



BUSINESS IDEA FROM
MARKETING AND SALES

COFFEE FIRST PRESENTATION

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INTERESTING FACTS ABOUT COFFEE

**THE WORLD CONSUMES CLOSE
TO 2.25 BILLION CUPS OF
COFFEE EVERY DAY.**



THE
COFFEE FIRST SUBSCRIPTION

WE ARE A BUSINESS THAT PROVIDES DIFFERENT TYPES OF BRAZILIAN COFFEE TO OUR CUSTOMERS IN THEIR HOMES BY **SUBSCRIPTION**.

EVERY BEGINNING OF MONTH (THAT'S WHY THE NAME "**COFFEE FIRST**") WE SEND A **PERSONALIZED COFFEE PACKAGE** TO OUR SUBSCRIBER, WHO DOES NOT KNOW THE TYPE OF IT UNTIL HE SEES IT.



THE COFFEE FIRST BUSINESS STRATEGY

MISSION

SPREAD DIFFERENT TYPES OF COFFEE TO AS MANY HOMES AS POSSIBLE.

GOALS

- INCREASE KNOWLEDGE ABOUT COFFEE;
- MAKE PEOPLE TRY DIFFERENT TYPES OF COFFEE IN A FUN WAY;
- FACILITATE THE PURCHASE OF COFFEE BY DELIVERING THE PRODUCT TO THEIR HOMES EVERY BEGINNING OF THE MONTH.

BUSINESS OVERVIEW





THE
BRANDING



COFFEE FIRST

YOUR FIRST THING IN THE
MORNING.

CLASSIFICATION: XXXX

ROAST DATE: XX/XX/XXXX

REGION XXXX

PRODUCER: XXXX

EXPIRATION DATE: XXXX

PERSONALIZED PACKAGES



THE
COFFEE FIRST BUSINESS SWOT

STRENGTHS

- QUALITY
- PACKAGE CUSTOMIZATION (PERSONALIZED)
- SUBSCRIPTION
- WELL CAPACITED TEAM

OPPORTUNITIES

- DEMAND INCREASE
- COFFEE MACHINE SALES GROWTH
- NEW WORKAHOLICS/CO-WORKING COMMUNITIES WHO LIKES COFFEE SHOPS
- LACK OF GOOD/NON BORING PLACES TO GO
- COLLABORATION WITH OTHER COMPANIES OFFERING PRODUCTS / SERVICES INTERESTING FOR OUR BUSINESS

WEAKNESSES

- NEW COMPANY (EXPERIENCE)
- HUGE COSTS

THREATS

- STRIKES
- COMPETITORS
- COFFEE SHORTAGES IN THE WORLD
- OTHER ENERGY DRINKS TRENDS
- FINANCIAL CRISIS



THE
COFFEE FIRST PESTEL

POLITICAL

- GLOBAL INFLUENCES
- POLITICAL RULES, REGULATION
- CORRUPTION
- LABOR LAW
- TRADE RELATIONSHIPS

ECONOMIC

- TAXES
- ECONOMICAL GROWTH
- ECONOMICAL CRISIS
- INFLATION
- EMPLOYMENT
- MONETARY POLICY
- GROWING INCOMES

SOCIAL

- UNEMPLOYMENT
- NATIONAL PROJECTS
- INTERNATIONAL PROJECTS
- HEALTH CONSCIOUSNESS

TECHNOLOGICAL

- R&D
- TECHNOLOGICAL DEVELOPMENT
- COFFEE MACHINES

ENVIRONMENTAL

- ENVIRONMENT RULES
- CLIMATE CHANGE
- WEATHER
- NGO
- SUSTAINABLE FARMING

LEGAL

- EMPLOYMENT LAWS
- CUSTOMER LAWS
- DISCRIMINATION REGULATION
- FOOD STANDARDS



THE
COFFEE FIRST CXM

A “CUSTOMER EXPERIENCE” IS THE CUSTOMER’S PERCEPTION OF INTERACTIONS WITH A BRAND, FROM MARKETING COMMUNICATIONS TO SALES AND SERVICE PROCESSES TO THE USE OF THE PRODUCT OR SERVICE. “CUSTOMER EXPERIENCE MANAGEMENT” MEANS MANAGING CUSTOMER INTERACTIONS TO BUILD BRAND EQUITY AND LONG-TERM PROFITABILITY.

SO, IN OUR STRATEGY, THIS CUSTOMER JOURNEY IS AN ESSENTIAL TOOL TO MANAGE THE CONSUMER EXPERIENCE. IT ALLOWS US TO IDENTIFY THE CUSTOMER'S GOOD AND BAD FEELINGS THROUGHOUT THE ENTIRE BUYING AND SELLING PROCESS. THIS PROCESS EXTENDS FROM THE MOMENT HE DISCOVERS A NEED TO THE MOMENT HE PURCHASES THE PRODUCT OR SERVICE.



THE
COFFEE FIRST CUSTOMER JOURNEY

- KNOWING THE CUSTOMER TASTE
- SURPRISING THE CUSTOMER EVERY MONTH
- CONTACTING THE CUSTOMER EVERY MONTH
- DELIVERING THE PRODUCT IN THE BEGINNING OF THE MONTH (AND FAST)
- JOINING DOTS WITH EVERY PACKAGE SENT (BONIFICATION, AWARDS, POINTS)
- SENDING RECIPES FROM OUR SUPPLIERS
- LISTENING OUR CUSTOMERS OPINION (NPS)



THE
COFFEE FIRST FINANCIAL PART

OUR INITIAL GOAL IS TO ADVERTISE OUR TRADEMARK AND PRESENT TO PEOPLE ALL OUR QUALITY.

TO ACHIEVE THIS, WE WANT TO MAKE PEOPLE KNOW OUR BUSINESS FIRST SENDING ONE PACKAGE OF ½ KG FOR FREE IN THE FIRST MONTH, SO THE SUBSCRIPTION WILL EARN THE VALUE OF \$8 IN THE NEXT 3 MONTHS AND THEN \$15.

ABOUT THIS, WE KNOW THAT TODAY, A COFFEE BAG (60KG) COSTS ABOUT USD16.90 (OR BRL96,27)

CONSIDERING ALL THE PURENESS OF OUR GRAINS, THE PACKAGE, VACUUM PACKAGED, GROUND IN ORDER TO PRESERVE ITS ENTIRE FLAVOR, WE OFFER A MOST HIGH QUALITY COFFEE, ALLIED TO AN EXCELLENT LOGISTIC TO OFFER THE COFFEE AS IF THIS WAS JUST HARVESTED FROM OUR FARMS.



THE
COFFEE FIRST FINANCIAL PART



BECAUSE THIS OUR INITIAL GOAL IS TO GET 500 CLIENTS IN OUR MORE NEAR REGION. THIS WILL BE THE CONTROL QUALITY PUBLIC, WHO WILL OFFER FEEDBACKS FOR THE NEXT STEPS.

WITH THESE 500 CLIENTS, WE WILL GET USD4.000 FOR 3 WEEKS, AND THEN 7.500 IN THE NEXT MONTHS, IF WE CONSIDER THE NUMBER OF CLIENTS KEEPING THE SAME, ENSURING A 50% AVERAGE OF GROSS PROFIT.

OUR GENERAL COSTS WILL BE BUYING THE COFFEE DIRECTLY FROM THE SUPPLIER, THE COSTS OF SENDING THE FINAL PRODUCT TO THE CONSUMER, THE PACKAGING PROCESS, THE FEW EMPLOYEES.



THE
COFFEE FIRST BUSINESS

**“WE DON’T SELL COFFEE,
BUT THE EXPERIENCE.”**

BARCZI, ANIKO. CEO.