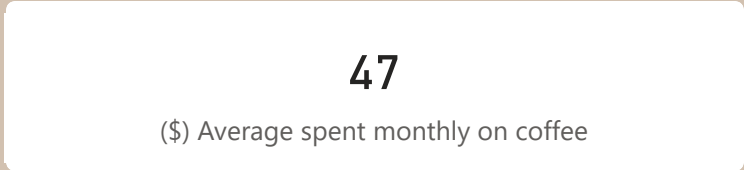


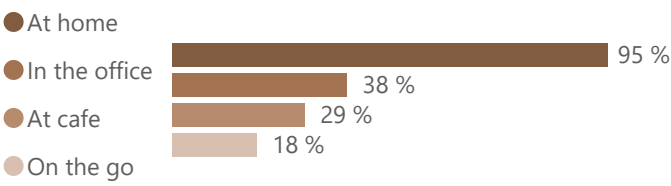
What type of customer should we target?

Our target consumers are 18-24 year olds for cafes and on the go products. 25-44 year olds for brew at home and office products.

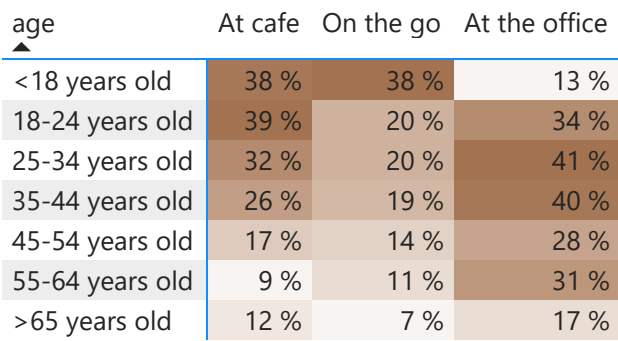


Most of the surveyed drink coffee at home

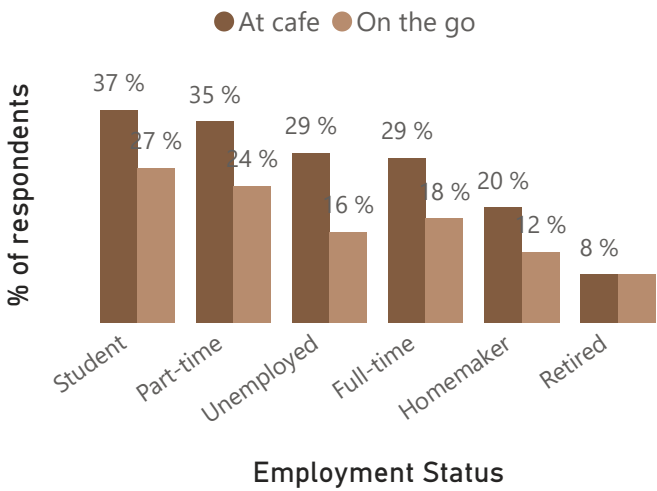
Samples to take home might be a good way to introduce new flavors



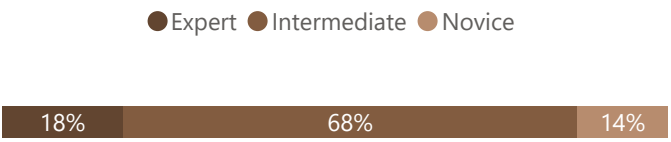
Younger consumers drink more coffee out. 25-44 year olds prefer brewing their own



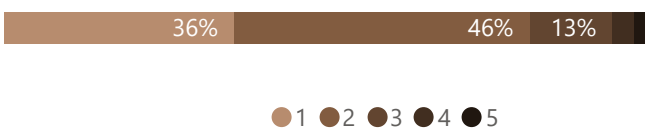
Students prefer to drink more coffee out



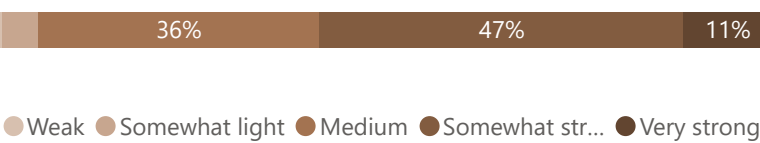
A large percentage of the surveyed consider their knowledge on coffee intermediate



Most 18-44 year olds drink 1 or 2 coffees per day



18-44 year olds like their coffee medium and somewhat strong

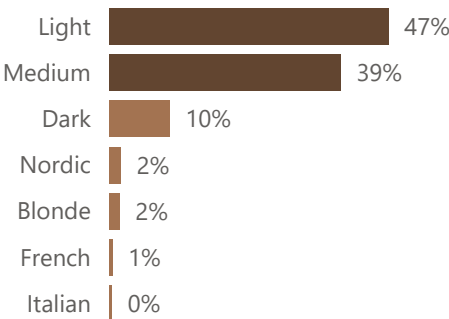


Which types of coffee and drinks should be offered?

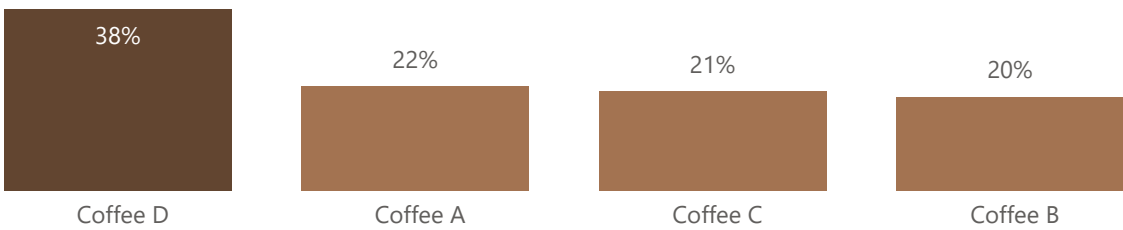
- Coffee A: light roast, washed process
- Coffee B: medium roast
- Coffee C: Dark roast
- Coffee D: Light roast, natural process (fermented, funky/fruity)

There is a clear preference for lighter roasts pre and post survey. Coffee D and coffee A were preferred over the medium and dark roasts on the tasting.

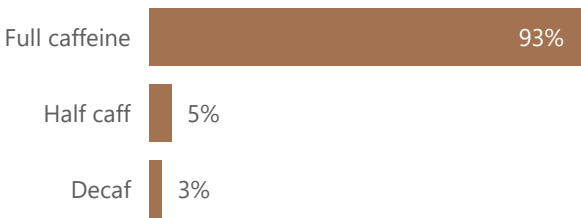
Roast Level Preference (Pre-survey)



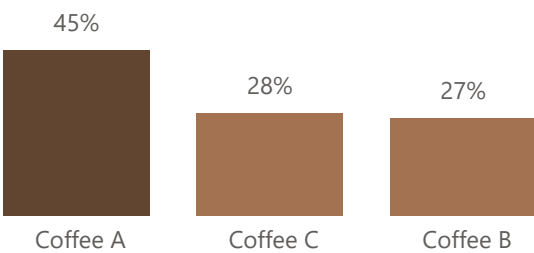
What was the surveyed's favorite coffee?



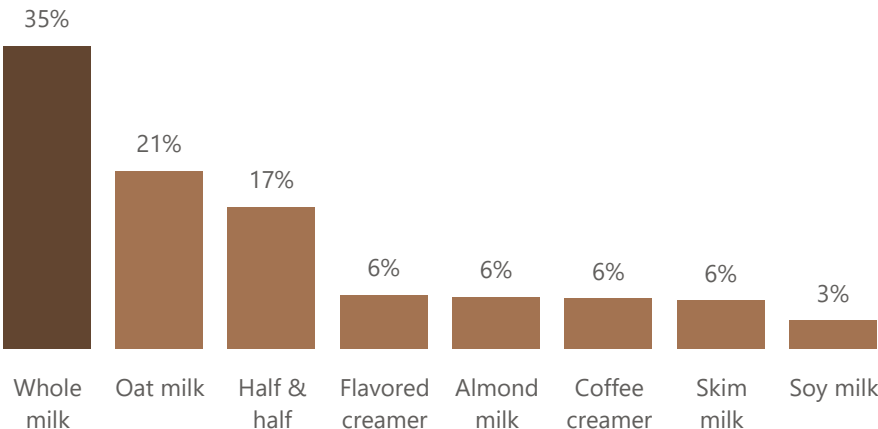
Caffeine Level Preference



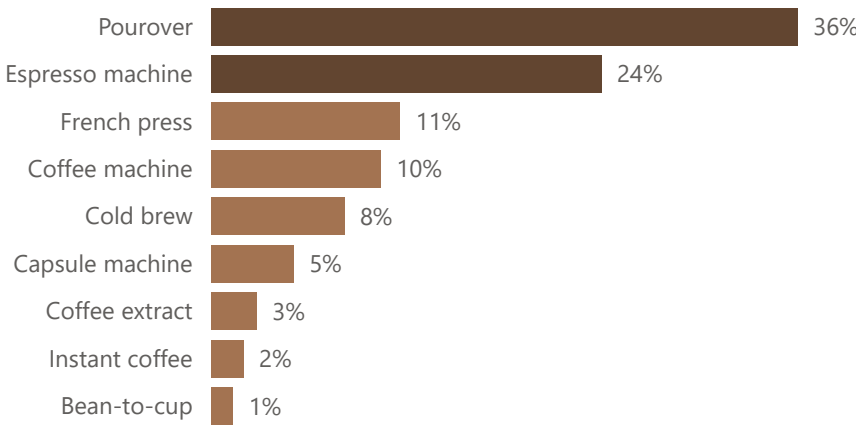
...and between coffee A, B, and C?



42% of the consumers add some type of dairy into their coffee



Brewing methods



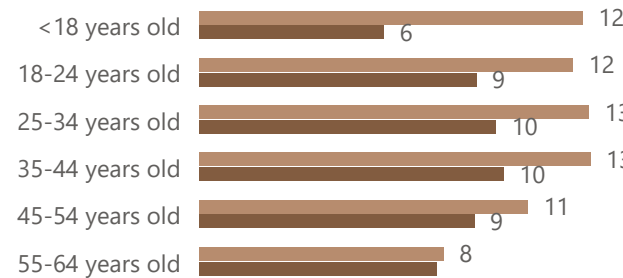
It is advised to offer a variety of fully caffeinated medium and light roasts. It would be beneficial to promote D and A in-shop. It is expected to have a high volume of orders that have whole milk, oat milk, and half & half. For take at home presentations, medium grinds would be favoured by pourover, french press and coffee machine brewers. Fine grinds for espresso brewers is also an important addition.

Pricing Strategy

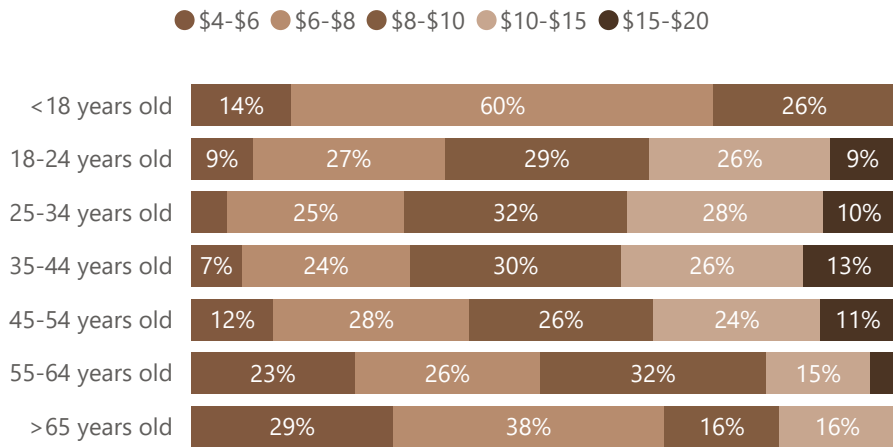
There is a considerable gap between the maximum amount people have spent on a cup of coffe and the maximum they would spend

Max willing to spend (avg)

Most spent (avg)



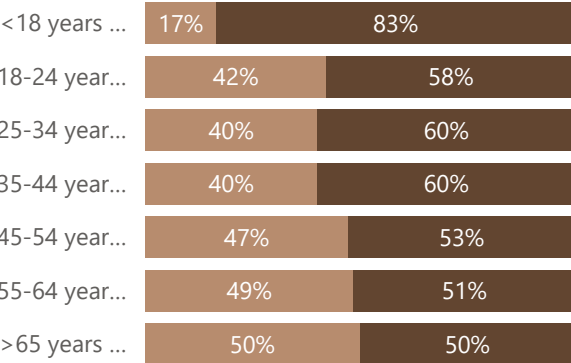
What is the most the surveyed have spent on a cup of coffee?



Is there a perceived value from buying at a cafe?

No

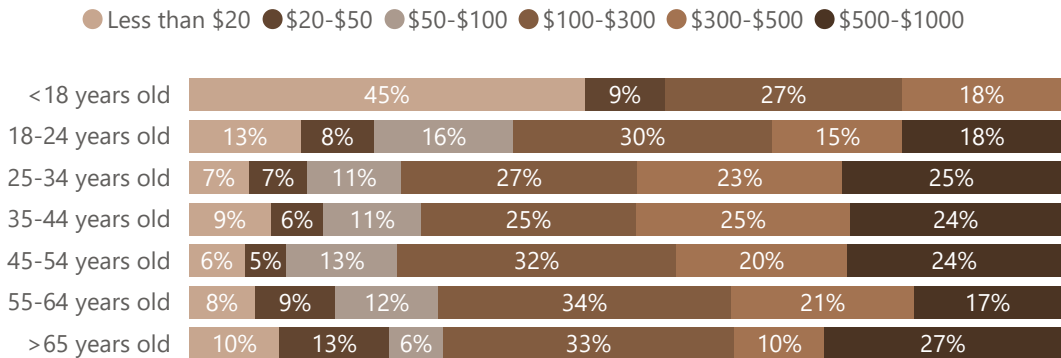
Yes



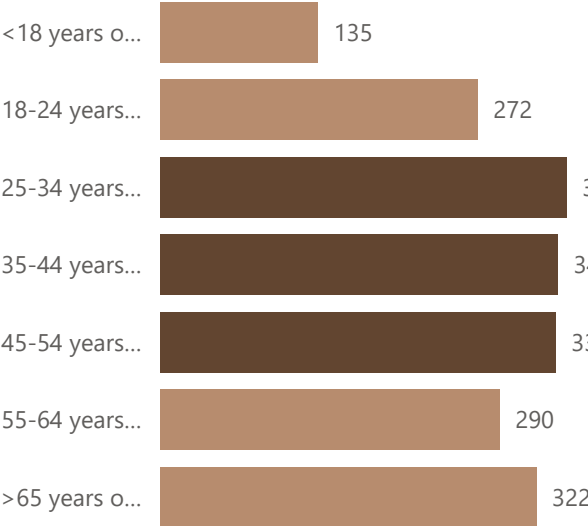
Avg. spending on coffee by month is \$9.7 by those who perceive value in purchasing at a cafe versus \$9 by those who do not.

Avg. spending on coffee equipment is \$334 for those who perceive good value in their purchase versus \$290 avg by those

A significant percentage of people have spent from \$100 to \$1000 in coffee equipment in the last 5 years



25-54 year olds spend the most in equipment



Initially, offer lower prices to attract customers and test how these prices work. Then, adjust the strategy depending on incoming feedback from the starting prices.

\$6-\$9 per cup would be a good introductory price. This range is deliberately set below the \$9.7 average paid by the 18-44 group, which reflects the highest price they've paid for coffee. Moreover, since half the survey respondents consider \$8-\$15 as their upper spending limit for a cup, the entry pricing positions the coffee shop as a value proposition for coffee drinkers.

Students could be catered by offering special deals, since they are the ones drinking the most coffe out.

Additionally, consider offering in-store equipment, that sells for \$100-\$300. This targets 25-54 year olds who spend the most on coffee gear.