

Timber & Tea: A Community Coffee Café
Marketing Plan



TIMBER & TEA

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Executive Summary

The Sacramento area has been growing rapidly over the last few decades and seems to only be expanding further as the years go on. Many businesses have relocated their headquarters to Sacramento and the city's surrounding areas, and countless civilians both from other areas of California and from locations further away have moved nearby to pursue new opportunities. However, despite this exponential growth and development, the Sacramento area struggles to provide spaces that prioritize comfort, networking, and community for their locals and visitors. The goal of the small business detailed in this marketing plan, Timber & Tea, is to fill the current need for residents in the Sacramento area to relax, socialize, support local small businesses, and gain access to community resources.

Timber & Tea will be a coffee shop specializing in highlighting the talent and services of Sacramento locals and giving back to the diverse community it comes from. From displaying various products and educating customers on services available in the area, to hosting weekly book discussion clubs and small concerts for local bands, Timber & Tea will provide a space to explore and encourage. By providing high-quality and homemade beverage and quick-bite snacks at an affordable but sustainable price in the growing Sacramento area, and by advertising the shop through involving staff in local events and giving back to the community, Timber & Tea hopes to become an integral part of the Sacramento experience and culture. Timber & Tea's product focus will be on its house made list of syrups, high-quality ingredients, and emphasis on sustainable consumerism and business practices. The beverage menu prices will typically range from around \$3 to \$6 but could go up to \$8 for more complicated and extensive orders. Quick-bite snacks will typically range from \$3 to \$10, although more substantially portioned food has also been considered and would be more expensive (Boyarsky, 2024). Timber & Tea will be located in a convenient location around the growing area of West Roseville, California, where the shop can collaborate with other businesses for events and outreach. Currently, staffing is planned to include the owner, who will run much of the back-end business and specialize in training and shop maintenance; an HR specialist, who will oversee recruitment, onboarding, benefits administration, and payroll; two managers (barista and kitchen) who will assist in training and will oversee escalations on the shop floor; and a mix of full-time and part-time baristas. Timber & Tea's target customer base will consist of local college students and younger working professionals but will aim to create a diverse, inclusive group of regular customers that feel welcome and comfortable in the space. By partnering with local businesses for events like fundraisers and networking opportunities, spreading the word via vibrant and relatable social media content, and upholding respectful values that benefit staff and customers, Timber & Tea will be marketed as a safe space that's open to all.



Environmental Analysis

Environmental Factors

Competitive: There are already several independently owned coffee shops in the Sacramento area that Timber & Tea will compete with. Larger chains like Starbucks and Dutch Bros will also introduce competition, depending on the menu Timber & Tea finalizes and the products the shop prioritizes. The choice to open Timber & Tea in West Roseville has been determined by research into the area, which confirms significant growth and increased amenities in the next few years, including a new joint Sierra College and Sacramento State campus that will bring more of the target audience to the area (Repetti, 2023). Timber & Tea hopes to be a part of the growth and development of West Roseville in the near future.

Demographic: Because Timber & Tea's goal is to create a close-knit community of regulars while consistently attracting a diverse population of visitors to the shop and to the area, the demographic considerations involve the locals of West Roseville and those visiting the area (family, friends, working professionals on business trips, and commuters). Research on the characteristics of regular customers at similar coffee shops confirmed that working professionals will likely be a large part of Timber & Tea's customer base, and that it is important to include areas for socialization in the shop's layouts while also prioritizing efficiency for on-the-go customers (Thompson, 2024). Knowing the demographics of Timber & Tea's target audience will ensure that regulars are accurately represented and included in the shop's design and execution.

Economic: According to profit reports from similarly operated coffee storefronts, Timber & Tea's estimated annual profitability could be anywhere from \$60,000 to \$160,000 depending on location, marketing, menu and labor cost (Martinez, 2024). It is important to consider all factors of starting a shop of this nature in order to accurately determine head count for staff, diversity of menu products, and costs for things like rent, building utilities, and equipment. Timber & Tea will likely have to operate on smaller profit margins until the shop becomes established and known within its community. By being conservative in non-essential spending at first, and by prioritizing and emphasizing the shop's values in its operation and advertising, Timber & Tea will likely be able to grow and develop within its area to attract more people.

Geographic: West Roseville is a rapidly developing area, and it is primarily residential at this point in time, so establishing Timber & Tea as the first coffee shop of its kind in an area where many people are moving or looking to move to would allow for diverse and extensive opportunities within the community. There are several potential shopping centers Timber & Tea could move into that have already been established, like Plaza at Blue Oaks and the Blue Oaks Retail Center. These shopping centers do not yet have a designated coffee shop, and so Timber & Tea would be able to stand out. There is also the possibility of planning to move into a newly developed shopping center that might be available in the near future, which could give Timber & Tea more opportunity to choose a unique and ideally located storefront.

Social: Coffee shops allow customers to relax, socialize, and develop their skills in work and education, among other activities. Independent coffee storefronts have become extremely popular places to work and play and have grown in popularity exponentially in the last few years alone (Grayson, 2023). There has been a growing appreciation for sustainability and quality within independent coffee shops, so there is certainly a place for Timber & Tea's concept.



Assessment of Current Target Market

After thoroughly assessing the main environmental factors involved in the start-up planning of an independent coffee shop in the Sacramento area, it has become evident that Timber & Tea would likely find most success in the West Roseville area to be within proximity of healthy competition but without going into an overly saturated community. Timber & Tea's target customer will be primarily working professionals and college students local to the greater Sacramento area, but the storefront will strive to create an inclusive environment so coffee lovers of all ages can enjoy the ambience and products the shop can provide. By operating conservatively at first, but prioritizing quality and comfort for customers, Timber & Tea can hope to quickly become an integral part of the Sacramento area culture and experience. Timber & Tea's appeal as an approachable, inclusive space for work and play should appeal to many local to and outside of the Sacramento area.



SWOT Analysis

<p style="text-align: center;">Strengths</p> <ul style="list-style-type: none"> ❖ Strong brand and culture identity ❖ Community-focused values ❖ Focus on sustainability and quality ❖ Aesthetically pleasing and comfortable design elements and storefront concept ❖ Unique mix of traditional products and diverse opportunities for customization ❖ Prime location opportunities without extensive competition ❖ Staff knowledgeable in training & procedure 	<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none"> ❖ Young, up-and-coming location choice that could be unpredictable as it grows ❖ Lack of current social media following ❖ Competition still likely, due to popularity of both independently owned and chain coffee shops ❖ Lack of knowledge in cutting-edge advertising methods
<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none"> ❖ Become an integral part of West Roseville's growth and development by establishing this storefront as the go-to coffee shop in the area ❖ Grow profit margins in order to continue to pay staff a livable wage through profitable and difficult economic situations ❖ Diversify content on social media and online to attract new customers and spread awareness through recommendations and word-of-mouth ❖ Stay true to strong values, which will increase brand respect and loyalty from customers 	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none"> ❖ Existing coffee shops who can leverage profits to expand into West Roseville before Timber & Tea ❖ New coffee shops emerging and taking prime real estate in West Roseville before Timber & Tea ❖ Inflation of rent prices in the area due to growth & development ❖ The re-emergence of a crisis or disaster (like the COVID-19 pandemic) ❖ Recalls on contaminated or shortages of ingredients needed for house-made syrups, beverages or snacks

Competitive Advantage

After completing a thorough SWOT analysis on Timber & Tea's concept, there are several competitive advantages to the marketing plan put in place for the store. Timber & Tea's strong brand identity, prioritization of sustainability and quality, unique elements in design and concept, and growing location will all give the store an edge over competitors. The owner of Timber & Tea has extensive existing knowledge on high-quality coffee roasting and brewing and has years of direct training experience as well. The staff's existing connections to the geographical location will create opportunities to advance and develop Timber & Tea's brand as well. Timber & Tea has clear expectations, and this will serve the store well.



Marketing Objectives

Timber & Tea's marketing objectives are as follows:

A Strong Foundation: In order to accurately represent the brand and advertise most effectively, Timber & Tea's concept requires a strong foundation. Marketing Timber & Tea's atmosphere, products and events should always be done in a respectful manner, and the marketing content and techniques should uphold Timber & Tea's emphasis on morality and community. It is important that Timber & Tea know what kind of brand it is in order to increase customer loyalty and spread awareness of the business and its products.

Product Quality: Timber & Tea will prioritize high-quality, ethical ingredients, and will only support and advertise with businesses that are also respectful and ethical towards their community and its people. Customers should be able to inquire about specific products or ingredients and receive a direct and honest response they will be satisfied with and will agree resonates with the brand's values and image. Customers should be able to expect consistency and quality.

Diverse Options: In creating an inclusive space at Timber & Tea, it is important to provide diverse options for customers of all kinds. All allergies should be dealt with attentively, and customers should feel safe to consume products at Timber & Tea. Additionally, there should be products for all ages and preferences, and proper information should be provided so customers feel comfortable trying new things. Marketing will involve highlighting all Timber & Tea has to offer.

Encouraging Entertainment: Customers should be able to relax at Timber & Tea, which will allow them to spend more time, involve their friends and loved ones, and ultimately purchase more product. Events like small concerts, trivia nights, and crafting sessions will bring regulars in more frequently and invite new visitors to join in on the fun.

Customer Outreach: Acknowledging customer reviews and networking with regulars will allow Timber & Tea to understand what their customer base is looking for. This will allow the business to adapt to changing trends, resonate with its target market, and come up with new ideas. Transparency will go a long way with customers and should be prioritized.

Involving the Staff: Highlighting the strengths of the staff at Timber & Tea will create an approachable, welcoming vibe for both new and returning customers. Social media reels of latte art and staff introductions will give customers insight into the business and its workers. Although the store will only involve staff who volunteer and want to be a part of this process, Timber & Tea hopes to be able to showcase the abilities and personalities of the people that make up the brand.

Giving Back to the Community: By involving itself in various community-oriented events, fundraisers, and charity opportunities, Timber & Tea plans to prioritize giving back to the area it involves itself in. This will not only solidify the brand's position but will allow the business to network with other brands that have similar values. Timber & Tea also hopes to donate uneaten food products to shelters and safehouses in order to promote sustainability.



Marketing Research

Primary Research

Adeleke, A. (2020, March 18). A case study of the marketing tools coffee shop owners use to sustain businesses. *Open Journal of Business and Management*. https://www.scirp.org/html/21-1531203_98940.htm

Research Objectives

The objective of this research is to refine the techniques used to implement and execute Timber & Tea's vision while remaining true to the values the brand has prioritized, which will allow for consistent growth and increased sales.

Summary

Adeleke's case study addresses many of the common issues independent coffee shop owners face in the first five years of operating their business, as well as the strategies business-savvy owners have relied on to survive these difficulties and thrive in an unpredictable situation. Information was collected from a set of publicly accessible data, then analyzed to determine trends and success rates. This research concluded that the most successful independent coffee shops engaged consistently with their customers and with the community they resided in, focused on product quality, utilized social media marketing frequently, priced their products competitively, selected a well-researched location, prioritized excellent and personalized service, and were unique in their marketing efforts. (Adeleke, 2020)

Conclusion

After assessing and analyzing the primary research's conclusions and suggestions for independent coffee shop owners. It has been confirmed that many aspects of Timber & Tea's marketing plan should result in success for the brand and business. By prioritizing diversity, quality, community and uniqueness, Timber & Tea should be able to set itself apart from competitors and find consistent growth in sales and profitability. This research also confirmed that it is essential the owners of Timber & Tea research potential locations thoroughly and estimate growth and development in the area before committing to a specific storefront. In considering all these techniques, it is important to remain steady and true.



Marketing Strategies

Product

Timber & Tea is an independently owned coffee shop in the Sacramento area that specializes in quality beverages, syrups, and snacks. The business strives to be an inclusive space for the West Roseville community to relax, network, and develop their skills, and hosts many diverse options that everyone can enjoy. Timber & Tea will be a welcome addition to the continuously developing area by providing a place for on-campus students to energize, working professionals to refresh, and coffee connoisseurs to enjoy quality products and excellent customer service.



Place

Timber & Tea will excel in the West Roseville area because it will be the first of its kind in the location. Providing a coffee shop passionate about the community and quality will heighten the shopping and entertainment experience in West Roseville and will give locals an opportunity to refuel and socialize without having to commute or travel. West Roseville is growing rapidly, and so it would make sense for Timber & Tea to establish itself there and develop with the community.

Price

After factoring in all known and estimated start-up costs for Timber & Tea, the storefront will likely be anywhere from \$57,250 to up to \$108,700 to start operating (Lightspeed, 2024). Timber & Tea will organize a small event, likely involving slightly discounted drinks, for a soft launch in order to attract locals and spread the word. Then, the business will organize a grand opening, which will likely involve some sort of activity or event that will interest passers-by and will introduce the concept of community and networking. Timber & Tea will stay on top of trends to ensure competitive product pricing.

Promotion

Before launching Timber & Tea's storefront, the brand will start generating interest and collaboration on social media. It will focus on utilizing Instagram, Facebook, Twitter/X and TikTok, and will prioritize a combination of recycled content and content unique to each platform in order to understand what each platform's users prefers. Timber & Tea will also advertise in traditional formats, including coupons in local magazines or brochures, business cards and pamphlets, and appearances at local charity events and fundraisers. The latter will also solidify Timber & Tea's mission to the community.



Marketing Implementation

Timber & Tea will introduce its products to the test market in several stages. The business will start introducing itself throughout the community ahead of the storefront opening and will do so mainly through social media presence and appearances at various charity fundraisers and volunteer events. Timber & Tea will invest in a small coffee cart in order to volunteer its services and sell discounted drinks for charity, which will spread awareness to locals in the area where Timber & Tea will land. Once the brand has been adequately introduced to the surrounding communities, Timber & Tea will begin distributing pamphlets, business cards, and flyers around the community, advertising a soft launch. These advertising methods will include QR codes to prompt interested viewers to join Timber & Tea's social media community, which will loop them into the brand's plans for the future. Once Timber & Tea is ready to open to the public, it will distribute advertisements and posters with discounts so interested parties can participate.

Sample Community Advertisement Content

Please join us for the grand opening of Timber & Tea, a community coffee shop with a passion for quality and sustainability. Our goal as we integrate our brand into the West Roseville community is to give back to the community who will grow with us, and provide a safe space for everyone to relax, network, and refuel. We are excited to offer a diverse selection of house-made syrups and snacks alongside our options for coffee and tea. We are working hard to ensure that there will be an opportunity for every preference to enjoy our products. We look forward to celebrating with you on October 10, 2026!





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