



# COFIUM 2 team

Agathe ANDRE, Aleksandra Rybakina

# Our team



**ALEKSANDRA RYBAKINA**

**AGATHE ANDRE**

**OUR COACHES:**

**PETER FISCHER**

**KATERYNA KORZH**

# The company



New chain of establishments

Located in St Petersburg

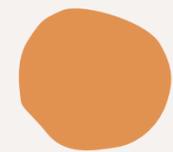
Opening : 27th of April, 2021

Take away food, coffe shop, healthy food

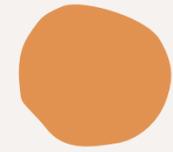
Current situation : the shop has closed

# The business idea / Tasks

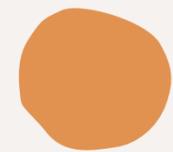
Develop brand awareness and increase revenue



target audience of the shop



recommendations for placement in other areas of the city

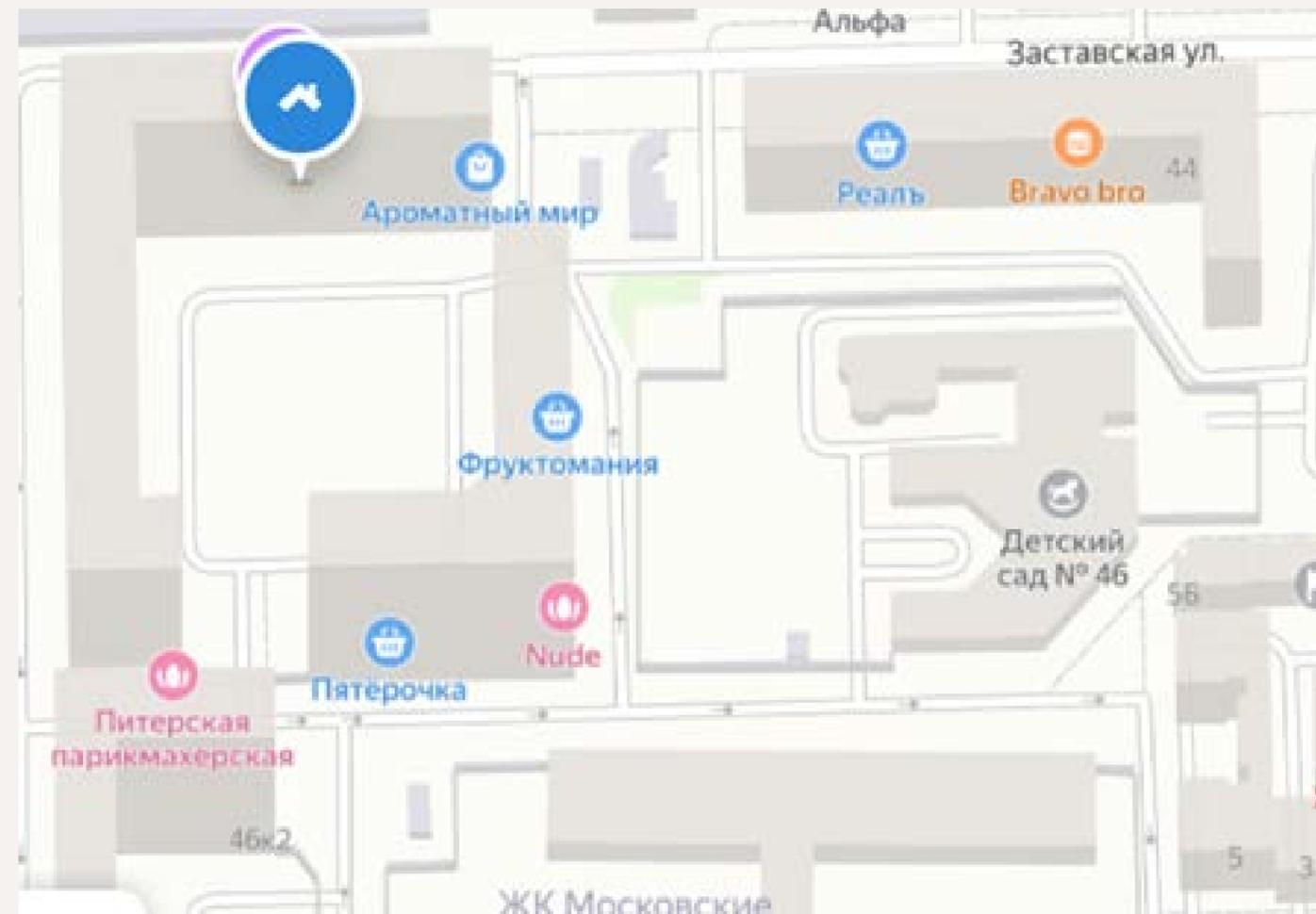


online and offline promotion tools

# Place (sleeping city)

Target Audience : Young parents with children

## Location 1

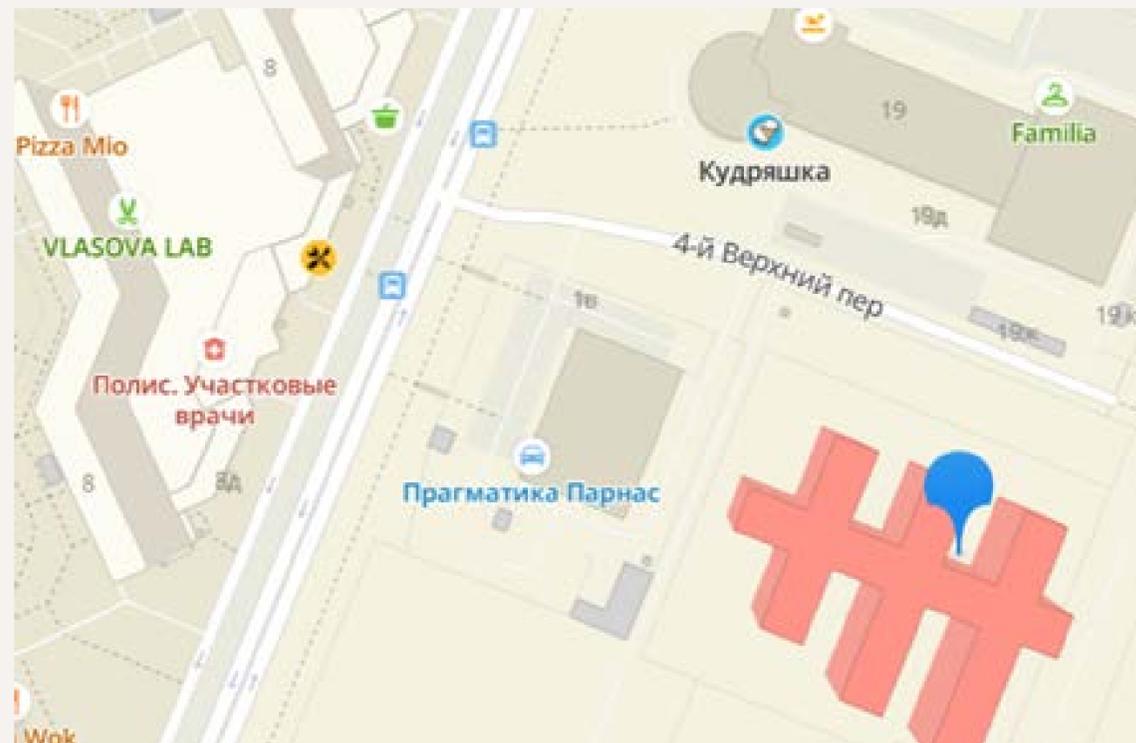


# Place (sleeping city)

Target Audience : Young parents with children

## Location 2

VS



# Business partners



Vegan blogger

Supplier with vegan desserts  
Lactose/gluten/sugar free



@spb.strawberry



Smm specialist

Make bio on Insta

Set up target

Make content plan for strories and posts

Establish a connection with bloggers



@regggggina



## Brand manager

Make Unique Selling Proposition

Copywriting

Web design

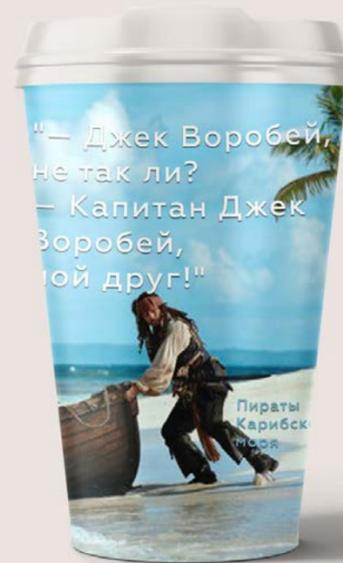
Lead the ways of promotion via

Advertising and PR



@PRObrandcreative

# Additional branding measures : Cups design



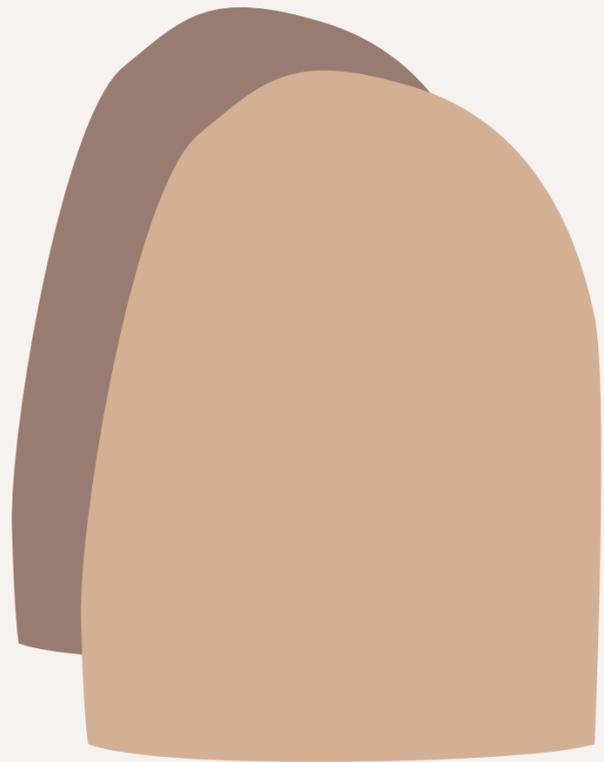
- Recyclable cups
- Movie quotations
- Quotations game

For that :

Printer : Formacia company

Designer : Darya

# Additional branding measures : Interior design



Inspirations



Space for parents (trollers...)  
Place for children



# SUMMARY

We've for the company :

- **A more targeted audience**
- **A proposition for a place for the future shop**
- **Some business partners for promoting it (online tool)**

*Additional things as :*

Cups design (offline tool)

Interior design (decoration ideas)





# Thank you for your attention !

Agathe ANDRE, Aleksandra Rybakina