



## Target Markets

Paperback Coffee Co will primarily aim to serve students at Northwestern College that enjoy playing games, reading, and coffee, particularly late at night.

We will also serve morning work commuters. This is not our primary target demographic, but one we can serve well with a drive-thru. We would offer a higher quality option than our competitors for this market.

A third market that Paperback Coffee Co can target is families with children ages 3-12. We would cater to this market, particularly in the summer, by selling ice cream, shakes, and sundaes. There is a gap that we will fill in Orange City for these products.

## Market Analysis

There are four main competitors that share the market that Paperback Coffee Co will enter. We have found three competitors in Orange City and one in Sioux Center. On Northwestern's campus, there are two coffee shops, Scooter's Coffee and Common Grounds. A short drive from campus will get a consumer to Brad's Breads and Bakery. A 20-minute drive is the distance to our furthest direct competitor, The Fruited Plain.

Scooter's Coffee is a drive-thru and walk-up coffee shop. They will be our biggest competitor for the morning commuters but will not be a competitor for the other two markets we want to focus on.

The Fruited Plain has a similar ambiance and vibe to what we will have. It is important we at least match what they do well to keep our primary target market from going to them instead of us.

## Vision

Our vision is to build a community around coffee and the concept of unity through love.

## Mission

The primary mission of Paperback Coffee Co is to provide students attending Northwestern College a safe, entertaining, and relaxing late-night hangout and study location where they are able to experience great coffee and be a part of an uplifting and loving community in an off-campus environment. The secondary mission is to bring together Northwestern College, residents of Orange City, and visitors to Sioux County with coffee, tea, and an uplifting environment for all to enjoy and commune in.

## Menu

There are a variety of options that will be on the menu at Paperback Coffee Co. Paperback Coffee Co will have espresso-based drinks, drip coffee, pour-over coffee, cold brew coffee, hot chocolate, cider, hot tea, iced tea, sandwiches, salads, smoothies, shakes, ice cream cones and dishes, sundaes, breakfast burritos, bagels, muffins, donuts, cinnamon rolls, caramel rolls, coffee cake, cheesecake, cookies, tiramisu, and stroopwafels.

Sawyer, our specialty drink creator, will create various new and interesting flavors of syrups to use in drinks. Paperback Coffee Co will use these new flavors to create specialty and limited-time drinks. If these drinks are popular with customers, we will contemplate adding them to the regular menu.

## Management Team

Brevin Brands – Owner  
Sawyer Hildreth – Manager and Drink Architect  
Riley Hoff - Manager  
Riley Rasmussen – Social Media/Marketing  
Sarah Hummel – Librarian

## Industry Analysis

The demand for coffee shops is driven primarily by demographics, consumer tastes, and income levels for the communities they serve. Small companies compete with franchisees by offering high-quality menu items and providing superior customer service.

Coffee shops appeal to many consumers but tend to focus on the under 35 market. Customers under the age of 35 are much more likely to snack after 11 pm. At high-quality coffee shops, customers will expect employees to be knowledgeable and make recommendations regarding menu items.

Coffee shops perform better in locations with growing populations. Demand for shops is tied to consumer tastes and income. One major risk for coffee shops is a decrease in discretionary spending.

Consumers of specialty and gourmet coffee tend to have values that support sustainable practices. Shops that adopt these practices are able to attract more business while decreasing costs. Straw-less drinks and reusable/recyclable/compostable containers are popular among consumers in this market. Green technology, such as solar panels, allows businesses to cut regular energy costs while possibly entitling them to tax breaks.