



# FINAL PROJECT - MBA

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*What can be the unique value positioning for coffee planet in order to retain customers in longer run for the respective coffee chain in Islamabad.*

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## **DEDICATION**

THIS PROJECT IS DEDICATED TO MY BELOVED PARENTS, WHO HAVE BEEN A SOURCE OF MOTIVATION AND ENCOURAGEMENT FOR ME DURING THE WHOLE PERIOD I HAD BEEN INVOLVED IN THIS DEGREE. THEIR CONSTANT SUPPORT AND BELIEF IN ME HAVE ENCOURAGED ME TO PUT ALL EFFORTS IN ACHIEVING MY GOALS AND THIS COMPREHENSIVE RESEARCH.

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## Abstract

Since we are part of the global arena with all the changes in various dimensions happening around so vigorously and business keeps on adapting to same. Coffee once viewed as occasional drink has now transformed to a regular intake. Gone beyond the seasonal consumption and has become a vital part of routine life. For businesses in Pakistan it has become an opportunity for new ventures, following the same trend many international chains went for the experiment in Pakistani Market exploring the customers for coffee.

Considering customer retention as major competitive advantage for many of multi-nationals it has been opted by rest of the firms that want to value the customer and develop relationships for longer run benefits. Coffee brands' operating in Pakistan does not belong to the premium class like Starbucks rather they are positioned as competitive brands against rest of the brands. Moving to Pakistan and then positioning the brand is the core element that can assure the future success for coffee planet. With the same concern based upon market research and customer analysis positioning is needed in order to attract the right type and number of customers. The final outcome of the project will be the positioning strategy to be implemented for coffee planet in order to develop potential future market and retain customer.

Considering coffee plant as new entrant in Pakistani market we would be working on defining its customers, developing segmentation strategy and later on targeting with the right approach. To complete the task few things need to be done, mainly the market survey along with gathering data from sources (Primary & Secondary). The first deliverable for the project will be completion of the consumer survey that will shape the basis of the research, indicating whether

to develop a new positioning or improving the existing one. Later on the segmentation will be next key deliverable to whom to target in order to capitalize on the investment made and finally the customer retention model. Mentioning the time lines for the project the first deliverable will be completed within time span of 15 days so that the next step can be started and finally getting a month for the strategy development for positioning. These technological adaptations enable a bidirectional communication flows and different forms of collaboration and cooperation among consumers, and between consumers and businesses.

For continuous evaluation of the project and deliverables the progress in the project will be shared with the supervisor to get the add-on if needed. About the risks involved in the process few things need to be categorized such as time risk, respondent risk, data risk all are related to the inputs for the project. Might consume additional time, resources and efforts so to reduce these to a minimum level contingency action plan has to be there. The schedule will be developed in order to link to the time lines against deliverables to assure completion in the given time frame. Budget cannot be judged at this initial phase of project as the outline is not ready as soon as we develop an outline for action items required for project we will be able to quote budget required. Hopefully within the given resources the task will be completed.