

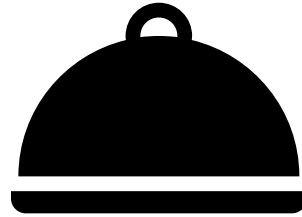


# Colada Shop Interterm Project

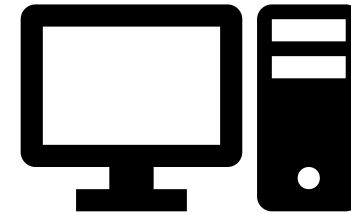
# Schedule



Sterling  
location



Catering



Data

# Schedule



Sterling  
location



Catering



Data

# Brand Ambassadors

## Benefits

- Low investment
- Functionally dynamic
- Brand activation

## Negatives

- Time consuming
- Requires certain person



# Brand Ambassadors

## Who is the right person

- Has brand/cultural affinity
- Works or lives near restaurant
- Has a strong social media following





# Brand Ambassadors

## Expectation of Brand Ambassador

- Fulfills expectation of signed contract
- Provides impact on multiple revenue channels
- 2 Instagram posts per week
- Brings in 15-20 people a month
- Hosts 1-2 parties every month



# Brand Ambassadors

## Motivating Brand Ambassadors

- Exclusive card (Gift Card) with stored money for personal consumption
- “Swag Bag” upon joining the Colada Family
- Growth opportunities within the company



## Barrio Nights “Neighborhood Nights”

- Discounts focused on nearby residents
- Events targeting those who utilize the center
- Increase Cuban cultural awareness

## Dance Lessons



## Cooking Lessons



## Summer Sangria Nights





# Leveraging Sterling Location Dynamics

## Improved Highway Signage

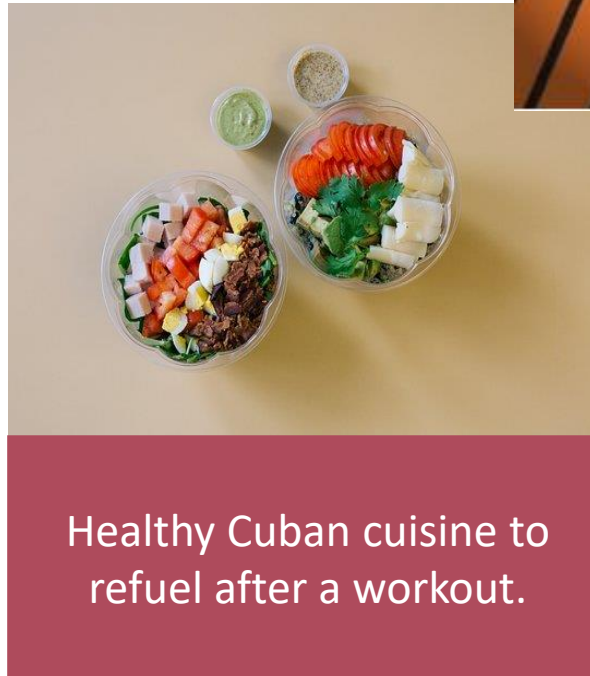
- Visibility
- Outdated
- Unattractive



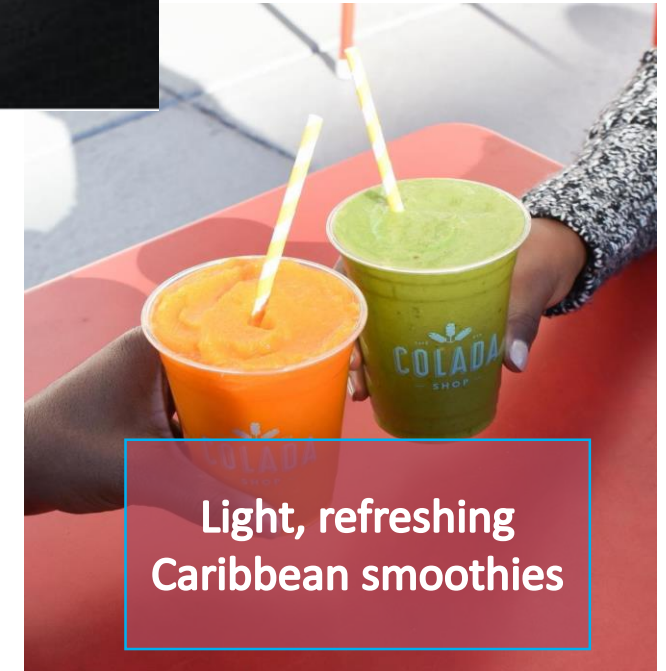
# Leveraging Sterling Location Dynamics

## Building Relationships

- Reach out to neighboring businesses
- Create or focus on products geared to their customers
- Push for brochure placement
- Place advertisements out that are visible to people exiting gym



Healthy Cuban cuisine to  
refuel after a workout.



Light, refreshing  
Caribbean smoothies



# Leveraging Sterling Location Dynamics

## Attracting Harris Teeter Customers

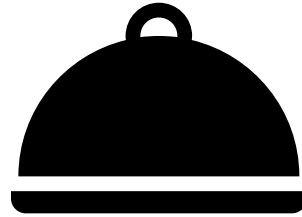
- Focus on back side of the store
- Create an outdoor bar area
- Anything but Coffee



# Schedule



Sterling  
location



Catering



Data



# Catering

Office Managers & Admins

Collecting Business Cards

Catering Data

## Office Managers & Admins

- Sales efforts should be targeted to those who control the orders
  - We have compiled a list of 170 of these individuals at companies in the area

## Catering Data

- Catering data needs to be separated from regular customer data for sales & marketing activities

Capgemini



nci

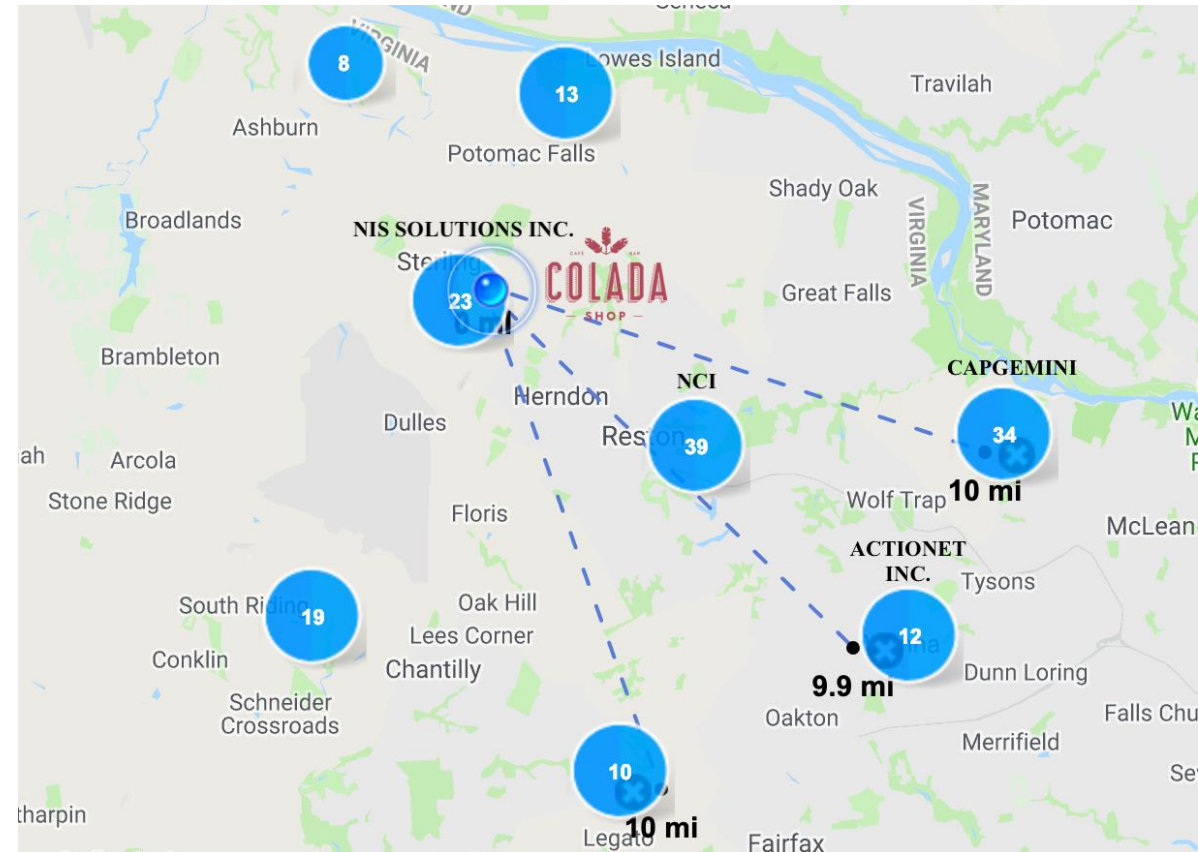
Booz | Allen | Hamilton

ActionNet

THE  
VENTURA  
GROUP, INC.

## Business Cards

- Business cards offers insights into the employers and office locations of customers



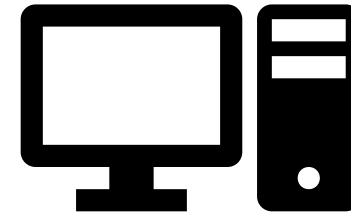
# Schedule



Sterling  
location



Catering



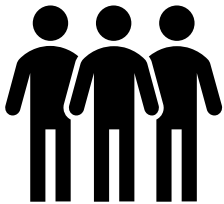
Data



Get consumers to join rewards program



Segment Customer Emails and Profiles



Balance frequency and relevancy of outreach





Get consumers to join rewards program



Get consumers to join rewards program



Segment Customer Emails and Profiles



Balance frequency and relevancy of outreach

Only knowledge of program comes after transaction

Lack of understanding the benefits

Rewards program can serve as a direct pipeline for email outreach and customer segmentation.

### Fixes

- Place signs on the counter tops in front of the POS, or on the system
- Include the rewards and their points amount on the sign
- Train Employees to notify users about the loyalty program, and that signing up with their email will enroll them in the program
- Include instructions on sign to keep presentation of information to a maximum



Segment Customer Emails and Profiles



Get consumers to join  
rewards program



Segment Customer Emails  
and Profiles



Balance frequency and  
relevancy of outreach

Easy win: Segment customers by location.

Segmentation leads to better relevancy for  
outreach

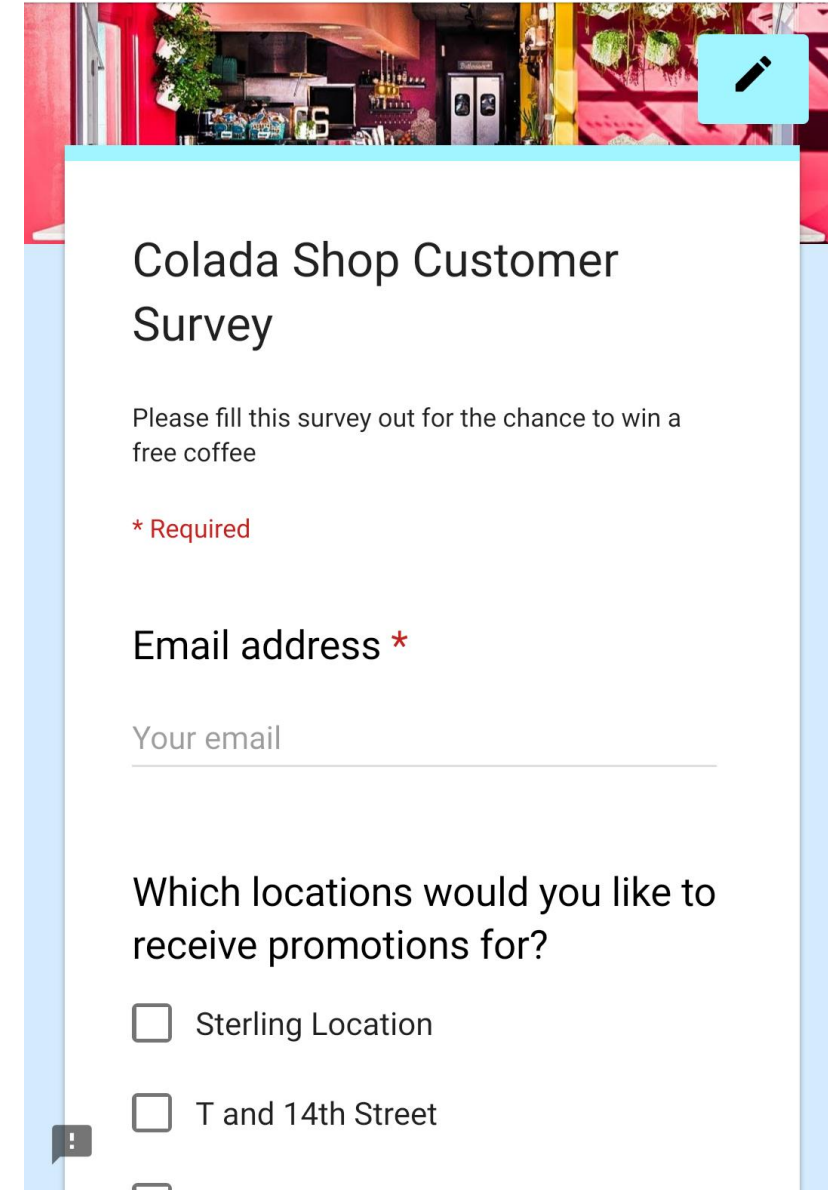
Problem will get worse with third location

### Possible Solutions

- Google contacts allows users to assign labels to contacts, and then email contacts only under a certain label
- Third Party App: Mail Chimp is another commonly used email management program
  - Has more expansive functionality, but also has a cost
  - For about 10,000 subscribers, will cost about 80 dollars a month

## Survey Email

- Send out a survey asking what consumers are interested in hearing about
- Survey length and time to complete is important to get responses.
  - Keep Survey under 6 question/5 minutes to complete
- Questions to ask
  - Which locations would you like to learn about
    - Include new location on the wharf
  - What kind of service are you interested in?
    - Catering vs Dine-in vs delivery
  - Main reasons for going to Colada
    - Coffee vs Food vs Alcohol
- Important to incentivize survey with some kind of reward to get responses.



Colada Shop Customer Survey

Please fill this survey out for the chance to win a free coffee

\* Required

Email address \*

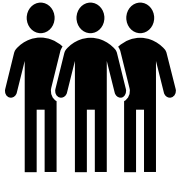
Your email

Which locations would you like to receive promotions for?

☐ Sterling Location

☐ T and 14th Street

☐ Wharf



Balance frequency and relevancy of outreach



Get consumers to join rewards program



Segment Customer Emails and Profiles



Balance frequency and relevancy of outreach

Millennials have come to expect advertisements in their inboxes

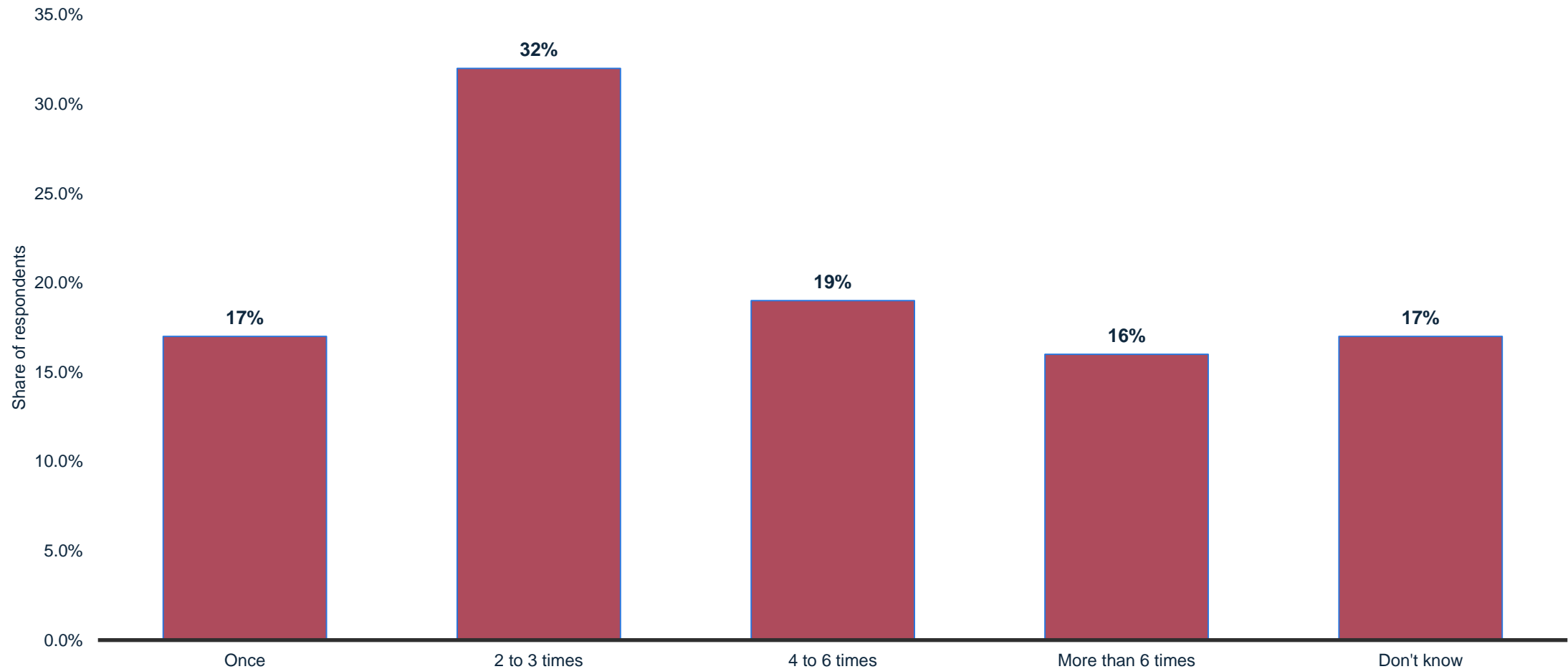
People unsubscribe when relevance is lost

Ability to create a more intimate customer experience



# Monthly number of marketing e-mails sent to contacts by industry professionals worldwide as of January 2018

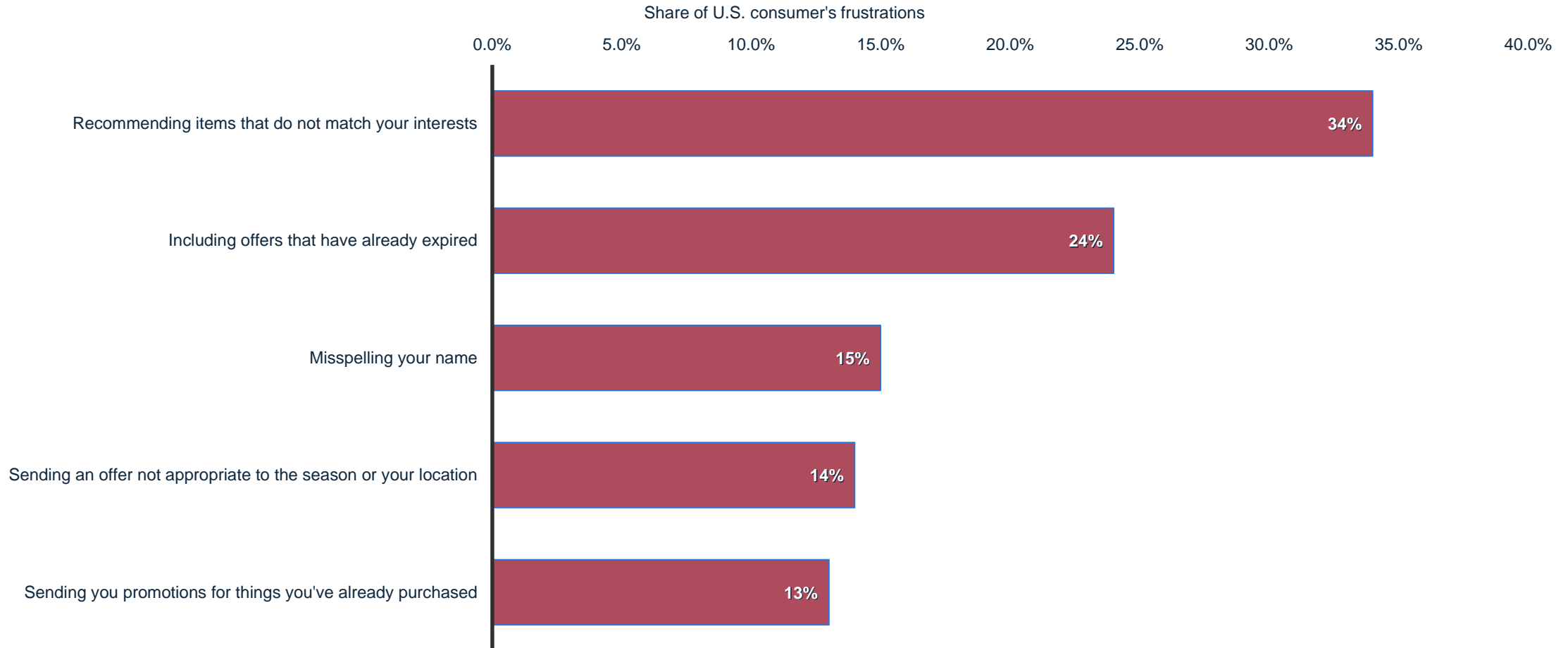
Number of marketing e-mails sent monthly worldwide 2018



**Note:** Worldwide; January 2018; 585 Respondents; maximum number of e-mail contact per month  
Further information regarding this statistic can be found on [page 60](#).  
**Source(s):** Statista, GetResponse; SmartInsights.com; [ID 959596](#)

# Leading e-mail personalization errors that consumers find frustrating in the United States as of July 2017

U.S. consumers' frustration with e-mail personalization errors in 2017



**Note:** United States; July 10 to 17, 2017; 18 years and older; 1,007  
Further information regarding this statistic can be found on [page 91](#).  
**Source(s):** Statista, Adobe Systems; Advanis; [ID 750929](#)

# Thank You

Connor Nielsen  
[cnielse1@nd.edu](mailto:cnielse1@nd.edu)

Sean Scannell  
[sscanne2@nd.edu](mailto:sscanne2@nd.edu)

Christie Balaraj  
[cbalaraj@nd.edu](mailto:cbalaraj@nd.edu)

Michael Penny  
[mpenny2@nd.edu](mailto:mpenny2@nd.edu)

Nicholas LaScala  
[nlascala@nd.edu](mailto:nlascala@nd.edu)

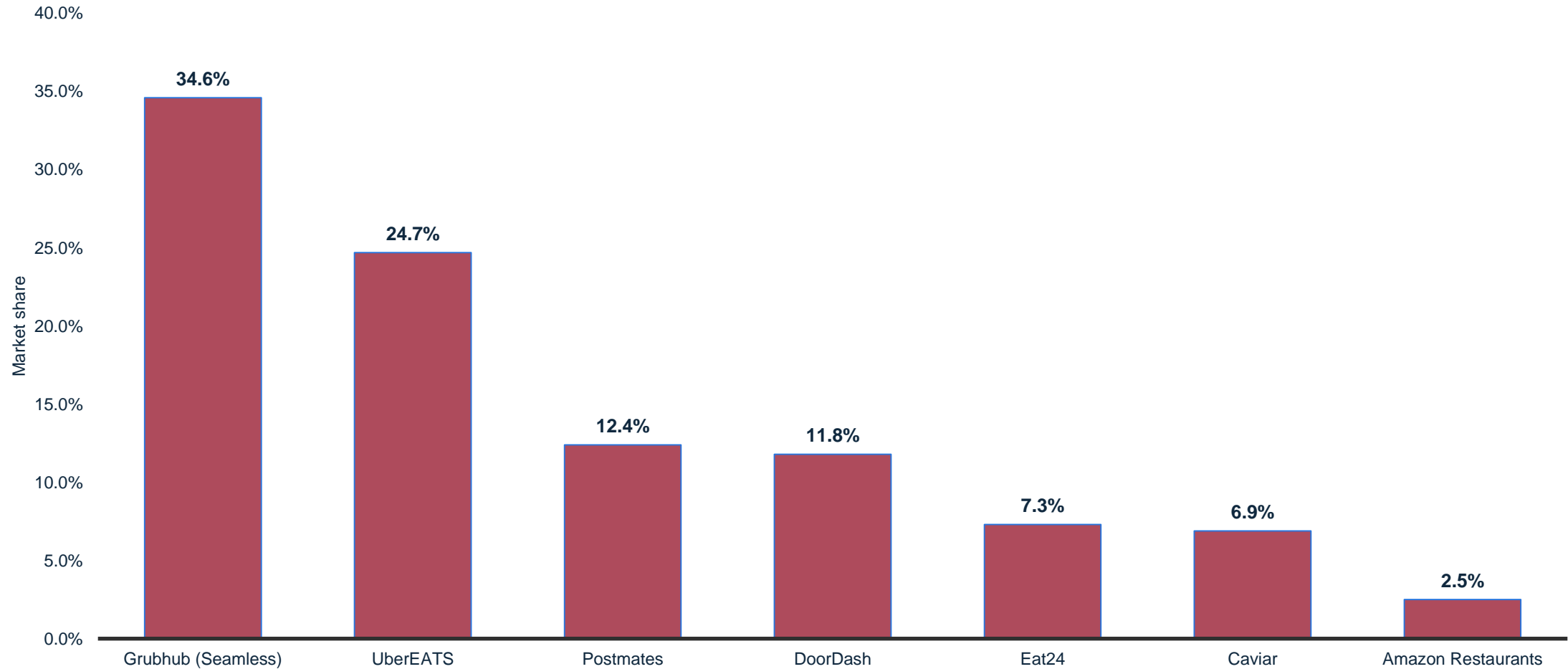


# Appendix



# Takeout food delivery service market share in Washington D.C., United States, as of August 2017

Food delivery service market share in Washington D.C., U.S. 2017



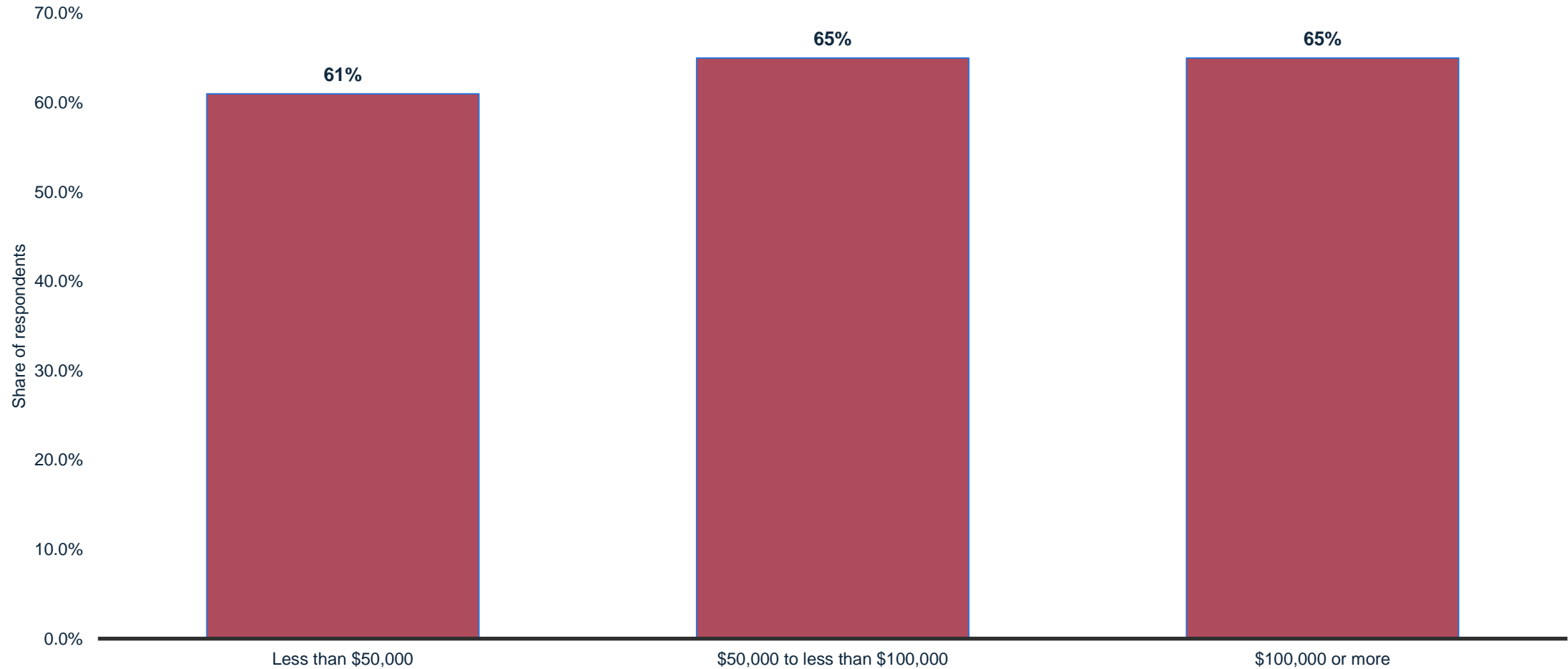
**Note:** United States; August 2017

Further information regarding this statistic can be found on [page 43](#).

**Source(s):** Recode; Second Measure; [ID 916926](#)

# Share of Americans who ordered take-out/delivery food on their smartphone/cell phone in 2018, by household income

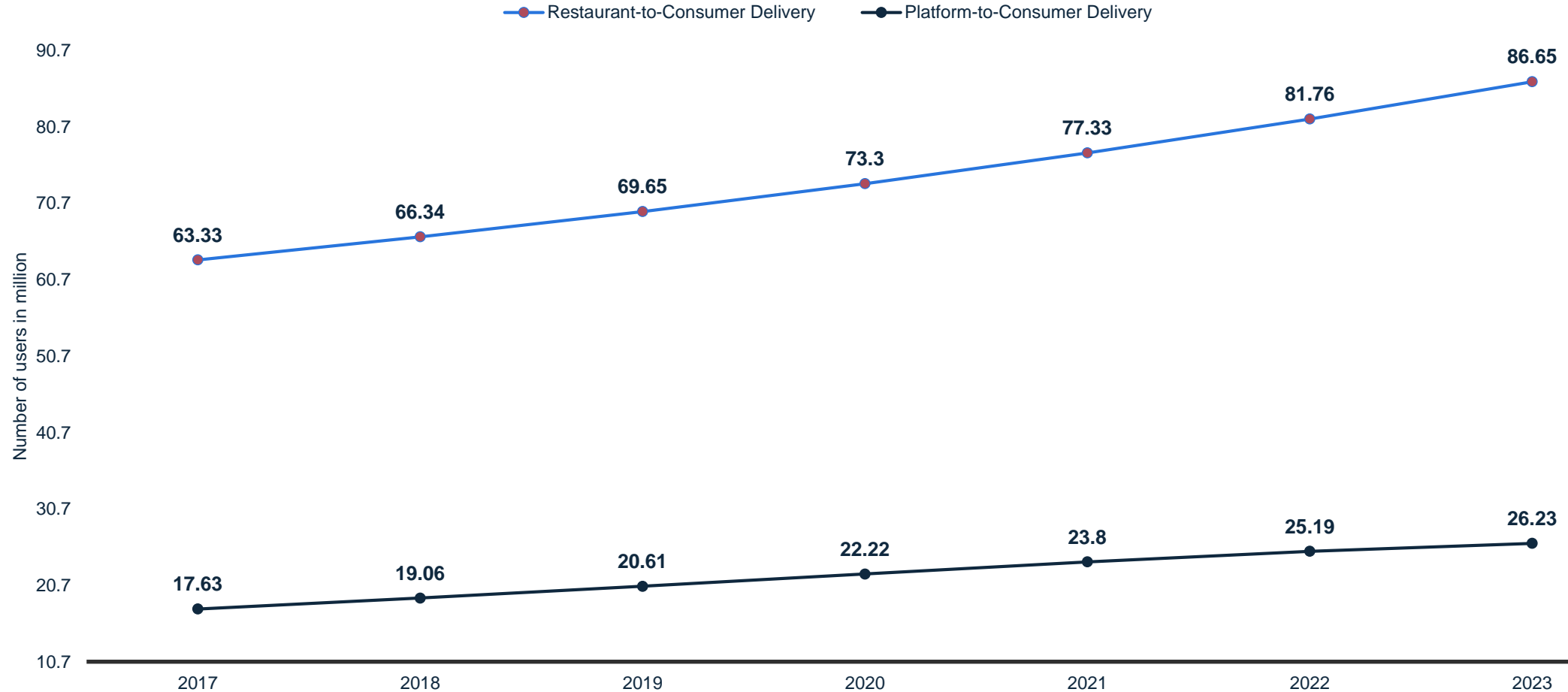
Americans who purchased delivery food via their smartphone



**Note:** United States; October 17 to 22, 2018; 18 years and older; 2,010  
Further information regarding this statistic can be found on [page 49](#).  
**Source(s):** Statista Survey; [ID 674051](#)

# Number of users forecast for the Online Food Delivery market in the United States from 2017 to 2023 (in million)

Number of users forecast for the Online Food Delivery market in the United States until 2023



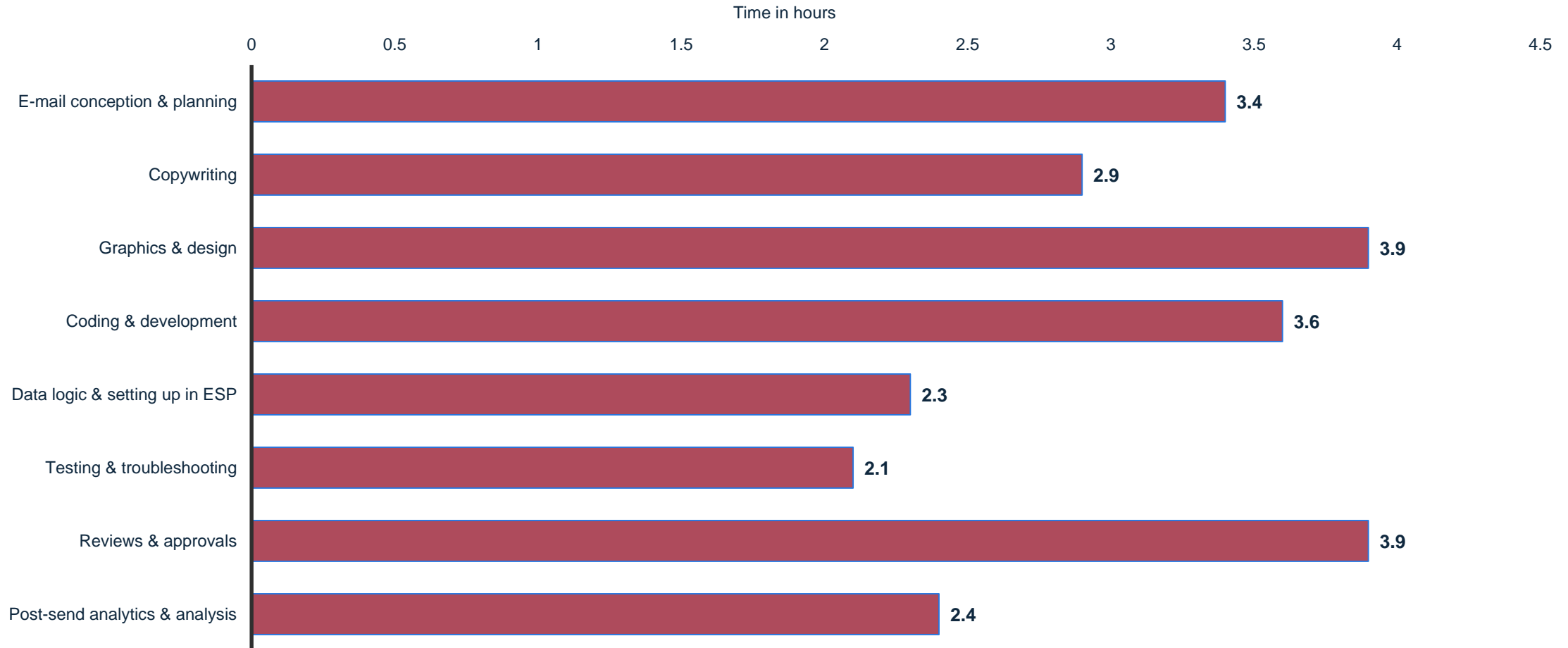
Note: Data 2018

Further information regarding this statistic can be found on [page 8](#).

Source(s): Statista; [ID 891084](#)

# Average time spent on single tasks involved in producing a marketing e-mail according to industry professionals worldwide as of January 2018

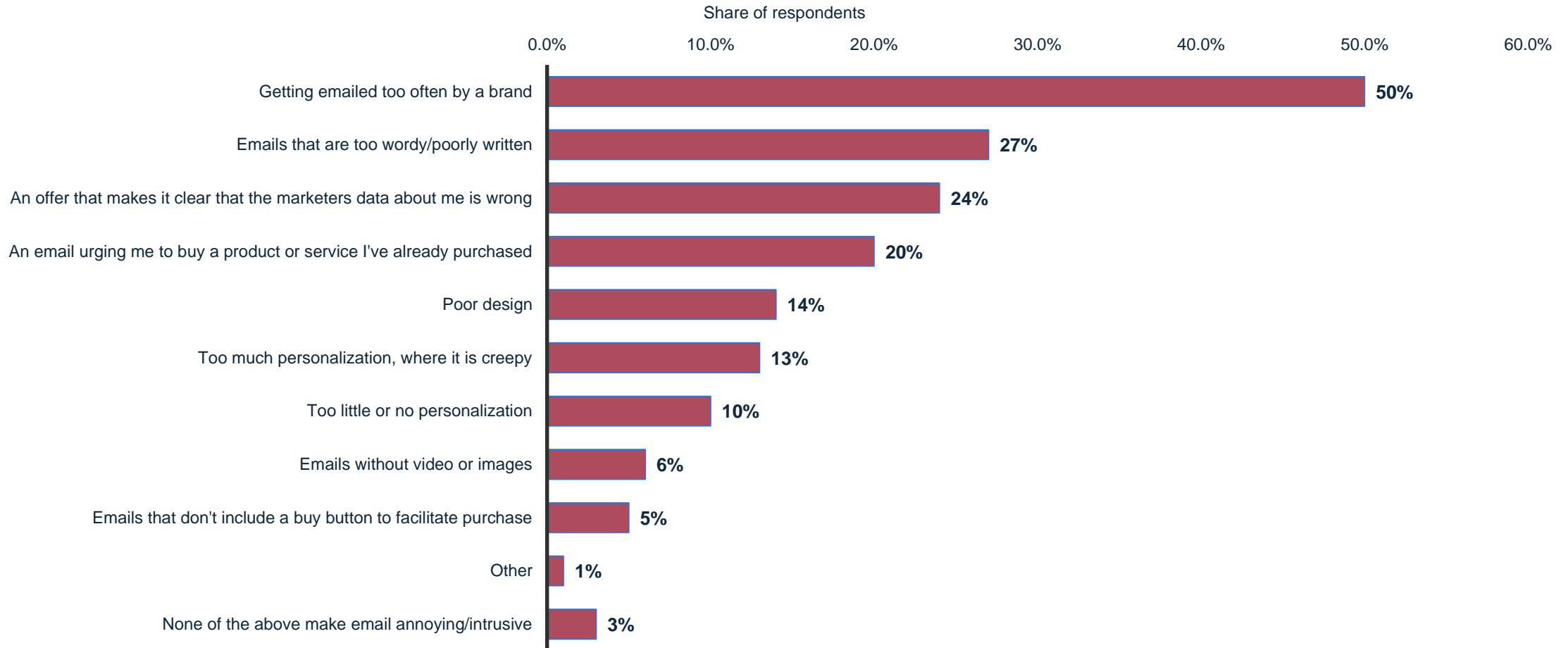
Average time spent on tasks in marketing e-mail production worldwide in 2018



**Note:** Worldwide; December 19, 2017 to January 31, 2018; 2,670\*  
Further information regarding this statistic can be found on [page 62](#).  
**Source(s):** Litmus; [ID 960066](#)

# Share of consumers who find selected e-mail marketing practices annoying in the United States as of July 2017

U.S. consumers annoyance with selected e-mail marketing practices in 2017



**Note:** United States; July 10 to 17, 2017; 18 years and older; 1,007  
Further information regarding this statistic can be found on [page 90](#).  
**Source(s):** Adobe Systems; Advanis; [ID 750915](#)