



**SIPS + MAKER**  
COFFEE BAR AND DESIGN MARKET

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*Client Profile Information*



Full Address : 312 New Dorp Ln, Staten Island, NY 10306.

Type of Business : Coffee Bar and Design Craft Market

Years in Business : 2017 - 2020

Number of Locations & Address : 1 location. 312 New Dorp Ln, Staten Island, NY 10306.

Business Phone Number : (718) 668-9474

Name of owner/mgr/contact : Estera P. Alvarado

Website url for business :

[https://www.silive.com/dining/2017/05/sips\\_maker\\_where\\_gourmet\\_coffe.html](https://www.silive.com/dining/2017/05/sips_maker_where_gourmet_coffe.html)

Facebook Page : <https://www.facebook.com/sipsandmaker/>

Instagram Acct.(s) : <https://www.instagram.com/sipsandmaker/?hl=en>

## *Executive Summary*

Sip and Maker is a coffee bar and craft market concept of dual business shops located in Staten Island New Dorp Lane. Sip and Maker not only offers coffee and homemade baked goods but also handmade crafts such as apron, notebook, pouch, ornaments and others. Besides that, they are specialists on vegan and gluten free products which are suitable for those customers who are on diet. For example, Matcha and Beet lattes, Cacao and Matcha custard pie. The concept of the store is aiming for protecting nature and the environment. Moreover, Sip and Maker provide good customer services and quality coffee beans from JOE.

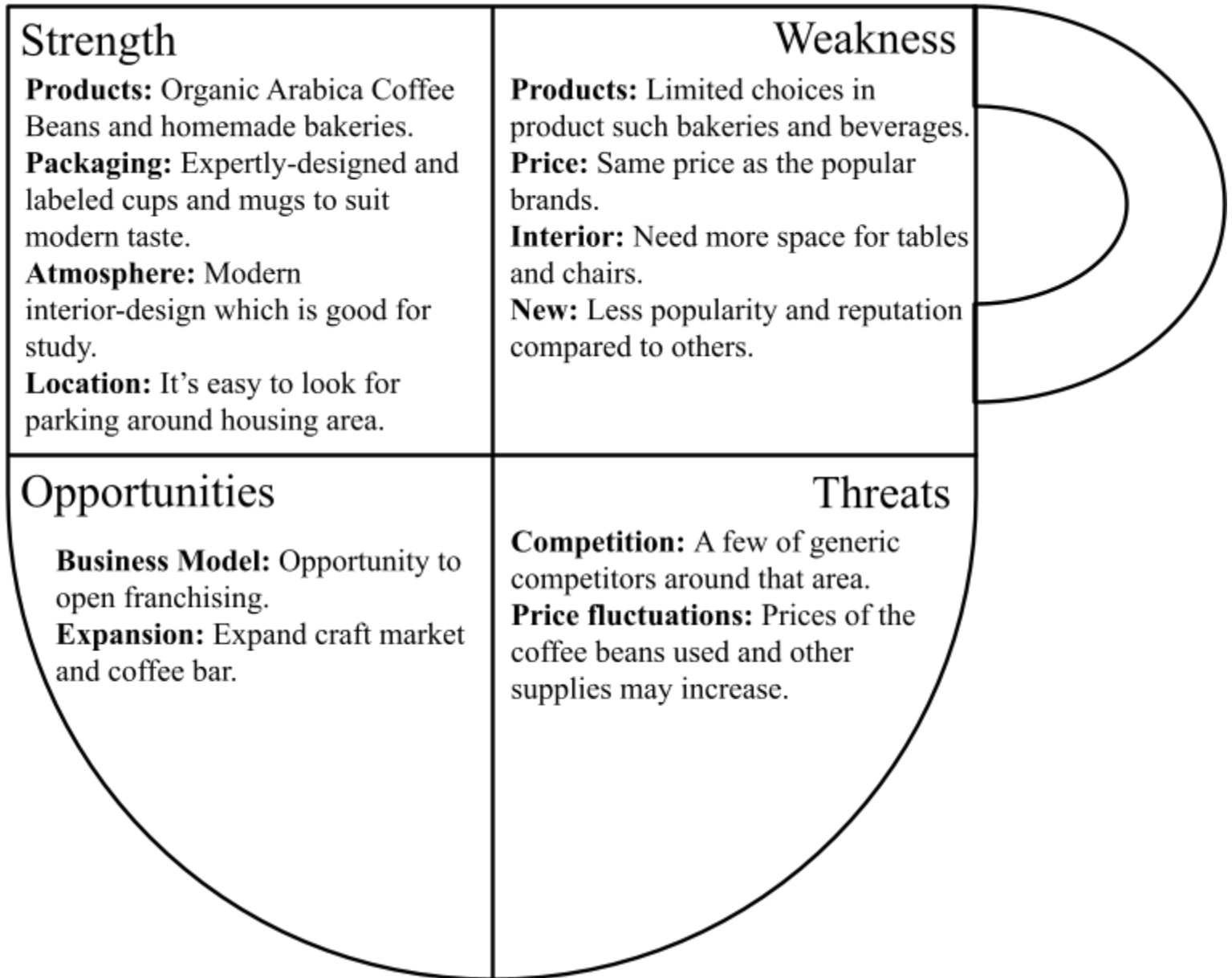
The owner has been working in the interior design field for ten years. She started up the shop by herself with a cozy and warm environment to make customers feel comfortable while they are in the store. Sip and Maker also provide a clean bathroom and internet connection in the store, which is convenient for the customers who need it. The owner hired a few part-timers with separation morning and afternoon shifts to help her up with her business.

The existence of Sip and Maker provided what consumers need every morning around the area even though there are a few competitors around that area. One of the competitors is Something Sweet Homemade which is located next door. Something Sweet Homemade is a sweet shop that sells Ice-cream, beverages and homemade bakeries such as macarons and

birthday cakes. Their target market are usually young kids and teens around the neighbourhood. The price range is around \$4 to \$50 and above. Another competitor is across the street, called Vivi Bubble Tea. They are specialists in bubble teas and taiwanese snacks such as pop-corn chicken and sausages. Their targets are usually asian, young kids and teens around the neighbourhood and the price range is between \$5 to \$20. Both competitors stores provided similar products but it doesn't impact Sip and Maker business. Both stores are open at 11am, three hours after Sip and Maker opened. Sip and Maker earn most of the morning customers around the neighbourhood especially people who go to work and school in the morning.

Sip and Maker estimate shows that the monthly sales will increase from \$10050 in first month to \$16450 in month 12. They expected to increase the sales from \$16450 year 1 to \$58780 year 3 by creating their own brand coffee beans and open another location as a second store to promote their dual business concept store and boost up the craft market business.

## SWOT Analysis

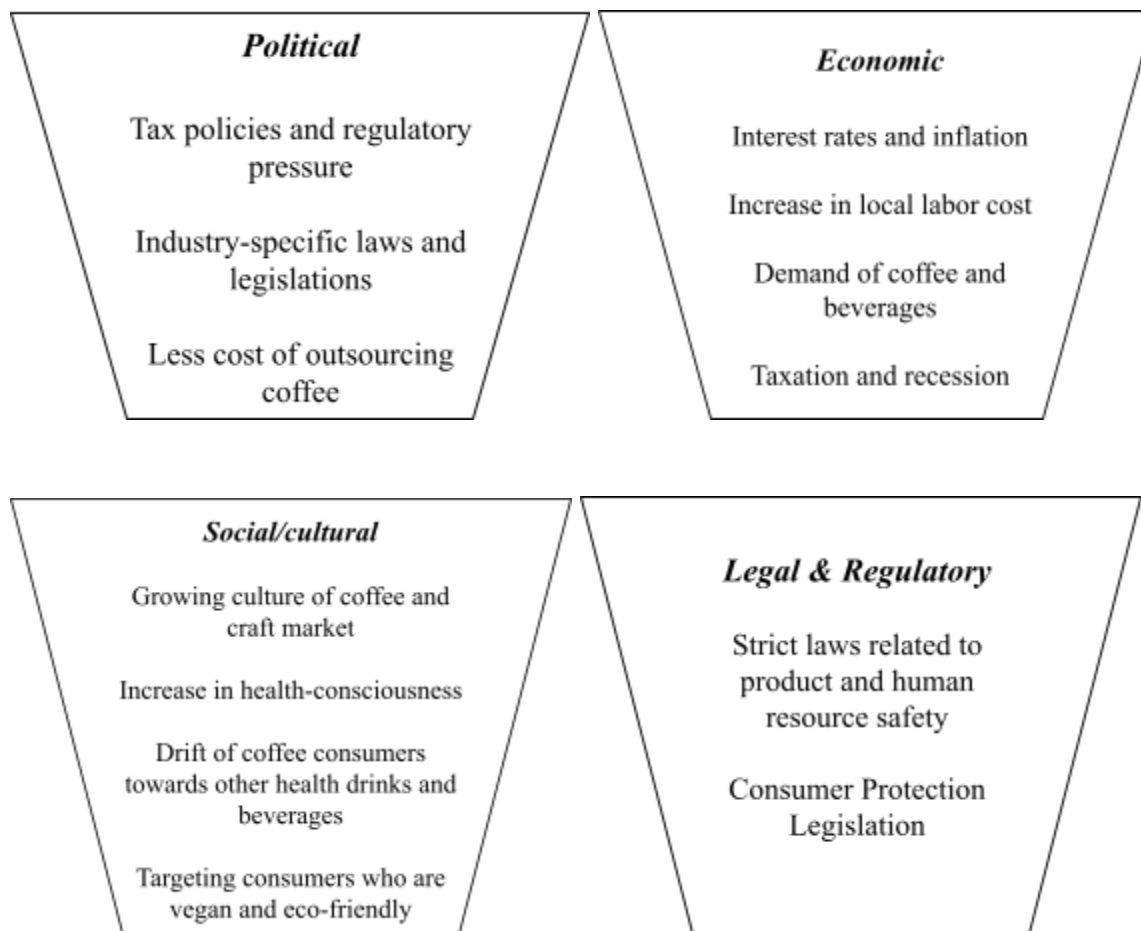


<b>Strength</b> <b>Products:</b> Organic Arabica Coffee Beans and homemade bakeries. <b>Packaging:</b> Expertly-designed and labeled cups and mugs to suit modern taste. <b>Atmosphere:</b> Modern interior-design which is good for study. <b>Location:</b> It's easy to look for parking around housing area.	<b>Weakness</b> <b>Products:</b> Limited choices in product such bakeries and beverages. <b>Price:</b> Same price as the popular brands. <b>Interior:</b> Need more space for tables and chairs. <b>New:</b> Less popularity and reputation compared to others.
<b>Opportunities</b> <b>Business Model:</b> Opportunity to open franchising. <b>Expansion:</b> Expand craft market and coffee bar.	<b>Threats</b> <b>Competition:</b> A few of generic competitors around that area. <b>Price fluctuations:</b> Prices of the coffee beans used and other supplies may increase.

### *Environmental Analysis*

Sip and Maker founded as a dual business coffee bar and craft market concept store. The sales had increased rapidly in a year due to the location and the target market. Sip and maker are trying to create their own coffee gourmet such as coffee beans to increase the sales of the store. In the near future, they will open another location as a second store to promote their dual business concept store and boost up the craft market business.

### *The Marketing Environment*



## **Marketing strategies**

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## **Launch Marketing**

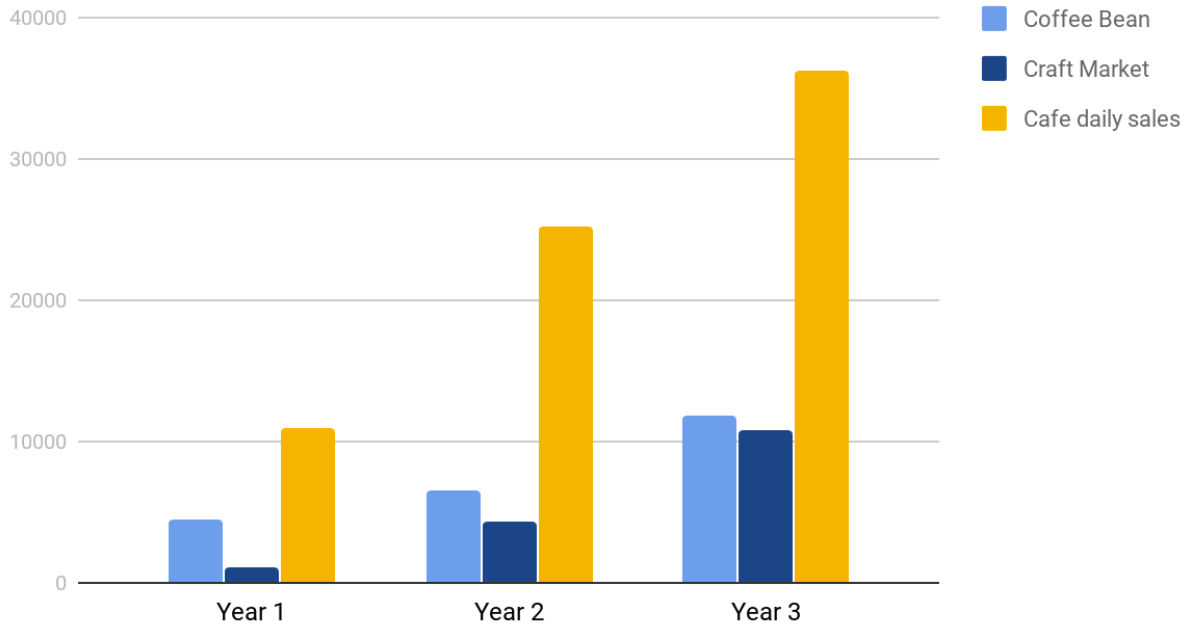
To use the budget efficiently, the marketing team of the company will choose a high recognition with low-costs way. Advertising through television and radio will take a high cost which are not recommended for a company that just beginning operations. Advertising on social media such as Instagram and Youtube may not bring a large outcome; Sip and Maker will have a lucky draw up to \$50 coupon for participants. Also, having promotion on grand opening such as buy one get one free to built connection with new customers.

## **Sales Strategy**

- Create membership card for frequent customers; once customer purchase up to 10 cups of any coffee free any size of coffee.
- Solicit customer feedback to constantly improve and streamline our operation.
- Sell cookies, gift baskets, coffee maker and glass artwork on the website.
- Create an ongoing sampling program.
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## Marketing Implementations

### Sales by Year



### Expected Outcomes

Sip and Maker expected to increase the sales from \$16450 year 1 to \$58780 year 3 by using their own brand coffee beans and open another location as a second store to promote their dual business concept store and boost up the craft market business. Also, by creating membership card, selling store gift products and ongoing sampling program will have at least 10% increase of selling sales on store items.