

The Final Countdown

The Jacks Team

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From the little bean to the cup of coffee

Our vision

First coffee decide of the rest of your day, so give this old drink the best taste as you can in your home.



Persona

person who finds himself in our Vision

The Purchaser - The One who represents our B2B Client

We discover similar brainset, at start he saw in us good market partner. He knows that he can buy coffee from other company, but our stabilization on field makes him sure to stay with us.



Andrzej - The Customer who looks for us on shelves

The taste and quality bought him at first place. He started at buying our product in his local shop, but fast become the part of the brand. He is teenage who need a little kick from caffeine or maybe an adult who from hard day of work need a little more energy without taking power nap.



The Logos

AMARENA



Being Friendly and funny - The way of sell the
Brand on the Internet



Amarena Coffee Shop

@Amarena



Hello fellow Coffee Drinkers,

We hear our canned coffee was so COOL 😎😎😎

So we come to you with another version of our popular product. Say Hello to your new friend, NITRO COLD BREW



12:00 PM · May 18, 2022

213 Retweets 46 Quote Tweets 2.3K Likes



Amarena Coffee Shop

@Amarena



Some people ask us, how its to work with us, good? Its not about good or not good, if you ask me what i value the most, I will say the people (...)

So we welcome you if you want to join our team, we have good aura, and every bad client means you get wine evening on our cost 😎😎😎

12:00 PM · May 14, 2022

348 Retweets 134 Quote Tweets 2.9K Likes





Amarena Coffee Shop
@Amarena



Pop king just wake up from grave to drink our coffee,
whats wrong with him



Michael Jackson
@michaeljackson



I drank Amarena's Coffee and its so good

12:00 PM · May 14, 2022

34.3K Retweets 14.3K Quote Tweets 132.9K Likes



3:02 PM · May 14, 2022

67.4K Retweets 23.3K Quote Tweets 243.9K Likes



Amarena Coffee Shop
@Amarena



If you seen the tire filled inside by our canned coffee
wheel down the street, ignore that. We just testing our
collaboration with Oponeo

12:00 PM · May 14, 2022

3.2K Retweets 547 Quote Tweets 15.9K Likes



Sales letter

(Milena Maelfeyt)

Al.Jana Pawła II 14

34-100 Wadowice

May 05.2022



Amazon Central

Stanisława Stojalowskiego 2

DK- 30-611 Kraków

Dear Amazon Central,

We would like to present you our new products. As you may know we sell coffee and coffee machines. We decided to add to our product list coffee syrups, which is now really popular. Monin Syrups are perfect for all kind of coffees especially iced drinks and frappes. All Monin syrups are highly concentrated and contain carefully selected ingredients and are made with pure cane sugar. We're gonna sell them in 8 flavors. We already send you a couple of them:

Monin White Chocolate Syrup

Monin Salted Caramel Syrup

Monin French Vanilla Syrup

Monin Chocolate Cookie Syrup

Monin Coconut Syrup

Let us know what do you think about them

Sincelery,

Marketing Manager of Amarena Coffee Shop.

B2B and B2C
What's the difference?

Our Suppliers

We are supplied in a really good coffee from around the world. Our coffee machines supplier take care of every little thing to make sure that the end users could taste the best kind of coffee. All of our contractors make sure to let us know about the new products that enters the market, so we could sell them to the other businesses as soon as possible. That's why our shop is supplied in a lot of products all kind.

Our Customers

Today's world is always in a rush which put us in a position where we don't have much time for anything. We're searching for something that will “magically” give us energy to finish the day. That's exactly what a coffee do.

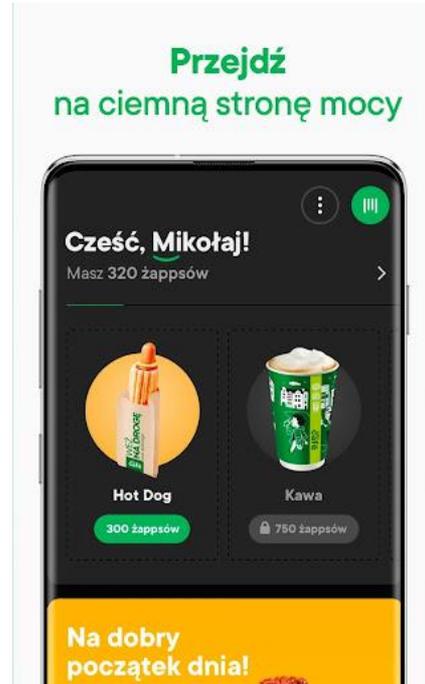
We decided to sell our products to the companies that wants to make a purchaser glad about the final product. We also want to give everyone a chance to choose the best product for themself. Our customers are mainly of the time local coffee shops, pubs, restaurants and coffeehouses.

Social Media

(Radosław Suski)

Companies with success on social media:

- 1) **Żabka** - polish discount store.
They advertize themselves on: Instagram, Facebook, Twitter.
Żabka are just around the corner in most cities and a lot of young people (and not only) use social media so they are **very successful**.
They also have an **app** with daily promotions.



Companies with success on social media:

2)

CCC - a polish company selling footwear, handbags and fashion accessories.

They have a mobile application. After registering, you can find the latest fashion collections, article promotions, fashion tips.

They have made a huge success because many famous people advertise their products on social media(Facebook, Instagram).

CCC



Amarena's social media:

We promote ourselves on LinkedIn. It's very popular for business companies and we can cooperate and working with them.



The difficulties with working with social media can be:

- 1) You never know if our advertisement will catch on or attract customers' attention.
- 2) It is related to the previous point, the promotion of the company is paid, so if the advertising is not effective, we will lose money
- 3) If you are a small company, you may not be able to handle orders from new customers.
- 4) Your potential customers may not know how to enter social media



Our marketing campaign:

Our new sale - you buy
coffee cheaper
from our supplier - local
coffee shop in Kołobrzeg
from Poland
(they produce it)



@amarenacoffeeshop

SPECIAL
Coffee

100%
Natural



Disc
30%



Sign up for newsletter at:

zondag@amarena.com
amarena-coffee-shop.com

Product Catalogue

(Krzysztof Puchalski)



Coffee Machine assortment





Coffee Syrups



Coffee Catalog



Coffee from foreign country



Website

(Fabian Dąbrowski)

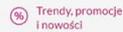
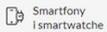
Companies with excellent websites

x-kom.pl

inteligentny
wybór **x-kom**

Czego szukasz?

Wszędzie



małe, ale... pojemne
skorzystaj z rabatów do 31%
w tygodniu memory

memory week

urządzenia peryferyjne do 50% taniej

250 zł na TV z DVB-T2

3 raty gratis z realme

Samsung T7 Shield

majowe rabaty na allto

Gorący strzał

Oszczędź
170 zł



Polecamy

Promocja



Lenovo ThinkBook 15

Polecamy



Dell Vostro 3510

Nowość



HP Neverston 1200w



x-kom FI FMENT PL LIS

Dlaczego x-kom?



med24.dk

✓ Fri fragt fra 299,- ✓ Hurtig levering ✓ Lagersalg ✖

Mærker Artikler Kundeservice

med24.dk

Søg i 25.000 produkter...



Log ind



Favoritter



Kurv

Kosttilskud Personlig pleje Hårpleje Skønhed Medicin & Pleje Slank & Fitness Mad & Drikke Mor & Barn Hjem & Fritid Samliv Kampagner



Altid lave priser i shoppen



Kundeservice
Få råd af fageksperter



25.000 produkter på lager



Medlemsbonus
Optjen hver gang du handler

Lagersalg
29. april - 15. maj

-30%

-50%

-40%



SHOP HER!

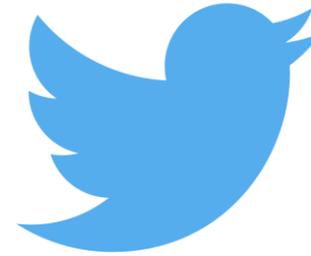
Vi rydder op på lageret
- først til mølle!

Hjælp

Driving new customers to our website

1. Keep active Social Media accounts

Staying active on social media like facebook is key to getting more people go to our website



2. SEO



It's very important to use keywords to make our website rank high in search results.

Keywords should be used naturally, not stuffed into the content so much that they detract from the main idea or distract the reader.

It's important to use keywords throughout the content, like the meta description, the page title, the URL, headers

In this way more people will find our website, even if by mistake it's still good.

3. Advertising



Advertising our website by advertisement in TV or other websites is still quite significant. It's still powerful tool to make more potential customers come to us.

Website draft

Home page

[Home](#)[Shop](#)[About](#)

Amarena Coffe Shop

Lorem ipsum dolor sit amet, consectetur adipiscing elit nullam nunc justo sagittis suscipit ultrices.



Shop page



[Home](#) [Shop](#) [About](#)



Lavazza Caffé Crema
Dolce

BUY - 10€



Lavazza Espresso Barista
Perfetto

BUY - 10€



Lavazza Crema E Aroma

BUY - 10€

About page



[Home](#) [Shop](#) [About](#)

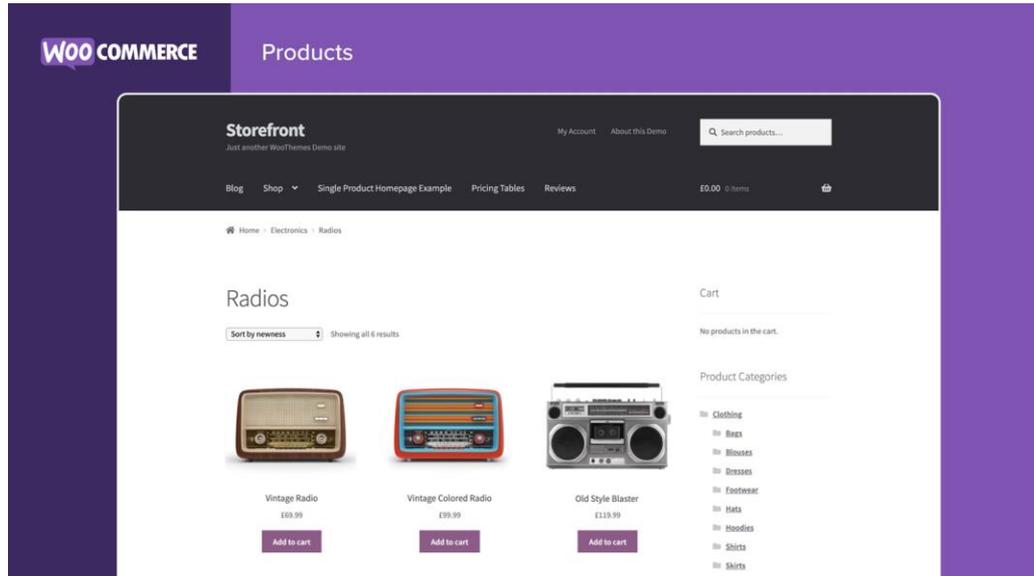
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 al. Jana Pawla II 14
34-100 Wadowice
 +48 14 213 7690



Integrating web shop on our website

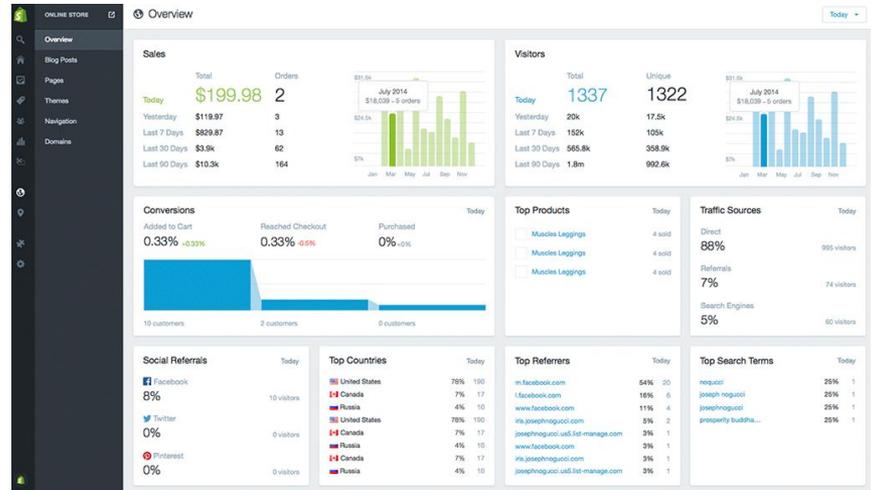
1. Using wordpress with WooCommerce plugin



2. Using Shopify



shopify



Thank you for your attention