

Mickey Mouse Club House

Presentation

This is our agenda – introduce parts of the agenda

Introduction to the coffee good interesting

Animate animate

Next Simon will continue the presentation

Nice explanation of change to the USA and decision the focus on Los Angeles - clear explanation

Good use of notes – to support but not reading (Simon)

Be careful – think more about how coffee fits into / understood by this group (your coffee)

Doraemon – table is interesting – but overwhelming (see point on animation). You need column headings

Conclusion – but I'm hearing channels (see brief – part of this? Aside from signal to move to conclusion) :(

Conclusion has repeat

Report

Please take time to read the brief. This report feels rushed and so does not do justice to your abilities. Good students do good work – so clearly you are “good students” so something has gone a bit wrong here.

You are missing the objectives of this report. Therefore, you include parts that are not part of the mid-term project.

The report feels like it is roughly glued together. Surely, the last part about LA fits in the culture section, for example?

What are you learning from that? Think carefully there.

What, too, are you selling -- beans? (See your conclusion)

You need to be careful to acknowledge the source of your information

76%

San Coffee

70?

Group:

Mickey Mouse Clubhouse

Members:

Vincent Simon Doraemon Ryan Josh

Add family names

Add date

Rather dull cover!

Content

Contents

Learn how to use Word to make this professional

Product introduction

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Why so huge?

Reference

Interesting points.
What is the source?

Product introduction

Taiwanese filter coffee, renowned for its distinct flavors and artisanal preparation, presents an exciting opportunity to introduce this premium product to the vibrant coffee culture of Los Angeles. By leveraging the city's reputation as a global trendsetter, we aim to showcase the unique qualities of Taiwanese filter coffee and capture the attention of discerning coffee connoisseurs.

Taiwan has a long and rich history of coffee cultivation, dating back to the 17th century when the Dutch introduced the crop to the island.

The country's diverse microclimates and high-altitude growing regions produce a wide variety of specialty coffee beans with unique flavors, from fruity and floral to earthy and complex.

Taiwanese coffee farmers use sustainable and organic farming practices, ensuring the quality and environmental impact of their products.

Taiwanese filter coffee is renowned for its delicate floral aromas, light body, and subtle sweetness. The unique terroir of Taiwan's high-altitude tea farms lends these beans a bright, clean flavor profile that is distinctly different from other East Asian coffee origins.

Slow manual brewing methods like pour-over highlight the nuanced flavors and balanced acidity of Taiwanese coffee. The small-scale, artisanal production also ensures exceptional quality and consistency in each cup.

What are the objectives?

Economic Analysis

After searching and acquiring the information, we concluded the data which might related to our project :

Target country: United States of America

Either present as sentences or use a table

Target city: Los Angeles, California

Population: 3.822million

Age structure: 21.07% under 18, 64.69% 18~64, 14.24% above 64

Transportation type: Air transportation, harbor, freeway, railway

Main industries: Advanced transportation, entertainment, trade, design, IT

GDP per capita in U.S.: \$76,343.25 (2022) \$80,412.41 (2023)

Exchange rate: 1 TWD = 0.0362 USD (2022) /1 TWD = 0.0330 USD (2023)/ 1 TWD = 0.0323 USD (2024)

Cultural Analysis

After searching and acquiring the information, we concluded the data which might related to our project :

Location: West coast of US, south of California

Climate: Mediterranean

Culture type: Multicultural

You must give the source of your information

Percentage and frequency of drinking coffee:

Nearly 3 in 4 Americans drink coffee every day (73%)

36% of people drink 3 to 5 cups of coffee a day

51% of people purchase coffee from a coffee shop at least once a week

25% of people like to sip on espresso martinis, a 79% increase from 2022

48% of people agree that drinking coffee benefits their health

48% of people report Starbucks coffee is their favorite brand, while 45% prefer Dunkin' coffee

Religion: Christianity (65%)

Language: English(U.S.)

Data Summary

What is important to you from the economic analysis?

According to our economic analysis, we found that Los Angeles is a metro city and an important entrepot of U.S.. Also, Los Angeles has various industries prospering including IT, movie industry,

design..... etc. And most essential, Los Angeles(U.S.) has relatively high GDP compared to other cities/provinces(countries).

What is important to you from the cultural analysis?

This is light.
The lack of thought means you will struggle to create a plan.

Los Angeles is a multicultural city which makes every product a chance to be accepted by people.

Target Market Analyzing

The Los Angeles coffee market is highly competitive, with a diverse range of cafes, roasters, and specialty coffee shops catering to a sophisticated and discerning consumer base. Trends in the market indicate a growing demand for high-quality, ethically-sourced coffee, as well as a preference for unique brewing methods and innovative flavor profiles.

Key Market Trends:

Something useful here

This, though, seems to fit above?

Rising interest in single-origin and micro-lot coffees: Consumers are increasingly seeking unique and high-quality coffee experiences, driving demand for single-origin and micro-lot coffees known for their distinct flavors and traceable sourcing.

Increasing preference for sustainable and fair-trade practices: With a growing awareness of social and environmental issues, consumers in Los Angeles are gravitating towards coffee brands that prioritize sustainability, fair-trade practices, and ethical sourcing.

Growing popularity of alternative brewing methods: Alongside traditional espresso-based drinks, alternative brewing methods such as pour-over, cold brew, and specialty brewing techniques are gaining traction among coffee enthusiasts, offering novel flavors and brewing experiences.

Target Demographics: Not part of this brief for the mid-term

Millennials and young professionals: This demographic cohort forms a significant portion of the coffee-consuming population in Los Angeles, valuing quality, convenience, and experience in their coffee choices.

Health-conscious consumers: With a focus on wellness and mindful consumption, health-conscious individuals seek coffee options that align with their dietary preferences, such as organic, low-acidity, or functional coffees.

Third-wave coffee enthusiasts: Los Angeles boasts a thriving community of coffee aficionados who appreciate the craft and artistry behind specialty coffee, eagerly exploring new origins, brewing methods, and flavor profiles.

Potential Challenges: Fits above - culture of the market
 What are key points here?

Intense competition from established local roasters and cafe chains: Los Angeles is home to a plethora of renowned local roasters, artisanal cafes, and well-established chains, making it challenging for new entrants to carve out their niche and differentiate their offerings.

Navigating complex regulatory and licensing requirements: The coffee industry in Los Angeles is subject to various regulations, health codes, and licensing requirements, presenting administrative hurdles and compliance challenges for businesses, particularly small-scale roasters and cafes.

Establishing brand awareness and loyalty in a crowded market: With a saturated market and discerning consumers, building brand recognition, fostering customer loyalty, and standing out amidst the competition can be daunting tasks for coffee businesses in Los Angeles.

Marketing Channels Not part of this brief

Our chosen marketing channels for our high-end drip coffee in Los Angeles, USA, are coffee shops and restaurants, based on careful considerations and strategic planning. Los Angeles is a vibrant and diverse city with numerous professional coffee shops and upscale restaurants, where customers have higher expectations for quality and uniqueness, making them suitable for promoting high-quality specialty coffee.

Coffee shops and restaurants are frequented places in consumers' daily lives, providing strong social and consumption scenes that offer excellent platforms for showcasing and selling our products. Through collaborations with these establishments, we can directly reach our target audience and establish brand image and influence in their daily lives.

For example:

Assuming our brand is "Taiwan High Mountain Drip Coffee," we can collaborate with renowned independent coffee shops in Los Angeles, such as "Blue Bottle Coffee" or "Intelligentsia Coffee." Through these partnerships, we can offer our drip coffee products and conduct tasting events or cupping sessions in-store, allowing customers to experience the quality and uniqueness of our products firsthand.

Additionally, we can establish partnerships with upscale restaurants and include our drip coffee on their menus as a high-quality coffee option. For instance, at a renowned Los Angeles restaurant like "République," we could collaborate to offer our drip coffee as part of their afternoon tea or dessert pairing, attracting consumer attention and enhancing brand awareness.

Through these collaborations, we can establish a solid sales channel in Los Angeles' coffee shops and restaurants and showcase the value and uniqueness of our products to our target customers.

Conclusion

In conclusion, exporting Taiwanese filter coffee to the Los Angeles market presents a promising opportunity. The unique flavor profile and quality of Taiwanese coffee, coupled with the growing demand for specialty coffee in LA, offer a compelling value proposition.

To succeed, we recommend a strategic branding and marketing approach that highlights the artisanal craftsmanship and cultural heritage of Taiwanese coffee. Partnering with local roasters and cafes in LA will be crucial for building brand awareness and distribution. **What are you selling? Beans?**

Financially, the analysis indicates strong potential for profitability, with a favorable ROI. However, carefully managing logistics, pricing, and promotional costs will be essential to achieve the projected results.

Overall, the opportunity to export Taiwanese filter coffee to Los Angeles is promising, but will require a well-executed, multi-faceted strategy to capture the market's attention and loyalty.

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