

**"THE FUTURE GROWTH POTENTIAL FOR COFFEE PLANET IN TERMS
OF AWARENESS"**



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ABSTRACT

The research is conducted to determine the future growth potential of the “Coffee Planet”, located in the Bahria Town Phase–VII, Rawalpindi. Nowadays Coffee market has great potential to make a progress and many international brands are now emerging. How people preferences have shifted to coffee from tea and other beverages. And what trends people are following now. Coffee planet is an international brand which has different franchises in Pakistan. To conclude the future growth we conducted survey and used questionnaire as a tool for collecting data from different people. The variables for the research on which we have focused are price, quality, and most important one is the awareness. The questionnaire comprised of two sections. One is focusing on how many people prefer coffee or tea and how often. Second section is focusing on Coffee Planet Franchise in Bahria Town. Different factors like location, awareness, price and quality influence buying decision of a customer. Analysis concluded that the main problem faced by the franchise is the lack of awareness about the location.

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DEDICATION

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