



Coffee 2 Go

Group 7:
Cristina Grzejka, Shuangxu Li,
Jed McGraw, Sujata Rajput,
Stephen Rosenlund, Alexandre Vounatsos

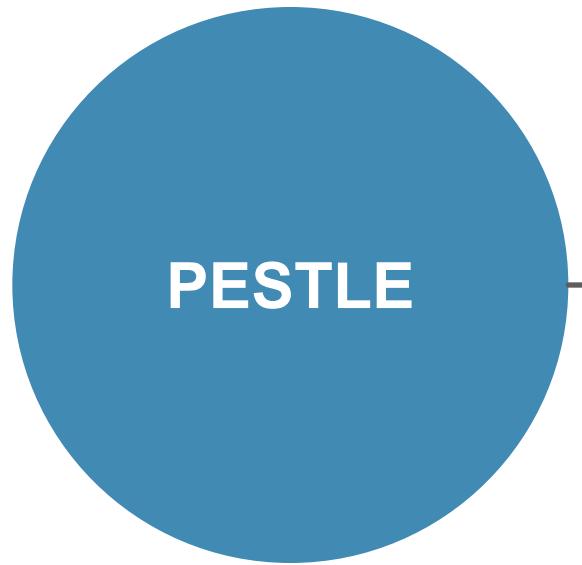


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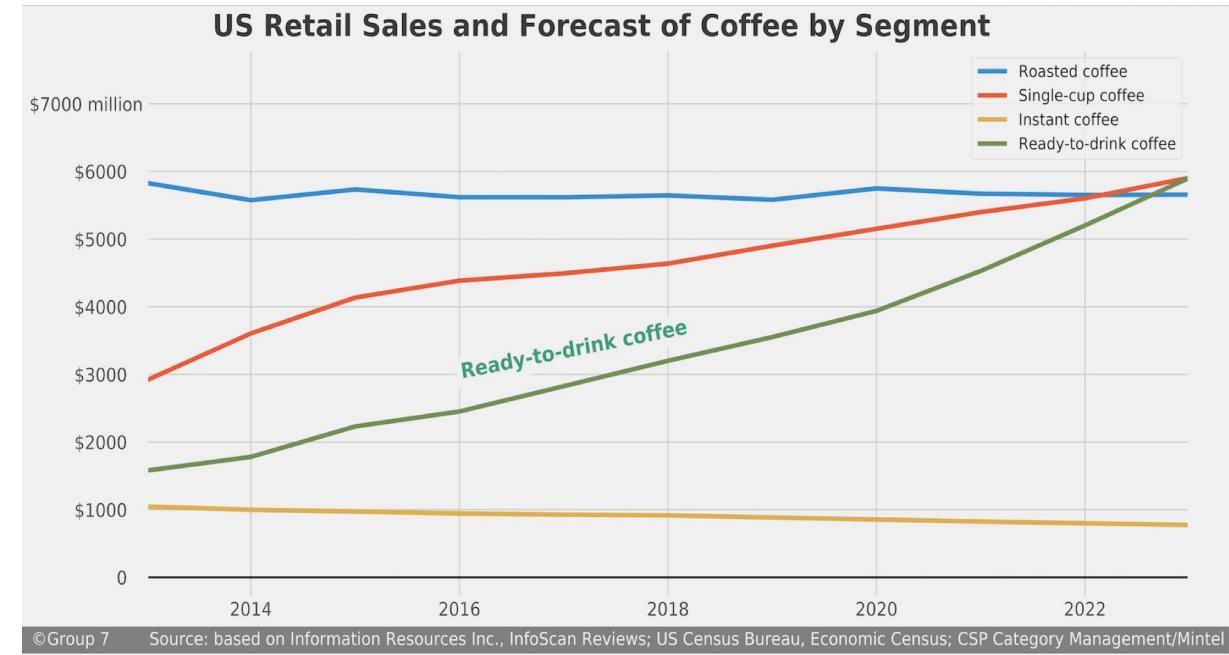
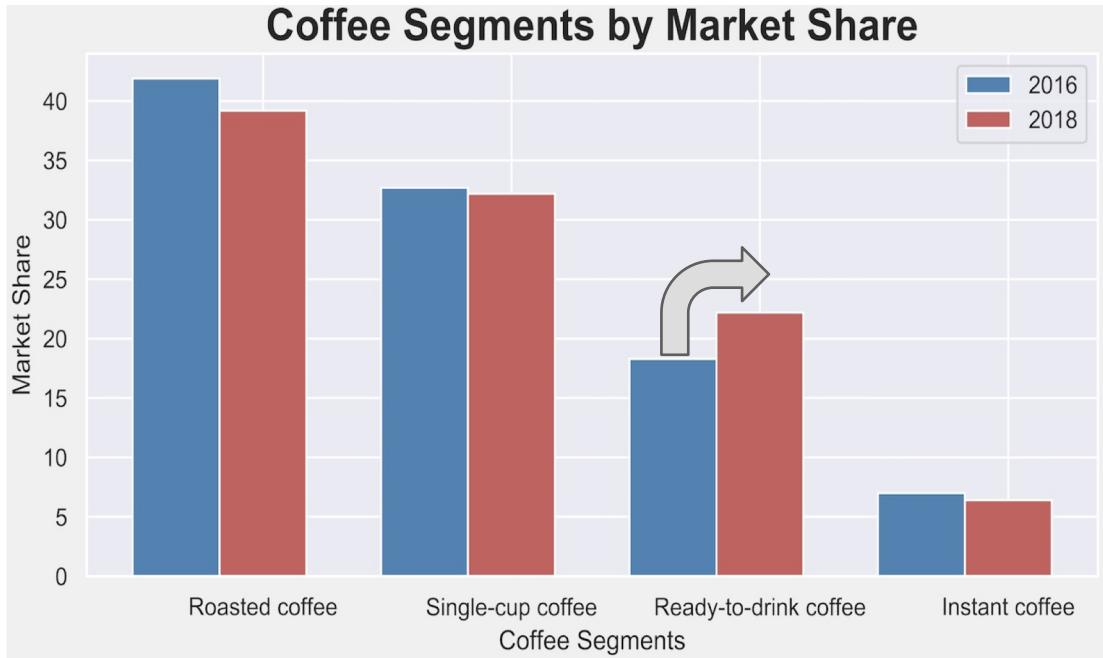
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PESTLE



Market Trends



Ready-to-drink
Coffee

- \$13 billion retail coffee market
- accounts for 20% market share
- 66% increase in sales from 2019-23

Source: Information Resources Inc., InfoScan, US Census
Bureau: Economic Census, CSP's Category Mgmt., Mintel

Beverage Trends

Negative Effects of Coffee

- Stress and Tension
- Acidic (bad for mineral absorption and gut health)
- Anxiety, nervousness, jittery feelings
- Calcium absorption, preventing it from reaching your bones
- Raises blood pressure

Opportunities: Research Insights

- Theanine: Amino Acid found in Tea which has a variety of calming effects (reduces stress, anxiety, ADHD symptoms, blood pressure, improves immune system and mental attention)
- Top 3 Most preferred flavors by consumers: Vanilla (61%), Hazelnut (48%), and Chocolate (48%)

Key Customer Segments

Customer Segments	Youth	Young Adults	Adults	Seniors
Age Range	24 and younger	25 - 39	40-59	60 +
Revenue Share	9.2%	25.3%	34.8%	30.7%
Product Preferences	Gourmet Beverages (e.g., Espresso)	Gourmet Beverages (e.g., Espresso)	Varied, volume consumption	Instant & Decaf Coffee Preferred
Five-Year Growth	Growth	High Growth	Growth	Stable

Innovation Ecosystem

Players

Cup Manufacturers
Coffee Bean Harvesters
Supply Chain Industry
e-Commerce



Innovation Allies

Biodegradable Cups
New types of coffee Bean
Fair Trade Organizations



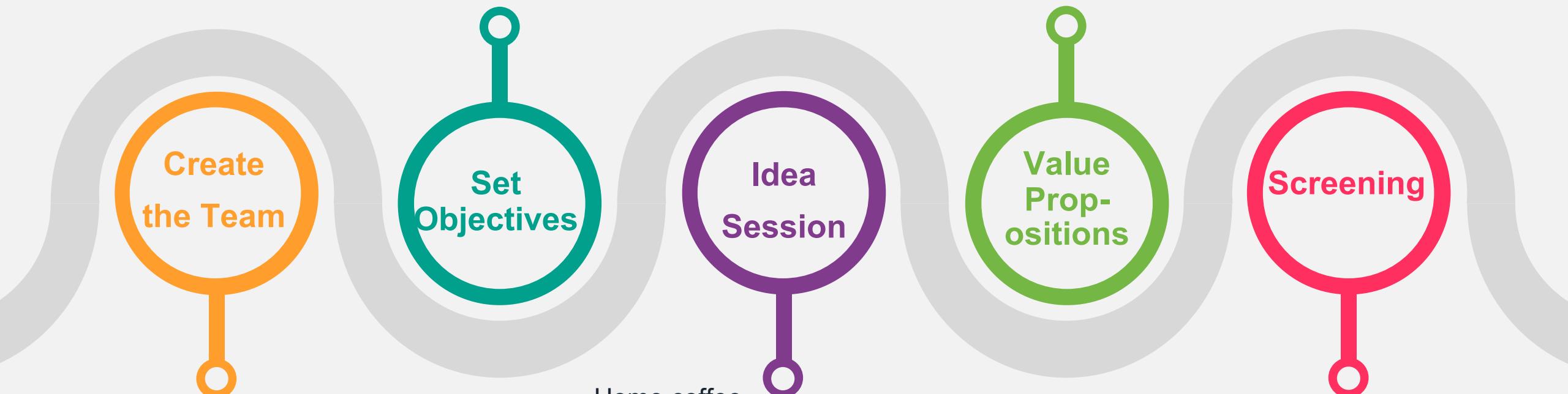
Dependencies

Special Syrup
Specialized packaging
Sustainability



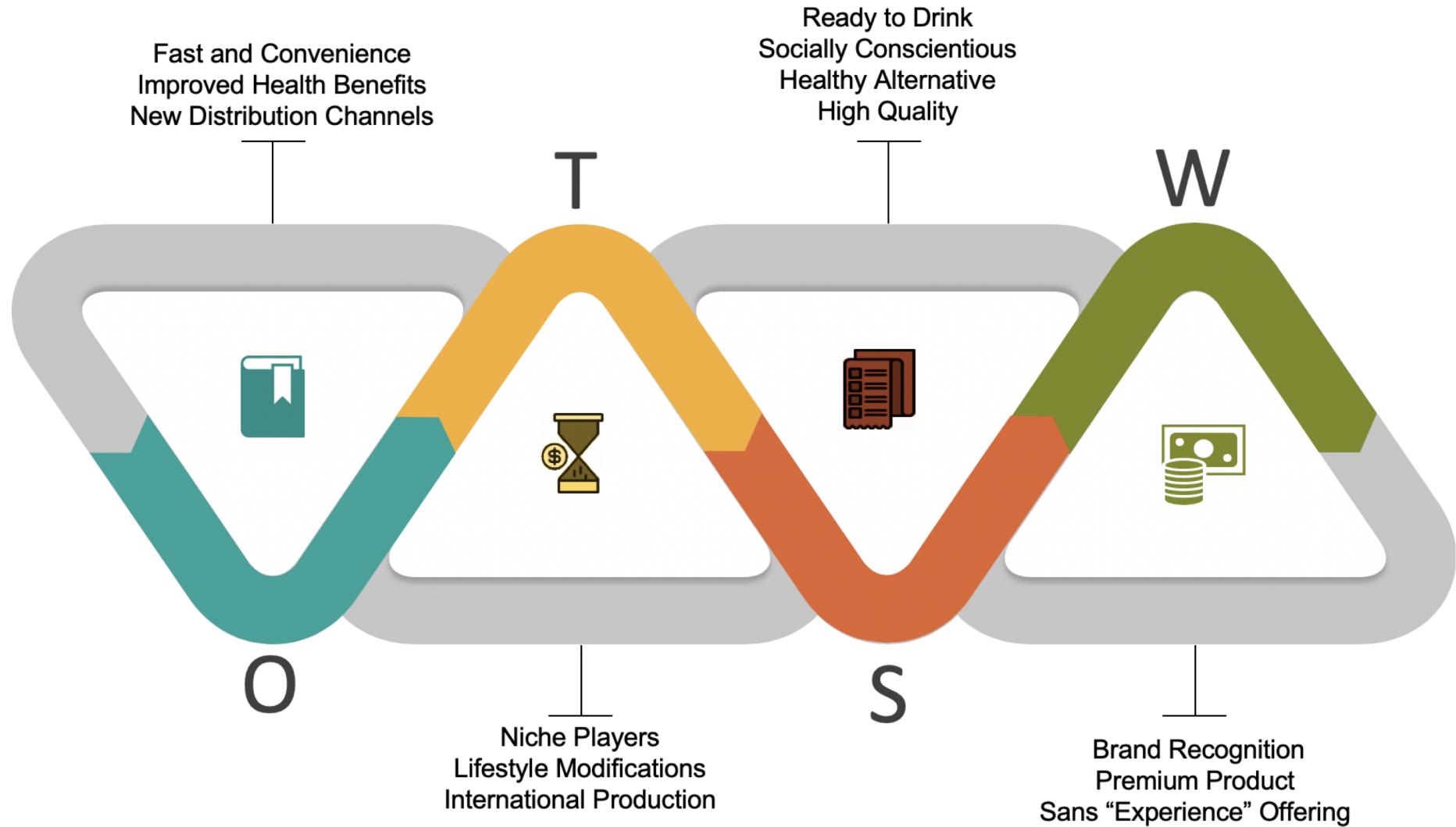
Ideation and Concept Creation

- Capture millennial market, 44% of \$32b US market
 - Meet Required Product Attributes
 - Deliver Outstanding Customer
- Discussion around each idea to discuss details around how each one could become a minimum viable product

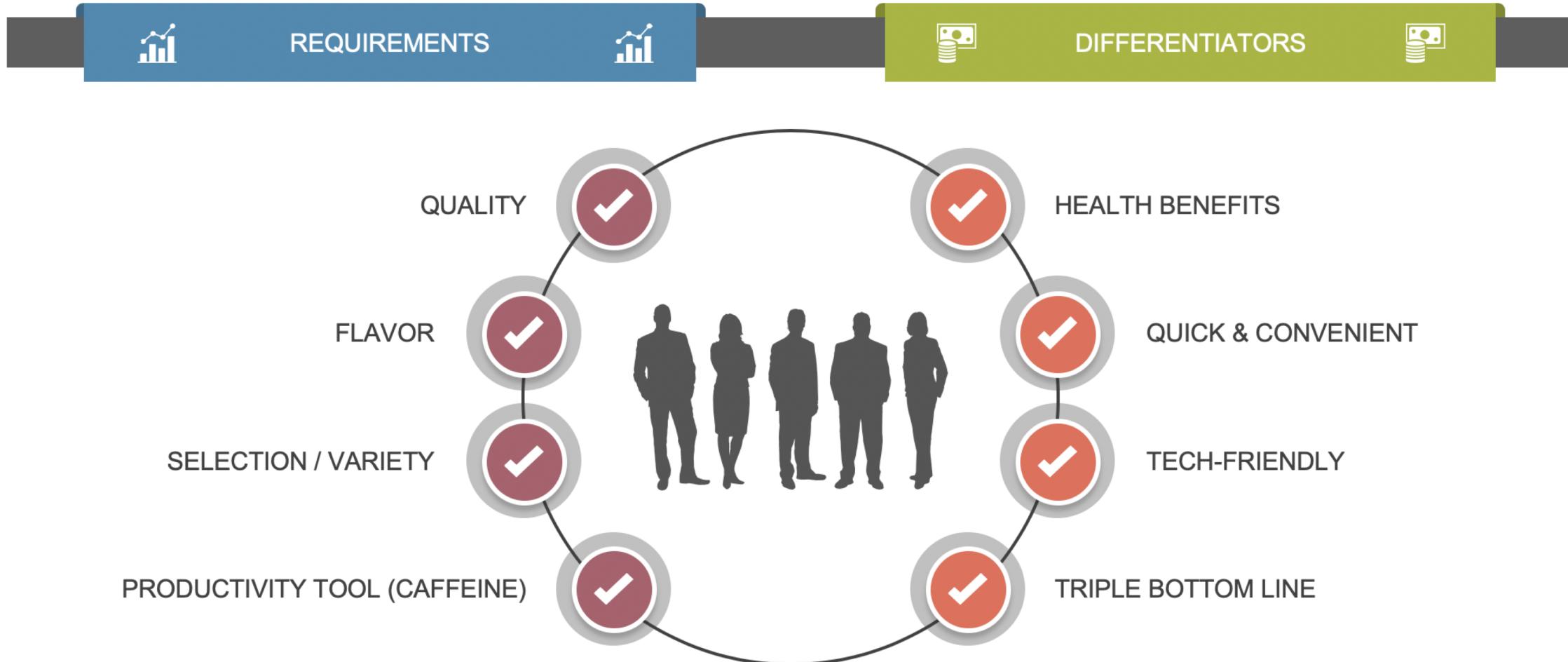


- Create team around the ideation needs with experts and decision makers that can implement and have diverse ideas
- Home coffee makers
- Service
- Coffee Storage/Waste
- Cups
- Health Products
- Stores
- Vote on an idea and use this time to discuss a prototype

OTSW Analysis



Desired Product Attributes



New Product Introduction (NPI)



Flavor Selection:

- ✓ Natural
- ✓ Vanilla
- ✓ Hazelnut

Added Health Benefits:

- ✓ Probiotics
- ✓ L-theanine

Technological Advancements:

- ✓ Mobile application
- ✓ Connection from field to cup
- ✓ Recyclability incentives

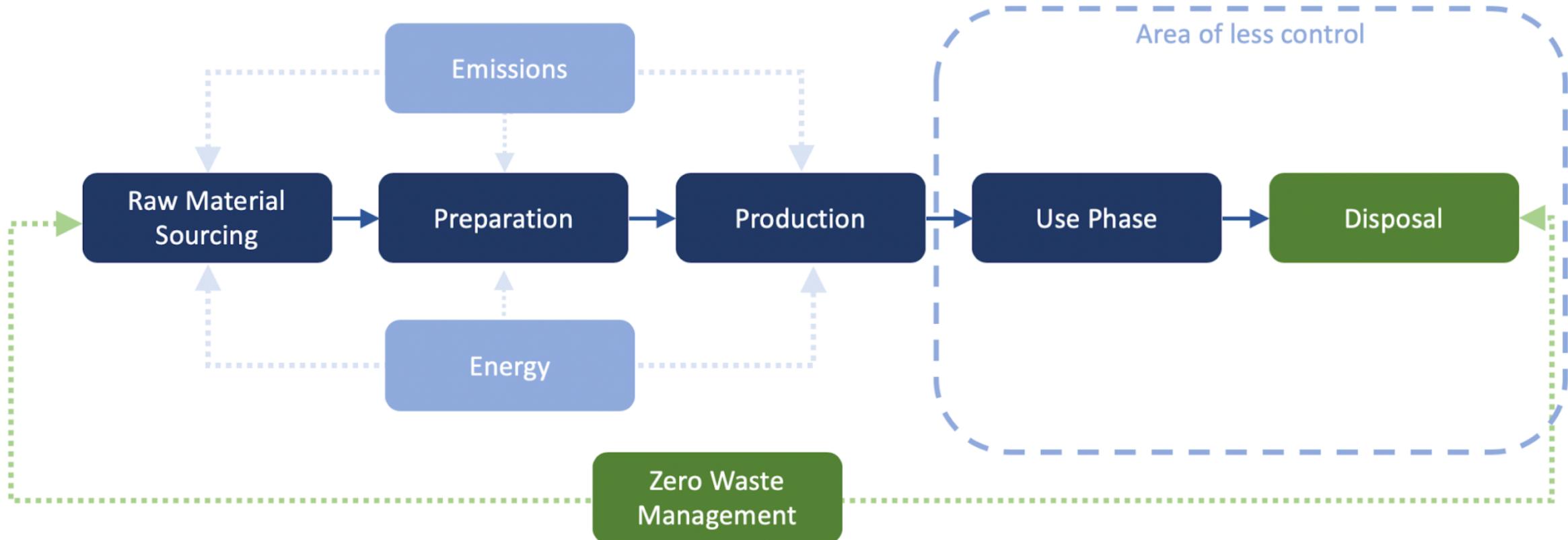
Certified Responsibility:

- ✓ USDA Organic, Fair Trade, and Environmentally Conscientious Production

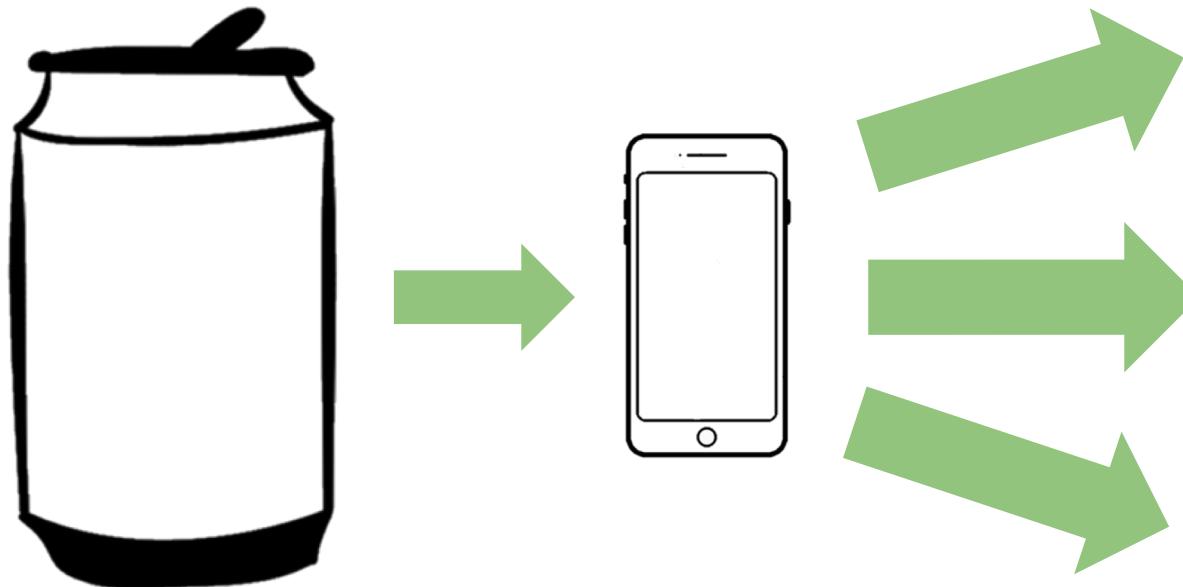
Wide selection of Distribution Channels

- ✓ Major Retailers
- ✓ Direct Sales

Lifecycle Management is Cradle-to-Grave



Customer Centricity via Technology



Your coffee was farmed by Nicolas on March 23rd. You can see the farm location here (Google Maps link [here](#))

The energy needed to produce this cup of coffee was 31.5Kj. Click [here](#) for more details on our state-of-the-art sourcing process!

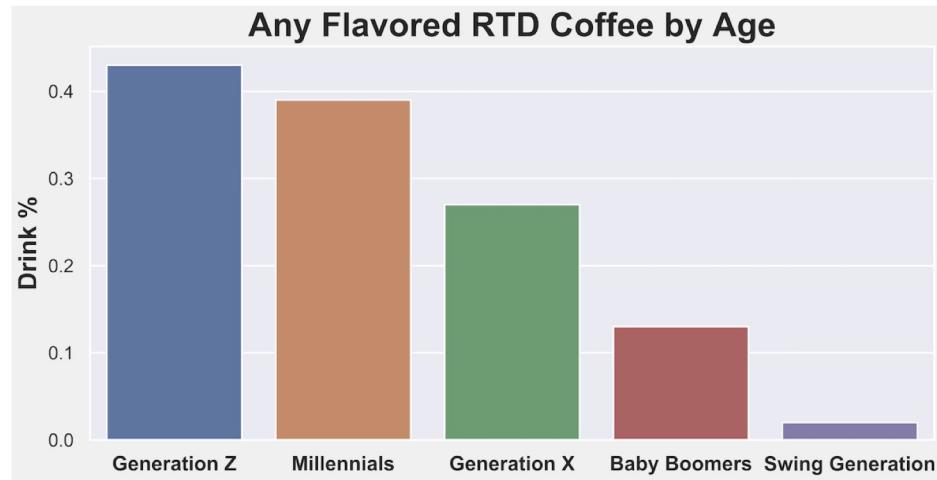
In terms of disposal, you will be rewarded with a \$0.05 on your next purchase if you dispose in a XYZ container

Target Segment Analysis

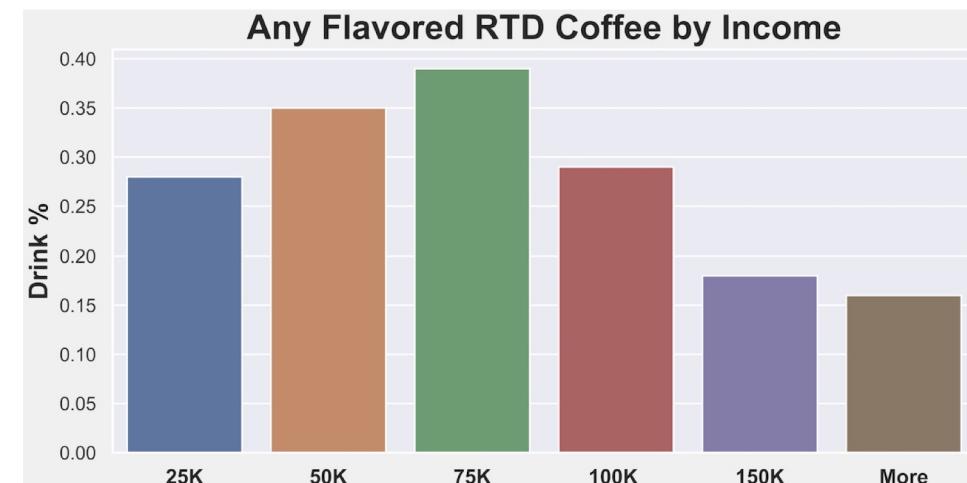
"Which of the following types of coffee do you drink at home or on the go most often? Which do you also drink?"

- Any flavoured RTD cold coffee"

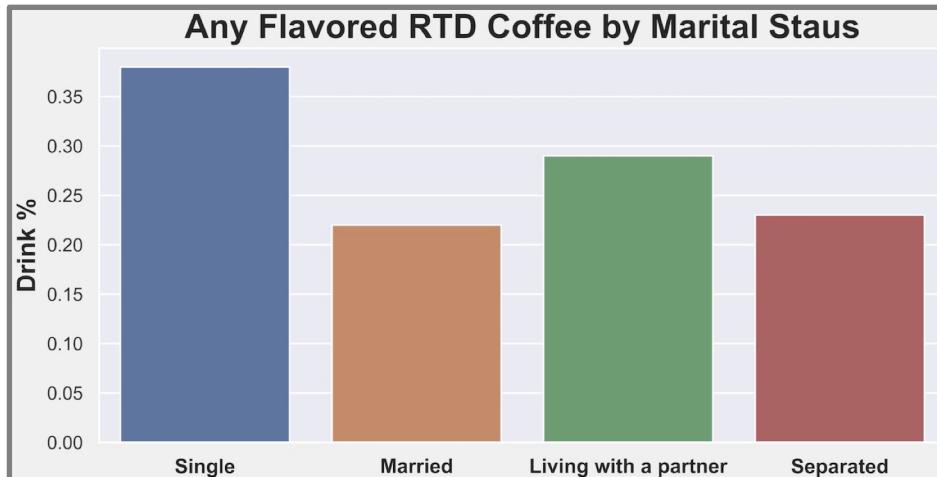
Age



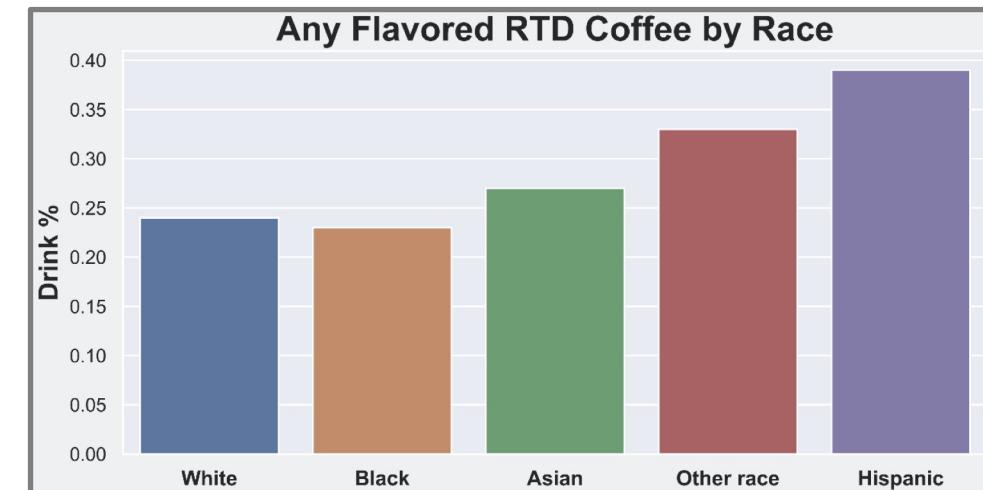
Annual Income



Marital Status



Race



Positioning Statement



For young coffee drinking adults, who care about the environment, are health conscious, and seek convenience, **CoffeeToGo.Inc** offers ready to drink premium brewed coffee infused with flavourful herbs on the go. We distinguish ourselves through leadership on Triple Bottom Line (People, Planet, Profit) combined with Technology and offer wide varieties of coffee available for purchase in retail and direct sales channels



**Questions?
Thank you!**