

FINAL PRESENTATION

Bridge Project - Cofium 1



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What is Cofium?

Cofium is a **new chain of establishments** in a new format for St. Petersburg:

- takeaway food
- quality drinks from a barista
- mini market

The premium format designed for consumers with an **average and higher income**



Problem identification

01 Low sale

02 Low brand awareness

03 Expensive location renting

04 Professional promotion programs inadequacy

05 Unskilled staffs



Solution offers

Location

Promotion

Culture corporation



I Location

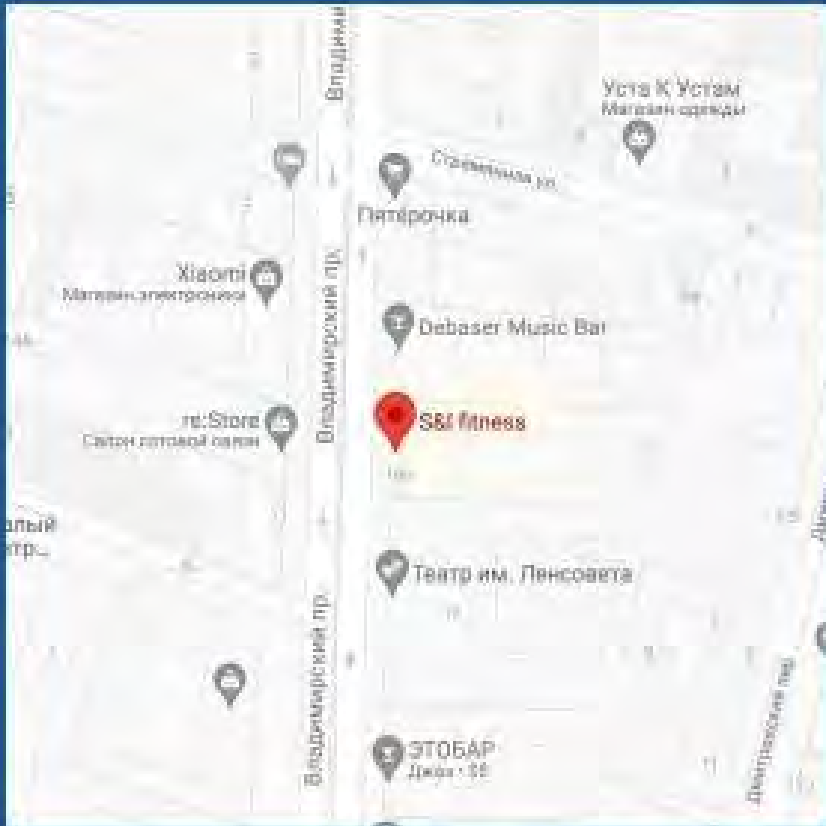
I. Problems with the current location

- Costly renting fee
- High competition
- Inappropriate target customer (towards the initial goal)



I Location

2. Location recommendation: Mainly **concentrate** on the areas that are **nearby** the **fitness centers**



Vladimirskiy Prospekt,
near S&I Fitness



Nevsky Center



Kazanskaya St road,
near Fit Fashion

Location

I. Vladimirsky Prospekt road

- One of the crowded roads in St. Petersburg
- Large parking lot
- Possible cheaper renting price
- Close to S&I Fitness center (one of the popular gym centers in St. Petersburg)

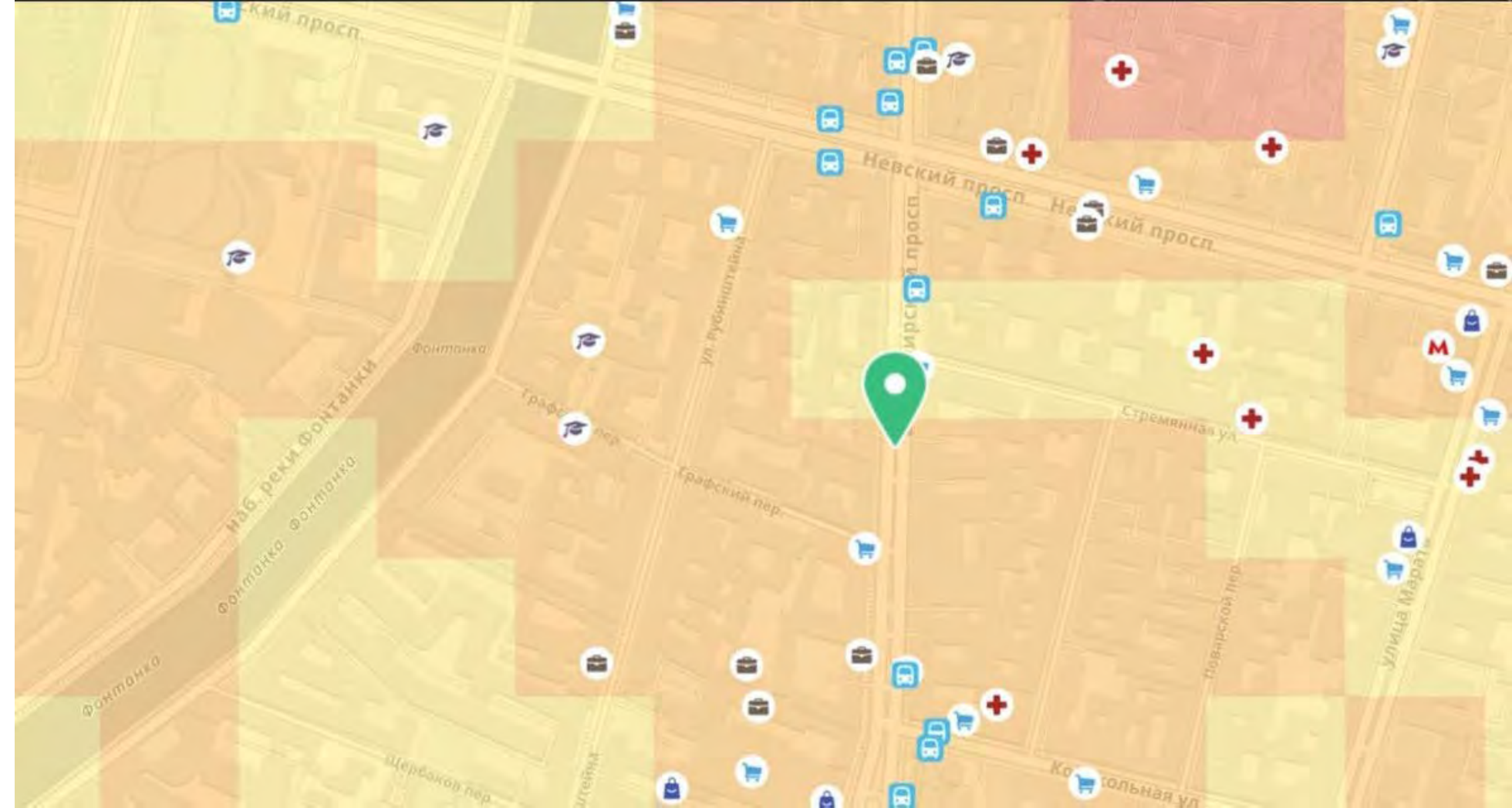
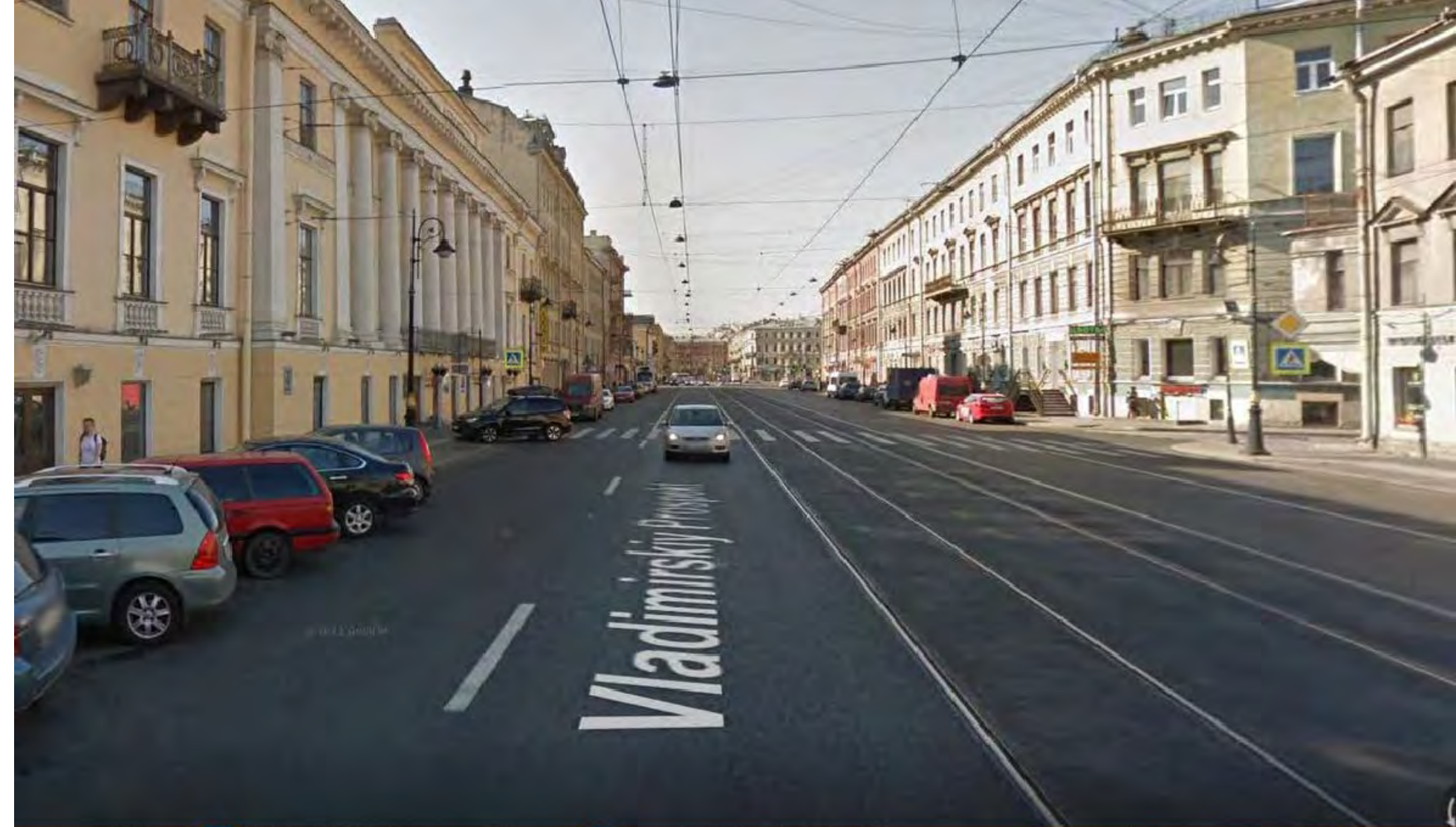
The map shows the rate of population density, intensity traffic, and the level of competition of the Vladimirskiy Prospekt road



The most favorable points for opening



The least favorable points for opening





2. Nevsky Center

- Location in a shopping mall can widen the range of customers
- Alex Fitness is quite a big fitness center in St Petersburg



Location

I. Kazanskaya St road

- Close to Cazan Cathedral (one of the famous tourist destinations)
- Not so many coffee shops nearby

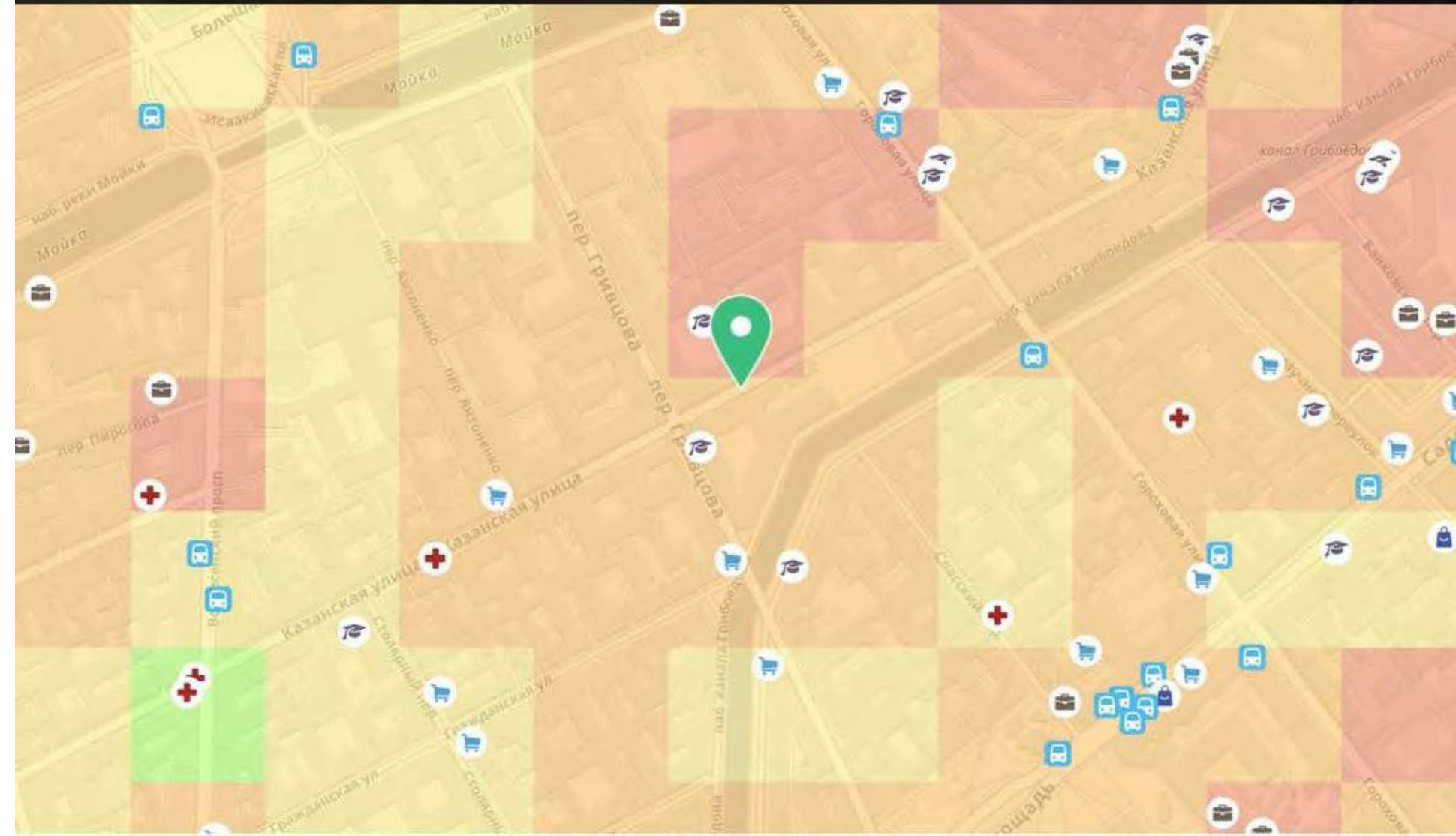
The map shows the rate of population density, intensity traffic, and the level of competition of the Vladimirskiy Prospekt road



The most favorable points for opening



The least favorable points for opening



I Cooperation

Cooperate with the Gym centers in St.Petersburg

The idea: Cofium food and drinks are displayed to sell at the gym

Benefits that we can offer for possible partners

- Sharing profit from sales at the gym
- Discounts on products for gym staff
- Special bonus program for coffee shop visitors who are gym visitors
- Usage of the gym logo on the take-away packaging
- Total contribution to promotion





Promotion

I. Cooperate with professional advertising agency

- Advertising agency: Collaba Digital Buro
- To promote a coffee shop, it might need to use 3 main tools:

Contextual advertising	49.500-59.500 rubles + advertising budget from 45.000rubles
Target advertising	49.500-59.500 rubles + advertising budget from 45.000 rubles
SMM	from 98.000 - 147.000 rubles + budget from 49.200rubles

- **The minimum package:** Include only minimum targeting
- **Optimal package:** SMM and targeting
- **Maximum:** includes all three types of advertising



How can we measure the result?

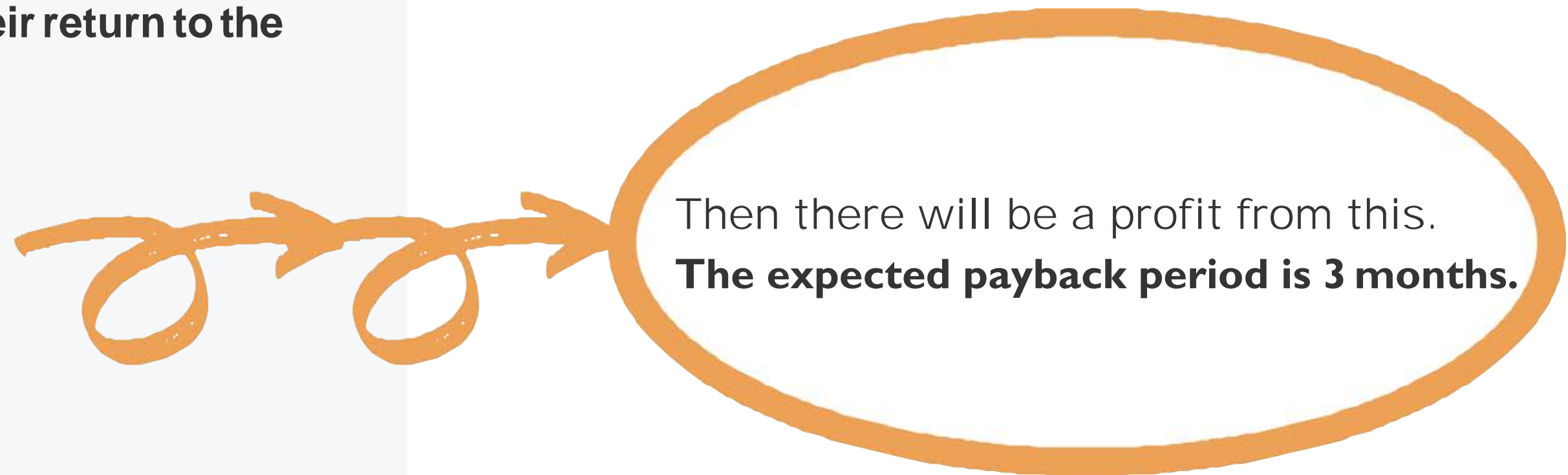
The initial arrival of the client to the coffee shop
(give a promo code from advertising)

Advertising will not pay off immediately.
In order to get paid off, we need to work on
customer loyalty (the rate of their return to the
coffee shop)



The cost of attracting such a client - **300-500** rubles
The average spending amount - **500** rubles

We spent **300** rubles to attract a client, and he starts coming
to us every week.



Then there will be a profit from this.
The expected payback period is 3 months.

I Promotion

2. Clear and unified concept of social networks; simple and user-friendly website

(cooperation with professional designers and SMM-managers)

3. Stock options for promotion:

- Drinks and food prices are set by the buyer on the reopening day
- Distribution of leaflets with a discount or a gift
- Outdoor advertising
- Pillars, signs, posters... might help to attract the attention of a randomly passing person; as well as people coming to the cafe for the first time using online maps
- Discounts on takeaway coffee
- Discounts on food after 18-19 pm

4. Motivation program

- Allow us to **retain** our customers
- Can be both a bonus system and a system of discounts or special promotional offers.

5. QR-codes

- QR codes are now considered a fast and convenient way for the authentication process
- We suggest introducing QR codes for quick use of the menu
- QR code printed on **coffee cup** allows fast access to Instagram, get feedback and accumulate points for the possible voucher.



I Promotion

6. Attracting customers through design changes

- It is necessary to add bright colors / memorable details in the interior.
- Creating a unique design will attract photographers which we could cooperate with on barter terms





Some others re-designing structure recommendations



Promotion

Possible furniture items to be used for new interior



Introduction of the thematic design of cups in a coffee shop
Free advertising on our clients' social networks will attract new visitors.

The cost of designed cup - 2-5,5 rubles (depending on the size)



Christmas Edition

Halloween Edition

Promotion



Some season designs



Culture Corporation



1. Your staff is your big asset, which is worth investing in
2. Feedback
3. Team play

Thank you for your
attention!

