Just Us! Coffee

Just Us Coffee Roasters Harvard Case Solution & Analysis

Thank you for your attention! Any questions?

Implementation

- Resource allocation
  - managers have -responsibility , -motivation
- Introduce: Seasonal teas/local art/open mic night/live bands
- local community awareness for fair trade
- Planning offense and defense

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Budget

Control

The aim for the control phase of the strategic marketing process is to maintain the marketing program on the direction that it is planned for.

Conclusions & Recommendations

Just us financial situation is extremely important at this point in time. We believe that our marketing plan will enable Just us to greatly increase sales, revenue and growth. The marketing strategies implemented in our marketing plan will create greater brand awareness and consumer loyalty. The promotional strategies mentioned previously will provide a great source of income through food and beverage sales. The Open Mic Night will broaden our target audiences. Our charitable actions will create a halo effect upon the brand. We anticipate an increase in Just us cafés performance through the implementation of our marketing and strategy plan.

Strategy

Competitive Strategy Differentiation

Communication Strategy

Leading Strategy

Objectives

1. Expand cafe locations 10-20% within 3 years time.
2. Build brand awareness & focus on concentric diversification.
3. Encourage charitable behavior within the local community.

Foundation

Macro Environment - PEST

Micro Environment

Internal Environment

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Implementation

Resource allocation
-managers have +responsibility + +motivation

Introduce: seasonal teas/local art/open mic
night/live bands

local community awareness for fair trade

flanking offense and defense

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SWOT

Just Us Coffee

Implementation

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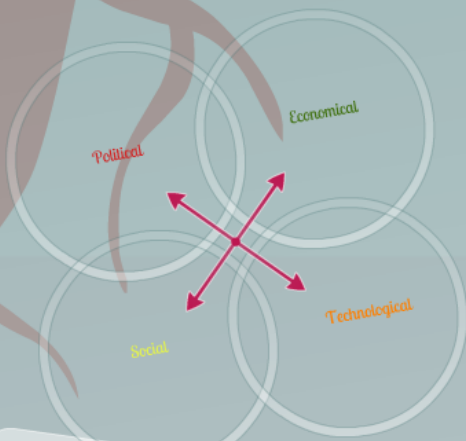-managers have +responsibilty = +mot

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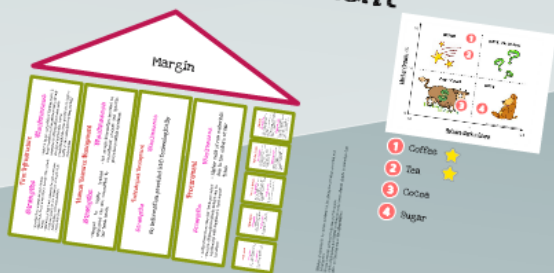
Flanking offense and defense
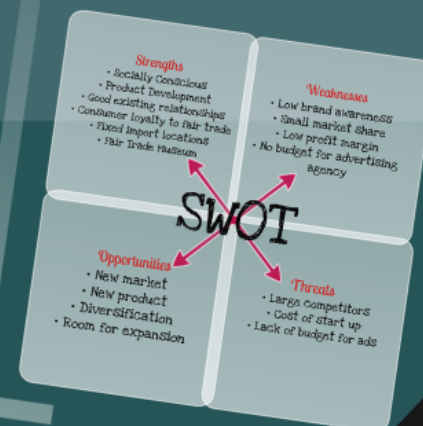
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Macro Environment - PEST

Political

Economical

Social

Technological

Micro Environment

Bargaining Power of Suppliers
Low

Bargaining Power of Customers
High

Competitive Rivalry within the Industry
High

Threat of New Entrants
High

Threat of Substitutes
High

Internal Environment

Margin

1 Coffee
2 Tea
3 Cocoa
4 Sugar

SWOT

Strengths
- Socially Conscious
- Product Development
- Good existing relationships
- Consumer loyalty to fair trade
- Fixed import locations
- Fair Trade Museum

Weaknesses
- Low brand awareness
- Small market share
- Low profit margin
- No budget for advertising agency

Opportunities
- New market
- New product
- Diversification
- Room for expansion

Threats
- Large competitors
- Cost of start up
- Lack of budget for ads
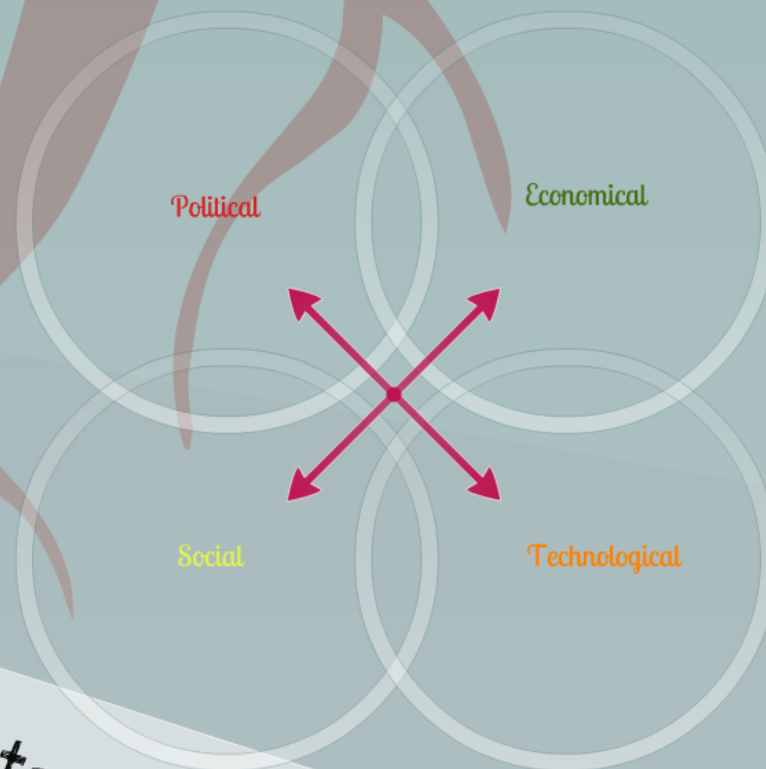
Mission Statement

Foundation

Mission Statement

Just US, implements a local and cultural twist to the modern day coffee experience. By focussing on fair trade and renewable materials Just US promotes an eccentric take on product development and diversification. Aiming to increase at 10% per annum, Just US us will encapsulate its customers to the Just us fair trade way, starting with youth programs for school art. Our mission statement is an ironic one as its not Just US, its U too!
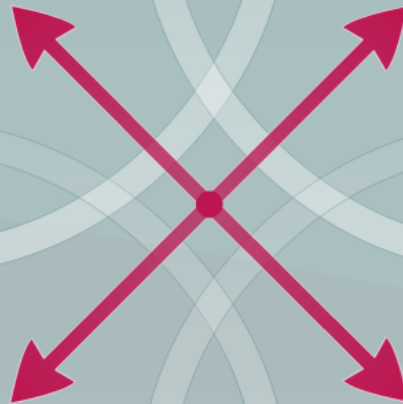
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