



E-marketing plan

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12 CUPS: <http://12cups.com.sa/>



@12_cups



Executive Summary

We all know how coffee world has grown in Saudi Arabia in the past few years, people began to know and taste all kinds of coffee, but are all of these people know where to get the best coffee to make? Do people even make coffee at home? well that's why 12Cups.com has been created, 12Cups recognised a niche in the market which is the coffee lovers that love to make their coffee at home and get special tools to make the perfect coffee, 12Cups is a coffee specialist store that sells coffee beans and coffee machines to the end consumers and industrial costumers, they sell it online on their website (<http://12cups.com.sa>) and offline in store, 12Cups market and promote their products online on social media such as Snapchat, Twitter and Instagram.

12Cups take their coffee to the next level! Professional level. And it's not only for the end consumers but for the industrial customers too.

Key Issues:

They have many issues, first of all that they do not have a quick response for customers online (bad customer service) and they have a lot of competitors such as Camel Step which is their biggest competitor, and other competitors like 1 Cup , They don't post frequently on Twitter as much they do on Instagram. The website is not as fancy and appealing compared to their competitors. There's a lot of substitute products too.

Key Objectives:

To reach the largest number of coffee lovers and give them a great experience of tasteful black coffee beans "12 Cups" is keen on expanding its expertise to satisfy the local market. They are willing to offer a whole concept that serves the entire hospitality industry and culture, coffee in particular, by starting to recruit and retain highly talented coffee tasters, roasters, and baristas; and partnering with international and local entrepreneurs.



Used Strategies and Tactics:

- 1- Promoting their products on social media.
- 2- Using social media influencers, famous coffee lovers and famous coffee specialists to talk about the coffee and its tools.
- 3- Using word-of-mouth.
- 4- Online store.

Project Outcomes and ROI:

Implementing all these strategies "12Cups" expect to increase the awareness of the many ways and kinds of coffee that can be made to satisfy all kinds of coffee lovers. and provide them with the tools they need to do it.

Objectives and Strategy

Vision:

We are the first coffee provider in Saudi Arabia to allow customers to choose different coffee blends and brewing methods to find sweetness, aroma, acidity, flavor and body of their cup of coffee.

Mission:

To share our knowledge and expertise to educate our customers using the "One Cup at a Time" philosophy. We make custom-designed coffee drip stations according to our customers' style and taste.

Objectives:

- Enriches our customers with a unique coffee experience.
- Expanding our expertise to satisfy the local market.
- Looking forward to offer a whole concept that serves the entire hospitality industry and culture, coffee in particular.

- Recruit and retain highly talented coffee tasters, roasters, and baristas; and partnering with international and local entrepreneurs.

Situation Analysis

SWOT Analysis:

SWOT Analysis	
Strengths	Opportunities
<ul style="list-style-type: none"> - online shop site - provide new techniques and products to enrich the culture of coffee in Saudi Arabia. - the first coffee provider in Saudi Arabia to allow customers to customize and mix their coffee. - High quality coffee beans. - make custom-designed coffee drip stations according to our customers' style and taste. 	<ul style="list-style-type: none"> - One of the top specialty coffee shops in Riyadh. - have ability on expanding its expertise to satisfy the local market. - willing to offer concept that serves the entire hospitality industry and culture of coffee. - increase the number of coffee lovers and high demand on specialty coffee. - Increase the opportunities of participation in events. - import and distribute coffee equipments for home users and commercial use.
Weaknesses	Threats
<ul style="list-style-type: none"> - have only one distribution shop. - Decline in net profit margin. 	<ul style="list-style-type: none"> - increasing number of competitors. - low purchasing power of consumers in Saudi Arabia.



4 C's:

Competitor

Despite being a local brand, 12 cups reputation began to spread in the Gulf countries and the Middle East increasingly, because 12 cups operate in way that is unique to other coffeehouses. Direct competitors will be other coffee shops located near the 12 cups physical store, include global brands such as Starbucks, Dunkin Donuts, Java Time, and other brands service establishments that offer coffee. Global brands are main competitors they have a strong financial position and established marketing and operational practices. However, despite of global brands entrenched market position, many customers favor smaller, independent establishments that offer cozy atmosphere and good coffee at affordable prices and that is an opportunity to exploit.

Company

12 cups strategy is to serve customer with high quality of product and service by provide fresh and tasty coffee also 12 cups is the first coffee supplier in Saudi Arabia to give the opportunity to choose between various blends of coffee. Provide extensive training and support to learning how successfully manage and operate coffee hours, and make staff prepared for all situation.

Customer

As more of the world turns to coffee, demand for the beverage will increase by nearly 25% over the coming five years, according to the International Coffee Organization, the increase of coffee consumption is a big opportunity to increase customer, we just need to make the customer more loyal to 12 Cups coffee than any other coffee.



Change

12 Cups use the internet that makes the customer more aware of new product and service offering. And the use of social media has given 12 Cups a new way for offering more information about the level of quality and service to their target market. It allows them to engage with target market and promote their product and services. Also the bargaining power of buyers is high, the numbers and variety of offers in the industry exceeds the demand and no or minimum switching costs to other companies.

E-Marketing Mix

1. Offer (Product):

12Cups is a first coffee provider in Saudi Arabia to allow customers to choose different coffee blends and brewing methods. They import and distribute many coffee equipment for home users as well as for commercial use. Among these names are Hario, Saint Anthony Industries, Hand Grind, Frank Green, Keepcup, Aeropress, Cafflano and others

In addition, they provide custom-designed coffee drip stations according to their customers' style and taste. also distributors of capital coffee equipment: Synesso, Breville and Ratio; we offers sales and after sales services, maintenance. 12 Cups is keen to offer a whole concept that serves the entire hospitality industry and culture, coffee in particular

2. Value (Price):

The 12 Cups product's and service's provide in different price to gain a lot of different customer's level's income

3. Distribution (Place):

12Cups main branch in RIYADH city, it have a physical store In addition to an online website to facilitate customer access



4. Communication (Promotion):

Our main goal is to keep track with coffee lovers at any place inside and outside Saudi Arabia , we share our knowledge and expertise to educate our customers using the "One Cup at a Time" philosophy, which has already influenced many other local venues to adopt the concept. We announce about the 12 cups website and physical store at snapchat's influencers and celebrities , and at our official twitter account .

5. CRM (Customer Relation Management):

As much as we want to gain valuable and loyal customers we also seek Conversely to ensure that the customer have a good experience by Provide them perfect Coffee beans roasted
We want to build a long-term relationship and be part of their Preferences list of coffee shops through the products and excellent services
We can get train our employee to ensure that they will serve our customers in a good level of services, also they be welcome for all suggestions and complaints from our customer

Social Media

Summary of the social media services:

Twitter is an online news and social networking service where users post and interact with tweets that are restricted to 140 characters. Registered users can post tweets, but those who are unregistered can only read them.

Users can access Twitter either from its website, or from from its mobile device app.
Twitter Inc. is based in San Francisco, California, United States, and has more than 25 offices around the world.

Twitter was created in March 2006 by Jack Dorsey, Noah Glass, Biz Stone, and Evan Williams and was launched in July. The service rapidly gained worldwide popularity.
In 2013, it was one of the ten most-visited websites and has been described as "the SMS of the Internet".



As of 2016, Twitter had more than 319 million monthly active users.

Instagram is a mobile, desktop, and internet-based photo-sharing application and service that allows users to share pictures and videos either publicly or privately. It was created by Kevin Systrom and Mike Krieger, and launched in October 2010 as a free mobile app.

Instagram lets registered users upload photos or videos to the service. Users can apply various digital filters to their images, and add locations through geotags. They can add hashtags to their posts, linking the photos up to other content on Instagram featuring the same subject or overall topic. Users can connect their Instagram account to other social media profiles, enabling them to share photos to those profiles as well.

After its launch in 2010, Instagram rapidly gained popularity, with one million registered users in two months, 10 million in a year, and ultimately 700 million as of April 2017. Also in April 2017, the Instagram Stories functionality has over 200 million active users. While Instagram Direct has 375 million active users.

Capability:

Social Media:	Twitter	Instagram
Pros:	<ul style="list-style-type: none"> • Twitter ads allow to narrowly segment who the ad is shown to. • Multiple Types of Ads, like promoted tweet, promoted account, and promoted trend. • Easy to create as it takes less than a minute to write and send. • Hashtags are powerful. • great for self-promotion. • Twitter analytics. • create your own lists. • Offers automation by using tools, you can tweet in advance 	<ul style="list-style-type: none"> • Provides a variety of filters. • There is hardly any useless functionality on Instagram. • Functionalities are clear and straightforward. • The privacy policy is very good and effective for one's privacy. • It is highly addictive. • easy to post pictures and video from your smartphone.
Cons:	<ul style="list-style-type: none"> • The character limit on Twitter can be challenging. • Ads may be missed because Twitter is a constant stream of information. • Limited direct messaging features. • Text based. 	<ul style="list-style-type: none"> • Instagram is primarily a Smartphone App. • It only searches by the Instagram user names and not by the emails of the users. • The photos are small. • Inability to edit the privacy of each photo differently. They are all either public or private. • Only available on iPhone and Android OS.



"12 Cups" is very active on social media. It uses Twitter and Instagram to promote their products as well as their discounts. They also answer and communicate with the consumers by tweets. Which is convenient for them.

12 Cups has around **7.5k** followers on Twitter, and **49k** followers on Instagram. So if we had to choose, then based on the capabilities and the amount of followers they have, we would pick Instagram. This is because it is the most used and has more active users and is an easier way to communicate with customers better out of the rest of social media apps. Also it enables 12 Cups to promote their ads to about **5.5 million** Saudi users (according to a recent study in Saudi Arabia.)

Conclusion:

Coffee has become one of the most important elements in some people's lives. Some wouldn't survive the day without a cup of hot, bitter coffee.

In this project we identified some of "12 Cups" issues and objectives, applied SWOT analysis and explained the 4 C's marketing mix model as well as the E-marketing mix that the company has. Also, we discussed the different types of social media that the company uses to promote its products and services for the consumer.

And to conclude, we find that 12 Cups was a good choice for us to apply what we study on.



Appendices

<http://12cups.com.sa/>

<https://about.twitter.com/company>

<http://www.apkmirror.com/apk/instagram/instagram-instagram/>

<http://12cups.com.sa/>

https://twitter.com/12_cups

https://www.instagram.com/12_cups/