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10:10

Be Kind Coffee

Complete Customer Analysis

- Main target audience: College students, Young Parents, Young professionals

Current Economic situation

- Employee Rate: \$8.50

Complete SWOT of the company

- Strengths
  - Unique company identity - focuses on service and spreading kindness
  - Large variety of gluten-free options
  - Owners have previous experience in content creation
- Weaknesses
  - One of their large demographics is college students so during the summer they lose a large portion of their regular customers
  - Noticed on social media outside of Waco but, not as much in Waco
  - Not enough brand recognition
  - Is not easily accessible by customers without cars
- Opportunities
  - Expand brand beyond Waco
  - Work with Baylor (through revolve) or organizations to expand brand awareness
- Threats
  - Large coffee shops (Starbucks, Dunkin etc.) have very large marketing budgets and lots of brand recognition
    - Does not view other local coffee shops as a threat

Complete PEST\*

- Political
  - Prioritizes buying eco-friendly products including, cups, lids, straws, and napkins
- Economic (We are slightly confused, will ask questions on monday to clarify information)
  - Average Price of Coffee: \$5-6
  - Employee Rate: \$8.50
- Social
  - Have profit shares with sororities
  - Gives back to the Waco community through park clean-ups, donations to local charities, and other ways to spread the Be Kind message through Waco
  - Located in Downtown Waco

- Technological
  - Can order online, has a website, mobile app ordering through RDY.
    - Only business in Waco that uses app
    - Getting points is hard
  - Bi-weekly newsletter

#### Select key stakeholders

- College Students
  - Age: 18-23
  - Income: Enough disposable income to buy on average 10\$ worth of coffee a week
  - Psychographics: Students who value a wide variety of coffee options in a space that is suitable for studying
  - Persona: This is Allie, she is a Junior Business major at Baylor University. She studies approximately 8 hours a week and prefers to study off-campus and not in her house. She often goes to coffee shops to study.
- Young Professionals
  - Age: 22-35
  - Income: Single income supporting one person, enough disposable income to afford coffee multiple times a week
  - Psychographics: Likely uses the Lake Air location for convenience of a drive through, Values a wide variety of options,
  - Persona: This is Felix, he recently moved to Waco after getting a job at Baylor University. He isn't a big coffee drinker but he enjoys hanging out with friends and catching up in the ambiance of a coffee shop.
- Young Parents
  - Age: 26-30
  - Parents looking for a place to take their kids out to
  - Parents with children who have dietary issues
  - Persona: This is Daria and Malik, they have two kids, one with allergies and the other is gluten free. They find it hard eating out with their kids because they haven't been able to find a place in Waco that offers options for both her kids.

#### Define Themes (based on sentiment analysis)

- Inclusive
- Community
- Positivity

Define messages to different stakeholders (Theme, Perception & Message matrix)

<b>Inclusive</b>	College Student	Young Professionals	Young Parents
Perception	-That Be Kind only has vegan/ clean coffee, making it more expensive than other coffee shops.	-Having a full menu is important when going to sit inside a coffee shop. -Many respondents in this age range said that they had never been to/ heard of Be Kind.	- Loving that it is dietary inclusive, well-lit, and quiet.
Message	Be Kind is here for you, whatever your reason is for needing a cup of coffee. Maybe you need somewhere to study, meet up with friends, or even break up with your significant other. No matter what it is, we will have a clean-up of coffee waiting for you.	Come catch up with friends while you drink a clean cup of coffee. Be Kind is ready to help you reconnect with the people you have been meaning to call for weeks.	Kids can consume your life, changing things that you have done in your daily routine. Having a clean cup of coffee doesn't have to be one. Stop by Be Kind and grab one before the chaos of the day begins.

<b>Community</b>	College Student	Young Professional	Young Parents

Perception	<ul style="list-style-type: none"> <li>- Not having all the syrup flavorings that other shops might.</li> <li>- Not even knowing where it is.</li> </ul>	-Letting them know that Be Kind can not only be a spot for them to work/ study, but we are here to come to grab a quick cup of coffee.	-Being in quick and easy locations, not taking much time out of their day.
Message	Drinking Be Kind Coffee brings people together. Driving the few extra minutes will better your studies, and relationships, all while being fueled by a clean cup of coffee.	Be Kind Coffee is here for whatever you need that day. A quick cup of coffee or somewhere to come work for the week coming up.	No matter if you have all your kids with you or not, we are always here to fuel an activity-filled day or night when you just need a little pick me up.

Positivity	College Student	Young Professional	Young Parents
Perception	Be Kind is not near campus, so I don't really see the appeal in driving far when I can just go to the library.	I can get a free cup of coffee at home or at the office, so I can get right back to work.	I have been up all night and feel gross. I should just stay home all day and rest so I can be productive and feel better tomorrow.
Message	BeKind is a positive, quiet, and brightly lit atmosphere, allowing it to be a great space to complete work.	Be Kind is the perfect place to stop by for a mid-day reset. Also, a great place to go for a change of scenery to destress while getting work done in office or at home.	BeKind has just the thing for a pick-me-up after being up all night with kids. Be Kind is the perfect place to reset and feel better throughout the rest of the day

