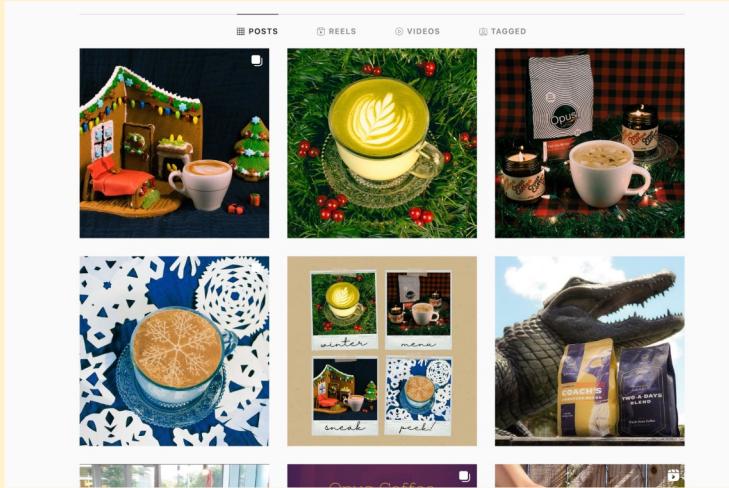
- **“High Quality Coffee”**

Market Positioning



Part 2

Qualitative Analysis of current social media(1/3)



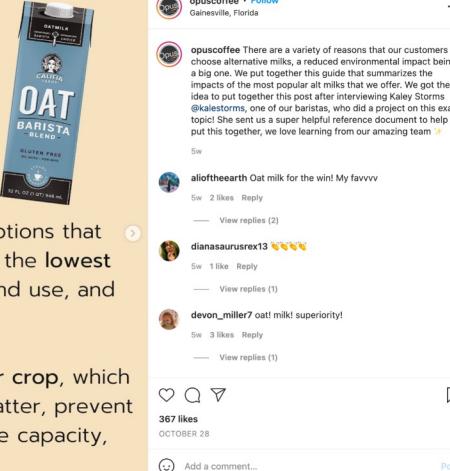
- 4.85k followers
- 911 posts
- May 13rd, 2015 (first day post)

Qualitative Analysis of current social media - Instagram



oat milk

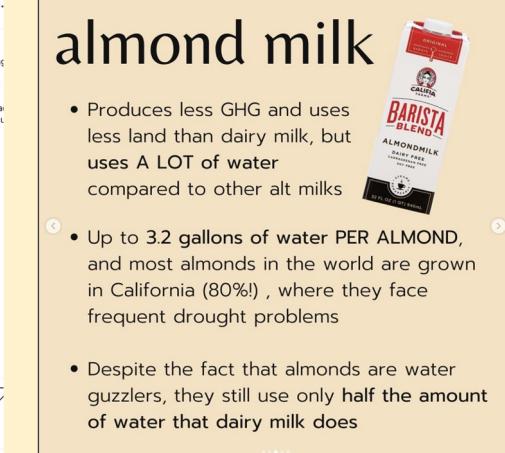
- 80% Lower Greenhouse Gas (GHG) Emissions, 60% Less energy, 80% less land usage than cows milk
- Among the alternative milk options that we have, Oat Milk has one of the **lowest** greenhouse gas emissions, land use, and water use rankings
- Oats make an **excellent cover crop**, which helps increase soil organic matter, prevent soil erosion, raise soil moisture capacity, and much more



A screenshot of an Instagram post from the account @opuscoffee. The post features a product image of a carton of Califia Farms OAT BARISTA BLEND milk. The caption reads: "There are a variety of reasons that our customers choose alternative milks, a reduced environmental impact being a big one. We put together this guide that summarizes the impacts of the most popular alt milks that we offer. We got the idea to put together this after interviewing Kaley Stevens @kaleystevens, one of our baristas, who did a project on this topic! She sent us a super helpful reference document to help put this together; we love learning from our amazing team!" The post has 367 likes and was posted on October 28.

almond milk

- Produces less GHG and uses less land than dairy milk, but uses **A LOT** of water compared to other alt milks
- Up to **3.2 gallons of water PER ALMOND**, and most almonds in the world are grown in California (80%) , where they face frequent drought problems
- Despite the fact that almonds are water guzzlers, they still use only half the amount of water that dairy milk does



A screenshot of an Instagram post from the account @opuscoffee. The post features a product image of a carton of Califia Farms BARISTA BLEND ALMONDMILK. The caption reads: "Autumn Fog turmeric tea, brown sugar, steamed milk". Below the caption, there are several comments from users like aliofearthearth, dianasaurusrex13, devon_miller7, and benjaminteaine. The post has 367 likes and was posted on October 28.



A screenshot of an Instagram post from the account @opuscoffee. The post features a graphic titled "FALL 2021 seasonal menu" with a wavy orange and brown background. It lists several new drink offerings:

- Autumn Fog**: turmeric tea, brown sugar, steamed milk
- benjaminteaine's Skin Spice Latte**: pumpkin spice latte, toffee nut, espresso, milk of choice
- Apple Pie Chai**: chai tea, caramel apple butter, milk of choice
- The Vermonter**: pure maple syrup, cinnamon bun syrup, caramel, espresso, milk of choice
- arteaoife's Witch's Brew Lemon Fizz**: blue matcha, lemonade, la croix, raspberry, lavender

The post includes standard Instagram interaction icons (like, comment, share) and a caption at the bottom: "We're so excited to be launching this exciting menu... 展开共 24 条评论 9月17日 · 查看翻译".

- Use Instagram to propaganda their coffee
- Introduce different coffee making processes
- Excellent interactive with customer (comments)



Qualitative Analysis of current social media(2/3)

A screenshot of Opus Coffee's official Facebook page. The cover photo features a repeating pattern of the "Opus Coffee" logo with coffee drops. The page header shows the profile picture of a coffee cup, the page name "Opus Coffee", and a rating of 4.7 stars from 70 reviews. Below the header, there are tabs for Home, About, Photos, Reviews, and More. The "About" section contains a bio describing them as a local coffee shop and micro roaster in Gainesville, FL. There are also sections for creating posts, sharing photos/videos, checking in, and tagging friends. A "View shop" button is present at the top right of the page.



- 2077 likes
- 2127 followers
- Sharing the post every week

Qualitative Analysis of current social media(3/3)



The image shows a screenshot of the Opus Coffee Twitter profile. The header features a large banner with the text "OPUS COFFEE" and a smaller circular logo with "Opus coffee". Below the header, the profile information includes the handle "@OpusCoffee", a bio mentioning they were established in 2002 and are North Florida's largest independent coffee company, and location details. The follower count is listed as 598 Following and 513 Followers. The tweets section shows a recent post from "Opus Coffee @OpusCoffee" about a craft show. The interface also shows a "New to Twitter?" sign-up section and a "You might like" sidebar with other coffee-related accounts.



- 513 Followers
- 1334 Tweets



Qualitative Analysis of current social media - Website

[SHOP](#)[CAREERS](#)[CATERING](#)[BREWING GUIDES](#)[LEARN](#)[LOCATIONS](#)[CONTACT](#)[SIGN IN](#)

POUR OVER BREWING GUIDE

Pour over brewing is an easy way to get the most flavor out of your favorite coffee. There are plenty of options to choose from when looking at equipment but we, of course, recommend the Yama Glass Cone Dripper, available on our web store. If you are accustomed to coffee from a drip machine, this method will produce a similar product but with a more developed and complex flavor.

What you'll need:

- Coffee
- Yama Glass Cone Dripper
- #2 Filters
- Adjustable Coffee Grinder
- Water Kettle
- Filtered Water
- Scale
- Timer

1. Bring to a boil more water than you'll need for the actual brewing (600 - 700ml or 20 - 23 fl oz)

2. Weigh out 21-25 grams of ground coffee (approx. 2 - 3 tbsp). Coffee should be ground medium-fine (about the coarseness of sea salt)

3. While water is heating. Place filter inside clean dripper.

4. Pour in half of your hot water, saturating the filter and warming the porcelain dripper. The water will also preheat your carafe or cup. Let your remaining water sit in the kettle until it is a good bit below boiling temperature (around 200 degrees Fahrenheit). Empty your now warm cup or carafe and prepare yourself for brewing.

5. Bring the dry ground coffee to your nose, draw in a deep breath through your nostrils, enjoy the aroma.

6. Pour your ground coffee into the filter. Make sure your coffee lays flatten, allowing for a more even pour.

7. Starting at the center of the grounds, gently pour just enough water to saturate your ground coffee. You'll notice that adding this water causes the coffee to expand. This is called the "bloom." Allow the grounds to expand or "bloom" for 30 - 45 seconds. The bloom will ensure even water dispersion and a great cup of coffee.

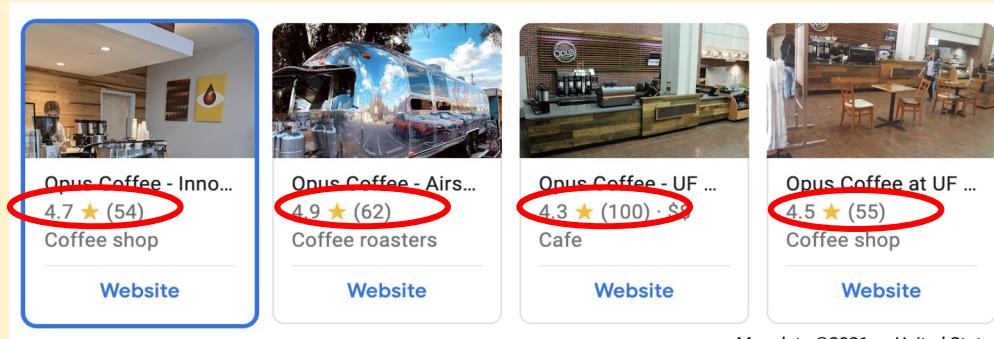
- Clear title
- Know more details for Opus coffee
 - Introduce the process of making different coffees.



Analysis with competitor

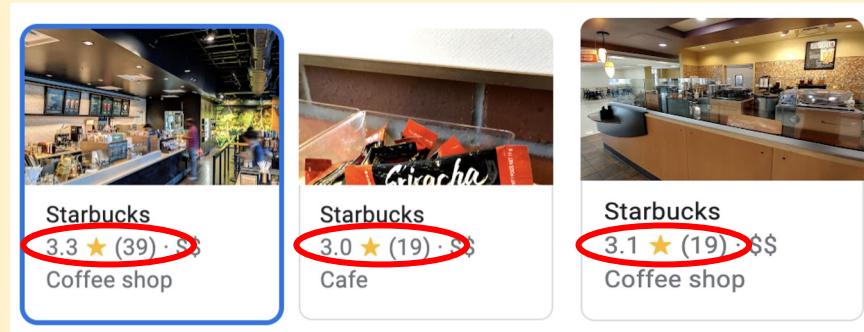
Reviews score for Opus Coffee

- Nice service
- More coffee options
- Special price
- seasoning coffee



Reviews score for Starbucks

- Long waiting time
- Less options for coffee



Part 3

Cluster-1



- Coffee
- No significant brand logo
- Good quality



Cluster-2



- Coffee beans
- Package with brand logo
- High quality



Cluster-3

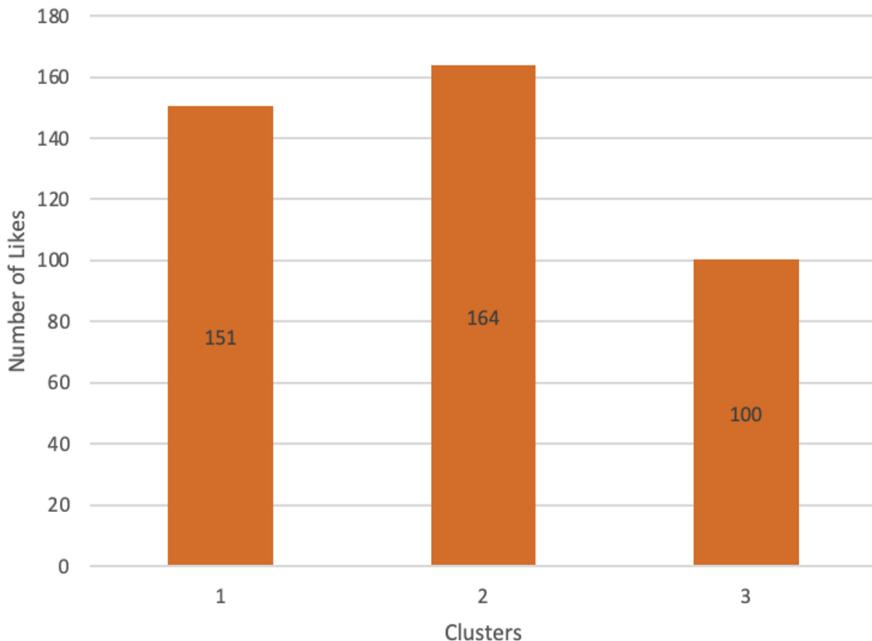


- People with Opus Coffee
- Positive reviews

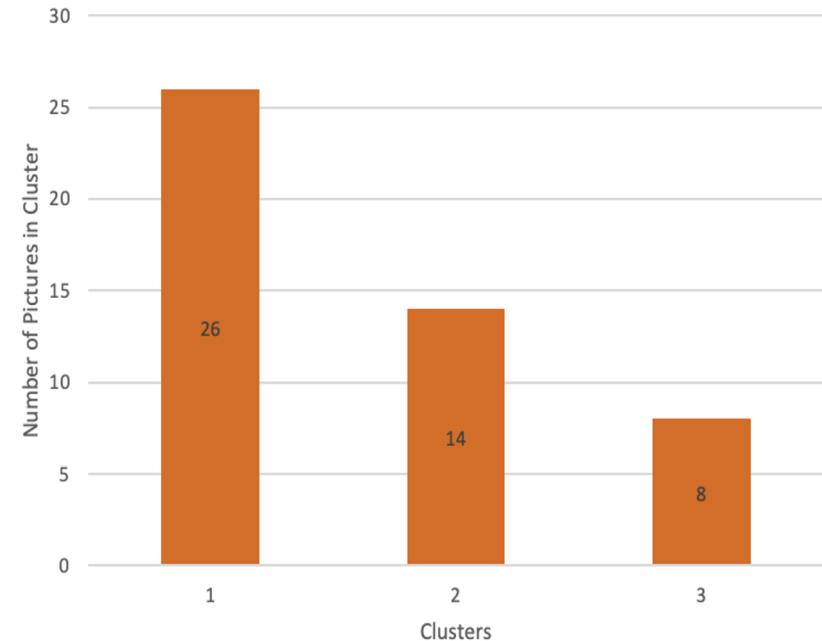


Quantitative analysis(1/2)

Average Number of Likes By Cluster



Distribution of Picture Types





Quantitative analysis(2/2)

SUMMARY OUTPUT	
Regression Statistics	
Multiple R	0.64030019
R Square	0.40998433
Adjusted R S	0.28895547
Standard Err	67.8004637
Observations	48

ANOVA					
	df	SS	MS	F	Significance F
Regression	8	124575.788	15571.9735	3.38749238	0.00480835
Residual	39	179279.212	4596.90288		
Total	47	303855			

	Coefficients	standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	201.081593	30.1483355	6.66974111	6.1068E-08	140.100828	262.062357	140.100828	262.062357
Quality	8.89976811	26.571364	0.33493832	0.73946648	-44.845889	62.6454248	-44.845889	62.6454248
Rule of Third	-35.436834	37.2193073	-0.9521089	0.3469056	-110.71999	39.8463206	-110.71999	39.8463206
Depth of Field	21.3057244	27.5463937	0.77344877	0.4439199	-34.412116	77.0235647	-34.412116	77.0235647
Simplicity	-6.4761102	22.4278181	-0.2887535	0.77429934	-51.840654	38.8884339	-51.840654	38.8884339
Coffee Liquor	63.3577309	23.8356414	2.65810891	0.01133464	15.1455955	111.569866	15.1455955	111.569866
Person	-12.513894	31.0443108	-0.4030978	0.68907765	-75.30694	50.2791511	-75.30694	50.2791511
Brand	-9.1436063	24.3763971	-0.3751008	0.70961776	-58.449523	40.1623107	-58.449523	40.1623107
Coffee Beans	140.231062	32.1823091	4.3573959	9.2739E-05	75.1361973	205.325926	75.1361973	205.325926

- There is a statistical significance in
 - Coffee Beans
 - Coffee

Part 4



Recommandation

- Target students
- Delivery service
- More balanced social media activity
- Expansion





Implementations plan in the future

Short term:	Long term:
<ul style="list-style-type: none">• To attract UF students, Opus Coffee should come up with a student discount campaign.• Post more coffee, coffee beans product related images on Instagram.• Post more on Facebook, Twitter, TikTok.• Delivery Services	<ul style="list-style-type: none">• Store expansion into UF. Or even outside Gainesville.• Coffee Beans Shipment all over the US.• Franchise operations only in Universities• Bidding Strategy on “best coffee in GNV”



Q&A