

Marketing Mix for China

FAMICOLLECTION DRIP COFFEE

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Introduction

In recent years, drip bag coffee has gained increasing popularity among consumers seeking both convenience and quality in their daily coffee experiences. As modern lifestyles become more fast-paced, especially among young adults and students, the need for accessible and energizing beverage options continues to rise. ✓

This project focuses on promoting **FamiCollection drip bag coffee**, a product developed by FamilyMart, known for its premium dual-roast technique, rich aroma, and convenient packaging. Designed to meet the needs of busy individuals, this product offers café-quality coffee that can be enjoyed anywhere—without the need for expensive equipment or long wait times. ✓

Our marketing strategy targets **young consumers aged 15 to 35**, especially students living on campus and young professionals working late hours in office environments in **China's emerging first-tier cities**. These groups are often moderate coffee users who need a quick energy boost but lack access to freshly brewed coffee during study or work sessions. ✓

This report will propose a complete marketing mix strategy tailored to this target segment. By leveraging the strengths of FamiCollection—such as affordability, variety of flavors, portability, and a strong brand image—we aim to position it as the ideal daily coffee choice for convenience-focused yet quality-conscious consumers in China's urban market.

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Marketing Objectives

- **Build Brand Awareness**

Make the target audience familiar with FamiCollection drip bag coffee through online and offline promotion.

- **Increase Product Accessibility**

Ensure students and young workers can easily find and buy the product in daily settings. for

- **Position as an Everyday Coffee**

Promote the product as a convenient and reliable daily coffee choice.

- **Encourage Repeat Purchases**

Use flavors, promotions, and lifestyle branding to drive customer loyalty.

Segmentation

Geographic Segmentation

By City Tier

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Tier 1 Cities : Beijing, Shanghai, Guangzhou, Shenzhen

New Tier 1 Cities: Chengdu, Hangzhou, Wuhan, Xi'an, Nanjing, Chongqing

Tier 2 Cities: Hefei, Jinan, Nanchang, Changsha, Fuzhou, Kunming

Tier 3 & Below Cities: Luoyang, Guilin, Nantong, County-level cities and rural areas



Figure1. Map of China

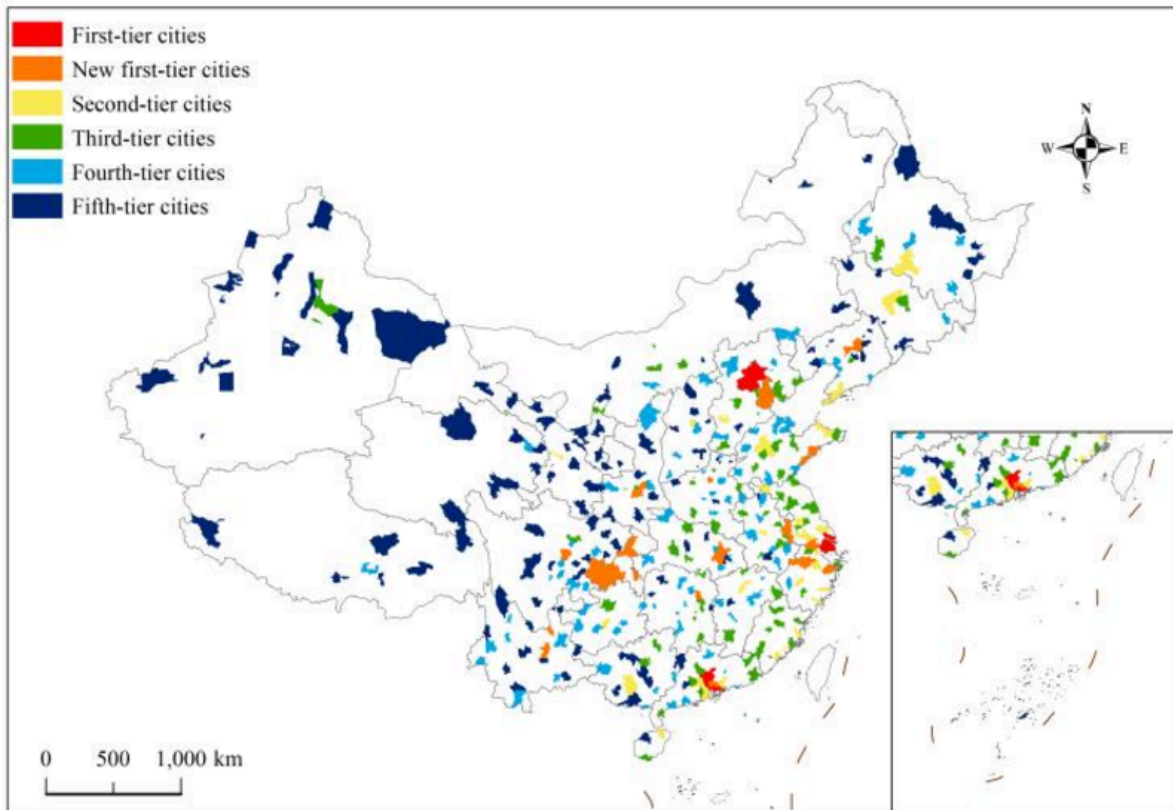


Figure2. The map of Chinese cities with CBN classification.

Demographic Segmentation

By Occupation

- **Primary Industry:** Agriculture, forestry, fishery, animal husbandry
- **Secondary Industry:** Manufacturing, construction, industrial workers
- **Tertiary Industry:** Service, tech, education, marketing, PR—knowledge-based professionals

By Age

- **Under 15 years old**
- **15–22 years old** (high school and university students)
- **23–35 years old** (young professionals)
- **36–50 years old** (experienced workers, main household earners)
- **Above 50 years old** (senior consumers)

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Behavior Segmentation

Usage Scenarios

- At home (morning wake-up, during breaks)
- At the office (during work to boost energy)
- At school or dormitories (students studying late, dorm use)
- Travel-friendly (small packaging, portable, for camping and outings)

Usage Frequency

- Heavy users: consume at least 1 cup daily
- Moderate users: 3–5 times per week
- Light users: occasional use for alertness
- Non-users: those who do not drink coffee or dislike drip bags

Targeting

In China's emerging first-tier cities, the primary target market consists of students and young professionals aged 15 to 35 who are engaged in the tertiary sector. These individuals typically spend most of their time in enclosed environments such as schools, dormitories, or offices. As moderate coffee consumers, they have a consistent need for caffeine to stay alert and productive, and they show a strong preference for coffee products that combine convenience with quality.

Positioning

FamiCollection Drip Coffee Brand Positioning

FamiCollection Drip Coffee offers a perfect blend of **convenience, quality, and value**, making it the ideal daily caffeine companion for students and young professionals in China's emerging first-tier cities. Designed for modern lives centered around school and work, FamiCollection provides a hassle-free, flavorful coffee experience that keeps you sharp—anytime, anywhere.

Core Positioning Pillars

- **High Convenience**
FamiCollection is widely available through convenience stores, and major e-commerce platforms—offering effortless access to quality coffee on the go.
- **Trusted Quality**
Backed by the FamilyMart brand, ensuring reliable quality and taste.

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coffee?

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- **Flavor Variety**

A diverse selection of flavors caters to different taste preferences and daily moods.

- **Everyday Companion**

More than just coffee—FamiCollection is your daily ally during classes, meetings, deadlines, and late-night study sessions.

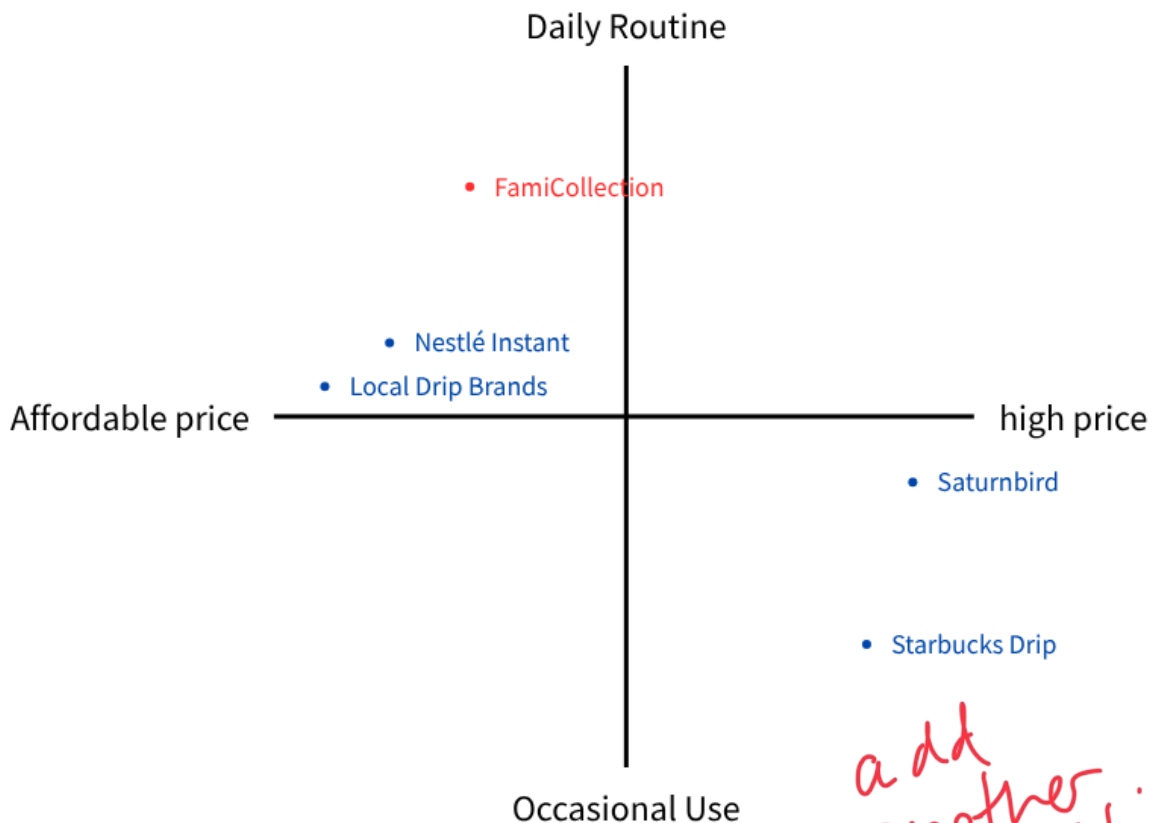


Figure3. Positioning Map(Lifestyle Relevance v.s. Price)

According to Figure3, FamiCollection is positioned as an affordable and everyday coffee option, aligning closely with the needs of young consumers who seek convenience, accessibility, and routine comfort in their daily caffeine habits.

4Ps

Product

- **Famicollection Drip Coffee to China**

Famicollection Drip Bag Coffee is designed to meet the everyday needs of young professionals and students living in China's new first-tier cities.

Frequently found in offices, dormitories, and study environments, they require

What to change for target market?

convenient yet high-quality coffee solutions that match their fast-paced yet lifestyle-conscious routines.

- **Product Features**

- 1. Easy Brewing, Anytime & Anywhere**

No machine needed—just hot water. This makes it ideal for students in dorms and office workers who want a quick energy boost between tasks without sacrificing flavor.

- 2. Flavor Options for Daily Variety**

With two single-origin choices—Golden Blend and Fruits Blend—users can switch flavors based on their mood or schedule, keeping their daily coffee habit fresh and interesting.

- 3. Balanced Pricing for the Mid-Range User**

Positioned at an affordable price point, Famicollection offers professional-grade coffee that fits the budget of students and young professionals who consume coffee moderately but consistently.

- 4. Stylish Packaging with a Taste Profile Guide**

Each box includes a flavor chart that visualizes acidity, bitterness, aroma, and richness, helping consumers easily choose based on personal taste, perfect for those who care about both functionality and style in their daily coffee ritual.

Price

- **Cost-plus pricing method**

We adopt a cost-plus pricing method, but since the Taiwan production cost already includes profit, we will not add markup. The final export price to China is calculated as follows:

- Production Cost (including profit): NT\$185
- Estimated Freight (lightweight item): NT\$10
- CIF (Cost + Freight): NT\$195
- Import Duty (15%): NT\$29.25
- Final Export Price: NT\$224.25 ÷ RMB 51.6 (based on NT\$1 = RMB 0.23)
- RMB 5.16 per drip bag

✓ Good

This pricing strategy enables Famicollection Drip Bag Coffee to enter the Chinese market at a highly competitive mid-range price, balancing quality and affordability for young office workers and students.

persuade me!

Place

- 1. National Convenience Store Partnerships**

- Focus on collaborating with FamilyMart, Lawson, and 7-Eleven as the primary partners, leveraging their high coverage in core areas of new first-tier cities (such as business districts, transportation hubs, and campuses).
- Supplement market penetration in specific regions by partnering with local brands like Bianlifeng and Meiyijia.

2. Campus and Office Building Channels

- Set up dedicated sections in campus dormitories and campus convenience stores.
- Focus on placing drip bag coffee products in convenience stores near office business areas, combined with promotional activities.

3. Transportation Hubs and High-Traffic Areas

- Target transportation hubs like subway stations and vending machines in high-traffic areas to meet consumers' needs for quick purchases.
- Establish product display sections in shopping malls and commercial districts to increase product visibility.

4. Online and Instant Delivery Channels

- Partner with delivery platforms like Meituan and Ele.me to offer instant delivery for quick purchases.
- Sell on e-commerce platforms like Tmall and JD.com to cater to the online shopping habits of students and office workers.

5. Self-Service Vending and Pickup Points

- Install in campuses and office buildings to provide convenient purchasing options.

Promotion

1. Digital Marketing

- Social Media Campaigns: Promote the "high aesthetic appeal and quick brewing" features of drip bag coffee on platforms like Xiaohongshu, Douyin, and WeChat Moments to capture the attention of the target audience.
- Use short videos to showcase the brewing process of drip bag coffee, creating a sense of ritual.
- KOL Collaborations: Partner with lifestyle influencers and productivity bloggers popular among students and professionals in new first-tier cities to share usage scenarios and product experiences.

2. Promotional Activities

Psychographic

styles

- New Customer Discounts: Offer half-price or “buy one, get one free” deals for first-time purchases.
- Bundle Discounts: Launch exclusive bundles for dormitory and office use (e.g., 6-pack, 12-pack) at discounted prices to attract bulk-buying customers.

3. Experiential Marketing

- Pop-Up Experience Stores: Set up temporary pop-up coffee stands on campuses or in commercial districts, offering on-site brewing and tastings to let potential customers try the product.
- Convenience Store Displays: Install dedicated drip bag coffee shelves in convenience stores, paired with simple brewing tools, to create a professional coffee atmosphere.

4. Integrated Media Advertising

- Place ads at subway stations and bus stops to highlight the product’s suitability for fast-paced lifestyles.
- Use elevator advertisements in office buildings to target professionals, emphasizing the brand’s message of “energizing without compromising on taste or style.”

Other 3Ps

People (Participants)

- Understanding of Consumers: Staff must have a deep understanding of the target audience's needs, preferences, and behaviors to deliver personalized and effective service.
- Training and Development: Provide continuous education and training for front-line staff to maintain high-quality service and consistency.
- Leadership Accountability: Managers must supervise, support, and nurture team members while ensuring brand standards are upheld.

Process

- Smooth Ordering and Delivery: Ensure a fast, reliable, and transparent ordering and shipping process to reduce friction.
- Responsive Communication: Provide quick and effective customer service responses to resolve issues promptly.
- Contingency Planning: Prepare solutions in advance for potential issues in the process to avoid service breakdowns.

↑ Sounds great BUT
link to channels
above.

- Customer Experience Focus: Center all processes around improving customer satisfaction and building long-term loyalty.

Physical Evidence

- Clean and Professional Environment: Ensure physical sales points, pop-ups, or display stands are clean, organized, and brand-consistent.
- Product Presentation: Use stylish, informative packaging and clear instructions to enhance trust and usability.
- Customer Comfort: Make sure the shopping environment is accessible, interfaces are user-friendly, and post-sale support is easy to access.

Conclusion

FamiCollection Drip Bag Coffee is strategically positioned to meet the evolving needs of young consumers in China's emerging first-tier cities. By targeting students and young professionals aged 15–35—those who are constantly seeking affordable, convenient, and high-quality coffee solutions—the brand aligns itself with their fast-paced yet taste-conscious lifestyles. Through clear geographic, demographic, and behavioral segmentation, we have identified a promising market segment that values functionality without sacrificing flavor or brand experience.

Our marketing strategy, anchored in the 4Ps and extended 7Ps framework, is designed to support four key objectives: **(1) building brand awareness**, through strong digital and offline presence; **(2) increasing product accessibility**, by leveraging both convenience store networks and online channels; **(3) positioning as an everyday coffee**, through functional and emotional branding; and **(4) encouraging repeat purchases**, with multi-flavor offerings, bundled promotions, and lifestyle-driven engagement.

By integrating product innovation, competitive pricing, diversified distribution, and emotionally resonant promotion, FamiCollection aims to become the go-to coffee solution for China's next generation of coffee drinkers—one drip bag at a time.

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A new classification list of Chinese cities

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The map of Chinese cities with CBN classification

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7Ps

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