

Chamberlain Coffee

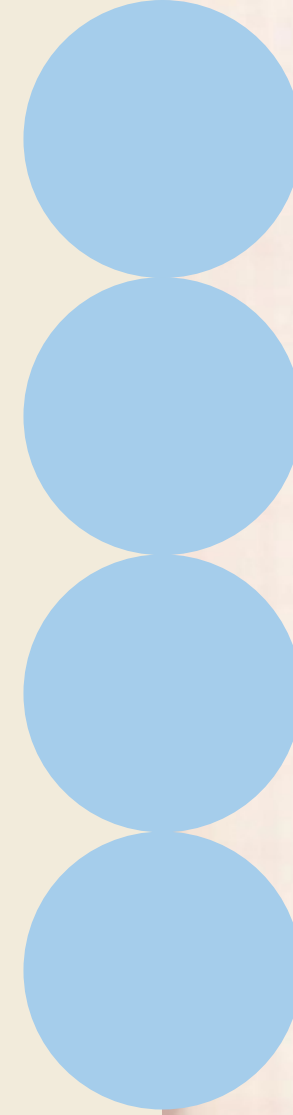


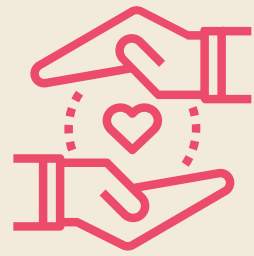
Marketing Plan

By Rachel & Megan

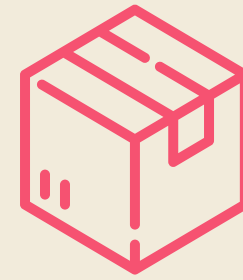
Objectives

Chamberlain's goal is to share a single cup of tasty, simple, and guilt-free freshly roasted specialty coffee with her customers. She doesn't want any extra machinery, pods, or plastic packaging.

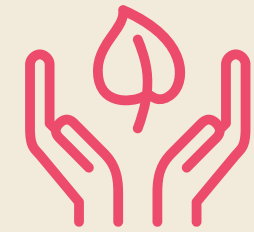




Responsibly
made

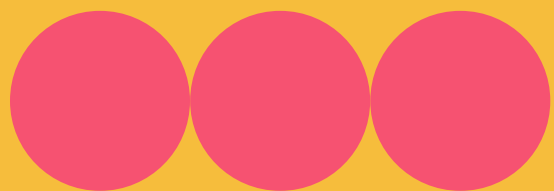


Sustainably
packaged



Sustainably
sourced

Targets



Customer Targets

Chamberlain Coffee targets avid coffee drinkers & lovers, young Millennials, Gen Z, and matcha drinkers.





Competitor Targets

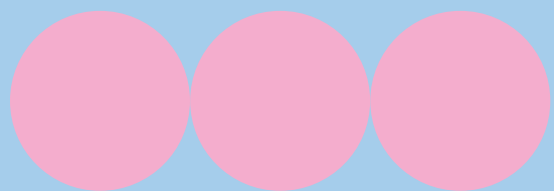
☕ Nespresso

☕ Keurig

☕ Starbucks

☕ Dunkin

Core Strategy

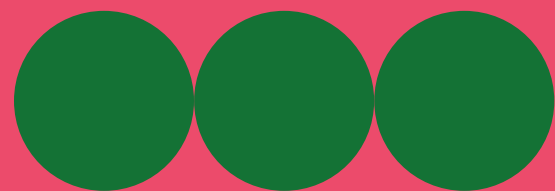


Our Goal

The Chamberlain Coffee strategy is clear; to develop high quality and sustainably sourced coffee including sustainable packaging, and invest in creative marketing ads that only display Emma and her coffee and matcha products.



Marketing Mix



Product

☕ At Chamberlain Coffee, we sell everything you need for your coffee to ensure you have the best experience! Some of these products include but are not limited to flavored Syrups, compostable coffee filters, metal coffee stirrers, Chamberlain Coffee character-shaped ice trays, Chamberlain Coffee brand plant-based milk, and sugar packets. Lucky for you - we sell some of these products in bundles! Coming Spring/Summer 2023 we will be launching our very own Chamberlain Coffee App!



Price

☕ Chamberlain Coffee's prices are low-average priced for high-quality, organic, sustainable coffee

☕ i.e., Chamberlain Coffee sells bundles of coffee at a price of \$20 for 10 servings of coffee which is \$2/cup. This is less expensive than Starbucks and other high-quality coffee brands.



Place

Chamberlain Coffee will expand from its online store to physical stand-alone coffee shops in major cities, focused in NYC and LA.

Chamberlain Coffee has had successful pop-up shops in NYC, so there is an identified market for Chamberlain Coffee in NYC.



Promotion

- ☕ **TikTok** would be the main focus of promotion for Chamberlain Coffee, as Millennials and Gen-Z are the target users of TikTok
 - We would post videos that would increase Chamberlain Coffee's overall engagement and create more brand awareness
- ☕ **Paparazzi pics** holding Chamberlain Coffee
- ☕ **Billboards** in Times Square and LA
- ☕ **Celebrities** promoting Chamberlain Coffee on **social media** and spotted in public holding her products
 - Targeting sought after celebrities that fit within Chamberlain Coffees brand aesthetic

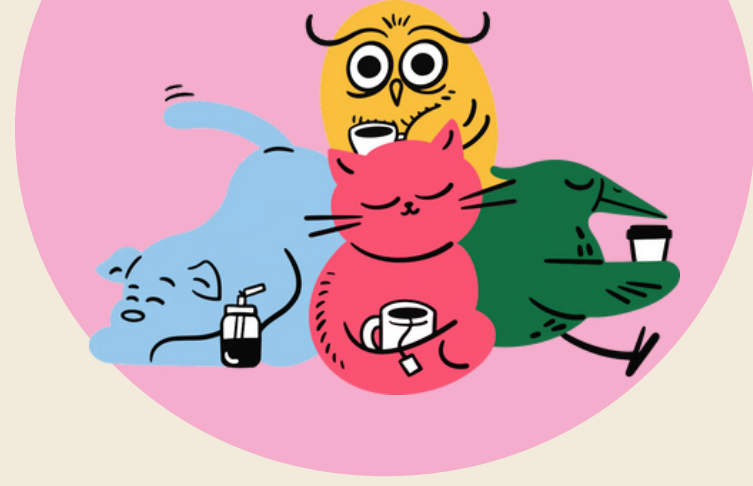


Customer Relationship Management

At Chamberlain Coffee, we want to do everything we can to ensure our customers' satisfaction. Some examples of what we do to establish a good customer relationship are:

- ☕ Personalized annual birthday promo codes
- ☕ Discount codes are sent to customers who haven't made a purchase in a really long time
- ☕ We send out optional surveys to those who sign up for our mailing list to get feedback and make improvements
- ☕ In the rare case that a customer has a bad experience with us, we will do everything we can to make sure that does not happen again. We send out care packages and personable handwritten letters as an apology for bad experiences.





Product Policy

Chamberlain Coffee will start with a small product launch in the Spring/Summer of 2023.

Our launch will consist of accessory coffee materials (coffee filters, coffee syrups, coffee stirrers, character shaped ice trays, plant-based milk, sugar packets)

Based on the initial launch, we will reevaluate whether the products are offered for a limited time or will be a part of our normal product offerings.