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Marketing Plan for Coffee Shop Green

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Marketing Plan for Coffee Shop Green

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Markkinointisuunnitelma kahvila Greenille

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Opinnäytetyö tehtiin tarkoituksena parantaa kahvila Greenin näkyvyyttä koulun kampuksella erilaisilla markkinointikeinoilla. Opinnäytetyön toimeksiantaja harjoittaa kahvilatoimintaa Tec de Monterreyn kampuksella. Toimeksiantaja tahtoi parantaa kahvilan näkyvyyttä koulun oppilaiden keskuudessa sekä uusia markkinointimenetelmiä parantamaan kahvilan toimintaa. Uusien markkinointimenetelmien avulla kohdeyritys pystyy tavoittamaan enemmän opiskelijoita päivittäisessä toiminnassaan sekä parantamaan kannattavuutta.

Tietoperusta opinnäytetyölle rakentuu vertaamalla edellisen lukukauden olosuhteita nykyiseen. Mitä tapahtui aikaisemmalla lukukaudella ja millaisia parannuksia tehtiin markkinoinnin ja myyntien näkökulmasta katsoen. Millaisia toimenpiteitä tehtiin ja mitä olisi mahdollista tehdä, jotta toiminta paransi. Opinnäytetyön avuksi laadittiin opiskelijakysely, jotta saataisiin selville, mitä mieltä opiskelijat ovat kahvilan toiminnasta ennen ja jälkeen parannusten. Opinnäytetyön tukena käytettiin SWOT-analyysia sekä mysterishoppailumenetelmää, jotta oli mahdollista verrata kohdekahvilaa kilpailijoihin.

Opinnäytetyön keskiössä oli kahvilan tilanteen vertailu ennen ja jälkeen parannuksia ja kuinka valitut menetelmät vaikuttivat kahvilan myynteihin sekä näkyvyyteen kampuksella. Millaisia markkinointimenetelmiä käytettiin kahvilan operaatioiden parantamisessa ja saatiinko parannuksilla toivottuja tuloksia aikaan.

Opinnäytetyön avulla kohdeyritys huomasi mitä he tekivät väärin ja mitä he eivät tehneet sekä millaisilla toimilla kahvilaa tulisi johtaa. Millaisia kanavia kohdeyrityksen tulisi käyttää ja kuinka täyttää asiakkaiden tarpeet. Uudet markkinointikanavat ja -tekniikat tulevat auttamaan ja parantamaan kohdeyrityksen toimintaa merkittävästi tulevaisuudessa. Tämä opinnäytetyö toimii ohjekirjana kohdeyritykselle, jotta he voivat parantaa toimintaansa tulevaisuudessa vieläkin enemmän.

Juuso Strenzell

Marketing plan for coffee shop Green

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The purpose of this thesis work is to develop and improve the visibility of the Coffee shop Green in terms of different marketing techniques. The company that requested the work is operating in University Tec de Monterrey Mexico Querétaro. The selected company wanted to improve their visibility among the students and wanted to have new tools to improve their marketing. Through new marketing techniques the selected company can have more customers daily bases and is able to earn more profits.

The knowledge base for the thesis comes from comparing past to the current situation. How was the past and what did the company do to improve their visibility and sales. What tools they used and what kind of tools they could use. As well doing a questionnaire for the students to find out how do they feel about the coffee shop and how would they compare the past to the current situation. Further more the selected student used SWOT analysis and benchmarking to find out the competition and the current standing of the selected coffee shop.

The focus is in comparing what was done before and how the new improvements have increased or decreased the overall visibility and sales. What kind of marketing approaches is implemented through the thesis to the processes of the coffee shop Green and do they have an impact or not.

Through the thesis the company realised, what they are missing in their marketing and what they should be doing. Which platforms they should use and what their customers really want. New marketing platforms and techniques will help the coffee shop Green to improve their visibility even more in the future. The thesis works as a guidebook for the company to continue to implement improvements that are presented in the thesis.

Keywords: Marketing, visibility, Improvements

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1 Introduction

It all started with the need to improve the overall visibility of the coffee shop Green. The target organization Indice was looking for a new worker to take the responsibility of the coffee shop Green and make it more visible to the students in the University. The target organization knew that by improving the overall visibility the overall sales will go up as well. The selected student to do the job was Juuso Strengell last year student from Laurea University of Applied Sciences from Finland. Juuso has a title of a restaurant chef and working experience almost ten years in the restaurant industry. Also Juuso has been studying the past four and a half years hotel and restaurant management and as well doing an International business degree in the Tec de Monterrey campus Querétaro.

The head of the company Indice saw this as an opportunity and offered to hire the selected student. The fact that Juuso has experience working with food related environments and knowledge about the industry was a huge bonus for the company and it gave confidence for the target organization to hire an International student to do the job. Because Juuso have been studying in the University of Tec de Monterrey the last three years, he know's how do the students behave inside the University. What kind of eating patterns students have and what times they usually have lunch. What kind of products the students prefer to consume and how to respect the schedules of the students when having quick lunch between classes. The Thesis was made in co-operation with the internship, that the student was doing at the same time. To guarantee that the results were usable for future semesters. As well it was a huge benefit that the student spend more than 45 hours in the coffee shop every week to make sure that the needed improvements were executed properly.

The following chapters will explain the starting point of the coffee shop and how was it working in everyday bases before the intervention. Than what kind of problems the coffee shop have had in the past and how did the student overcame those problems and what kind of improvements were suggested and executed. How has the social media helped the coffee shop Green to improve daily operations and what kind of personal selling tips were implemented throughout the semester to improve the overall visibility and marketing efforts.

The purpose of my Thesis is to improve the visibility and sales of the coffee shop Green. Through promotions, social media campaigns and advertising inside the Campus my Thesis will affect the sales and visibility of the coffee shop Green positively. By increasing visibility of the coffee shop Green international students can order food without pressure. Tec de Monterrey Campus Querétaro is a relatively big University with around 6300 students. All of those students are potential customers for the coffee shop Green. The problem is how to reach all the potential customers and make sure that as many students as possible would be aware of

the coffee shop Green. In general inside the Campus Querétaro there is 6 to 8 coffee shops, but the coffee shop Green is the only one that provides service for its customers in different languages like English, Spanish and Finnish. Most of the coffee shops in the Campus only provide service in Spanish and that is a huge advantage for coffee shop Green. Every semester Campus Querétaro receives around 300 international students who do not have the skills to speak Spanish. My Thesis would provide valuable tools for the coffee shop Green to improve sales and visibility and the positive reputation that it already has. The investigation and advertising will take place during fall semester 2016.

The target organization will gain valuable insights what the students in the Campus want and what would be the most effective way to reach them and address their needs. When the target organization is aware of the methods and tools to improve the overall visibility, satisfaction they can implement the same methods to the other coffee shop that is operated in the Campus. Also target organization will increase the visibility for the other coffee shop that they are operating in the other side of the Campus. Thesis will help the target organization to understand better their customers.

Thesis will be executed in co-operation with the target organization. The target organization will provide the learning environment for the student to execute the Thesis. The selected student will be doing marketing campaigns inside the Campus using social media, word-of-mouth, advertising and personal selling to persuade potential customers to use the services of the coffee shop Green. The selected student will compare customer satisfaction, overall visibility and sales to the previous semester. By comparing previous results to the new results, it is possible to see does the extensive advertising improve sales and customer satisfaction

1.1 Background

The first Campus of Tec de Monterrey was founded in 1943 by Don Eugenio Garza Sada and a group of entrepreneurs. Tec de Monterrey Campus Querétaro was built in August 1974. Tec de Monterrey is a private nonprofit institution that aims to give high quality education to Mexican students and for international students around the world. Currently Tec de Monterrey is the best University in Mexico and one of the best universities in Latin America and they rank the second best employer in Latin America. Currently in Campus Querétaro there is around 6300 students around the world from 40 different countries. Every semester Campus Querétaro receives around 300 International students. (Our purpose, Tec de Monterrey 2016; Historia del campus, Tec de Monterrey 2015; Oferta académica, Tec de Monterrey.)

Coffee shop Green is located in Campus Querétaro at building six. Building six has a library and a study area for the students. The study area is called the "learning Commons" and it is

the upper floor of the building six. Everyday students gather to the Learning Commons to study, read and to work on their projects. The Learning Commons study area can hold up to 400 students. Coffee shop Green is the only coffee shop in the building six and there for it has no competition in the building six. The strenght of the coffee shop Green is convenience for the students. Students can easily stop by and buy a quick snack and continue to study without interruptions or leaving the building.

The university has a cycle of three exam weeks for every semester. During the exam weeks students stay longer in the Learning Commons and the coffee shop Green sells a lot more products compared to the normal weeks. The coffee shop has longer opening hours as well compared to the normal weeks of 7am - 9pm. During the exam weeks the coffee shop is open between 7am - 12pm. Coffee shop Green is the only coffee shop in the Campus that is open till 12pm during the exam weeks. Special opening hours provides competitive advantage to coffee shop Green over others. The students know that after 9pm coffee shop Green is the only possibility to have warm food.

Even though coffee shop Green do not have competitors in the building six the school has some restrictiones for the coffee shop. Certain everyday products has to have fixed prices like water or coffee. As well it is forbidden to have kitchen or cook in the top floor due to the fire safety. The coffee shop has to be open the same hours than the library during the week and the weekends.

1.2 Target Organization

Indice Eventos en Serio has operated inside the campus Querétaro since 2012. First the company start with just one unit in the high school side of the campus and after two years company was given un opportunity to expand to other side of the University as well. Indice Eventos en Serio took the opportunity and expanded it's operations to include coffee shop Green. Company Indice Eventos en Serio offers catering services inside and outside of the University and runs a daily operations in two different coffee shops inside the University. The company Indice Eventos en Serio has two main units operating inside the Campus Querétaro Tec de Monterrey. The main unit is called Prepa and it is located in the high school side of the Campus and the coffee shop Green the second unit is located in the University side of the Campus. Figure 1 is the official logo of the coffee shop Green and it is used whenever advertising. Logo is also present in the coffee shop and in different social medias.



Figure 1: Official logo Coffee shop Green

Figure 1 is the official logo of the coffee shop. The color and the layout represents the spirit and the atmosphere of the coffee shop Green. Also with the color green the logo communicates to the customers that the products used and sold are local and fresh. Coffee shop Green is a small coffee shop located in the library building. The coffee shop employs four employees at the time and daily operations works with the help of the main unit. Because the coffee shop Green is located in the library building, they have some regulations to follow. For example it is not allowed to have a kitchen or cook in the coffee shop Green. The daily help that the coffee shop Green gets from the main unit is irreplaceable in the terms of making decent profits from day to day bases. As well during the exam weeks it is mandatory for the coffee shop to be open between 7am till 12 pm in the night. Normally the coffee shop Green is open from 7am to 9pm.

The coffee shop Green offers typical school food from sandwiches to salads and local foods such as chilaquiles, molletes or quesadillas. Basic inventory of sold products consists beverages, cheesecake and different pays, cookies, different coffees, candies and so on. The official menu's are in front of the coffee shop displayed for the customers. (See attachment 1) As well the coffee shop has daily offers that are not included in the menu's and are placed in front of the coffee shop or posted in the social media

Because it is prohibited to cook properly it places restrictions for the everyday operations and foods that can be served. Because of the restrictions coffee shop Green receives a lot of help from the main unit coffee shop Prepa. The main unit prepares everyday certain products for the coffee shop Green to sell. This places certain limits to the availability of certain products. For example the best selling product of the coffee shop is called chilaquiles and it is a local breakfast. The best selling dish contains corn chips served with tomato sauce, beans, cheese and cream. Everyday chilaquiles are been sold from 50- 100 portions and they generate huge portion of the daily sales. When certain products or ingredients run out it is hard to have more. Many cases the staff of the coffee shop Green is forced to buy products and in-

ingredients from local stores with the normal price. This affects the profitability of the targeted coffee shop. Normal weeks are easier to have enough product due to the daily estimations, but during the exam weeks the amounts that students consume vary a lot. Having enough products is a everyday challenge, because you cannot know if there is going to be 50 students studying or 250 students. Students have preferences where to study and what time depending what time students have classes. The high peaks in sales occurs during the exam weeks.

Maintaining a effective supply chain is difficult, because of the small suppliers that come every day to bring products. Suppliers are small local companies and they do not have resources to make sure that every time products and ingredients arrive. Sometimes suppliers get sick and the coffee shop is left out without products. Same goes with the information flow that goes through the two coffee shops. Due to the fact that Mexico is more relaxed society, people tend to have misconception about time and doing things immediately. It is perfectly normal in Mexico to order products from suppliers and not receive them in the right time. Explanation could be traffic or someone getting sick in the worst moment. All of this is justified and normal in Mexico.

2 History of Marketing

Traditionally marketing has been seen as a business activity. The main function for companies and organizations is to satisfy the needs of humans or other words consumers. From business perspective when defining marketing it is defined as the "delivery of higher standard of living". Others have defined marketing as a process of exchange. The process involves two sides: seller and buyer. Each side will give something that has value and receives something that has value. The famous marketing scholar Philip Kotler have defined marketing as "a societal process by which individuals or groups acquire something that they want or need through offering, creating and exchanging items and services of value with other individuals or groups. In economic systems marketing is a essential function. The interaction of supply and demand allocates resources in the marketplace. The framework, activities and mechanisms are provided by the marketing activities and institutions to make the exchange possible. (The concept of modern marketing.)

When thinking about different business activities like production, accounting or operations and comparing them to a marketing activities, marketing is a relatively new subject having emerged during the early 1900's. Most of the activities involved and now days associated with marketing were back in the days assumed to line up within basic concepts of economics like pricing (supply and demand) or advertising. The development of marketing was mainly motivated by the necessity to divide behaviors and relationships between buyers and sellers to more specific parts. The study of marketing helped sellers to identify, that adjusting certain

tactics and strategies could, substantially benefit the buyer and seller relations. Back in the days (timeline considered before 1950s), this usually meant recognizing tactics and ways to sell more products or services, without considering the actual needs and wants of the target customer. Back in the days organizations used strategies like sell the most that is possible without thinking or building long term relationships. (KnowThis?com.)

Organizations started to realize in the early 1950s, that old selling tactics were not giving the full benefits for the organizations. As the competition got more aggressive between organizations in different industries, organizations started to look the buyer side of the business actions for ways to enhance and improve. What was discovered was an emerging philosophy that suggested, that the most important factors to successful marketing were the concept of understanding the needs and wants of the target customers. Now days commonly known and famous marketing concept recommends, that marketing efforts and decisions should first go through from understanding what the customer want. After that companies should start the process of developing and marketing services and products. Now days marketers have understand, that they can not restrain the marketing efforts to getting customers to buy more without considering who are the customers and what they would like to have. (KnowThis?com.)

When investigating the history of marketing it is possible to distinguish different eras in marketing. It can be divided into different eras and all the eras have affected the development of marketing and contributed to the evolution of marketing as a discipline that we are familiar today. The different eras of marketing came up the first time in 1960 by Robert Keith. He researched the marketing and it affects in he's article "The marketing Revolution". Since than there has been emerging new eras afterwards, that are considered to be part of the development of marketing. These different marketing stages are: production era, sales era, modern marketing era, relationship era. Let's take a closer look of all the different marketing eras and see what were the different things involved.(Merritt.)

The production era is considered to begin during the industrial revolution. The industrial revolution was the biggest push to start the change in commerce and marketing. Companies started to use big steam powered machines and other machinery to produce goods for the needs of the consumers. Change from manual labor made mass production possible for companies. Eli Whitney developed the interchangeable parts for the heavy machinery at the beginning of the industrial revolution and is considered the father of mass production. The need to reach the consumers in the early stage of production era developed different ways to reach the consumers, like department stores and mail-order houses. The production era lasted around sixty years and began to shape the marketing that we know today. During the production era mass production of various products increased and it filled the marketplace with options from what the consumers could choose. Producers and entrepreneurs were thinking at

the time "if someone will build or produce an item ,the consumers will come for it." The way this functioned during this time was the fact that, there were limited amounts of products available. Production was considered more important than marketing and the needs of the consumers were not satisfied the way it's done in modern days. (Production Era; The concept of modern marketing 3.)

The sale era roughly lasted 30 years. During this time organizations started to operate more aggressively among others to gain competitive advantage from another. Sales campaigns were planned to persuade the specific advantages of a product to convince the consumers to buy those products over competitor's products. Aggressive personal selling became one of the tools to improve the sales of the company. As well during the sales era distribution networks were developed and improved. When companies started to use false or misleading advertising campaigns in the hope of finding new customers, the general public took notice and forced new laws to pass to protect the rights of the customer in marketing and advertising. Customers needs and wants were the first time important factor for the companies. Companies began to see that consumers were becoming more connected and that, they would no longer be buying products blindly. Even though companies started to consider customers needs and wants, many companies entered price wars to gain competitive edge over others. (Hettler; The concept of modern marketing.)

Roughly estimated *modern marketing era* started in 1960. During the development of modern marketing era companies were focused on the needs of the customers. Customer needs were placed to a higher position. Companies started to realize that the customer was and still is in the center of the business and not the other way around. The saturation of the markets forced the marketers to operate more strategic way. Companies were doing market research about the customers to gain their trust and setting specific goals to achieve. The workers in the organization were as well motivated to obtain marketing knowledge to enhance the customer experience. These actions set the grounds to clients having a general brand experience. The sophistication of marketing management developed during this time. (Zhang; Modern marketing era; Moré, 2012)

After marketing era came *the relationship marketing era* and the main ideas and concepts are in use still in the business world of today. The focus were on the customer loyalty and development of customer relationships. The key idea and a component was a mutual trust between customers and companies during the relationship era and the focus were in a relationship-building for a long term to make sure that those loyal customers will continue to buy companies products. Change from making transactions to building relationships, where the consumer is a partner for the company rather than a moneymaker. Author like Philip Kotler was one of the instigators of the importance of developing relationships. He came up with an

idea, that it is five times more expensive to acquire a new customer than keeping the current customer satisfied. (Moré, 2012; about; Concept of modern marketing 5.)

2.1 Role of Marketing

As we saw previously the key objective of a company's marketing efforts is to improve the relationship with the target customer, that overall will benefit both parties the company and the customer. Through these actions marketing leads to serve an important role in companies and in society. At the organizational level, for companies marketing is a vital business function that is involved almost in all industries. It doesn't matter whether the company works as a non-profit or for-profit. When talking about for-profit companies, marketing is considered to be responsible for biggest amounts of actions that will generate revenues for the company and profits. For the non-profit organizations, marketing will attract customers and supporters that are willing to support and carry the non-profit mission of the company. For the both types of companies the connecting factor is that it is unlikely that they could compete and survive without well planned marketing efforts. Through marketing companies interact with their customers and with the general public. Actions the marketers take will determine, what will the general public know about the company. Advertising influences the image that the people have about the company and how they feel about the company. When looking marketing at a wider view it offers considerable benefits for the society. First of all companies develop products and services that satisfy needs of the customers by improving the quality of life. Secondly companies create environments that are competitive and competition lowers the prices of the products. Thirdly broad distribution networks makes the products available for many geographic regions and more customers can access the target service or product. Furthermore increased demand creates the need for the companies to produce more and to hire more workforce. And last companies offer techniques that can affect societal behavior in a positive manner like anti-smoking advertising. (The role of marketing.)

2.2 Ethics in marketing

In the world of marketing, ethical marketing is less of a marketing strategy and refers more to a philosophy that informs the public about all the activities involved and used in marketing by the company. Through these efforts company seeks to promote its fairness, responsibility and honesty in all the marketing efforts that they make and execute. In general ethics is a difficult subject, due to the fact that everybody has a different idea what is considered to be right and wrong. For many people unethical is only conducted, when breaking laws. Different people consider different things to be unethical and many things affect the way people see ethics. Various factors like culture and nationality affects the way people think what is ethi-

cal and what is not. Because people think differently about what is ethical, ethical marketing isn't a universal set of rules, but a general set of guidelines to guide and assist organizations to evaluate their marketing strategies. The following list is a general guideline for all types of companies to follow, when considering ethical marketing principals. (Ethical marketing 2012.)



Figure 2: Summary of principals of ethical marketing

Figure 2 is a summary of principals of marketing. When a company is implementing these practices in their business activities they are considered to function ethically. The eight principals guide and help companies to execute their activities properly and fair to all parties involved. When organizations implement ethical marketing practices they improve their public image and encourage consumers to trust the brand. Companies who are thinking to implement these good practices will start the development of the ethical marketing campaign from the analysis of the organization, the market or markets they operate and its customers. Ethical marketing can and will increase the profits and the public image of the company if done correctly. Ethical marketing brings a lot of advantages for the company, but in many cases companies will not do if it reduces the profits. In most cases companies will go with the marketing strategy that is the most cost effective. Even though companies practice unethical marketing it is not against the law. (Ethical marketing 2012.)

2.3 How internet has changed marketing

In 1989 a British scientist at CERN (European Organization for Nuclear Research) called Tim Berners-Lee invented the World Wide Web (WWW). The original purpose for the World wide web was to automate the information sharing between researchers in institutions and universities around the world. Even though computers were already around that time and before, there were issues in information sharing. If a person wanted to access certain information they had to access that computer that the information was. Tim Berners-Lee wanted that any information that existed should be available for any person in any place in the world without having to find a certain computer. On April 1993 CERN made the first public domain available. In World Wide Web. The following release was an open licence for anyone interested to use the World Wide Web. By releasing an open licence CERN made sure that the World wide web would spread as far as possible. (CERN; O'luanaigh 2014.)

As today it's been 23 years since CERN (European Organization for Nuclear Research) launched the World Wide Web (WWW) technology available for everyone in the world for free. The Internet has developed a lot from the early days and nowadays almost everything is possible through Internet and in Internet. During the past decade the Internet has been the most disruptive innovation that has affected the lives of many people in the world. Nowadays it is possible to do business, share photos, watch funny videos, keep in touch with your family and friends, buy products and so much more. Businesses and consumers are more connected than ever before. (How the internet has changed the marketing, 2015; Education 2015.)

Through out the past decades effective brand management and marketing has been the essential part of successful business. The traditional rules of marketing have stayed the same for many decades. Most of the business schools are still teaching the traditional four P's method, but the reality is that the digitalization has changed the game. Business schools need to adjust their old habits to the current world. In the recent years internet has become important part of brand management and marketing and it is changing the rules of the game. The four P's of marketing has been the key ingredients in brand strategy since the introduction of the term marketing mix by E. Jerome McCarthy in the 1960s. (Education 2015; Melnick 2015.)

The four P's of marketing: product, place, price and promotion are changing and brands and organizations need to rethink them in order to stay relevant in the marketplace of today. An article by Harvard Business Review called rethinking the four P's suggests a new approach to the traditional marketing mix, that considers the changes that the digitalizations brings with it. The new method is called SAVE and it comes from the words: solution = product, access = place, value = price and education = promotion. The new framework called SAVE is created by Motorola Solutions. The initial purpose for the new concept SAVE was to help companies to

restructure its marketing and its go-to-market strategies in the government and organization level. Let's take a look of all the four parts in the perspective of the Motorola Solutions and how the concept SAVE can help companies to improve their marketing. (Education 2015; Melnick, 2015; Ettenson; Conrado; Knowles 2013.)

In the original marketing mix the word product refers to the actual product or service being sold by the company. The sold product or service needs to deliver a minimum level of performance to the customer for current problem. The new promotion mix model SAVE suggests, that companies need to concentrate providing solution rather than products. Customers are not interested about products or services, but finding solutions to their problems. What solution you are providing for the customer that, they should use your product or service. (Definition Of Marketing; The New 4 P's in Marketing: S.A.V.E.)

Another part of the marketing mix is the place and it refers to the point of sale, where the transaction happens. Previously in every market and industry the location for the product or service has been an advantage over others. According to the SAVE guidelines the place for the product or service as now irrelevant due to the fact, that world spins around internet and everybody has access to it. Place do not guarantee a competitive advantage for companies anymore. It is more important to provide access to the product or service regardless when customers want it, where they want it or how they want it. (Melnick, 2015; Definition Of Marketing; The New 4 P's in Marketing: S.A.V.E.)

Price is the amount of money the customer will pay for the targeted product or service. The price of the product or a service depends on the market that it is willing to pay, cost of production, the targeted segment, supply and demand and other indirect and direct variables. Instead of concentrating on the actual price of the product or service companies should ask themselves, what value will I create for my customer by making this product or service available for them. What are the benefits they will receive related to price. When customers feel that the product or service creates value more than expected the price becomes irrelevant for them. (Melnick, 2015; Definition Of Marketing; The New 4 P's in Marketing: S.A.V.E.)

In marketing mix promotion is the factor and activities related to making the product or service known to the customers. It can be activities like advertising, word of mouth, direct marketing or press reports. Instead of pushing the product or service to the customer through discounts or low pricing tactics companies should provide relevant and educational information to them and convince them that they need it. By creating a feeling of familiarity (Melnick 2015; Definition Of Marketing; The New 4 P's in Marketing: S.A.V.E.)

The department head of Virginia Tech in Pamplin College of Business Paul Herr says that the development and the use of Internet has opened the window to the consumers soul for companies. Various digital related technologies and Internet have changed the way organizations and consumers behave in the business world of today says researchers in Virginia Tech's Pam-

plin Collage of Business. Thanks to Internet consumers are selecting which sources of information they pay attention, when searching information about the need they want to satisfy. Related technologies, social media and internet are helping consumers in decision making by lowering the search cost and potentially increasing the alternatives, that consumers can choose from. (Tags 2015.)

The use of Internet has changed the way organizations communicate with their customers. With the help of Internet organizations can collect information about their consumers search, behaviour and choice. Organizations can capture behavior data in real-time and use that information to segment consumers. Information like purchase pattern of a consumer or specific advertisement placement based on the purchase and search behavior of consumer. (Tags - Virginia Tech 2015.)

2.4 Marketing in social media

For a company or an organization the social feedback cycle means, that the company concentrates it's media spending on awareness, that drives demand. It is a conversational loop that enables a connection between the experiences of the past customer with the future customers buying process. The cycle of social feedback starts after an experience that the customer experiences, when consuming or using a service or product. (Satyam 2011; Evans 2008.)

Many times the use of social media for organizations and companies starts with the need of more awareness, amount of negative feedback or the need to be in the minds of the traditional media consumers that are out of reach. Social media is a tool to engage more consumer for companies and to spread awareness. The arrival of the "Web 2.0" has changed the way marketing works and what rules apply now days. Way too many times so called social media projects that the companies execute turns out to be treated like traditional marketing campaigns and companies lose the collaborative aspect of the whole campaign. The very core objective of the campaign "engagement" is lost and the target campaign just fades away without making any actual improvement. The point is to involve and engage the consumers in order to have valuable feedback and development for the service or the product. (Evans 2010, 25.)

During the past years the social media revolution has changed the rules of marketing. It is important for companies and organizations to be present in the social media and engage with customers in a daily bases. For companies with no experience in social media marketing it might be challenging to start building your new social media presence and approach customers. There are various tips and tricks to help you to build an effective social media presence and to take full advantage of the social media. The important thing is to understand few so-

cial media marketing fundamentals. The following ten point guideline will help your organization to build a foundation for your social media presence that helps your companies brands, customers and most importantly companies bottom line. In social media and content marketing it is important to listen more than talk. For organizations it is vital to join conversation with the customers and read the feedback that they post in the social media platforms. By participating with the customers companies can learn what is important for them. After understanding the values and things that are important for them, it is possible for organizations to create meaningful content that ignites conversation between two parties. Ignite conversations that adds value for the customers and avoid cluttering to their lives. (Gunelius.)

For companies and organizations it is important to specialize on something and deliver quality results rather than being a jack-of-all-trades master of none. Companies has way better opportunity to succeed in their social media and content marketing efforts, when they concentrate on delivering specific, rather than delivering something to everyone. In social media quality overcomes quantity. It is more valuable and important for companies to have small amount of dedicated customers that continues to participate and shares content, within their social groups, rather than having a huge amount of customers that do not participate on activities with the company. Even though messages and news spread fast in the social media, it is not guaranteed to have immediate results. Sometimes companies get lucky and they can have fast results and positive feedback, but it is not something taken for granted. Content marketing and social media takes time and for most companies it is suggested to commit for the long-haul to obtain results. Even though it is possible to spread content fast in social media at the same time millions of people and companies are doing the same thing. Patience is a virtue in social and content marketing. (Gunelius.)

When companies and organizations manage to publish good quality content it opens great possibilities for them. Dedicated followers in the social media will share the same content with their social groups and audiences. There is so many platforms these days where people can share their thoughts and new interests, like vlogging, blogging, Facebook, Twitter, LinkedIn, Pinterest and more. When people share the companies content in social media it opens new entry points for search engines like Bing or Google. Search engines use keyword searches to link your company and it provides easier access for the consumers. The more entry points you are able to create online, the more possible it is for the customers to find your company. Connecting with the right people online is valuable for companies. Companies need to spend time looking the right online influencers in their market. Influencers who might be interested in company's services, products or business in general. These influencers who have quality audiences can help the company to reach more potential consumers and they can spread positive information about the company. Being able to form a relationship with

them helps to ease the burden of the social media activities for the company and opens doors for completely new audiences. (Gunelius.)

The value of your content is crucial in social media. If companies promote directly their services and products to their customers without differentiating the content, eventually people will stop listening. It is crucial that companies keep adding value to the conversation made in social media with customers. Companies need to focus less on conversations and spend more time on creating meaningful content and developing longterm relationships with influencers. In a long term these people are valuable catalyst for word of mouth marketing. Every person counts outside the social media and in it. Do not ignore customers who are reaching the company. It is important to acknowledge the importance of relationships in social media success. Take the time to address the needs of the persons who are reaching the company and you are guaranteed to win their trust and confidence. Companies need to be accessible and available for the customers. Companies can not publish content and disappear. Companies need to be present and publish quality content for the customers in order to stay in the minds of the customers. Customers online tends to be quick in their moves and they do not think twice to replace the original company with a new one. Beeing present all the time messages to the customers, that the company is interested and they care what their customers think. Social media revolves around sharing so companies need to do the same. Companies cannot expect others to share their content if they are not doing the same. When companies dedicates a portion of their time to share others content, others are encouraged to do the same for them. It also messages to the customers that the company is genuinely interested what is happening around them. (Gunelius.)

3 Target customer

Tec de Monterrey campus Querétaro is a big University with a large variety of different people and potential customers. It is possible to divide the different potential customers in different groups and evaluate their potential as a consumer. Even though there is six identifiable customer groups the focus is shifted towards students due to the fact, that they form the largest group of potential customers.

International exchange students are the biggest potential customer group for the coffee shop Green. Many of the International students comes from countries that are relatively rich or the currency is stronger than Mexican peso. For example when European students change their euros to pesos they will get 20 pesos or more for every euro they change. To give some context to this a can of Coca Cola cost in Europe average of 1-1.50 euros and in Mexico the same can of coca cost 8 pesos or 0.40 euros. International students do not think about the prizes, because in general everything is cheaper. They spend easily doble the money, when com-

pared to Mexican students for example. Another good example of International being potential is the fact, that coffee shop Green is one of the few coffee shop that offers service in multiple languages. Many International students do not speak Spanish, when arriving to Mexico and the learning of the language starts when arriving. Offering service in English for example it gives relief to the International students and often times they prefer to eat in the coffee shop Green because of that.

Mexican students visit the coffee shop Green frequently. Many students come for the breakfast and because of the good food almost everyday. More common is that during the exam week Mexican students stay in the study area Learning Commons (the place where the coffee shop is located) and study the whole day. During their stay in the study area Mexican students prefer to have food quickly without leaving the actual building and concentrating to their studies. Because the coffee shop Green is located really conveniently for the students they buy a lot of products.

Teachers doesn't visit the coffee shop that often then for example students. However every week there is a few and usually they are the same people in a weekly bases. Purpose of their visit is the same than students have, to eat fast during classes. Teachers are higher income consumers, who spent to their well-being and often the price do not matter to them. This target customer segment spends and are willing to try new products. Another factors those attracts teachers to eat in the coffee shop Green is that they have a employee discount of 10% when buying from the coffee shop.

Employees of the University is less relevant for the coffee shop than students and teachers. Mainly employees of the University are lower income workers and do not eat inside of the campus. They prefer to bring their own lunch or breakfast. Sometimes they visit the coffee shop and they are part of the discounted customers as well. The discount brings a few workers to have lunch, but it is not a significant amount.

As a customer segment *suppliers* are a small part of the consumers that the coffee have. Usually suppliers are in a rush to bring products for the coffee shop to sell and they leave right after they have brought the products. Occasionally if the suppliers products are involved of a new food that is served, they eat that food just to know how the coffee shop uses their ingredients.

Every week the coffee shop has *visitors* as customers but not many. Because the coffee shop is in the third floor of the library building it is not easy to find the coffee shop. Regular customers sometimes bring their friends or relatives to eat in the coffee shop, when introducing the University.



Figure 3: Secondary target customers

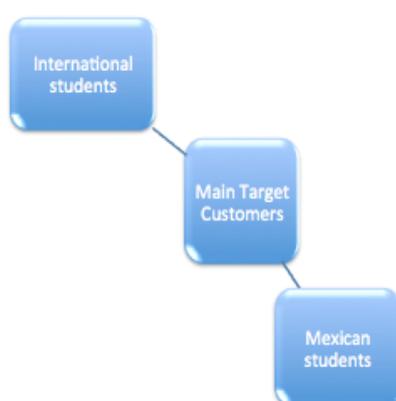


Figure 4: Main target customers

The figures 3 and 4 are representations of the target customers. The customers are divided into two main categories, students and others. The different kind of students from Mexico and International are the main focus for the coffee shop, because they bring the most of the sales for the coffee shop Green. The secondary group is labeled others and is consisted of all the other customers that bring sales for the coffee shop.

4 Description of the project

Developing a marketing plan and improving the visibility was the main goal of the Thesis. To find ways to make the coffee shop Green more visible to the customers in the University and help them to have more viable options to choose from. Before the development project started coffee shop Green was relying mainly on the fact that it is convenient to eat in the coffee shop Green, when studying. Company Indice Eventos en Serio is divided into two units, coffee shop Prepa the main unit and coffee shop Green the second unit. Many years coffee shop Green was the leftover unit that operated to stay even and was not producing profits. Offered products were limited and was lacking variation. Coffee shop Green was lacking quality customer service and the main unit coffee shop Prepa was the main focus for many years and all the efforts were concentrated on them.

Previous semesters the average sales per day were around 3500 - 7000 pesos (230 - 330 euros). Nobody really know if the coffee shop sold more or not, because during that time the coffee shop was not using any kind POS systems to keep track of the sold products. During the exam weeks the coffee shop sold around 9000 - 11000 pesos (420 - 530 euros). Due to the lack of variety students didn't bought products from the coffee shop Green and only bought items like beverages or potato chips. The lack of control over products and daily operations made it hard to control what is happening in the coffee shop and mistakes were made often.

The coffee shop did not have any social media presence or any daily promotions. They did not have anyways to keep track of the sold products meaning that they did not use POS system to track purchases and they mainly trusted the employees that they would do the right thing. There were no assigned person to be in charge of the daily operations and in the past products and ingredients came and went the way it was convenient. Suppliers came everyday without anyone confirming what products were needed or what amounts. This scenario created many times excessive stock and products and ingredients went bad and they were forced to throw away. Another factor that have affected to the inventory control negatively was outdated inventory formats. Inventories were filled with products and ingredients that were not needed, but they were bought weekly, because it is convenient to order little bit of everything at once.

As well in the past the customer service was in a bad situation. Customers were not given the attention that they needed. For example a situation where customer asks a certain product and it has ran out. The assigned customer server did not offer another product to replace the need of the customer and just turned her back on the client and ignored him. There where no sales made and both parties stayed unsatisfied.

Main issues in the coffee shop:

- No inventory control
- Lack of customer service skills
- Absence of management
- Supplier chain
- Lack of imagination
- No marketing efforts made
- No social media presence
- No daily promotions
- Lack of communication between two coffee shops
- Not enough variation in the offered menu
- No POS system used in the past

All these factors affected the daily operations and provided ingredients for disaster. The lack of attention that the target coffee shop received in the past affected the general opinion of the coffee shop among the students. Even though coffee shop Green was in a bad shape it generated enough profits to stay alive and operating. All the issues mentioned above made the daily activities hard to deal with and the coffee shop stayed under the radar for many years.

4.1 SWOT-analysis

The SWOT-analysis was developed by Albert Humphrey between 1960-1970 in Stanford University. Letters SWOT stands for strengths, weaknesses, opportunities and threats. SWOT-analysis is analytical framework that is created to help organizations to improve their internal processes, to analyze future for sales or product development, discover competitive advantages and to prepare the organization for obstacles in the future. (Morrison 2016 - Taylor 2016)

SWOT-analysis tool helps organizations to recognise external and internal variables that affect and might affect the overall processes of the organization. SWOT-analysis helps organizations to understand all the factors that are involved in the decision making. SWOT-analysis points out the strong points for the organization and exposes the weak points that needs to be further developed. (Morrison 2016 - Taylor 2016)

The first two parts of the SWOT-analysis strengths and weaknesses represent the internal factors for the organization. This includes the experience and the resources available for the organization. This includes for example financial resources or investment opportunities. Other factors can be company facilities and equipment or human resources, copyrights, trademarks and patents. Opportunities and threats represent the external factors for the organization. External factors are the forces that the organization can not control or can not directly affect. Examples of the external factors could be political regulations, economical trends, market trends or demographics, like race, culture or target markets age. (Morrison 2016 - Taylor 2016)

The SWOT-analysis was made to identify different variables that affects the daily activities of the coffee shop Green. SWOT-analysis helps the target organization to identify it's strong points and weak points and it gives general understanding what is possible according to the resources of the coffee shop and what is not. By identifying current advantages and opportunities it is possible to develop healthy and positive future for the company, that generates profits in the long term. As well by recognising possible threats and disadvantages it is possible to make proper changes to the activities of the coffee shop. By identifying it is possible to prepare for the unwanted scenarios, that might occur in the future or in the present.

Strengths



Figure 5: SWOT Strengths

The figure 5 presents the strengths of the coffee shop visually and it is possible to see all the important factors that make the coffee shop strong and successful. When thinking the strengths of the coffee shop, the first thing that comes to mind is location. Coffee shop Green is located conveniently for the students. Coffee shop is located in the Learning Common study area and a lot of students come to study everyday. For the students the possibility of buying is always present and it is around the corner, because the coffee shop is in the middle of the Learning Common study area. Convenience is an important factor for the students, when concentrating to their studies. Coffee shop Green is really convenient for the students and it is one of the main strengths that the coffee shop has. Students are able to eat something fast between studies without leaving the building. Many coffee shops inside the University do not offer service in multiple languages. Mainly employees of other coffee shops are working class people with little education and therefore they do not have the proper education. This is a strength for the coffee shop Green, because they are offering service to the customers in different languages like English, Finnish and Spanish. Many of the International students came to eat in coffee shop Green just, because it is easy to order food and have service with the language that they feel comfortable. Also Coffee shop Green hires young people to work in the coffee shop. For younger generations it is easier and to speak different languages or relate to the situation of the customer and offer service that they feel comfortable.

Coffee shop Green has a good reputation among the students. Students feel comfortable to visit the coffee shop everyday and have a talk with the employees of the coffee shop. Coffee shop sells quality products and offers average prices. Products that are offered to the customers are good quality and the menu has some variation that the other coffee shop does not have. General opening hours inside the University for coffee shop are 8am - 9pm, but because coffee shop Green is located in the library building, they have some advantages compared to

the other coffee shops. During the exam weeks coffee shop Green has a permission to stay open until 12pm in the night. Late opening hours provide extra profits for the coffee shop and it helps to promote the next day's specialities and offers.

Weaknesses

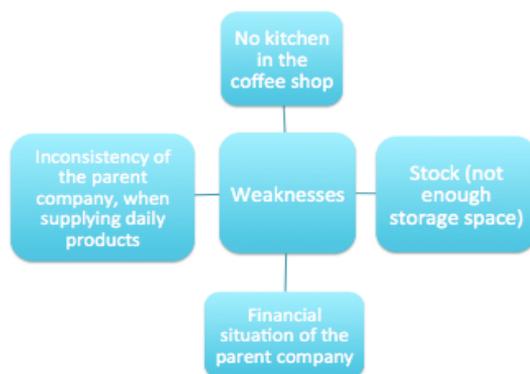


Figure 6: SWOT Weaknesses

In the figure 6 it is presented all the weaknesses of the target coffee shop. When analyzing weaknesses of the target coffee shop it is possible to identify a few. First of all a huge weakness for the coffee shop is the fact, that there is no working kitchen. Due to the guidelines from the University it is prohibited to cook in the Learning Common study area. The reason behind this is that the University wants to protect the library from fire and do not want to take any extra risk. For the coffee shop this complicates everyday activities a lot. When updating the menu or inventing new products to sell it is important to recognise, how will be the new product or food prepared. What equipment is needed and how it will be done to ensure the high quality.

Because the coffee shop is located in the study area, there is no extra space. All the products and ingredients are bought or prepared for two days or less and are used immediately. Storing is a problem for the company and it is something that there is very little to be done. Because the coffee shop is not able to store a lot of products or ingredients, there is a shortage of things daily bases. Many times customers want a certain product, but it is not possible to meet that need due to the fact that it is not possible to store enough products and ingredients for the whole week.

The main unit takes care multiple events every week and they are the main focus of the company, because they generate bigger portion of the profits. The problem is, that they often need money to make purchases and they are not able to meet that demand. After the main unit has covered their daily needs, the purchases for the coffee shop Green are made with

the money that is leftover. It is not uncommon that, when making inventory and ordering products, the orders are left short. For example the need for coffee in weekly bases is around 75 litres and it is equal to 2-3 cans of grounded coffee. Many times the coffee shop Green is delivered one or two can of grounded coffee and it is barely enough and sometimes it is not enough. Another factor that affects the financial situation of the company is payment time. The University has a policy to have time to pay up to 60 days. When providing service and food for 500 guests it is a lot of money. When operating up to two months with less money it affects the daily operations of both coffee shops and employees are forced to make cuts in daily operations.

Because it is not allowed to prepare food in the coffee shop Green, they rely heavily to the main unit and the preparations that they make for the coffee shop Green. Some days the main unit has an important event coming and all the efforts goes towards that. Regular ingredients, that the main unit prepares for the coffee shop Green are for example: tomato sauce, preparing different kinds of vegetables or cooked chicken. Normally the coffee shop would need six liters, but some days they only get four litres. Products ends really fast and it is not possible to sell the foods that generate the most of the profits. The lack of attention or just to forget to prepare enough products creates a problem for the coffee shop Green

Opportunities



Figure 7: SWOT Opportunities

Through SWOT-analysis is presented all the opportunities that the coffee have. When evaluating the opportunities of the coffee shop Green it is possible to identify and analyse a few. First of all every semester the University fills with International students all around the world. Every semester there is estimation of 250 - 300 International students in the campus. These students come from countries that the monetary value after exchange is more than in their own country. For example a student from Germany gets more or less 22 pesos for every euro they change. To give some context, one can of Coca Cola cost around one euro or 22

pesos in Germany. In Mexico one can of Coca Cola cost eight pesos. German student is able to buy almost three cans of Coca Cola with the same money compared to the Mexican student who cannot buy three cans with the local currency that is peso. International students have a lot of buying power and they do not care about the prices like the locals do. For an International student spending money to everyday routines is less in every case. So they tend to spend more money and buy more product due to the exchange rate. This group of people is really valuable for the coffee shop Green. To take full advantage of International student, it is important to offer service in English and to talk with them in different events that the University arranges. Spreading to word of mouth about the coffee shop is a good business. Every semester the University arranges a welcome event for the international students and the year 2016 fall semester was the first one that the coffee shop Green introduced it self in the event. From the very beginning all the International students knew, that there is a coffee shop in the library building.

When the selected student was introduced to the coffee shop Green the first time there where no advertising done or social media platform, which the student could use to communicate with the coffee shop. The student created a social media and a webpage to ease the communication and informing. Through out the semesters students have joined the social media family of coffee shop Green and have recieved information and daily promotions. Even though the social media presence is at the beginning of it's journey, the coffee shop has recieved positive feedback and positivity. This platform s a huge opportunity for the coffee shop. Almost all the students use social media and having more followers it is easier to advertise and spread the presence of the coffee shop. As well it is easier to reach students through social media platforms than looking them inside the campus.

Throughout the semester the University arranges events for the students inside the campus. These events are big opportunities for the coffee shop Green to advertise with little effort and spending. Having a person to serve free coffee and informing about the new products of the coffee shop opens a lot of doors and attracts new customers. Good example is the welcome event for the International students. By beeing present and introducing yourself to the students attracts new customers.

Threats



Figure 8: SWOT Threats

Above in the figure 8 is presented the possible threats of the coffee shop. The competition inside the campus is a every day struggle against other coffee shops. Inside the University there is operating ten different kind of coffee shops. These competitors offer variations of different local delights and everyday products. The fact that coffee shop Green has to obey certain rules and do not have proper kitchen, it gives competitive advantage to other coffee shops. Many of the coffee shops offer similar services and food to it's customers. Coffee shops around the campus have low prices and proper equipment. Only advantage that the coffee shop Green has is the location compared to others. Convenience to visit the coffee shop Green between studies differs it from others, but they cannot compete with prices or products.

Because the storage is limited in coffee shop Green it is not possible to buy a lot of products in advance. Everyday suppliers bring new products for the coffee shop. In a case of a supplier getting sick, the coffee shop is left without product or if the traffic is bad during the hours the suppliers bring the products, it affects the daily operations heavily. Many times the coffee shop is not able to provide its customers the products that are in the menu.

The University has a set of rules and guidelines for different areas and organizations depending where they operate and what they do. Coffee shop Green is located in the building six above the library. Because of the library it is forbidden to have a kitchen in the coffee shop. This is a safety measure to protect the library from fire. Another example is that it is obligated to open the coffee shop Saturdays, when there is exams. Many times there is no customers and it is expensive to open the coffee shop, than stay closed. The coffee shop is not generating profits, but is forced to obey the guidelines. The University has also guidelines on advertising inside the campus. There is a certain person who needs to approve the add inorder to post anything. And certain areas are add free and it matters what you say in your add. Approval process usually takes several weeks and it does not work in the benefit of the coffee shops.

4.2 Benchmarking

Inside the University Tec de Monterrey there is 6 different coffee shops operating at the moment. All of them are small coffee shops and every coffee shop offers their specialties and similar products to each other in general. The most famous coffee shop in the campus is called Food Station. The famous coffee shop is located next to the architecture building. The famous coffee shop offers variation of different salads, Chinese foods, sushi and traditional Mexican food. The strengths of the Food Station are independent location, variation in the menu, sushi and good service. The place is really popular among the students and the coffee shop sells a lot of products everyday through out the semester. The Food Station is considered to be the number one rival for the coffee shop Green.



Figure 9: Main competitor Food Station

Figure 9 is a frontal picture of the main competitor Food Station. Food Station is a big coffee shop that has a covered dining area in the frontside. The main competitor do not offer dining area inside. When comparing coffee shop Green and Food Station, it is possible to identify some differences between these two contenders. Both coffee shops have been successful during this semester and many students have been telling a lot of good things about both coffee shops.

	Coffee shop Green	Food Station
Kitchen		X
Place to eat for customers	X	X
Warm food	X	X
Sushi		X
Drinks & snacks	X	X
Dessert	X	X
High pricing		X
Low pricing	X	
Good location	X	X
Service in multiple languages	X	
Early opening hours	X	
Late closing hours	X	
Social media presence	X	X
Webpage	X	
Good reputation	X	X
Regulations from the University	X	

Figure 10: Comparison with the main competitor

Above in the figure 10 it is possible to see the main compared differences with the main competitor Food Station. First of all Food Station has a fully operating kitchen and they are able to prepare different kind of food every single day. On the other hand coffee shop Green do not have a kitchen and there for is lacking variation, when compared to Food Station. Secondly both coffee shops offer to their customers similar products and services, like warm food, place to eat for the customers, drinks and snacks and different desserts. One of the main competitive advantages that the Food Station has over other competitors is sushi. No other coffee shop offers sushi and Chinese type foods than Food Station. These food variations attract a lot of customers everyday to Food Station. Another advantage that the Food Station has over other coffee shop is the location. They are located in the architecture side of the campus that is between high school and the University. Both high school students and University students can easily access the coffee shop Food Station. Compared to the coffee shop Green high school students are not familiar with the coffee shop Green due to the long distance.

Even though Food Station has good variation in their menu, they have high prices compared to the coffee shop Green in general. For example the famous Mexican breakfast chilaquiles is priced close to 40 pesos and in coffee shop Green it is possible to have the same breakfast with just 30 pesos. Another factor that turns into an advantage of coffee shop Green is service in multiple languages. In Coffee shop Green it is possible to have service in three different languages compared to the Food Station, that only offers service in Spanish. Opening hours are another aspect that is considered to be an advantage for the coffee shop Green. Coffee shop Green open early in the morning at 8 o'clock and offers services until 9 o'clock in the night with the exception of exam weeks the coffee shop is open until 12 o'clock in the night. Food Station opens it's doors around 9 o'clock and closes around 8 o'clock in the night.

Another factor in the opening hours is the fact, that Food Station doesn't offer salads until 12.30 o'clock in the afternoon. When compared to the coffee shop Green they offer all the foods from the menu starting from 8 o'clock in the morning until 9 o'clock in the night.

When comparing the social media presence between two contenders, the coffee shop Green takes the win. When looking into the Facebook page of Food Station it is possible to identify few differences. First of all Food Station Facebook page has posted content or information only twice this semester, compared to the coffee shop Green that post content weekly bases. As well in the Food Station Facebook page there is no information about the coffee shop or information how to contact, or to know opening hours of the coffee shop. Many crucial information's are missing. However coffee shop Green has all the mentioned information and more to convince the customer to visit the coffee shop. When comparing likes of the coffee shops official Facebook pages, there is a big difference. Coffee shop Green has managed to gather almost 140 likes for their page during the semester compared to the five likes, that the coffee shop Food Station have at the moment. Coffee shop Green has a official webpage compared to the Food Station, that do not have any webpage currently.



Figure 11: Food Station dining area

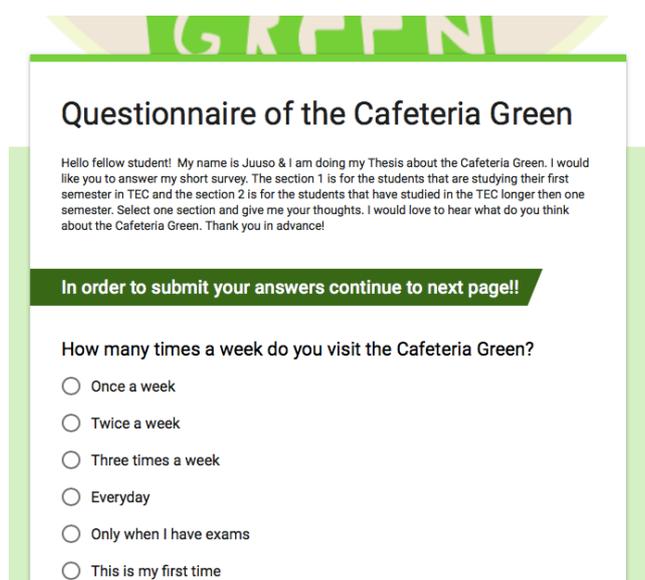
Even though both coffee shops has a dining are for the students, Food Station has a bigger space to offer for it's customers. The size of the dining are is illustrated in the figure 11. Both Coffee shops has a good reputation among the students, but Food Station is more recognized and famous among the students. Food Station has been operating longer than coffee shop Green and has been able to establish better over all visibility inside the campus. Due to the fact that Coffee shop Green is located in the library building the University has guidelines for the everyday operations and what is allowed and what is not. Because Food Station is located in different part of the campus there is no regulations or guidelines to guide the everyday operations. There for Food Station has more freedom, when implementing daily activities.

In general Food Station has a better reputation than coffee shop Green and better equipment's to execute the daily operations. Both coffee shops are popular among the students

and both coffee shops offer their own specialities. Food Station is considered to be the main competitor of coffee shop Green. With little improvement coffee shop Green could be the best coffee shop in the Campus.

4.3 Student inquiry

During the semester fall 2016 coffee shop Green conducted an inquiry for the students to find out what does the customers think about the coffee shop in general. (See attachment 2) Why students visit the coffee shop and what is important for them when visiting the coffee shop. The inquiry was divided into two different parts in order to investigate different consumers groups more specifically. First part was made for students that started their career during the fall semester or have never visited the coffee shop Green before. The second part was more specified and was targeted for students that are familiar with the coffee shop Green and have past experience from the coffee shop. The second part in the student inquiry had questions that made the students compare their previous experiences from the coffee shop. The inquiry was promoted through social media platform Facebook and specifically in different student groups in Facebook that the University has for the students. As well the inquiry was promoted in the official Facebook page of the coffee shop Green and through word of mouth promoting during the day, when selling products in the coffee shop. Coffee shop Green got multiple answers from the students and was able to compare and think different improvements and corrections.



Questionnaire of the Cafeteria Green

Hello fellow student! My name is Juuso & I am doing my Thesis about the Cafeteria Green. I would like you to answer my short survey. The section 1 is for the students that are studying their first semester in TEC and the section 2 is for the students that have studied in the TEC longer than one semester. Select one section and give me your thoughts. I would love to hear what do you think about the Cafeteria Green. Thank you in advance!

In order to submit your answers continue to next page!!

How many times a week do you visit the Cafeteria Green?

- Once a week
- Twice a week
- Three times a week
- Everyday
- Only when I have exams
- This is my first time

Figure 12: Front page Questionnaire coffee shop Green

Above is presented a Figure 12 that illustrates the front page, where the student inquiry starts. From this page students start to fill out the questions and moving down to complete the inquiry. After answering all the questions students send the wanted answers to the system.

4.4 Student inquiry results

Many first semester students took part to the inquiry and gave their answers. Inquiry had ten questions for first semester students varying from questions like: How often do you visit the coffee shop every week to what do you think about the pricing and why do you visit coffee shop Green. The most important question to be answered was, why students come to the coffee shop Green. What is important for them when visiting coffee shop Green. The idea was to conduct short and easy inquiry that does not consume a lot of time to make for the students.

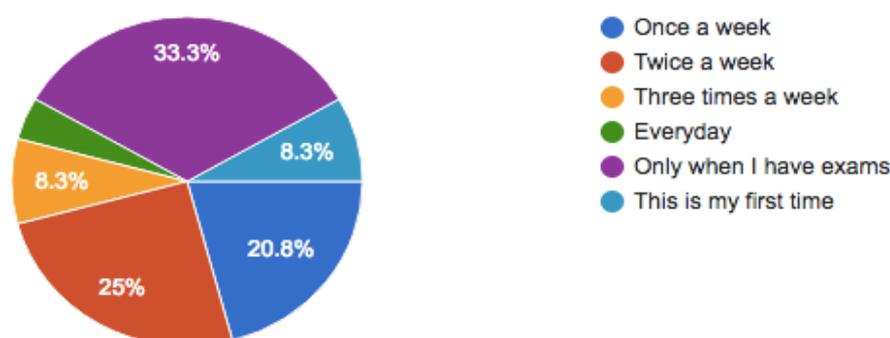
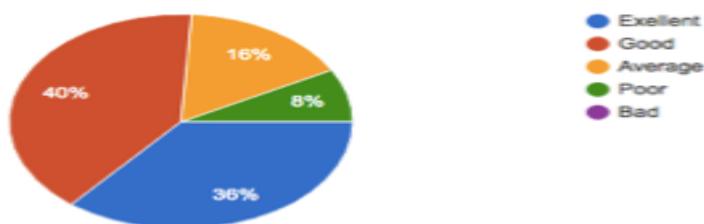


Figure 13: Question: How often you visit the coffee shop

The first question for the first semester students and for first timers was to find out how often they visit the coffee shop. As it is possible to see in the figure 13 the majority of the students visit the coffee shop, when they have exams or projects. The coffee shop is located in the middle of the learning commons area and it is easy to stop by and buy a beverage during studies without leaving the building and wasting time. The second place goes to the students that visit the coffee shop twice a week and they are considered regular customers. Some students visit the coffee shop because they like and enjoy the food as well the small talk with the employees. With many students the coffee shop staff has created a friendship and the students come to eat and catch up the latest news what have happened.

The next questions for the first semester students was about the quality and variety of the sold products. These students come to the coffee shop weekly bases, because of the quality and the variety of the products sold. Many students have favorite foods that they prefer to consume in the morning before their classes. Many coffee shops in the campus offer similar and same foods, but the taste vary from place to place as well the price.

How would you grade the quality of the sold products



How would you grade the variety of the sold products

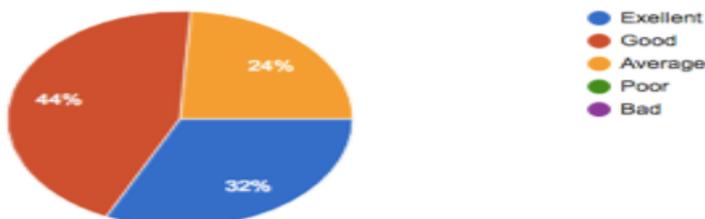


Figure 14: Question: Grade the quality & variety of sold products

As it is possible to see above in the figure 14 that the difference between excellent and good is really small. Students appreciate the good quality and the variety offered in the coffee shop. For example the sandwiches offered in the coffee xxshop works in the same way than Subway. You can choose the ingredients you want and it is prepared in front of you as you wish. When students see the preparation process and the available ingredients, they will always prefer that over pre-made sandwiches that are offered in other coffee shops.

When visiting Coffee shop what is important for you

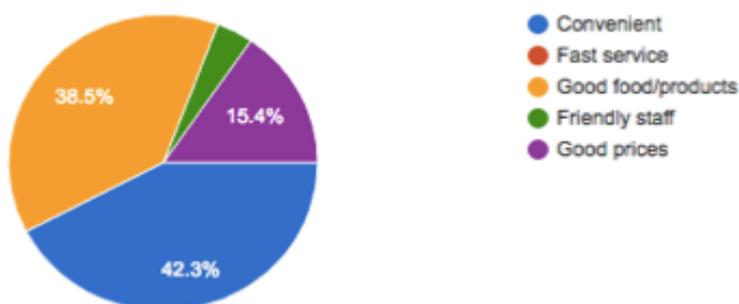


Figure 15: When visiting coffee shop what is important

The most important question for the first semester students was to find out why students visit the coffee shop Green. Above in the figure 15 it is illustrated the different reasons and options why students visit the coffee shop Green. What is the main factor that drives students to visit coffee shop green over and over again. From the figure 15 it is possible to see according to the answers received from students, that convenience overcomes all the other factors.

The fact that the coffee shop is located in the study area is enough of a reason for students to use the services of the coffee shop Green. Time is valuable for the students, when doing school activities and the need to be efficient and productive is prioritised. The convenience to put together fast dining and studying is a number one priority for the students, when developing valuable skills and learning new things.

For the second group of students or students that have been studying in the University more than one semester and are familiar with the coffee shop Green. The objective was to learn how they see the development of coffee shop Green in the recent semesters. The total of questions for the second group was nine and the purpose was to compare the previous experiences to the current situation. Have they seen any improvements or negative changes in the coffee shop and how they feel about the coffee shop in general? Again several students answered the questionnaire and gave their thoughts.

How many times a week do you visit the coffee shop

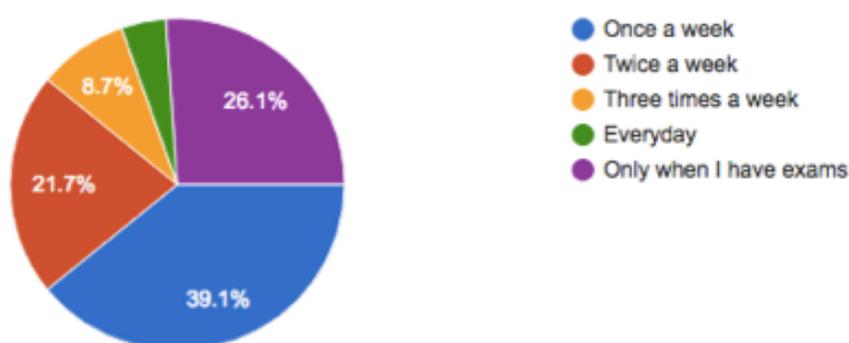


Figure 16: How many time a week do you visit the coffee shop

The figure above number 16 is a illustration of the amount of visits that the students did in average every week. The first question for the second semester or more students was the same, than for the first semester students. The objective was to find out if there was a difference between these two groups according the weekly visit. As it is possible to see from the figure 16, students that have studied longer in the University are more familiar with the coffee shop Green. These students knows, that there is a coffee shop in the study area and they visit the coffee shop more than just during exam weeks, because of the personal reference towards to the coffee shop. Many students consider the quality of the sold products better, than the other coffee shops or they have seen improvements throughout the semesters in the coffee shop Green.

How would you grade the quality of the sold products compared to the previous semesters

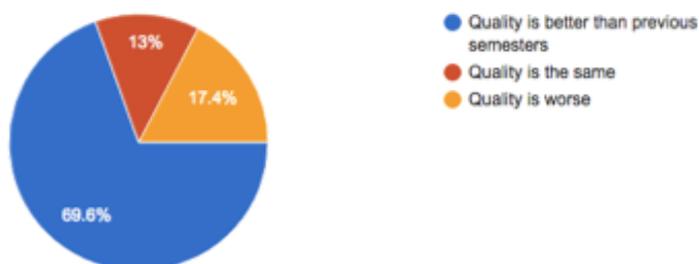


Figure 17: how would you compare the quality of the sold products compared to the previous semester

As it is possible to identify in the figure 17, that students who have studied longer in the University have developed a preference towards to coffee shop Green. Almost 70% of the students consider, that the quality of the sold products has improved for the better and there for prefer to eat in the coffee shop during the week. It is possible to conclude that different changes in different areas and products of the coffee shop has been noticed by the students, that have studied longer in the University. The percentage is really high according to the inquiry and it gives credit for the efforts made in the target coffee shop.

Have you seen any improvements in customer service compared to previous semesters

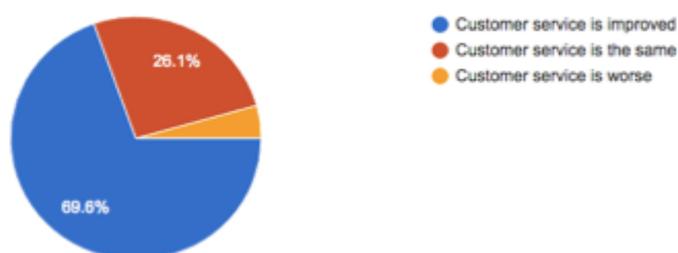


Figure 18: Have you seen improvements in customer service compared to the previous semester

Many students that have studied longer in the University have seen improvement in customer's service. As it is possible to verify from the figure 18, that close to 70% of the students thought that employees of the coffee shop have improved their processes. Coffee shop Green have gained valuable advantage and differentiation through the Finish student that is working in the coffee shop. Implementing European working methods have changed to quality of the customer service for the better. Customers are attended faster and better compared to previous semesters. As well notable improvement to consider is the fact that during the semes-

ter it was possible to have service in English and Finnish as well. Many students that stayed to study more than one semester were able have service in other languages as well.

The overall opinion of the first semester students and the students that have studied longer was that coffee shop Green has improved. Small improvements have made a big difference and students are happy to invest their money to quality products. The coffee shop has increased the amount of customer traffic in the store and students are coming back weekly bases. With the better selection of products and improved client interaction the coffee shop took it's rightful place. (The complete inquiry see attachment 1)

4.5 Social Media and other advertising

Due to the fact that the coffee shop did not have social media presence, the selected student created a Facebook page for the company. (See attachment 3). Through the Facebook page company is able to advertise and inform the customers what is happening and when. The selected student advertised the facebook page by arranging daily promotions in the coffee shop. Customers that started to follow coffee shops Facebook page were given discounts and free samples. For the coffee shop the Facebook is important platform to advertise, because almost all the young students are using Facebook. When a student adds coffee shop Green as a followed page they will receive all the notifications and promotions to their Facebook's front page. For them it is easy to follow what kind of promotions the coffee shop is placing weekly bases and what days to visit the coffee shop. Customers can communicate through the Facebook page with the coffee shop and exchange information. Company has managed to gather around 140 students, that are following the official Facebook page and the number is rising everyday. Through those students the message spreads to their social networks and in the best case scenario it is possible to reach thousands of people daily bases. Through official Facebook page coffee shop Green has received a lot of positive feedback about their products and offered foods. The general opinion according to the students reviews is five stars out of five stars. The short period of time, that the official Facebook page has operated, coffee shop Green has received only positive feedback. The students have felt that the Facebook page is convenient way to participate to the activities made by the coffee shop.

(<https://www.facebook.com/cafeteriagreenqro/?fref=ts>)

The selected student made daily promotions to advertise the products and foods sold. Appealing to the humour of the students, the selected student placed funny pictures with funny messages to the daily promotions to attract more customers. All the daily promotions were published in the Facebook page and in the coffee shop to make sure, that as many people as possible would be aware of the daily promotions. Sometimes promotions were placed only in

the Facebook to reward the loyal followers. In the attachment 4 it is possible to see an example of a daily promotion.

Coffee shop Green had a development project with a student from Germany. The German student helped to create a official webpage for the coffee shop Green. Another web based platform was created to increase the visibility of the coffee shop. When browsing the webpage potential customers can find menu's and information about the coffee shop. Webpage is designed to scale in different electrical devices and it works through computers, cellphones and touch pads. For the students it is easy and convinient to see the menu anywhere they go and check if there is any new products launched. Main purpose for the webpage is to inform the students about the available products and where to find the coffee shop as well what hours the coffee shop operates. In the webpage there is a feature to order and pay online. Students can place their order during a class and between classes they can come and pick up their order. This feature was created to ease the waiting time in the coffee shop and to introduce a new way to order food, that no other coffee shop has in the campus. This new feature gives an competitive advantage for the coffee shop Green and differentiate it from others. Beeing able to offer internet based services to the customers in the campus helps the coffee shop Green to advertize and differentiate. (See attachment 5)

When students are browsing the webpage and the menu, they can easily make purchases at the same time. When browsing the menu in the webpage, customers can select the wanted products and transfer them in to the shopping cart. From the shopping cart it is possible to see the wanted products and the total price. When the customer is ready and satisfied to their purchase they move to the payment section. In the payment page customers fillout their information and the wanted payment method. In te payment section there is included additional information section to place information about allergies and what time the customer would pick up their order. There is two ways to make the payment, paying through PayPal service via internet or to pay with cash, when picking up the order. (See attachments 6 and 7)

Advertising through word of mouth is an important tool for the coffee shop Green. Many students come to eat in the coffee shop daily bases. For the employees of the coffee shop it is important to talk with the customers and spread the message what is happening in the coffee shop. International students feel comfortable to order in English and having someone to share experiences. The selected student is able to serve customers in three different languages and can easily relate to the activities that the International students are experiencing and having during the semester. By recomending upcoming trips that the University is offering and telling he's personal expriences it is easy to advertize and share information about the coffee shop at the same time. International students feel comfortable and usually end up spending more money in the coffee shop. Some applies to the Mexican students as well.

When students leave the coffee shop they will spread positive information about the coffee shop and will bring their friends. The word spreads fast and more people will come to visit.

Coffee shop Green has been operating in the Campus since 2014. During those two years coffee shop has done very little to advertise the coffee shop among the students. Coffee shop have not done enough to advertise their operations. Mainly the coffee shop has trusted the fact, that the location they have is enough to attract customers and keep the daily operation rolling. Company have not implemented any kind of marketing or publicity efforts inside the campus to attract more students. Many International students are not familiar of the services, that the coffee shop has to offer. Because the coffee shop is located in the library buildings third floor, it is hard for the International students to locate the coffee shop in the first place. The main profit generators for the coffee shop has been Mexican students during the last semesters. Mexican students spend a lot of time utilizing the study area Learning Commons and preparing for the upcoming exams and projects. With small publicity efforts coffee shop Green could have been a great success story in the past. The following publicity and marketing efforts made by the selected student has improved the profits and the visibility of the target coffee shop. Students have been approached through different activities and platforms to increase visibility and awareness.

Every semester Tec de Monterrey campus Querétaro arranges a welcome lunch for the International students. The main idea is to gather all the students together and provide valuable information about the semester. No other coffee shop has never participated to the welcome lunch than coffee shop Green. The selected student saw an opportunity to promote the coffee shop among the International students and made a Power Point presentation to inform them. Normally International students do not visit the coffee shop Green, because they do not know that it exists in the library building. Semester 2016 fall there were almost 300 new International students and all of them are potential customers for the coffee shop.



Figure 19: Welcome lunch poster

The figure 19 is official welcome lunch poster for the International students. These poster's are spreaded around the campus to attract as many International's as possible. The selected

student presented valuable information about the coffee shop to the new potential customer's by emphasizing that it is possible to have customer service in multiple languages.

5 Results

According to the publisher Entrepreneur the definition of POS system or Point of Sale system is a computer system network that operates by a main computer and it is linked to other checkout terminals. The POS system records every sale made to the system, when sales take place. The system helps the user to keep track of the sales and current inventory. The system gives the user valuable information about what is happening inside the company and helps the user to make better decisions, when ordering more products. It speeds up the selling process and leaves less room for errors. It lets the user to keep better track of pricing and updating product information. As well it provides better control over cash that is flowing through the company and prevents thefts due to the fact, that the system provides audit trails for the company if any problem is need to be traced. Having a POS system in the company, helps the user to have better control of he's or her business. (Point of Sale (POS) System)

Before the semester spring 2016 coffee shop Green was not using any kind of POS system to register purchases. The daily sales were made, but nobody kept track, how much was sold or how sales affected the inventory control. During semester spring 2016 the selected student implemented manual POS system to the operations of the coffee shop Green. Manual version was slow to use and errors were made weekly bases. (See attachment 8) Every sale made had to be added by manually. The manual POS system was Exel based tool where employees added daily sales. For example if a employee had sold 20 cups of coffee during the day and the next customer wanted to buy a cup of coffee as well, the employee had to erase the number of sold coffees from the Exel sheet. After errasing the old number of coffees sold he or her had to replace the previous sales with the new number of sales. In this case the number of sold coffees would be 21. To see the old POS system used in the coffee shop Green see attachment 7. In the end of April 2016 the company decided to buy a real POS System to control the daily sales made in the coffee shop Green. Even though the new POS System was in use, it did not provide benefits or sales information for the company. The spring semester ends in May and the new POS System operated only for four weeks. The new system started operating officially in August 2016 and the benefits were seen during the fall semester. Due to the use of manual Exel based POS system, it is possible that the sales data contains errors, but with the existing data it is possible to make charts to present the past situation and compare with the current results.

When comparing the sales of the semester spring 2016 to the sales of semester fall 2016, it is possible to see improvements in the sales and they are in average higher in every level. Spring

semester is from January to May and fall semester is from August to first week of December. When comparing average sales per month the student selected to cut the semester to December, because in December there no classes and the last month is only for exams.

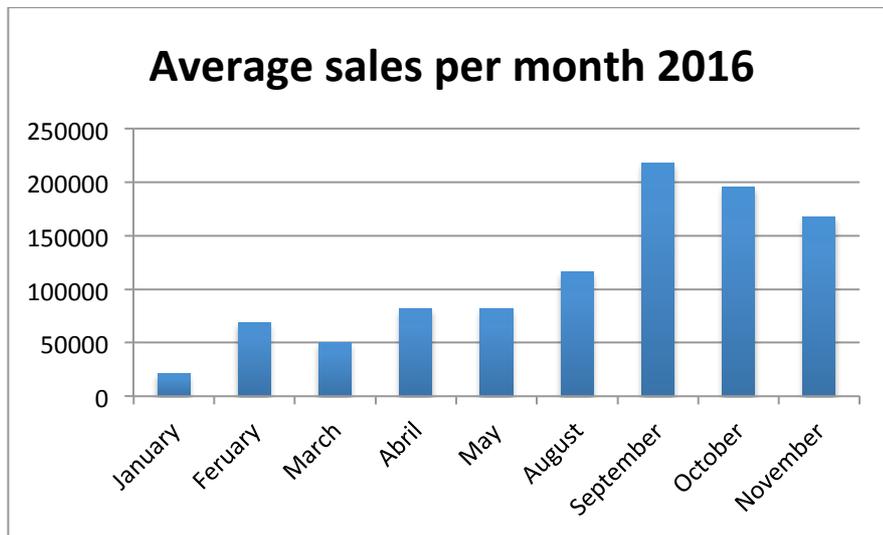


Figure 20: Average sales per month 2016

According to the figure 20 the average of sales is above 8000 pesos every day, compared to the previous semesters that the average sales were around 5302 pesos a day. Because the coffee shop was using manual Exel POS System the data is inconsistent time to time. Comparing the current sales to the past it is possible to see, that the sales have increased almost 3000 pesos a day. With the improved POS system, added variation to the menu, better customer service and improved publicity, coffee shop Green have sold more and reached more potential customers in the campus.

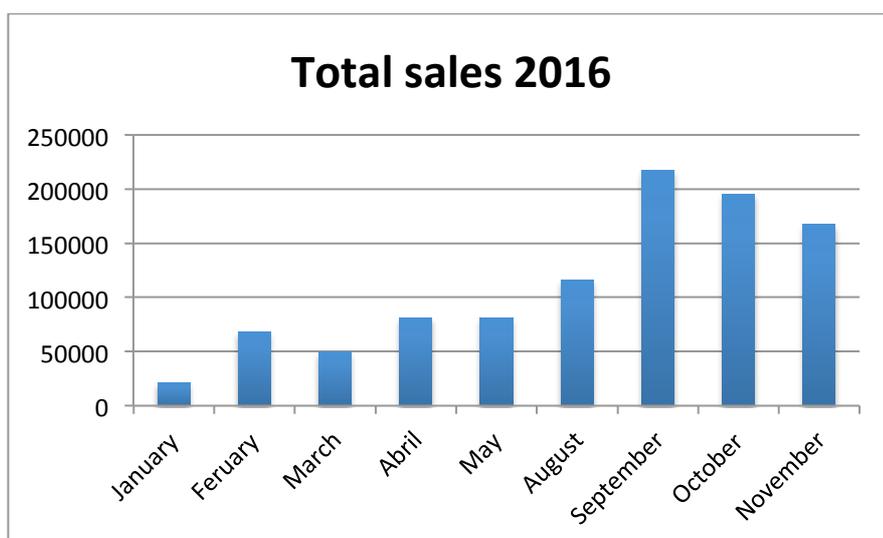


Figure 21: Total sales of 2016

When comparing total sales between spring and fall semesters, it is possible to see big improvements according to sales. During the spring semester coffee shop Green sold the most in April and the sales reached around 82000 pesos. Compared to the fall semester the highest sales were made in September. The sales were almost 220000 pesos and that is a new all time record for the coffee shop. The difference between the best months is around 120000 pesos. The improved visibility among the International and Mexican students has helped the sales to go up.

During the semester fall 2016 the selected student made different kinds of experiments to improve the visibility of the coffee shop Green and to improve the marketing activities. In general the semester was successful for the target organization and financial status was improved. When summing all the total sales from the previous semester the sales were around 302218 pesos. When compared to the sales of the fall semester, the sales increased around 130%. Sales from the fall semester were around 696 198 pesos. This is a big increase and many factors have affected the increase. First of all coffee shop Green has added more products to their selection. These items are different kinds of snacks, drinks and warm foods. By offering better variety of products it has increased the popularity of the coffee shop. Students are aware, that it is possible to eat everyday something different in the coffee shop with a decent price. Secondly the social media presence has improved a lot compared to the previous semester. The coffee shop was lacking social media presence and a platform to communicate with the customers. Through Facebook coffee shop has improved its visibility among the students and made sure, that customers can make contact and get answers when needed. Daily promotions are posted in the Facebook page and in the coffee shop to inform clients what is the best deal of the day. Due to the promotions made, the coffee shop has increased the amount of followers in the Facebook. More and more students are connected with the coffee shop daily bases.

Amount of International customers has increased during the semester fall 2016. The first day of classes Tec de Monterrey Campus Querétaro arranged welcome lunch for the International students like every year. The selected student participated to the welcome lunch and presented the coffee shop Green to the new students. In the presentation the selected student gave information how to find the coffee shop and what services are provided. Because of the presentation in the welcome lunch, the amount of the International students has increased. Students are seeking convenience and coffee shop Green is able to provide that for them. Another factor, that has improved the awareness of the coffee shop is word of mouth marketing. Because the selected student is a student in the University as well, it is easy to advertise and spread information about the coffee shop. By talking with the student during the daily activities and mentioning the benefits and daily promotions in the coffee shop convinces students to visit the coffee shop. When students have a positive experience in the coffee shop,

they will spread the message and more students are aware, where is the quality products and services.

It has been a huge advantage for the coffee shop Green, that the selected student is studying in the campus as well. The selected student is familiar with the exam periods and with the flow of the semester and is able to make needed adjustments when it is needed. For example the selected student knows the schedule of the students in general. Every Wednesday Mexican students have less classes and every Friday International students do not have classes. Knowing this it is easy to lower production for the targeted days and increase the production for the busy days. This way it is possible to save money and direct that needed Monet for other activities.

Even though the coffee shop Green is a secondary unit for the parent company Indice Eventos en Serio, it has managed to improve it's position in the company. In the past coffee shop Green was the leftover unit and sold the products and services, that were extra for the main unit. During the semester fall 2016 things have improved. Currently coffee shop Green is big part of the main processes due to the fact that they generate more profit and are demanding more products from the main unit weekly bases. With the new management in the coffee shop Green daily activities are taken more seriously and processes are executed like they should.

6 Conclusions

Through out the semester the selected student was implementing new activities to the processes of the coffee shop Green. Many of the daily activities were executed carelessly and the results were not positive. Even though the coffee shop was generating profits, they were not enough to support the activities in the main unit. With the improvements made by the student, the coffee shop Green has improved and made it self more visible inside the University. Coffee shop Green was in a situation, where it needed new ideas and new ways to do things. Many of the improvements are minor, but important when increasing awareness and profitability.

The results were positive for the coffee shop and for the owner of the company. With the help of the Thesis and the suggested improvements in it, the company could continue improving it's processes and could reach a whole new level in terms of customer service and profitability. For the parent company this has been an eyes opening experience and now they understand, how to operate successful coffee shop, that appeals to the students. During this semester the parent company has learned how important is to be present in social media. Even though every single person working in the parent company uses social medias, they have not consider the power of it in marketing and in doing business.

During the fall semester 2016 the International students have been regular visitors in the coffee shop. The presentation in the welcome lunch for the international students increased the amount of traffic in the coffee shop. The International students have been thanking the coffee shop Green, because of the presentation. Having a trustable option, where the service is easy and convenient gives great relief for them. This was the first time ever anybody advertised in the welcome lunch and it should not be the last. By interacting with the foreign students from day one will increase the amount of traffic and word of mouth among the students. It is a convenient, easy and cost free marketing effort, that takes five minutes and it gives the company an opportunity to reach almost 300 students at once.

The parent company has understood how important is to have young people working in the coffee shop. The added value young people bring to the daily activities is priceless. When young people serve young students there is a connection made immediately. Being able to relate to the customers makes it easier to offer and sell products from the menu. So little thing like making a joke in the right time or providing valuable information can trigger a special relationship between the coffee shop and the customer. Because of the good experience in the past the student will favor the coffee shop Green over other options.

The daily promotion were a huge success during the semester. Customers were delighted to have variation of different kinds of foods every week with reasonable prices. Using social media and especially Facebook helped customers to reach the services of the coffee shop. Being able to interact and having updated information daily bases, improved the awareness of the target coffee shop among the different student groups. Due to the daily promotions and improved product selection, the coffee shop made more profit during the semester than ever before. During the semester the coffee shop improved its sales by 130%. In any scale this is a huge improvement and showed the parent company, that with minor improvements it is possible to generate more money and not to settle with the average performance.

All the work done during the semester the selected student hopes that all the improvements are implemented in the future as well. The will to keep improving daily activities and challenging old methods to do things will keep the coffee shop Green in the right track. More important in the future is to keep interacting even more with the students and make sure that everybody inside the University are aware of the coffee shop. Through all the implemented activities the owner of the company can see, that it is worded to invest more capital to the coffee shop Green. Two years ago when the coffee shop started to operate, the purpose was to run the daily operations and not to worry about the results as long as it maintained even in terms of money. Now through the selected student and the efforts made by him, the parent company can appreciate the opportunities that are possible. For the future the parent com-

pany has an excellent start at the moment. In order to keep the same level of quality, the parent company has to maintain discipline and consider the needs of the students.

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Questionnaire of the Cafeteria Green

Hello fellow student! My name is Juuso & I am doing my Thesis about the Cafeteria Green. I would like you to answer my short survey. The section 1 is for the students that are studying their first semester in TEC and the section 2 is for the students that have studied in the TEC longer than one semester. Select one section and give me your thoughts. I would love to hear what do you think about the Cafeteria Green. Thank you in advance!

In order to submit your answers continue to next page!!

How many times a week do you visit the Cafeteria Green?

- Once a week
- Twice a week
- Three times a week
- Everyday
- Only when I have exams
- This is my first time

How would you grade the quality of the food?

- Excellent
- Good
- Average
- Poor
- Bad

How would you grade the variety of the sold products?

- Excellent
- Good
- Average
- Poor
- Bad

What do you think about the pricing of the Cafeteria Green

- Excellent
- Good
- Average
- Poor
- Bad

How would you grade the quality of the customer service?

- Excellent
- Good
- Average
- Poor
- Bad

What do you think about the waiting time?

- Excellent
- Good
- Average
- Too long

How would you grade the friendliness of the staff?

- Excellent - really friendly
- Good - most of the time friendly
- Average
- Bad - The staff is not friendly at all

How would you grade the amount/size of the served foods?

- Big
- Average
- Small

How would you grade the overall cleanliness of the Cafeteria Green?

- Excellent
- Good
- Average
- Poor
- Bad

When visiting Cafeteria Green, what is most important to you?

- Convenient
- Fast service
- Good food/products
- Friendly staff
- Good prices

Questionnaire of the Cafeteria Green

Answer the section two only if you have studied in the TEC more than one semester

Compare your experience to previous semesters. Have you seen any improvements?

How many times a week do you visit the Cafeteria Green?

- Once a week
- Twice a week
- Three times a week
- Everyday
- Only when I have exams

How would you grade the quality of the food comparing to previous semesters?

- Quality is better than previous semesters
- Quality is the same
- Quality is worse

How would you grade the variety of the sold products compared to previous semesters?

- More options than before
- Same products
- Less options

What do you think about the waiting time compared to previous semesters?

- Waiting in line is less
- The same
- Waiting in line is longer

How would you grade the friendliness of the staff compared to previous semesters?

- Staff is more friendly
- The same
- Staff is not so friendly than before

How would you grade the amount/size of the served foods compared to previous semesters?

- Portions are bigger
- Portions are the same
- Portions are smaller

What do you think about the pricing of the Cafeteria Green compared to previous semesters?

- Prices are higher
- Prices are the same
- Prices are lower

How would you grade the quality of the customer service compared to previous semester?

- Customer service is improved
- Customer service is the same
- Customer service is worse

How would you grade the overall cleanliness of the Cafeteria Green compared to previous semester?

- Cafeteria is cleaner
- The same
- Cafeteria is dirtier

Thank you fellow student

Follow us in Facebook!! - <https://www.facebook.com/cafeteriagreenqro/>

TAKAISIN

LATAA

Facebook interface for Cafetería Green. The page header shows the name "Cafetería Green" and navigation options like "Sivu", "Viestit", "Ilmoitukset", "Kävijätiedot", "Julkaisutyökalut", "Asetukset", and "Ohje".

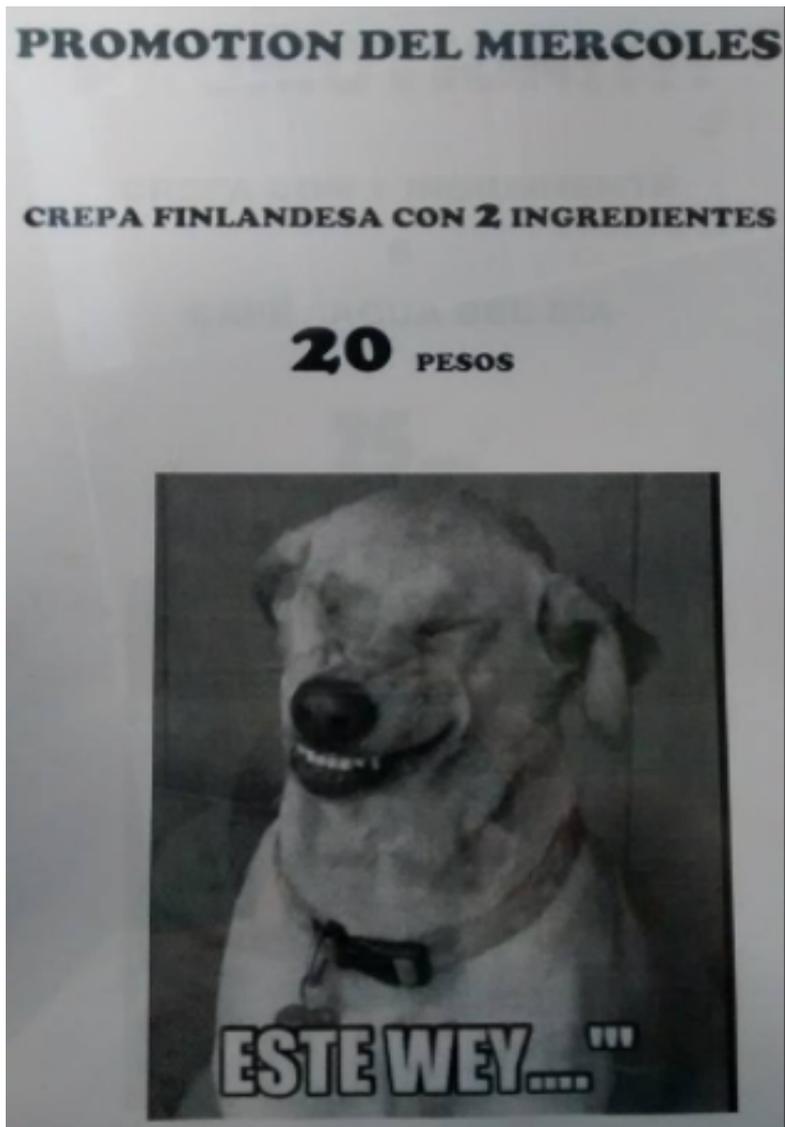
The main content area includes:

- Profile Section:** Cafetería Green (@cafeteriagreengro) with a "Markkinoi" button.
- Activity:** "Tällä viikolla" (This week) showing 0 publications, 0 messages, and 1 commitment.
- Goal:** "Tavoita ihmisiä ravintolasi läheltä" (Reach people near your restaurant) with a goal of 78,000 people.
- Photos:** "Kuvat" section with a "Näytä kaikki" (Show all) link.

The right sidebar contains:

- paikassa Querétaro:** 5.0 rating, "Avautuu maanantaina" (Opens Monday).
- Sivun vihjeet:** "Näytä kaikki" (Show all) link. Tips include:
 - Hallitse sivuasi helposti mistä tahansa (Manage your page easily from anywhere).
 - Lähetä ihmisiä sivustoosi (Reach people to your website).
- Search:** "Hae julkaisuja tältä sivulta" (Search for posts from this page).
- Statistics:** "Vastausprosentti on 60 % ja vastausaika 5 päivää" (Response rate is 60% and response time is 5 days).
- Engagement:** "137 tykkäys" (137 likes) and "Keskustelu (19)" (Discussion (19)).

At the bottom, there are promotional banners for "PROMOCION DEL JUEVES" and "PROMOCION DEL MIERCOLES".





View our Menu

Come 

CHECK OUT OUR OFFERS



COME TO THE RUIDO

Learning Commons Third Floor
Tec de Monterrey - Campus Querétaro

Billing Details		Additional Information
First Name *	Last Name *	Order Notes <input type="text" value="Notes about your order, e.g. special notes for delivery."/>
<input type="text"/>	<input type="text"/>	
Company Name <input type="text"/>		
Email Address *	Phone *	
<input type="text"/>	<input type="text"/>	
Country *		
<input type="text" value="Mexico"/>		
Address *		
<input type="text" value="Street address"/>		
<input type="text" value="Apartment, suite, unit etc. (optional)"/>		
Town / City *		
<input type="text"/>		
<input checked="" type="radio"/> Cash on Delivery		
Pay with cash upon delivery.		
<input type="radio"/> PayPal		<input type="radio"/> TARJETAS DÉBITO CON PayPal
		
		What is PayPal?

Product	Price	Quantity	Total	
 Jamón y Queso	\$35.00	1	\$35.00	<input type="button" value="x"/>
 Chocolate Caliente	\$15.00	1	\$15.00	<input type="button" value="x"/>

Cart Totals

Subtotal	\$50.00
Total	\$50.00

