

## **MARKET PLAN:**

### **MARKETING: GET YOUR COFFEE IN THE CUPS OF YOUR CLIENTS!**

**MOST PEOPLE DON'T REALLY KNOW HOW GREAT FRESH ROASTED COFFEE IS UNTIL THEY TRY IT. MANY PEOPLE THINK THEY ARE ALREADY DRINKING FRESH ROASTED COFFEE. SO THE REVELATION COMES IN THE CUP. YOU MUST GET FRESH ROASTED AND FRESHLY BREWED COFFEE INTO YOUR CLIENTS CUP. ONE WAY TO DO THIS IS TO MAKE AND OFFER CUPS TO YOUR CLIENTS. ANOTHER WAY IS TO GET SAMPLES OF WHOLE BEAN COFFEE THEY CAN GRIND AND BREW AND DRINK. BUT MANY REALLY NEED EDUCATED AS TO THE BEST WAY TO BREW THE PERFECT CUP. SO ALONG WITH GREAT COFFEE COMES THE NEED TO EDUCATE YOUR CLIENTS. SO MAKE FRESH POUR OVERS IF YOU CAN. FRESH FRENCH PRESS DRINKS AND OTHER JUST MADE COFFEE. MAKE SURE YOUR CUSTOMERS KNOW THE IMPORTANCE OF GRINDING RIGHT BEFORE THEY BREW-EXPLAIN HOW QUICKLY THE OILS IN COFFEE EVAPORATE WHEN COFFEE IS GROUND. AND THAT MUCH OF THE FLAVOR IS IN THE OILS. EXPLAIN THE IMPORTANCE OF THE BEST TASTING WATER. THEN EXPLAIN HOW VITAL IT IS TO HAVE THE PROPER BREW TEMPERATURE. THEN TRUST THAT YOUR KIND EDUCATION WILL LEAD YOUR POTENTIAL CLIENTS TO SAMPLE YOUR ROAST. JUST-ROASTED HIGH QUALITY COFFEE WILL OPEN THE EYES OF YOUR CLIENTS AND THEIR TASTEBUDS WILL LOVE YOU FOR THEIR NEW FOUND DISCOVERY... NEXT QUESTION:**

### **WHO WILL BECOME YOUR CUSTOMERS?**

**\*WE HAVE CONSIDERED THAT FIRST WE MUST MAKE GREAT COFFEE**

**\*NEXT WE SEE THE NEED TO GET YOUR FRESH ROASTED & FRESH BREWED COFFEE INTO THE CUP OF YOUR POTENTIAL CLIENTS**

### **NOW WE NEED TO SEE FIND ALL OUR CUSTOMERS**

**DOWN THROUGH THE YEARS THERE HAVE BEEN MANY GREAT PRODUCTS PRODUCED THAT NEVER GOT OFF THE GROUND BECAUSE THEY WERE NEVER MARKETED PROPERLY.**

### **SO A WELL PLANNED OUT MARKETING STRATEGY IS VITAL**

#### **THINK RETAIL AND WHOLESALE:**

**THE TWO CATEGORIES A ROAST-MASTER MUST FOCUS ON IS WHOLESALE AND RETAIL. IF YOU ALREADY HAVE A RETAIL SHOP AND YOU ARE MOVING FROM BUYING FRESH ROASTED COFFEE TO ROASTING YOUR OWN YOU ALREADY HAVE A RETAIL MARKET. PERHAPS NOW THAT YOU ARE ROASTING AND BAGGING YOUR OWN AT ABOUT 1/2 THE PRICE YOU BOUGHT COFFEE**

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BEFORE YOU WILL WANT TO FOCUS ON SELLING MORE BAGGED COFFEE RETAIL AT YOUR SHOP. MANY ROASTERS ARE SELLING COFFEE IN 1/2 LB., 12OZ AND ONE POUND BAGS. SIZE CHOICES ARE VERY HELPFUL AT REACHING A PRICE POINT THAT MAKES IT EASY FOR YOUR CUSTOMERS TO GRAB A BAG TO TAKE HOME. ANOTHER HUGE MARKET IS THE K-CUP BUSINESS. NOW IS THE FIRST TIME THAT FRESH ROASTING COMPANIES CAN ACTUALLY PRODUCE FRESH K CUPS.

BUT WHAT IF YOUR A NEW STARTUP COMPANY THAT HAS NO RETAIL CUSTOMERS? THIS IS WHERE YOU NEED TO GET CREATIVE AND GET OUT TO FARMERS MARKETS AND BOTH SELL COFFEE BY THE CUP AND BAGS AND K CUPS ALL IN ONE PLACE. WE HAVE SEVERAL CUSTOMERS THAT HAVE VENDERS TRAILERS THAT ARE ADDING FRESH ROAST TO THEIR MENU'S. WE ALSO HAVE COMPANIES BUILDING OR ADDING BUILT IN COFFEE ROASTERS THAT CUSTOMERS CAN SEE THE COFFEE ROASTED RIGHT BEFORE THEIR VERY EYES. NOT TO BE OVERLOOKED IS SELLING FRESH ROASTED COFFEE ON THE INTERNET. ALONG WITH YOUR OWN SITE THERE ARE UNLIMITED VENDER TYPE WEBSITES THAT YOU CAN SELL FRESH RETAIL COFFEE. IF YOU DO START SELLING ON THE INTERNET DO YOURSELF A FAVOR AND CALL AND SETUP A SPECIAL BUSINESS ACCOUNT WITH THE POST OFFICE TO GET A GOOD SHIPPING RATE. THEN EITHER USE THE POST OFFICE BOXES OR BUY A SPECIAL SIZE BOX THAT ALLOWS 2 LBS OF COFFEE PER SHIPMENT. OFFER SEMI MONTHLY CLUBS AS CUSTOMERS REALLY SHOULD GET FRESH COFFEE EVERY 2-3 WEEKS NOT MONTHLY. SOME WEBSITES TO CONSIDER SELLING RETAIL COFFEE ARE E BAY, AMAZON, ETSY, PINTEREST AND THE LIST GOES ON. THEN TOO CONSIDER THE DISCOUNT WEBSITES THAT MAY NOT INITIALLY MAKE BIG PROFITS BUT WILL GET YOUR NAME AND BRAND INTO RETAIL CUSTOMERS HANDS. ONE SUCH EXAMPLE IS Groupon. LOOK AROUND AND DO WEB SEARCHES. YOU WILL FIND MORE.

### **WHOLESALE SELLS MORE COFFEE FASTER**

WHEN YOU SEE YOU CAN THAT YOU CAN MAKE \$10 OR MORE PER POUND RETAIL YOU MAY SHY AWAY FROM MAKING 1/2 THAT SELLING WHOLESALE. BUT THAT WOULD BE A HUGE MISTAKE. WHY? FIRST OF ALL YOU WILL SELL MANY MORE POUNDS TO EACH WHOLESALE CLIENT AND WILL GET WEEKLY AND MONTHLY ACCOUNTS. TAKE A MOMENT AND THINK OF ALL THE PLACES THAT SERVE COFFEE. MANY OF THESE ARE POTENTIAL CLIENTS TO BUY 5LB. BAGS OF COFFEE AT A TIME. SOME MAY BUY SEVERAL 5 LB. BAGS A WEEK. EVEN SHOPS THAT SELL CHEAP NOT SO GOOD COFFEE ARE CANDIDATES TO OFFER PREMIUM HIGH GRADE COFFEE AS A CHOICE TO CUSTOMERS. FOR JUST A LITTLE MORE MONEY PER CUP A CUSTOMER CAN GET GREAT COFFEE VS. NOT SO GOOD COFFEE. AND IF YOU SPECIALIZE IN SEVERAL REGULAR OFFERINGS YOUR RETAIL SHOPS MAY WANT TO OFFER 2 OR MORE VARIETIES OF PREMIUM ROAST. AND WHILE

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**YOUR IN THE SHOP LET THEM KNOW THEY CAN MAKE EXTRA MONEY SELLING YOUR BAGGED COFFEE EITHER BY THE POUND, 1/2 POUND OR 12 OZ. BAG. AND IF THEY REALLY WANT TO PROMOTE THEIR OWN BUSINESS THEY CAN SELL THEIR OWN PRIVATE LABEL BRAND. IT DOES NOT COST YOU A PENNY MORE TO CUSTOM LABEL BAGS OF COFFEE. JUST A FEW MOMENTS TO DESIGN A LABEL. AND FOR PRIVATE LABEL OFFER THE BAGS FOR 25-59 CENTS MORE PER BAG. IT PUTS A LITTLE MORE IN YOUR POCKET AND IF THEY DECIDE JUST TO USE YOUR BRAND YOU PROMOTE YOUR BRAND TO MORE CUSTOMERS THAT MIGHT BUY DIRECT NEXT TIME.**

**NOW WHILE TALKING ABOUT SELLING YOUR COFFEE WHOLESALE YOU DON'T NEED TO LIMIT YOUR SALES TO SHOPS THAT SELL COFFEE BY THE CUP. YOU CAN OFFER ALL RETAIL SHOPS A CHANCE TO CASH IN ON THE FRESH COFFEE AWAKENING. WHAT IF A COMPANY IS UNSURE? WHY NOT OFFER TO CONSIGN A DOZEN BAGS AT A LOWER PROFIT RATE TO THE SHOP. ONCE THEY SEE HOW MANY BUY FRESH COFFEE THEY MAY DECIDE TO BUY THE NEXT ORDER OUTRIGHT AND GET A LOWER PRICE.**

**THESE ARE JUST A FEW IDEAS FOR SELLING COFFEE BY THE CUP, BAG OR K-CUP. WHAT ABOUT ROASTING BULK COFFEE FOR LARGER BUSINESSES WANTING 500 OR MORE POUNDS PER WEEK? THIS MAY BE ANOTHER AREA WHERE YOU CAN QUICKLY PAY OFF YOUR EXISTING EQUIPMENT AND THEN BUY EVEN A LARGER OR 2ND MACHINE TO DOUBLE PROFITS.**

**THIS ARTICLE IS JUST A BEGINNING OF THE DISCUSSION ON MARKETING. THERE ARE MANY MORE POTENTIAL AREAS TO MARKET YOUR PRODUCT. BREWERIES ARE NOW MAKING BEER COFFEE AND WANT HIGH QUALITY COFFEES. WHAT ABOUT CHOCOLATE COVERED COFFEE BEANS?... THE POINT IS TO THINK OUTSIDE THE BOX. LOOK FOR STANDARD MARKETS BUT DINT LIMIT YOURSELF. CONTINUE TO LOOK FOR NEW FRESH MARKETS. AND NEVER LET LET THE QUALITY OF YOUR COFFEE DROP. CONTINUE TO GROW AS AN ARTISAN OF FINE ROASTED COFFEES.**