

## bb's cafe Mission Statement

"To be the best and most convenient specialty bread and signature coffee specialist in Australia and internationally."

## bb's cafe Position Statement

"Where our signature coffee is our obsession and specialty breads are our speciality. Where affordable and approachable style makes us your place to relax and recharge anytime."

## Target Market

bb's cafe's target market is the 25 to 35 year old female and male that has a higher than average disposable income.

It also caters for the 45+ with a range of home style type products at an affordable price.

## Marketing Objectives

- To shift customers perception of bb's cafe from a coffee and muffin cafe to specialty bread and signature coffee specialist.
- To increase the frequency of customers' visitations.
- To maintain positive sales growth and increase market share.
- Increase brand awareness.
- Measure and evaluate the performance of individual bb's cafes.

## Core Product Offering

Our Core Product Offering is our specialty breads and our signature coffee.

## Marketing Strategy

- Develop promotional material with a clear and concise message which has a consistent visual look.
- Focus on marketing objectives and media options which target bb's cafe local communities and target markets within local areas.
- Concentrate efforts behind Local Area Marketing to create local and loyal customers for each of our stores.

## Major Competitors

Our major competitors can be described as all outlets which provide customers with premium coffee and convenient food options. These include Coffee Club, Jamaica Blue, Gloria Jeans, Muffin Break, Zarraffas Coffee, Hudsons and Starbucks.

## Promotional Methods

bb's cafe promotional methods include (but not limited to)  
Letterbox distribution as it directly targets the local community  
In-store advertising & Point Of Sale (POS) to promote to current customers  
Electronic Direct Mailing (EDM) to its entire customer database.  
Shopping Centre Advertising through mallways and visual mediums  
Website which communicates our promotional offering to anyone who has access to the internet.

## Strengths

- Specialist in coffee with our very own signature blend.
- We offer a large variety of meal options including convenient take away food, sweet treats, breakfast and dine in light meals. bb's cafe Plus stores are also licensed and offer an extended menu.
- 3 types of franchises available: Kiosk, cafe and cafe Plus.
- Situated in high traffic shopping centres and locations.
- National supply network which allows bb's cafes to take advantage of economies of scale.

## Weakness

- Does not have strong international brand compared with Starbucks and Gloria Jeans.
- Some bb's cafes are still in the old bb's espresso look which has a negative impact on brand recognition.

## Opportunity

- Consumers are pushing for healthy and convenient food alternatives.
- Consumer trend shows a pattern of indulgence emerging as a result of the health push.
- Consumer looking for alternate hot beverages other than coffee.
- Catering for small functions and community events.

## Threats

- The large amount of food outlets offering coffee, eg. McDonald's McCafe, Hungry Jacks, Petrol Stations and local ma-and-pa operators.
- As larger shopping centres cannibalize smaller local centres sites locations decrease.

- Improved range of convenience foods for home use.
- Competitive push by large operators by adopting healthy food alternatives, eg McDonald's healthy choice options and salads.

### Current Challenges (includes:)

- Growth of sales in existing stores.
- Growth by additional stores and locating appropriate sites.
- Maintaining and improving the quality of our products and services.
- Labour costs.