Pricing Strategy

- Bakery Goods: Rs.15-175
- Specials: Rs.180-2000
- Health Conscious: Rs.150-550
- Tea: Rs.80-200
- Coffee: Rs.70-200

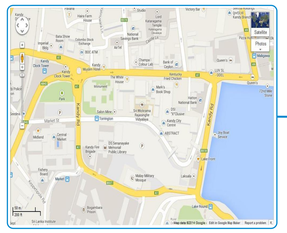
Positioning Strategy

- Objectives
- Vision
- Mission
- Slogan: "Your Cup Of Inspiration"

Resources

- Bakery Goods
- Ingredients
- Kitchen Utensils
- Equipment
- Interior Decorations
- Furniture
- Machines
- Ordering Systems

Location



Team

- Monali Dahanayake
- Nilsha Ketawalakumbura
- Dewmini Perera

Financial Analysis

- Expenses
  - Up front
  - Overhead
  - Direct Cost
- Investments
- Revenue

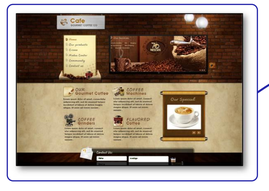
Quantitative Analysis

- Online Surveys
- Web site
- Financial Reports
- Coffee Industry Statistics
- Newspapers

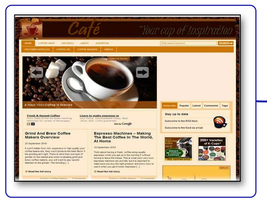
Promotional Campaign

Consumer Sales Promotions

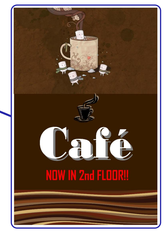
Direct Marketing



E-marketing



Advertising



Launch Strategy

Target Market

- Business Crowd
- Foreigners
- Teen-adults/Adults

Competition

- Direct
  - Barista
  - Mahaweli Reach
  - Devon
  - Bake House
  - White House
  - Delight
- Indirect
  - Roots
  - Miesna

Product Overview

- Menu
  - Hot Coffee
  - Cold Coffee
  - Tea
  - Health Conscious
  - Specials
- Customer Service
  - Take-away
  - Wi-Fi
  - Ordering Systems
  - Live Bands
  - Coffee Arts