

Site Objectives
Jeanine Mars
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Brand Identity

Goat Rock Coffee Co. provides hand crafted experience and the highest-quality products. The company offers yearly subscription plan of coffee. The customers enjoy monthly packages and likes the fact that they don't have to physically buy new bags of coffee every month.

The offerings include fresh bakery items, specialty coffees, subscription boxes, and new coffee gadgets. The customer enjoys buying from this shop because all the coffee is roasted locally and the food items are made in house daily. Goat Rocks Coffee customers are able to sit down to their favorite cup of coffee at home or in the store. The customers enjoy the benefits of supporting a small business that does everything in house, and sells fun coffee equipment.

The brand name comes from a local hiking spot. Goat Rock Coffee Co. is trendy, supports local companies, and it into the latest trends.

Business Goals

This company is solving the problem of serving in house roasted coffee and daily made bakery items. The online presence will solve the problem of being able to have a bag of their favorite coffee or new coffee gadget sent to their front door.

This is a trendy coffee shop for a variety of people to go to get pastries, coffee, and check wifi. The company's customers are hipsters, tourists, hikers, and yuppies going to vacation cabins. Goat Rock Coffee Co. is providing the experience of the customer being able to go into the store to get coffee or have a coffee bag/equipment sent directly to their door.

The companies only local competition is a drive-thru coffee stand across the street. Goat Rock Coffee Co. fresh locally made food and specialty drink items, coffee bag delivery services, and online coffee equipment.

Success Metrics

The online success of the this company will be tracked by number of equipment sales and by the number of coffee subscriptions.

