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MANUAL OF PROPOSALS

BRIDGE PROJECT *Cofium case*

Tasks : Finding a new location and develop brand awareness

The business idea was to develop brand awareness and increase revenue from sales at the pilot point. But, the fact is that the shop has closed so the new idea is to find a new location and take branding measures. For that, we have :

- found the most appropriate target audience of the shop
- recommendations for placement in other areas of the city - where it is more profitable to develop the future shop
- defined online and offline promotion tools

Target Audience :

Thanks to surveys that we've made, we have some interesting results about the target audience. Most of the clientele who buy frequently packaged food or beverages is young. Most of them are students or are working (so have a lack of time to cook). They are comfortable with social media, especially Facebook and Instagram. Generally, they found coffee or shops through recommendations of colleagues, relatives or friends and in social media. All have more or less a relation with healthy food, they want to keep it in their daily life. After this work, we've found how people can be in sleeping cities and what their expectations are. So, people who live in sleeping cities may have easier and safer access to the business than in the downtown area, which can help a business grow and build brand awareness. However, sleepy towns have hidden costs such as transportation costs to get to the store, so being close to a well-served area is a good idea. We've decided to go directly to similar concept shops to know who our customers are. Thanks to that, we've found different target audiences but **we want to focus on young parents with children**. The concept of healthy food is also consistent because young mums want a well-balanced feed for their children. Knowing this target lets us know what the customer expects from a coffee shop

The target that we choose has to do matches with the location.

Recommendations for the place :

We can recommend two places for the future shop :

- **Location 1 :** <https://spb.cian.ru/rent/commercial/265422925/>

That one is 23,5 m2 and has a very good location, near to a school. 7 min to subway
Surroundings

5 barbershops, small hotel, 2 shops, chemistry



- **Location 2 :** <https://spb.cian.ru/rent/commercial/265586414/>

This option can seem crazy but it's not. Indeed, the place should be ready by the end of 2022 but it will be a totally new place, without any renovations to do, so it allows you to have more time to do more research about the surroundings, the neighbours and consequently reach perfectly the right people. 7 min to subway
Shopping center, car wash



Online tools : Bloggers/SMM specialist, delivery services

Problem : How can we create attention ?

- **Solution 1** : Supply Cofium with vegan desserts, (lactose/gluten/sugar-free) like raspberry tartlet, browni etc.

How : By a vegan blogger which who we can collaborate

Who : Natalya

Her contact : +79112735425

https://www.instagram.com/spb.strawberry/?utm_medium=copy_link

- **Solution 2** : By having some experience in working with bloggers

How : By a SMM-specialist

Who : Regina

Her contact : 89886210732

https://www.instagram.com/predmety_shop/?utm_medium=copy_link

- **Solution 3** : By promoting the brand

How : By a brand manager

Who : Alina

Her contact : Telegram @PRObrandcreative

Web-site with background <http://vizit17707.tilda.ws/page7777html>

89006500017

Delivery services

Application for Delivery club:

<https://www.delivery-club.ru/partners?step=1>

Application for Яндекс Еда:

<https://yandex.ru/promo/eda/partners/registration#forma-1>

Additional branding measures (offline tools) :

Cups design

Idea : Recyclable cups with famous movies quotations on them, different collections

Advantage : Both adults and children can know these quotations

Contact of a designer for cups : Darya - https://vk.com/dara_xi +79788734164

The company which can make print on the cup :

https://formacia.ru/order/?utm_source=emailprice&utm_medium=email&utm_campaign=emailprice#cat-340

Link where you can find some quotations :

<https://www.thrillist.com/entertainment/nation/best-movie-quotes>



Interior of the shop

Reminder : Our focused target is young parents with children

Idea : Made the shop more attractive for our target by applying things which will meet the customer needs. Make the future place a place where these people will feel comfortable.

How :

- Think of parents who need more space for children and strollers
- Think of children who need something to play with. Can be something on walls, some games (quotations game on cups)
- Choose a decoration which is in the trend (industrial and wood)

If you have some questions, we invite you to contact us!

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