

# STRATEGIC & PROMOTIONAL PLAN 2019



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Fashion Communication  
Major Project

FA6003  
Year 3

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SOLE COFFEE  
COFFEE WITH SOLE

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## WELCOME TO SOLE COFFEE

You may have drunk coffee hundreds, even thousands of times in your life, but have you ever savoured your latte against a backdrop of vintage sneakers and streetwear whilst vinyl spins and fingers flick through the pages of the latest copy of SneakerFreaker? At Sole Coffee, this could be part of your new daily routine.

Sole Coffee is a sneaker and streetwear themed coffee bar determined to become a daily necessity for the youthfully minded, who are enthusiastic about sneakers, fashion and music and are often referred to as “the community” or “the culture”.

Combining artisanal coffee and a community hub store experience, whilst using premium ingredients and fantastic customer service, Sole Coffee aims to provide Newcastle Upon Tyne with a fresh way of consuming coffee and engaging in creative conversation.

Sole Coffee will be a place where you can speak to like-minded people and exchange knowledge on past and present footwear and clothing releases.

Don't think you're much of a sneakerhead or into your streetwear? Don't worry, our shop is snob free and we invite anyone to come down and grab a coffee and sample one of our doughnuts courtesy of Proven Goods or browse our magazine collection, spin a record on our communal record player or ask “What the hell is an Air Max 1?”.

Plus, we're open later than any other coffee shop in Newcastle, so if you just can't face the madness of The Bigg Market and would prefer a laidback coffee with some music that isn't the same old regurgitated rubbish that blasts out onto the Diamond Strip then come our way!



## WHAT?

Sole Coffee is a coffee shop which aims to challenge the norms of cafes within Newcastle City Centre. Targeted at socially conscious, forward thinking creatives, Sole Coffee aims to provide an experience where people can come together and share their interests whether that be music, sneakers or streetwear.

It is Sole Coffee's aim to bring together like-minded individuals to form a community hub and an inclusive space that can encourage collaboration whether that be for a photography project, a DJ set or a new idea for some street art.

With Sole Coffee aiming to offer something completely different to the current coffee shops in Newcastle City Centre, it will also stock sneaker and streetwear publications such as Hypebeast and SneakerFreaker. Sole Coffee will also host monthly Q&A's/events and talks from respected figures from creative industries such as photography, styling and blogging.

## WHY?

**“People used to wear streetwear because nobody else wore it. Today, they wear it because everyone wears it” (Hundereds, 2017).**

(Rakestraw, 2017) suggest that “Like streetwear, sneaker culture has existed for decades, but until the introduction of social media a mere ten years ago, the story of sneaker and streetwear communities remains dangerously incomplete. Since news coverage of the 2005 Pigeon Dunk riot first thrust the word “sneakerhead” into popular conscience, what was once a hobbyist's curiosity has now become a worldwide phenomenon”.

Streetwear and sneaker culture is not a specific look, it's an attitude of one's self. The customer wants to stand apart by wearing unique clothing. In the past, that sense of uniqueness came down to rarity and genuine knowledge of the product. Today, it seems that streetwear's exclusivity is less about knowledge or access and more about price tag. It's now about who can afford the clothes over who's the coolest or most stylish. There is less sense of culture now, only clothing and capital. Most young people entering the fray are lured by the financial value of things, as opposed to the relationships or the story.

Sole Coffee want to change that. We want to bring people together and push the conversation of sneaker culture and streetwear culture further, pulling together the faithful so that we can share our passion and our intimate knowledge of product. The culture surrounding sneakers is passionate and precious and we want to stay respectful to this culture.

We often hear of big companies going in on a sub-culture for the cash grab, trying to capitalise on a growing trend, but sneaker culture and streetwear culture has got a storied history, its own roots that are still strong and has emotional attachments that are revered by millions all over the planet, irrespective of race, religion or language.

Sole Coffee is all about remaining true to the original values that inspired sneaker culture. We're focussed on authenticity, not the price tag.



Figure 1 : Boxes (Source: modernnotoriety.com, 2011)

## MARKET ANALYSIS

### POLITICAL

**Coffee shops market continues to thrive** - (Mintel, 2018) expects ongoing momentum in the coffee shop market and forecast it to grow by 40% in value over the next five years to reach £5.2 billion by 2023.

**Takeaway** = Given the continuing growth of the market, it's possible we could see a tariff or increase of tax as a revenue stream for government.

**Sugar reduction well underway** - May 2018 saw the introduction of sugar tax and set out sugar reduction targets for juice-based drinks and milk-based and flavoured milk substitute drinks.

**Takeaway** = The addition of low-sugar options to Sole Coffee's menu could help contribute to the UK's aim of a 5% reduction in sugar in juice-based drinks (excluding 100% fruit or vegetable juice) and a 20% reduction in sugar in milk-based and flavoured milk substitute drinks.

**Coffee prices fall amid oversupply** - The volatile nature of coffee prices naturally adds uncertainty to the coffee market.

**Takeaway** = This will always be volatile. We have to be able to adjust to increases in our raw materials/cost of goods.

**Brexit trade agreements remain unsettled** - Brexit trade arrangements with the EU and the rest of the world remain unsettled, the future trajectory of the UK economy and of exchange rates remains uncertain.

**Takeaway** = Any trade barriers from where Sole Coffee's coffee is produced would be detrimental.

### ENVIRONMENTAL

**Public supports legislation to tackle single-use cups** - A charge of up to 25p on all single-use coffee cups could be introduced after 165,000 people responded to a UK Treasury consultation backing measures to reduce single-use coffee cups from the hospitality, foodservice and supermarket sectors.

**Takeaway** = Sole Coffee to provide their own reusable cup with 76% of consumers agreeing that coffee shops should reward customers who use their own takeaway containers. We also anticipate high take up of our reusable cup given the nature of our brand and our fashion-conscious consumer. We anticipate this being a must have item.

### SOCIAL

**Premium decaf coffee appeals to all** - The widespread interest in decaf coffee options among coffee drinkers suggests that a range of premium coffee drinks would allow coffee shops to appeal to people moderating their coffee intake.

**Takeaway** = This allows us to have flexibility of both consumers who want caffeine and those who enjoy coffee but don't want the caffeine hit.

**Millennials and women demand healthier syrups** - 30% of consumers are interested in hot drinks made with healthier syrups, rising to 40% of millennials and 34% of women. This highlights widespread awareness if the negative impacts of too much sugar intake.

**Takeaway** = Consumer interest in healthier syrups gives Sole Coffee an opportunity to promote the use of healthier syrups that taste just as good without the negative effects of sugar options.

**Coffee is becoming more popular among younger generations** - The National Coffee Association (NCA) established that the fastest growing demographic of coffee drinkers is the 13- to 18-year-old age group.

**Takeaway** = Sole Coffee will provide drinks that appeal to the tastes and wants of the younger generations

### TECHNOLOGICAL

**Coffee is becoming more customisable** - Mintel identified that 86% of people are interested in creating their own coffee drink. Although this mostly applies to ingredients, DrinkRipples have invented a 3D printer which prints fully customisable designs onto your foamed coffee in just 10 seconds, allowing customers to select their own design via the Ripples app.

**Takeaway** = Sole Coffee will be able to print customers' favourite sneaker silhouette on top of their coffee for a more personalised experience.

**Robot revolution** - Restaurants and coffee shops are investing in automation and replacing jobs with robot labour such as Robot Barista which serves up to 120 cups of coffee an hour at the cost of £25,000.

**Takeaway** = At Sole Coffee we are all about authenticity. We are likely to resist automation in favour of skilled baristas. We offer a premium coffee served by a skilled coffee barista and will not compromise on quality.

**Digital kiosks give customers more time to customise their drink** - 46% of customers agree that self-ordering kiosks can give people more time to customise their orders, especially 16-44-year-olds (59% versus 32% of over-45s).

**Takeaway** = Venues with limited seating space for customers could benefit from such technology, which speeds up table turnaround thereby enabling them to serve more customers, hence its prevalence in the fast food sector. However, turning tables is not Sole Coffee's motivation to innovate around self-ordering technology, as customer service is far more important to Sole Coffee's consumers.

### ECONOMICAL

**Non specialists are challenging coffee shops** - Non-specialist's coffee shops such as McDonald's and Greggs are playing on price and convenience are challenging the traditional coffee shop model.

**Takeaway** = This will enable Sole Coffee to innovate with menu choices and in-store experience to maintain demand.

### LEGAL

**We pledge to deliver quality without compromise** - Ensuring we fully comply with all relevant consumer regulations plus we intend to act responsibly and make the consumer fully aware of health issues around food, in particular sugar and fat content. As detail above, in addition to our regular range we will promote low fat options, low sugar content options and sugar alternatives.

ALL INFORMATION  
WAS GATHERED  
AND CITED FROM  
A (MINTEL, 2018)  
REPORT ON UK  
COFFEE SHOPS

## COMPETITOR ANALYSIS

### COSTA

#### About:

Founded in 1971, Costa Coffee, voted as 'The nations favourite coffee shop' and is the largest coffee chain in the UK.

#### Target Audience:

Whilst accessible to anyone, Costa coffee primarily target the age group of 15-45 years old.

#### Social Following:

Facebook - 1.7M | Twitter - 242.8K | Instagram - 295K

#### Comparison:

- Lacks flair
- Lack of customisation
- Focuses on bringing people together through their Community Programmes
- Costa Coffee Club - 5p for every £1 spent reward system
- Large online profile and global awareness
- Medium latte - £2.45
- Open: Monday - Friday, 6:00 - 19:30, Saturday 9:00 - 17:00, Sunday 8:00 - 17:30

### PRET A MANGER

#### About:

Britain's most environmentally friendly leading sandwich chain and organic hot and cold drink supplier.

#### Target Audience

Health conscious young professionals, business employees and students.

#### Social Following:

Facebook - 236K | Twitter - 116.7K | Instagram - 126K

#### Comparison:

- Healthy organic ingredients
- Vegetarian and vegan friendly
- Donate all unsold goods to the homeless
- Lack of options for iced coffees
- Lack of customisation
- Medium latte - £2.35
- Open: Monday - Saturday, 7:00 - 18:30, Sunday 8:00 - 16:30

### GREGGS

#### About:

Greggs is the largest bakery chain in the UK. It provides savory products such as bakes, sausage rolls, sandwiches, sweet items as well as hot and cold drinks at affordable prices.

#### Target Audience:

Accessible for everyone who want food and drink on-the-go at cheap affordable prices.

#### Social Following:

Facebook - 734K | Twitter - 12.3K | Instagram - 34k

#### Comparison:

- Value for money/convenient
- Successful product innovation such as vegan sausage rolls
- Lacks choice of healthy options
- No iced coffee options
- Medium latte - £1.95
- Open: Monday - Saturday, 6:30 - 18:30, Sunday 7:30 - 17:30

### LANEWAY & CO

#### About:

Independent coffee shop serving high quality coffee from UK roasters along with value lunch deals and vegan friendly options.

#### Target Audience

In the know coffee connoisseurs, young professionals and students.

#### Social Following:

Facebook - 803 | Twitter - 1K | Instagram - 3.1K

#### Comparison:

- Available for local event hires
- Stock coffee beans such as Allpress and Keep Cups
- Free independent magazines to read in-store
- Cross branding deal = free coffee at Laneway when glasses are bought from OP & TOM
- Free WiFi
- Medium latte: £2.50
- Open: Monday - Friday, 8:00 - 18:00, Saturday 9:00 - 17:00, Sunday 10:00 - 16:00

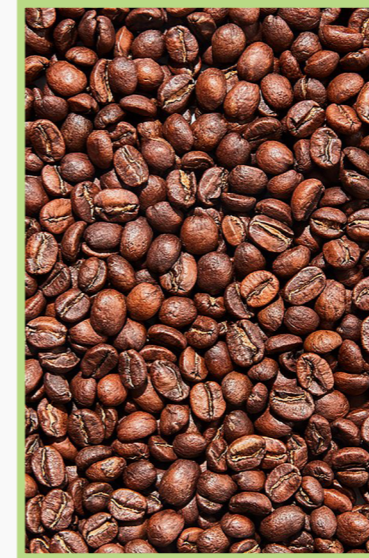


Figure 2 : Beans (Source: bonappetit.com, 2019)

### PROVEN GOODS

#### About:

Proven Goods is a bakery in Newcastle upon Tyne that specialises in small-batch, handmade, slow-proven doughnuts made from scratch using no artificial preservatives, as well as fillings and glazings. Proven Goods also provide coffee and other drinks.

#### Target Audience:

Millennial demographic (ages 17-34), who post frequently on Instagram.

#### Social Following:

Facebook - 2.1K | Twitter - 629 | Instagram - 10.5K

#### Comparison:

- Collaboration opportunities
- Big Instagram following for a local business
- Instagrammable' products such as frothy lattes and Homer Simpson doughnuts
- Currently stock their doughnuts in local cafes around Newcastle, such as Laneway & Co and Pink Lane Café
- Attend pop ups at local businesses such as Free Trade Inn and Fenwick Food Hall
- 100% biodegradable cups
- Premises is only accessible by transport
- Sell out of doughnuts very quickly
- No savory goods on menu
- Opportunity to stock Proven Goods doughnuts at Sole Coffee
- Medium Latte: £2.50
- Open: Wednesday - Sunday, 10:00 - 15:00

Whilst Sole Coffee does not have many directly comparable competitors due to its unique USP, there are some chains and independents which share similar missions, values and features to look towards.

\*Mintel research shows that a latte is the most popular coffee drink in the UK therefore price comparison will focus on the price of a latte for this competitor analysis.

### SNEAKERS ER

#### About:

Established in 2015 by two sneaker enthusiasts, Sneakers ER specialises in cleaners, protectors, dyes, paints, glues and more to keep your sneakers in pristine condition. They have recently opened a coffee shop in their flagship store in Glasgow in collaboration with Allpress Espresso.

#### Target Audience:

Brand orientated sneakerheads of all ages

#### Social Following:

Facebook - 10.1K | Twitter - 1.9K | Instagram - 59.1K

#### Comparison:

- Collaboration opportunities
- Wholesale opportunities
- Coffee shop within a retail space
- Community following
- Owners Al & Rob have extensive backgrounds in sneakers/trainers
- Postal laundry service for servicing sneakers
- Branded Sneakers ER merchandise such as football tops, hoodies and sweatshirts
- AllPress espresso partnership
- Offers a range of premium teas, soft drinks, fresh cakes and pastries
- Stock brands such as Krink, Carhartt, Hex Bags, Spray.Bike and G1 Runners
- Stock magazines, books, premium stationary and lifestyle accessories
- Event and gallery space to rent out or host events
- Don't utilize the event and gallery space as well as they could
- Lack of education-based content
- Medium latte: £2.30
- Open: Monday - Sunday, 9:00-18:00

## POSITIONING

Sole Coffee's distinct market position lies somewhere between the 'Instagrammable' products of Proven Goods, established sneaker launderette Sneakers ER and good quality coffee provider Laneway Coffee Co. Providing a place where you can speak to like-minded people and exchange knowledge on past and present footwear and clothing releases, Sole Coffee will be able to educate its target market whilst providing a fun and relaxing place to drink coffee.

Conversations here at Sole Coffee will be punctuated by greetings, departures, and casual updates from regulars, making for a space that feels alive with vibe and running dialogue. People talk to each other at Sole Coffee. A chalkboard next to the till will record the day's specials, the current soundtrack, and what the staff are wearing on their feet. Come wearing what you like, and if you're wearing something special the Sole Coffee team are bound to notice and use it to jump off a conversation.

Sole Coffee will host engaging monthly talks and thought-provoking Q&S's with industry experts, alongside frequently updated Instagram posts of what customers are wearing in store, what we're brewing as well as what is being served up and eaten from our food menu.

Alongside all this Sole Coffee will post monthly issues of 'Know Your Stuff' which is a blog post on our website, sole-coffee.com, that features informative content such as Customer Collections, Product Focus, Best on Foot, Brand Focus and the months best #solecoffee Instagram posts.

Whilst many independent competitors have just one stand-alone store, Sole Coffee will continue to offer event services and attend UK sneaker conventions such as Crep City, Sneaker Con and Sneakerness to ensure that Sole Coffee provide directly to its target demographic. This service combined with the brick and mortar store aims to generate 'hype' around Sole Coffee therefore gaining greater exposure for the brand and subsequently increasing Instagram following.

Sole Coffee will also price match its independent competitors pricing their coffee at £2.50 per medium cup.

Sole Coffee's operating hours will be from 6:30 - 19:30 Sunday - Thursday, and will stay open later from 6:30 - 00:00 on Friday and Saturday to cater for weekend footfall.

## SWOT ANALYSIS

### STRENGTHS

- Sole Coffee's values offer an emotive and personal connection to their customers passions/hobby
- Online strategies including the website and Instagram material are of a low cost
- Cool factor which will generate hype on Instagram causing more people to visit
- Strong visual identity
- Sole Coffee offers useful collaboration elements
- Unique position in the marketplace as the North East currently lacks a sneaker and streetwear themed coffee bar that encourages product knowledge, evokes creative conversation and promotes community to young people
- Customisable menu offerings

### OPPORTUNITIES

- Excite and engage the millennial and older generation Z sneakerhead
- Carve a strong visual identity to distinguish Sole Coffee from corporate and more mundane 'competitors'
- Strong and untapped potential for collaborations with sneaker industry, i.e a Sole Coffee sneaker collaboration, previewing limited editions, new ranges etc.
- Establish a core following on Instagram
- A retail element would help to increase awareness and reputation through affiliation with key sneaker and streetwear brands. These clients would then be able to act as potential advocates of Sole Coffee. This would result in a unique position in the Coffee shop market with few competitors, holding promise for Sole Coffee's ongoing growth

### WEAKNESSES

- Business might be slow to start
- Market may be too small and niche
- Sneaker and streetwear trend may fizzle out
- Small initial budget
- New and independent
- Limited human resources

### THREATS

- Larger and more established organisations
- Low priced barista style coffee from corporates
- Established sneaker/streetwear companies could mimic Sole Coffee
- Risk of being lost in a saturated coffee shop market
- There could be a lack of involvement
- Low brand awareness
- Budget limitations

## TARGET AUDIENCE

PASSIONATE | CREATIVE | TREND SETTERS

Whilst the Sole Coffee customer is defined by their enthusiasm for sneakers, clothing, music and culture rather than age, gender, race or background, we can propose common characteristics and values of its target market:

The Sole Coffee target audience consists of passionate individuals who share a unique interest in sneaker and streetwear culture. As conscientious individuals motivated to learn about their passion and creative industries, these people are often considered trend setters, knowledgeable and early adopters.

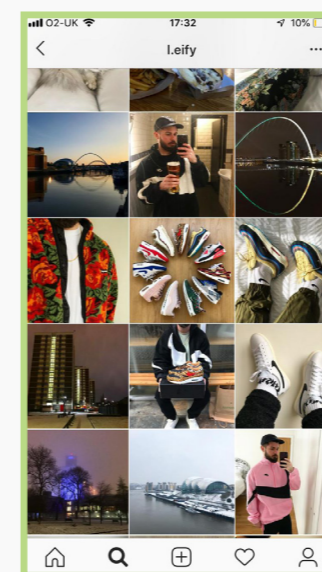
A growing community made up of male and female individuals, the Sole Coffee target market is sociable and open minded. With ages ranging from but not limited to, 16-34 (incorporating both Generation Z and Millennials). They are social-media savvy, with aesthetically pleasing Instagram feeds and follow pages that express their interest in sneakers and streetwear culture such as archive. DNA. They also subscribe to YouTube channels such as menswear fashion show PAQ and sneaker debate show Full Size Run.

With a tendency to be in higher education, full-time or self-employment, Sole Coffee customers are conscious consumers who choose to buy into brands and companies that share their values of authenticity, nostalgia street credibility and a storied history. They spend their free time partaking in cultural events such as Battle of The Burger, and exhibitions at the Side Gallery or the Baltic, actively seeking a means of both sharing and learning about things that matter to them and are eager to join a community of like-minded, inspirational people.

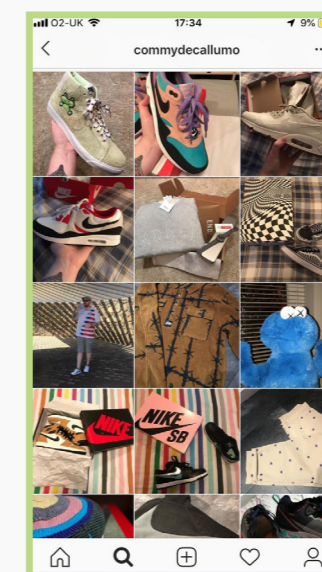
While based in Newcastle Upon Tyne, our Instagram and website allows us to target those across the country.

## TARGET AUDIENCE INSTAGRAM FEED EXAMPLE

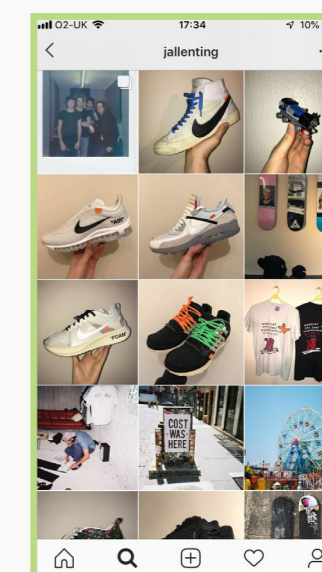
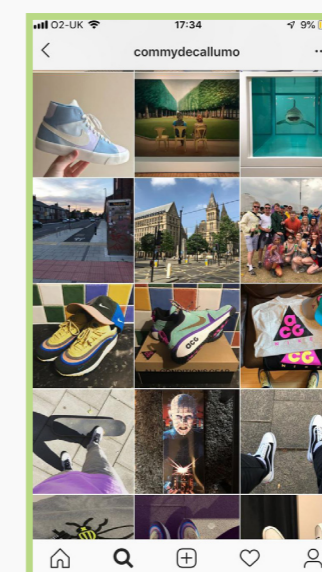
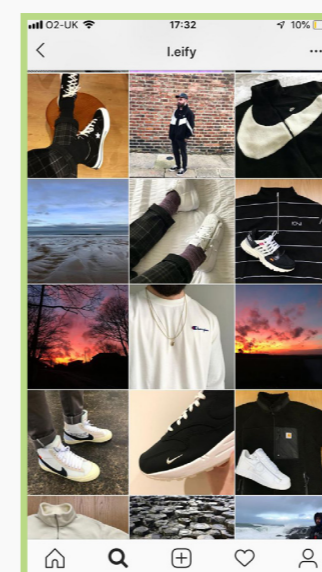
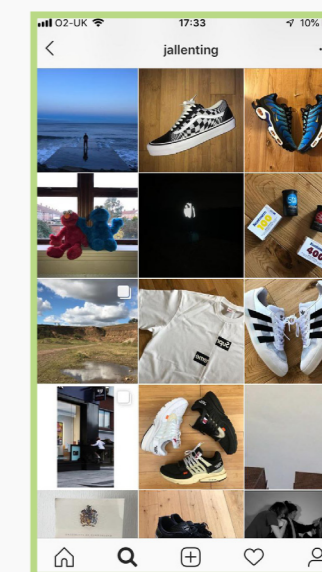
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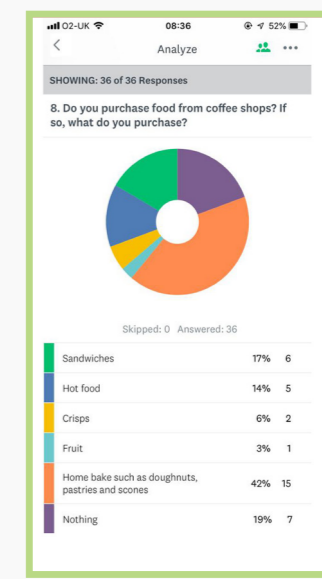
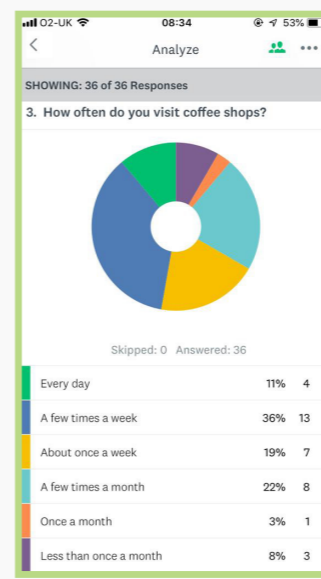
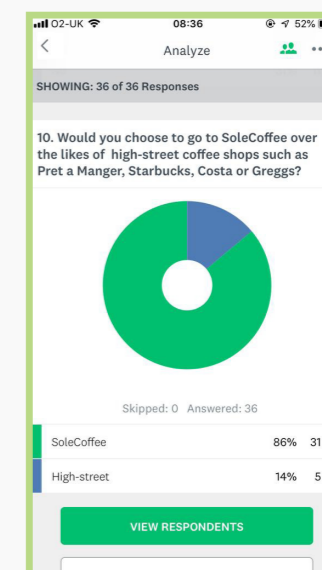
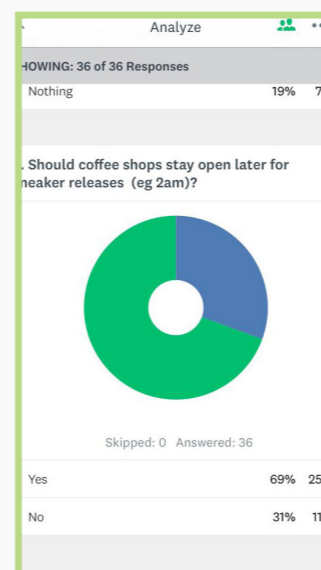
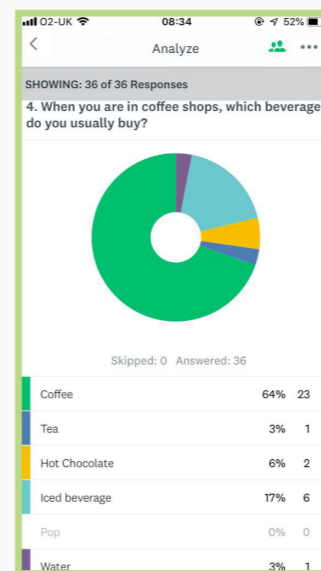
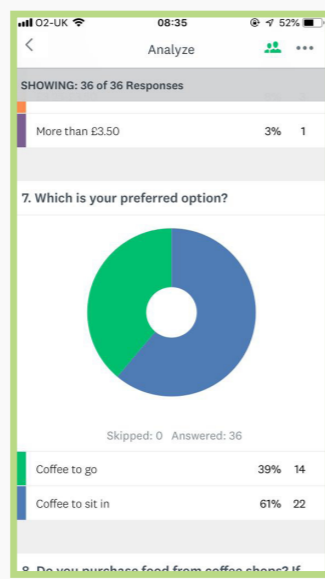
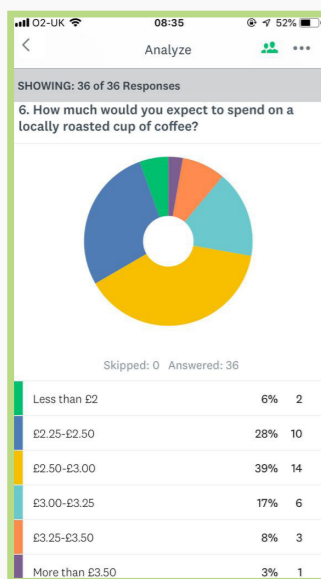
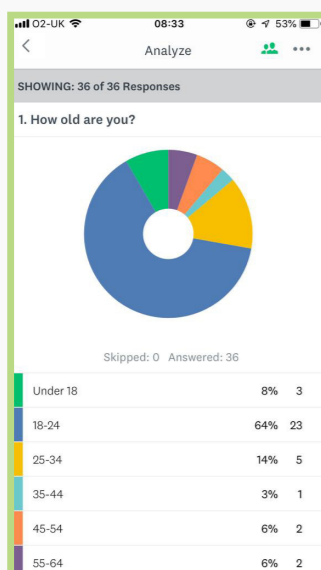


@jallenting



# PRIMARY RESEARCH

The following statistics were obtained from an anonymous online survey of 39 respondents with ages ranging from 16-64. The survey was conducted to better understand the potential market for Sole Coffee. Volunteers were from different backgrounds, some interested in sneakers and streetwear, and some with no interest at all allowing for a non-biased response. All volunteers were briefed on the Sole Coffee concept before taking part in the survey.

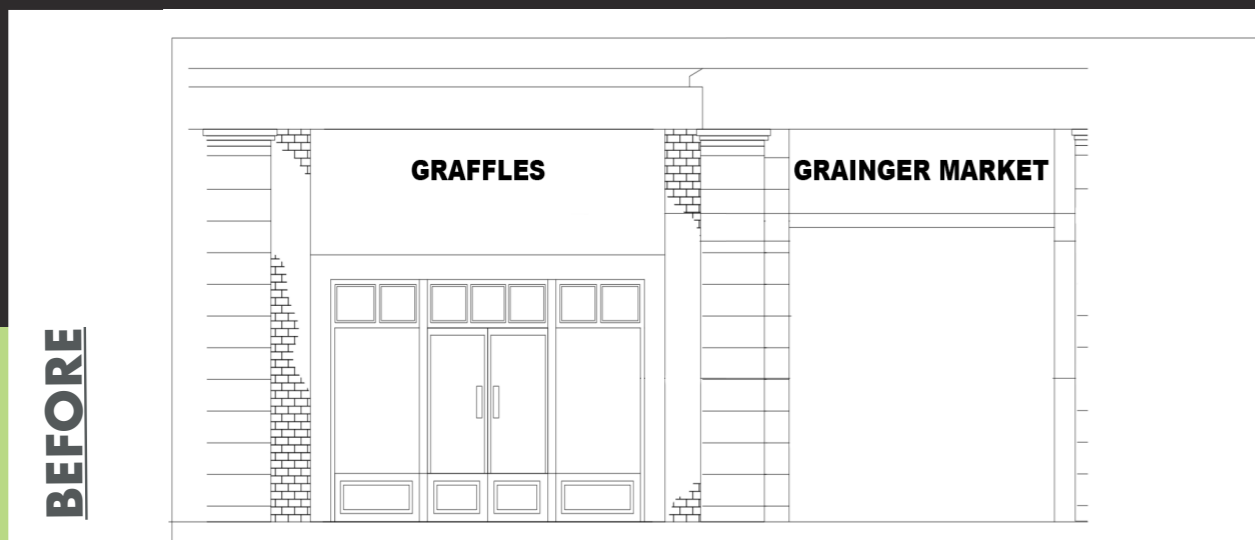




## THE SHOP

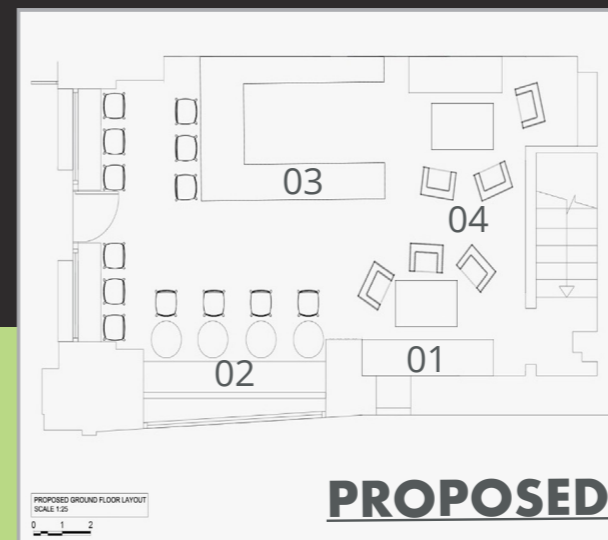
Sole Coffee is located on 7 Nelson Street, Newcastle Upon Tyne with a current ratable value of £20,250, with amount payable of £9,992. Sole Coffee runs adjacent to one of the entrances to the historic Grainger Market and opposite Red's True BBQ, The Alchemist and Café Royal, which form part of Grey's Quarter and Intu Eldon square. These operators have their principal entrance off Nelson Street with associated outside seating areas.

There is an entrance into Grey's Quarter and Intu Eldon Square at the western end of Nelson Street with Grainger Street the east, where the likes of End Clothing, Pretty Green, FCUK, and Urban Outfitters are all represented. The property is also in close proximity to the northern end of Grey Street and High Bridge Street where the likes of independent businesses such as Fat Hippo, Pleased to Meet You, Union Clothing, OP&TOM and Laneway Coffee Co are represented.



Changes to the current floor plans have been considered. The proposed design of the shop is designed to make the area more communal, allowing for conversation to flow. The area next to the stairway will act as a lounge area where you will also find a vintage Michael Jordan pinball machine, as well as a communal record player and will also provide a space for presentations and Q&A's. There is a range of seating types to suit different people and an additional window is added to create a closer connection to the market atmosphere. Sneaker and streetwear publications adorn the tables, whilst vintage sportswear posters and a backdrop of sneakers decorate the walls.

Benches outside are used to accommodate for nice weather and smokers. A central aisle from the entrance is used for easy access to the coffee bar and WC's.



**01**  
IN BUILT SEATING  
ALLOWING FOR A MORE SEATS  
SURROUNDING THE COMMUNAL  
AREA

**02**  
NEW WINDOW  
CREATES A CLOSER CONNECTION  
TO THE MARKET ATMOSPHERE

**03**  
COFFEE BAR  
CENTRAL AISLE FROM THE  
ENTRANCE IS USED FOR EASY  
ACCESS TO THE WC'S & COFFEE  
BAR

**04**  
LOUNGE AREA  
ALLOWS FOR NATURAL  
CONVERSATION TO FLOW /  
PINBALL MACHINE / RECORD  
PLAYER / PRESENTATION AREA

## THE FEEL



Figure 3: Coffee (Source: deadstock.com, 2017)



Figure 4: Boxes (Source: modernnotoriety.com, 2011)



Figure 5: Pinball (Source: pinside.com, 1996)

Forget your usual white walls, some plants from IKEA and bog standard mellow music coming out of a speaker. Sole Coffee is a place where you can hang out with your friends and talk about the latest sneaker drops, or the next up and coming streetwear brand. Somewhere to review Kendrick Lamar's latest album as it plays in the background whilst other customers are flicking through the latest SneakerFreaker magazine or Fantastic Man.

This is a place to feel good, where you're amongst friends and a place where people as they enter are made to feel welcome – even if it's just a quick "alright mate?".

We are less about a traditional shop/café interior and more about recreating the buzz of University or high school bedrooms with posters, a pin ball machine and collectables that evoke nostalgic conversation such as "whoa, I used to have that poster", or "I never thought of such and such art this way".

An intimate space in which everybody is everybody's friend. If you're waiting in line you aren't twiddling your thumbs. Customers will begin to know each other. Somebody may have just had a job interview and we will talk about it. Sole Coffee will be about the people.

## THE MENU

Here at Sole Coffee we don't have a bog-standard menu. We have the 'classics' of course (lattes, cappuccino, flat white) but we also have a few signature drinks. Want something cold? Ask about Ice Ice baby, a Vanilla Bean Iced coffee that Vanilla Ice himself would be proud of. Maybe a Bonita Pineapple? A grilled Pineapple latte inspired by A Tribe Called Quest's song Bonita Applebum. Love the taste of coffee, but not a fan of caffeine? Don't worry, you can enjoy our classics and signature drinks decaffeinated.

Most people will already know what they want. But for those who don't it creates conversation between that customer, the people hanging out and our Sole Coffee team. We will make you anything you want (in reason) because at the end of the day, it's *your* drink. Plus, you can make it even more personal with our Ripple Maker machine which prints any chosen design instantly using 100% natural, flavourless ingredients onto your frothy drink. Got a favourite sneaker silhouette or fancy a Supreme logo on your latte? Ask a member of the Sole Coffee team and we'll sort it out for you.

We are proud to serve only the highest quality coffee from independent roastery Ouseburn Coffee Co as well as handmade doughnuts from Proven Goods. Our food menu consists of all-day breakfast/brunch and poached eggs on a choice of toasted bread as well as optional toppings such as smashed avocado, smoked salmon or prosciutto ham. We will also serve savoury muffins.

SOLE COFFEE

# MENU

SCRAN & DRINK

## ALL DAY BREAKFAST & BRUNCH

ASK FOR GLUTEN FREE OPTIONS AVAILABLE ON ALL DISHES MARKED **GF**

### POACHED EGGS

2 NORTHUMBERLAND FREE RANGE EGGS  
ON A CHOICE OF TOASTED BREAD

<b>GF</b>	---	<b>STRAIGHT UP - £7.50</b>	---
<b>GF</b>	---	<b>W/AVOCADO - £7.50</b>	---
<b>GF</b>	---	<b>W/SMOKED SALMON - £10.50</b>	---
<b>GF</b>	---	<b>W/PROSCIUTTO HAM - £9.50</b>	---

### AVOCADO SMASH

RIPE AVOCADO SMASH SERVED ON TOAST  
W/FETA & LEMON - £8

### PANCAKES

TWO WARM PANCAKES W/NUTELLA OR  
NATURAL YOGHURT & FRESH BERRIES

### DOUGHNUTS

A DAILY SELECTION OF DOUGHNUTS SUPPLIED BY  
PROVEN GOODS - £2.50

### COFFEE/ICED COFFEE

LATTE, CAPPUCCINO, FLAT WHITE - £2.50  
AMERICANO - £2

ICE ICE BABY (VANILLA BEAN ICED LATTE), BONITA PINEAPPLEBUM (GRILLED PINEAPPLE ICED LATTE) - £3.50  
\*ALL COFFEES AVAILABLE AS DECAF

## OUR PLATFORMS

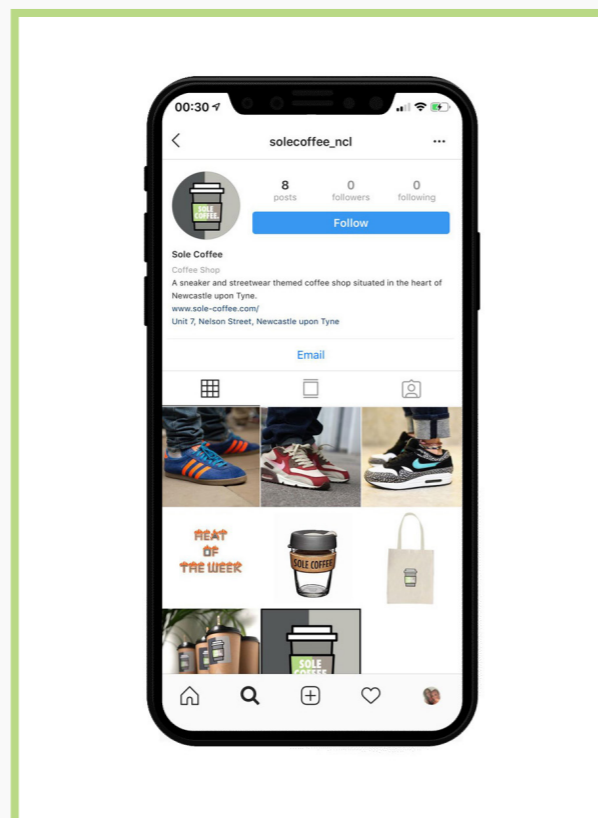
Sole Coffee's website and Instagram are a key tool of the overall business. A mobile optimised website allows opportunity to build a community of followers, who look forward to reading the monthly blog of 'Know Your Stuff' which will push the conversation of product knowledge of the sneaker and streetwear culture further. Content will be concise and visual.

Sole Coffee's blog will serve as a tool of both creative and informative ideas, whilst the rest of the website will highlight where to find the shop, its menu as well how to register for any upcoming events or Q&A's being held at the shop.

Additionally, Sole Coffee's Instagram will be visually impactful and act as a direct platform of information about what's going on at the shop throughout the day. Features will include what music the Sole Coffee team are listening to, what is on the specials board, as well as pictures of what customers are wearing on their feet which will be entered into the heat of the week competition.

### HEAT OF THE WEEK

Sole Coffee will host a weekly competition on their Instagram. The competition will be called 'Heat of the Week'. If a member of staff spots a rare pair of sneakers that a customer is wearing, or a pair that they deem to be worthy of a place in the weekly competition, then a member of the Sole Coffee team will snap an on foot photo and upload it to the Sole Coffee Instagram page. Once the week is over, all images will be uploaded to the shops Instagram story and will be up for public vote. Whoever wins gets a free coffee.



Above is a mock up of Sole Coffee's Instagram page

### WEBSITE OBJECTIVES

- Encourage people to learn about product
- Improve business credibility
- Show up in local search results
- Showcases menu choices
- Online shop

### WEBSITE HOME PAGE

- The homepage is vital in securing the attention of visitors. It will contain information about Sole Coffee

### MENU

- This page will highlight Sole Coffees menu & dietary information

### BLOG

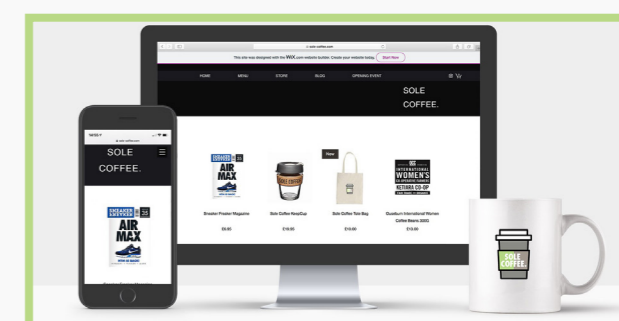
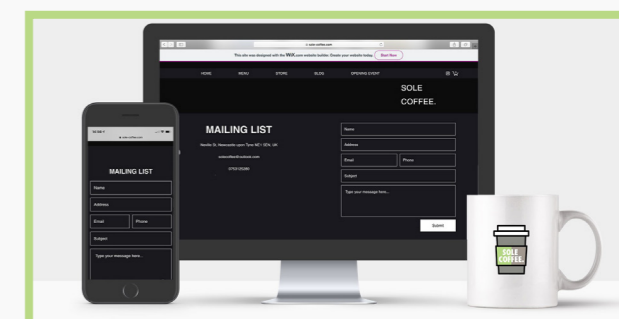
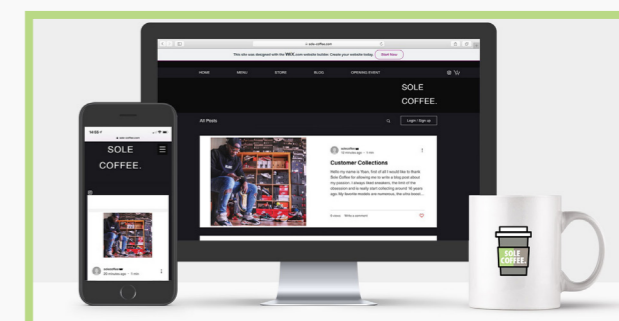
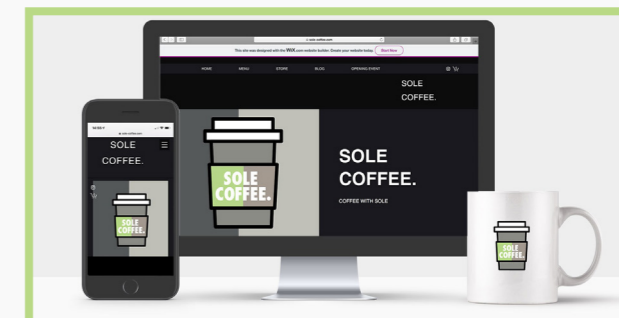
- Know Your Stuff will be featured here and include informative content such as Product Focus, Best on Foot, Brand Focus and Customer Collections.

### MAILING LIST

- A mailing list will be available for Sole Coffee customers to sign up to and receive exclusive information regarding Q&A's as well as when the next blog post has been uploaded.

### SHOP

- A specific section of the website will host an online shop, allowing customers to buy sole coffee merchandise such as reusable coffee cups and tote bags as well as publications and selected coffee blends from our supplier.



## PROMOTIONAL STRATEGY

### INVEST IN A WELCOMING STORE:

**1** A recent study from Handground found that the number one way a coffee shop caught their attention was when they came across the store whilst passing by (Handground, 2018)

### DIGITISE A LOYALTY PROGRAMME WITH LOOPY LOYAL:

**2** Receive 1 stamp for every type of coffee bought and win a free drink of your choice after you've collected 5 stamps (Handground, 2018)

### ENCOURAGE WORD-OF-MOUTH MARKETING:

**3** (Handground, 2018) identified that 34% of coffee shop owners agree that word of mouth marketing is essential of attracting new customers. Offering free/refferal drink exceed customer expectations and encourage them to spread the word.

### ESTABLISH STRONG SOCIAL MEDIA PRESENCE ON INSTAGRAM:

**4** A consistent flow of content which allows Sole Coffee's audience to still be involved whilst they're not in the shop. Starting Instagram before 'grand opening gives opportunity to generate a buzz.

## BUSINESS OBJECTIVES

We want to create the go-to place in Newcastle for aficionados of sneaker and streetwear culture. We want to provide a unique space in which people can hang out over a coffee. Style leaders and opinion formers will gather here. We will build a niche but very loyal customer base who feel at home at Sole Coffee.

Building on our success, longer term, we would consider launches in a handful of other cities (Manchester, Birmingham and London) but we want to preserve authenticity and will not compromise on authenticity. Premium coffee products will be provided to the consumer, and additional revenue will be generated from promotional events, tie-in's etc.

We aim to provide an authentic alternative to the major chains.

## LAUNCH

To launch the opening of the coffee shop, Sole Coffee will produce an exhibition centred around the history of sneakers and streetwear on the 26th of March 2020, on Air Max Day at their store on 7 Nelson Street, Newcastle upon Tyne. This will be accompanied by extensive posts on Sole Coffee's Instagram account as well as posts in sneaker and streetwear Facebook groups such as The Basement and Crepe City Talk to help raise awareness of the launch.

From private collections of Sole Coffee's owners and contributions from their family and friends, Sole Coffee will bring together more than 150 sneaker models and items of clothing that exemplify the fashion trends throughout the years that now enjoy a cult status.

With the aim to educate, the exhibition will be open from 9am - 5pm for the public and then 6pm till midnight for the people who registered on our website.

Additionally, a live DJ will be spinning vinyl specialising in hip-hop, funk and disco throughout the evening. A Q&A with Sole Coffee's founders and guest speaker and sneaker collector Matt Welty will host the evenings event.

Towards the end of the event Sole Coffee will raffle a pair of trainers which will be promoted on Instagram and announced on the night of the launch. Raffle tickets will be available to buy on the night, however the trainer in question will be a secret until the winner is announced.

There will be a range of coffee from our menu on offer as well as doughnuts from Proven Goods. A Sole Coffee tote goodie bag will be given to attendees which will include a reusable coffee cup.

As Sole Coffe continues to expand, other similar events will be introduced.



Figure 5: Love for Air Max (Source: sneakerfreaker.com, 2019)



Above: Sole Coffee Tote Bag



Above: Sole Coffee x KeepCup

## GUERRILLA MARKETING FUTURE VISION

Guerrilla marketing tactics will be employed to attract curious individuals to Sole Coffee with a range of stickers and posters being displayed around key areas of Newcastle upon Tyne. Areas include High Bridge St, Pink Lane, Ouseburn, Jesmond, Northumbria University and Newcastle University. Posters will also be handed to local businesses where we think our target demographic already visit such as End Clothing, Union, Laneway Coffee Co, Tilly's Barbers and Beatdown Records. This will also enable Sole Coffee to try and build potentially strong lasting relationships.

These stickers/posters will feature Sole Coffee's logo, Instagram handle and a link to their website where they will find information regarding the store opening and what Sole Coffee are all about. Individuals will be able to register their interest for the grand opening on the website, which will automatically subscribe them to the Sole Coffee mailing list. This means they will have access to exclusive information regarding Q&A's as well as when the next blog post has been uploaded.



It is Sole Coffee's goal to establish itself as the go-to coffee shop for sneaker and streetwear enthusiasts, as well as day to day people who want to enjoy a unique coffee experience. We will continually work to improve our products whilst staying true to our roots, further, customization of products will remain a core focus in our efforts to give the consumer what they want.

On top of our loyal consumer base, we will continue to seek out collaboration and aim to create a lasting relationship with our partners, whether that be a business, artists or photographers. This will continue to create a buzz around the Sole Coffee brand and our talks, Q&A's and other activity will help us maintain that loyalty and grow our customer base.

Desirable clients include:

- @lemai\_lemaw - Artist and designer
- @joshparkyart - Freelance illustrator
- @nigel\_cabourn - Fashion designer
- @edwinfaeh - Carhartt WIP founder
- @end\_clothing - Local sneaker and streetwear shop
- @union\_clothing - Independent menswear store based in Newcastle

## FUNDING

# KICKSTARTER

Sole Coffee will create a Kickstarter page in order to raise money that will fund the costs throughout the first year of trading. The funding will come from like mind enthusiasts and people who appreciate the ethos of the company.

Here is an example of Sole Coffee's Kickstarter Page:

### Calling all sneakerheads and streetwear enthusiasts!

#### The Target

£80,000

#### The Opportunity

Coffee is a sneaker and streetwear themed coffee bar determined to become a daily necessity for the youthfully minded, who are enthusiastic about sneakers, fashion and music. Born out of the frustration of big companies going in on a sub-culture for the cash grab, Sole Coffee recognise that sneaker and streetwear culture has got a storied history. We value authenticity, nostalgia, street credibility and a storied history

### What your money will do

Shedding light on the sneaker and streetwear culture we aim to educate, inspire ideas, generate creative conversation and facilitate potential partnerships amongst our community of customers. Sole Coffee is for the people.

### Rewards

A range of rewards are given to backers depending on how much they pledge:

- £15 - A Sole Coffee tote bag and reusable coffee cup
- £30 - A Sole Coffee tote bag and reusable coffee cup as well as a gift card to spend in Sole Coffee worth £30
- £45 - A Sole Coffee tote bag and reusable coffee cup, a £30 Sole Coffee gift card, a monthly special coffee named after you
- £70 - A Sole Coffee tote bag and reusable coffee cup, a £30 Sole Coffee gift card, a monthly special coffee named after you and your name on a big plaque behind the cash desk.

Visit our website [sole-coffee.com](http://sole-coffee.com) or follow @solecoffee\_ncl to find out more information and send any questions our way.



Prince's Trust

**The Princes Trust work with 18-30-year olds to help turn their business idea into a reality through low-interest business loans up to £5,000 at a rate of 6.2% APR representative.**

**Here is an example of the grant proposal Sole Coffee sent to the Princes Trust to start their coffee cart business over a year ago:**

Dear Joan,

SoleCoffee is pleased to present this proposal for your review. We look forward to partnering with you to provide Newcastle upon Tyne with a fresh way of consuming coffee, by combining artisanal coffee and a community hub store experience, whilst using premium ingredients and fantastic customer service.

SoleCoffee; "Coffee With Sole", is a sneaker and streetwear themed coffee bar created by sneaker and streetwear enthusiasts, Cameron Poole and Daniel Lord.

Cameron and Daniel have an extensive knowledge of the sneaker and streetwear industry, and have worked for one of the most popular global suppliers of footwear, clothing and accessories and has worked with a collection of the world's finest brands.

They are determined to use their wealth of knowledge of the sneaker and streetwear industry, to create a place that is a daily necessity for the youthfully minded, who are enthusiastic about sneakers, streetwear and music.

With four in five coffee drinkers wanting to customise their drink, SoleCoffee will offer its customers the best prepared coffee in the area, in collaboration with Newcastle based coffee wholesaler, Ouseburn Coffee Co. complimented with a customisable coffee service courtesy of Ripple Maker. SoleCoffee will also stock sneaker and streetwear publications such as Hypebeast and SneakerFreaker and will host monthly Q&A's/events and talks with respected figures from the sneaker and streetwear community.

Sole Coffee's proposal requests £5,000 in funding to obtain the ingredients, publications, equipment, and training necessary to Sole Coffee to become something completely different to the current coffee shops in Newcastle City Centre.

We appreciate The Prince's Trust Cheryl's Trust Centre foundation taking an interest in providing Newcastle upon Tyne with a new way of consuming coffee.

Please get in touch if you require any further information or have any questions concerning this proposal.

Many thanks,

Cameron Poole and Daniel Lord

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CAMERON POOLE  
15039965

Fashion Communication  
Major Project

FA6003  
Year 3