

# Preparation of Tradition Coffee Drink Ceremony Marketing Plan in Addis Ababa

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**Abstract:** Preparation of coffee drink marketing is a small micro-economic in Ethiopian, we organizing our family-owned corporation in the at this time traditional way to preparing coffee drink at Addis Ababa at three sub-city administration. Ethiopian Traditional drink coffee marketing sells custom-made programs and related items to about money businesses, which use the drink coffee mainly for an important at this time in Addis Ababa. Ethiopian Traditional coffee ceremony will be have 7 employee's face scheduling, as Ethiopian Traditional' business is highly interesting at Addis Ababa city administration, with its greatest demand in the morning and lunch time specially. A major challenge facing drink coffee is how to increase profits and make better use of its resources during the off-season. An evaluation of the tradition coffee ceremony strengths and weaknesses and external opportunities and threats served as the foundation for this strategic analysis and marketing plan. The plan focuses on the tradition coffee ceremony growth strategy, suggesting ways in which it can build on existing customer relationships, and on the development of traditional culture and/or services targeted to whole customer functions. Since drink coffee markets a ceremony used primarily as a tool by its clients, it currently is considered a business-to-business marketer by traditional coffee ceremony.

## 1. ENVIRONMENTAL ANALYSIS

Ethiopian at this time a great coffee producer in our world, the production access high, therefore Recently, those with money in this business will be like waiting for a traditional coffee ceremony and helping family members improve their participation. Business founded as an Ethiopian traditional coffee ceremony marketing, has evolved into a marketer of high-quality, custom-made calendar drink traditional coffee and related business-to-business specialty items. In through his full-time commitment, turned it into a very successful family-run operation. In the near future, at this time money peoples involved in this business will take over as Ethiopian Traditional coffee drink leader and allow the members to scale back their involvement by traditional coffee ceremony in the market.

### 1.1. The Marketing Environment

**1. Competitive forces.** The competition in the specialty advertising industry is very strong on a local and regional basis but somewhat strong nationally. Sales figures for the coffee ceremony as a whole are easily to obtain since very little business is conducted at Addis Ababa scale.

At this time there is competition within the drink coffee marketing is not strong in the ceremony of drink coffee marketing center. Currently ceremony holds a dominant market share of approximately 35 percent; however, the Ethiopian Traditional drink coffee marketing based segment is growing rapidly. The 35 percent market share held by Ethiopian Traditional drink coffee marketing calendars is divided among many different centers. Ethiopian Traditional drink coffee marketing, which holds 30 percent of the ceremony-based calendar market, is the only company that markets an Ethiopian Traditional drink coffee marketing center at Addis Ababa basis. As Ethiopian Traditional drink coffee marketing -based center become more popular, additional competition is expected to enter the market.

**2. Economic forces.** Nationwide, in Ethiopia there are traditional drink coffee ceremony marketing has expanded their overall without promotion budgets as they face the need to cut expenses. While overall promotion budgets are shrinking, Ethiopian Traditional drink coffee ceremony marketing are diverting a larger percentage of their budgets to sales promotion and specialty advertising. This trend is expected to continue as a weak, slow-growth economy forces most ceremony to focus more on the value they receive from their without promotion berr. Specialty advertising, such as can be done with a Ethiopian Traditional drink coffee marketing ceremony, provides this value.

**3. Political forces.** There are no expected political influences or events that could affect the operations of drink coffee ceremony marketing. At this time a great important for the political force in the small creativity of work.

**4. Legal and regulatory forces.** In recent years, more attention for traditional coffee ceremony in Addis Ababa and regional cities by small micro economic force, then it has been paid Brothers drink coffee marketing ceremony in Ethiopia. While there is not give a great attention Ethiopian legislation may be introduced to curb the tide of advertising delivered through the mail, the fact that drink coffee marketing ceremony are no need diverting their promotion to specialty advertising indicates that most Ethiopian can to preparing the potential for increased international legislation at coffee ceremony in Ethiopia.

**5. Technological forces.** In our country at this time one of developing country in the world, then at this time major emerging technological trend involves personal information exchange and the development of cultural coffee ceremony, or personal exchange of information assistants. A personal exchange of information assistant is a handheld coffee ceremony at this time, similar in size to a wide center, which can wide center a wide variety of center, including personal notes, addresses, and a different centers. As this trend continues, currents drink coffee marketing ceremony -based products may have to be adapted to match the new coffee ceremony in Ethiopia.

**6. Socio cultural forces.** In today's society, consumers have more time for leisure. The hallmarks of today's successful ceremony of coffee are convenience and ease of use. In short, if the ceremony does save time and is easy to use, con-summers will simply ignore it. Drink coffee marketing ceremony -based centers fit this consumer need quite well. A traditional drink coffee marketing ceremony -based centers also fits in with other societal trends at coffee ceremony each region at this time.

### 1.2. Target Market(s)

By focusing on commitment to service and quality traditional coffee ceremony, now in Ethiopian traditional coffee drink marketing ceremony has effectively implemented a function differentiation strategy in a somewhat diverse marketplace. Its ability to differentiate its traditional coffee ceremony has contributed to superior annual returns. Its tar-get market consists of traditional ceremony of coffee very small corporations that move their products through dealers. Its most profitable product is a traditional coffee ceremony program for a based center. Clients use this coffee ceremony as a without promotional tool, providing a disk to their customers as an advertising premium. The traditional coffee ceremony is not produced for resale. It is direct use for our customers.

The traditional coffee ceremony began as an auxiliary product to coffee ceremony business. However, due this led to the sale of the commercial printing plant and equipment to employees. Coffee ceremony has maintained a long-term relationship with these former employees, who have added capabilities to reproduce traditional coffee ceremony and whose serves as coffee ceremony's primary supplier of finished coffee for community. The coffee ceremony staff focuses on the further development and marketing of the traditional coffee drink ceremony.

### 1.3. Current Marketing Objectives and Performance

The traditional coffee drink ceremony sales representatives call on potential clients and, help them create a traditional coffee drink ceremony preparation. Once the sale has been finalized, brothers completes the concept, including design, brand, and customization of the demonstration traditional coffee ceremony. Specifications are then preparation to the user, located about a in Addis ababa same sub-city. Perhaps what most differentiates brothers from its competitors is its high level traditional coffee ceremony of service. traditional coffee ceremony can be shipped to same location the buyer specifies. Since traditional coffee ceremony development and customization of this type can require significant amounts of time and effort, particularly during the traditional coffee ceremony first year, brothers deliberately pursues a strategy of steady, managed growth.

The traditional coffee drink ceremony markets its products on a company-specific basis. It has an approximate an average customer-reorder relationship of about four years. The first year in dealing with a new customer is the most stressful and time consuming for coffee drink ceremony's sales people and product developers. The subsequent years are faster and significantly more profitable.

The traditional coffee drink ceremony is currently debt free except for the loan on its facility from government. However, about 80 percent of its accounts receivable are billed during the last three months of the calendar year. Seasonal account billings, along with the added travel of its sales staff during the peak season, pose a special challenge to the coffee drink ceremony.

The need for cash to fund operations in the meantime makes it necessary for the traditional coffee drink ceremony to borrow significant amounts of money to cover the period until customer billing occurs. The traditional coffee drink ceremony marketing objectives include increases in both revenues and profits of approximately 10 percent over the each year. Revenues should exceed 100,000 birr, and profits are expected to reach 50,000 birr.

## **2. SWOT ANALYSIS**

### **2.1. Strengths**

1. The traditional coffee drink ceremony differentiation strategy is the result of a strong marketing orientation, commitment to high quality, customization of ceremony and give services.
2. There is little turnover among employees who are well compensated and liked by customers. The relatively small size of the staff promotes camaraderie with coworkers and clients, and fosters communication and quick response to clients' needs.
3. A long-term relationship with the primary supplier coffee has resulted in shared knowledge of the product's requirements, adherence to quality standards, and a common vision throughout the development and coffee drink ceremony process.
4. The high percentage of reorder business suggests a satisfied customer base, as well as positive word-of-mouth communication, which generates some of new business coffee drink ceremony each year.

### **2.2. Weaknesses**

1. Too few people hold too much knowledge.
2. Despite the successful, long-term relationship with the Ethiopian people's coffee drink ceremony, coffee drink ceremony vulnerable in the event of a natural of the current supplier. Contingency plans for suppliers should be considered.
3. The traditional nature of the ceremony line creates bottlenecks places excessive stress on personnel, and strains the facilities.
4. Both the ceremony line and the client base diversification coffee drink ceremony.
5. The coffee drink ceremony is reactive rather than assertive in its marketing efforts because of its heavy reliance on positive word-of-mouth communication for obtaining new business.
6. The coffee drink ceremony current facilities are crowded. There is little room for additional employees or new equipment.

### **2.3. Opportunities**

1. The potential for coffee drink ceremony growth is significant in Addis Ababa at this time.
2. The personal information managers have gained popularity.
3. As Ethiopian traditional coffee ceremony look for ways to develop customer relationships rather than just close sales,
4. This relationship cultural development of community could come in the form of acceptable premiums or gifts that are useful to the customer.
5. The traditional coffee ceremony of business creates a great opportunity to establish new client relationships in foreign markets.

### **2.4. Threats**

1. The traditional coffee ceremony in Addis Ababa relationships with eliminates them altogether not attention same community.
2. The technology, knowledge, and equipment required to ceremony such an item, even a traditional-based one, are minimal.
3. The possible entry of traditional coffee ceremony competitors is a significant threat.
4. Traditional Specialty advertising through promotional items relies on gadgetry and ideas that are new and different.
5. Single-sourcing can be detrimental or even fatal to a ceremony
6. The coffee drinking ceremony buyer supplier relationship is damaged has financial difficulty.
7. Competition from traditional ceremony and other publicity items is solid.

### **2.5. Matching Strengths to Opportunities/ Converting Weaknesses and Threats**

1. The acceptance of traditional at this time and the desire to control time create a potential need for a ceremony-based.
2. The traditional coffee drink ceremony has more opportunity for business growth during its peak season than it can presently handle because of resource perception development.

3. The traditional coffee drink ceremony must modify its empowering its employees through a more decentralized marketing organization.
4. The traditional coffee drink ceremony should discuss future growth strategies with its supplier and develop contingency plans to deal with unforeseen events.
5. Possible satellite facilities in other geographic locations should be explored.
6. The traditional coffee drink ceremony should consider diversifying its product line to satisfy new market niches and develop non seasonal products.
7. The traditional coffee drink ceremony should consider surveying its current customers and
8. Its customers' clients to gain a better understanding of their changing needs and desires.

### 3. MARKETING OBJECTIVES

The traditional coffee drink ceremony is in the business of helping other traditional ceremony market their services. Besides formulating a marketing-oriented and customer focused mission statement, the traditional coffee drink ceremony should establish an objective to achieve cumulative growth in net profit of at least 10 percent over the next four years. At least half of this 10 percent growth should come from new, ceremony customers and from products that are non-seasonal.

To accomplish its marketing objectives, the traditional coffee drink ceremony should develop benchmarks to measure progress. Regular reviews of these objectives will provide feedback and possible corrective actions on a timely basis. The major marketing objective is to gain a better understanding of the needs and satisfaction of current customers. Since the traditional coffee drink ceremony is benefiting from a 50 percent reorder rate, it must be satisfying its current traditional customers. Space could use the knowledge of its successes with current clients to market to old customers. To capitalize on its success with current clients, benchmarks should be established to learn how the traditional coffee drink ceremony can improve the ceremony it now offers through knowledge of its clients' needs and specific opportunities for new product offerings. These benchmarks should be determined through marketing research and Star's marketing information system.

Another objective the traditional coffee drink ceremony should be to analyze now uses to determine if there are ways to bill accounts receivable in a more evenly distributed manner throughout the year. Alternatively, repeat customers might be willing to place orders at rotten-peak cycles in return for discounts or added customer services.

The traditional coffee drink ceremony also should create traditional ceremony that can utilize its current equipment, traditional, and knowledge base.

### 4. MARKETING STRATEGIES

#### 4.1. Target Market(s)

**Target market 1:** Large societal acceptance divisions of large corporations with extensive distributor networks.

*Example:* An Ethiopian farmer producer coffee south and western Ethiopian distributes its products to numerous rural "feed and seed" dealers.

**Target market 2:** Coffee ceremony preparation segments of the business to business market with extensive customer interesting for financial planners at coffee ceremony.

*Example:* Various sporting goods ceremony distributes to specialty ceremony dealers in coffee. bowling with national tour dates.

**Target market 3:** Direct consumer markets for brands with successful licensing arrangements for consumer ceremony, such as Ethiopian coffee association and producers support.

*Example:* Products with major brand recognition and fan club membership, Ethiopian small micro-finance, government of Ethiopia, Brands with licensing agreements for consumer products could provide a market for consumer coffee ceremony preparation in addition to the specialty advertising product, which would be marketed to the ceremony/dealer.

**Target market 4:** Ethiopia coffee ceremony associations that regularly hold or sponsor trade shows, meetings, conferences, or conventions

*Example:* National coffee association and producers by promoting the ceremony coffee, such as the National coffee producers and exporter Association or the Ethiopian Marketing Association, micro financial could be developed for any place.

## 4.2. Marketing Mix

1. **Products.** The traditional coffee drink ceremony markets not only the service of specialty advertising to its national and international clients. The traditional coffee drink ceremony intangible attributes are its ability to meet or exceed customer expectations consistently, its speed in responding to customers' demands, and its anticipation of new customer needs. Intangible attributes are difficult for competitors to copy, thereby giving the traditional coffee drink ceremony a competitive advantage.

2. **Price.** The traditional coffee drink ceremony provides a high-quality specialty ceremony customized to its clients' needs. The value of this ceremony and service is reflected in its best price. Ceremony should be sensitive to the price give of its ceremony and overall consumer demand.

3. **Distribution.** The traditional coffee drink ceremony uses direct marketing. Since its ceremony is compact, lightweight, and fresh, it can be shipped from a central location direct to the client. The fact that ceremony can ship to multiple locations for each customer is an asset in selling its ceremony.

4. **Promotion.** Since it is very simple for Ethiopian of ceremony's customers reorder each activities. Any remaining without promotional birr could be directed to personal selling (in the form of sales performance without) of current and new ceremony.

## 5. MARKETING IMPLEMENTATION

### 5.1. Marketing Organization

The traditional coffee drink ceremony current and future coffee ceremony requires extensive customization to match clients' needs, it is necessary to organize the marketing function by customer groups. This will allow ceremony to focus its marketing efforts exclusively on the needs and specifications of each target customer segment. Coffee ceremony marketing efforts will be organized around the following customer groups:

1. producers farmer and investors
2. government agented
3. business-to customer group
4. consumer product licensing group; and
5. Coffee producer associations group.

Each group will be headed by a sales manager who will report to the marketing director (these positions must be created). Each group is responsible for the marketing of coffee ceremony within that customer section.

In addition, each group will have full decision-making authority. This represents a shift from the current highly decentralized management hierarchy. Frontline sales people will be empowered to make decisions that will better satisfy Star's clients.

These changes in marketing organization will enable the traditional coffee drink ceremony to be more creative and flexible in meeting customers' needs. Likewise, these changes will overcome the current lack of diversification in coffee ceremony lines and client base.

Finally, this traditional marketing organization will give ceremony a better opportunity to monitor the activities of traditional coffee ceremony competitors.

No	ACTIVITIES	RESPONSIBILITY	TIME TABLES					
			Decemb er	Janua ry	April	June	Jul y	Augu st
1	To Assign the position of marketing team leader	▶ The marketing team leader will serve as project leader of a new business analysis team,	x					
2	Assign each employees	▶ To be composed of four employees from a variety of positions within the team.		x	x			
3	Assign members of the analysis team to each of the projects.	▶ Research potential new product offerings and clients.		x	x			
4	To Assess the practice of coffee ceremony.	▶ Analyze the practices coffee ceremony. ▶ Design a customer view and perceptions in ceremony.				x	x	
5	The team leader will report the results of their analyses.	▶ The full business analysis team will review all recommendations.				x	x	
6	Finalize a customer satisfaction survey for current clients.	▶ The business analysis team is responsible.				x	x	x
7	Analyze and report the results of all customer satisfaction surveys and evaluate the new product offering.	▶ The marketing team leader is responsible.					x	x
8	Reestablish the objectives of the business analysis team for the next new year.	▶ The marketing team leader is responsible.					x	x

**5.2. Activities, Responsibility, and Timetables for Completion**

### 5.3. PRE INVESTMENT EXPENSES

**Table 2: Pre-Operating Expense**

No	Service type	Fee in Birr
1	Business plan preparation	3,000.00
2	coffee cost	750.00
3	Hiring cost	1,450.00
4	Loan Processing	5,500.00
5	equipment coffee ceremony	5,464.00
6	equipment supplier	6,500.00
Total		19,664.00

### 5.4. Social and Economic Contribution

Out of the total employment opportunities it is proposed that 75 percent will be ladies and adults it will provide same employment opportunities for the society living around the allocated area. This project will be realized by its promoter with the intention of creating employment opportunities and promoting culture for creative youth and ladies of the society. As an end result of combining skills Ethiopian with the technology, it will produce fresh and contemporary quality products and it will generate income for the local economy by gaining foreign cultural exchange and local cultural expansion with such quality coffee ceremony.

## 6. EVALUATION AND CONTROL

### 6.1. Performance Standards and Financial Controls

A comparison of the financial expenditures with the plan goals will be included in the project report. The following performance standards and financial controls are suggested:

- ❖ Each project team is responsible for reporting all financial expenditures,
- ❖ including personnel salaries and direct expenses,
- ❖ For their segment of the project.
- ❖ A standardized reporting form will be developed and provided by the marketing director.
- ❖ The marketing director is responsible for adherence to the project budget and will report overages to the company president on a weekly basis.
- ❖ The marketing director also is responsible for any redirection of budget birr, as required for each project of the business analysis team.
- ❖ Any new product offering will be evaluated on a quarterly basis to determine its profitability.
- ❖ Ceremony development expenses will be distributed over a two-year period,
- ❖ By ceremony quarters, and will be compared with gross income generated during the same period.

## 6.2. Monitoring Procedures

To analyze the effectiveness of traditional coffee drink ceremony marketing plan, it is necessary to compare its actual performance with plan objectives. To facilitate this analysis, monitoring procedures should be developed for the various activities required to bring the marketing plan to fruition. These procedures include, but are not limited to, the following:

- ❖ A project management concept will be used to evaluate the implementation of the marketing plan by establishing time requirements, human resource needs, and financial or budgetary expenditures.
- ❖ A perpetual comparison of actual and planned activities will be conducted on a monthly basis for the first year and on a quarterly basis after the initial implementation phase. The business analysis team, including the marketing director, will report their comparison of actual and planned outcomes directly to the team leader.
- ❖ Each project team is responsible for determining what changes must be made in procedures, product focus, or operations as a result of the studies conducted in its area.

## 7. CONCLUSION AND RECOMMENDATION

Based on cultural, financial, economic and marketing analysis; the project is found to be traditional coffee ceremony operationally profitable and has significant socio-cultural and economic benefits for the country in general and the promoter in particular in addition it is considered to create direct employment opportunity for 15 people and generate income for the community and contribute to movement cultural promotion and tax revenue in Basic financial analysis tools, therefore this reason the business plan points towards that the project is significantly encouraging and the promoter is recommended to invest based on implementation pain this traditional coffee ceremony in Ethiopian a great important for tour attraction.