



OUR SPACE IS YOUR SPACE



TEAM 1

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CREATE A COMFORTABLE SPACE FOR STUDENTS TO MAKE THEIR OWN

Table will serve as the destination spot for students to have a reliable stress-free work environment with energy cultivating food. For students struggling to find a location aside from the school library to constructively work in, we provide an easily convertible space. Table offers access to open tables, quiet individual study nooks, and rentable meeting rooms. Students can spend less time worrying about a productive location and more time on their work.

- Our primary research indicated that our target demographic studied most often in the evening and late afternoon, which is why we specially designed Table to be open from 2pm to 2am.
- To provide an easily convertible space for our customers' special events, our tables and chairs will be on wheels, which will limit the set-up and tear-down times for such events.
- Table's main source of revenue will come from Café purchases and our rentable study rooms. There will be two rentable study rooms in our space that will be set up with large oval conference tables and SMART Boards, in addition to our quiet study nooks.
- Table is going to support and partner with the Humane Society of New York. Our survey showed that 94% of students polled said they work better with animals around, which is why we are going to bring in dogs once a month for students' stress relief, and to promote the adoption of shelter animals.
- Customers will be able to reserve the rentable meeting rooms online and view our menu before visiting our location. We will list upcoming events that we will have at the café for students to attend and buy tickets for. We will also list the events that have already happened with a description of the event.
- In our survey we found that the two most popular social media platforms are Snapchat and Instagram, which is why we will use these as the driving force to target customers.
- After our survey we found that most students study best while listening to playlists on Spotify. Therefore, we are going to create a Table Spotify playlist to play in store during our hours of operation. Students may also listen to our playlist on their private devices, both in store and at home.
- Our company color scheme are neutral tones with green accents. Color theory research shows that neutrals hone a warm, relaxing and home-like feeling. In addition, green symbolizes freshness and is said to contain a healing power to help ease pain.

Through market research, we have determined that students need a comfortable, inviting and productive off-campus space. To fill this gap, we strive to inspire and provide a comfortable place for students off-campus, that will attribute to their overall success on-campus. Our space is your space.

FILL THE GAP IN OFF-CAMPUS STUDY SPACES

In our primary research, we found that the majority of polled students prefer to study off campus.

The Problem: There is a serious lack of comfortable, convenient and accessible spaces for students to do their work.

Our Solution: open up a combined coffee shop and study space, where students can find exactly what they need to study effectively and work productively.



UNDERSTAND WHAT STUDENTS NEED IN STUDY ENVIRONMENTS

Our research indicates that students need...

- space for both individual study and group work
- available workspace open during the weekdays
- extended evening and late-night hour
- ability to take regular stress-relieving study breaks
- easy access to coffee and snacks
- personal space that caters to their **individual** study preferences



DELIVER WHAT STUDENTS NEED

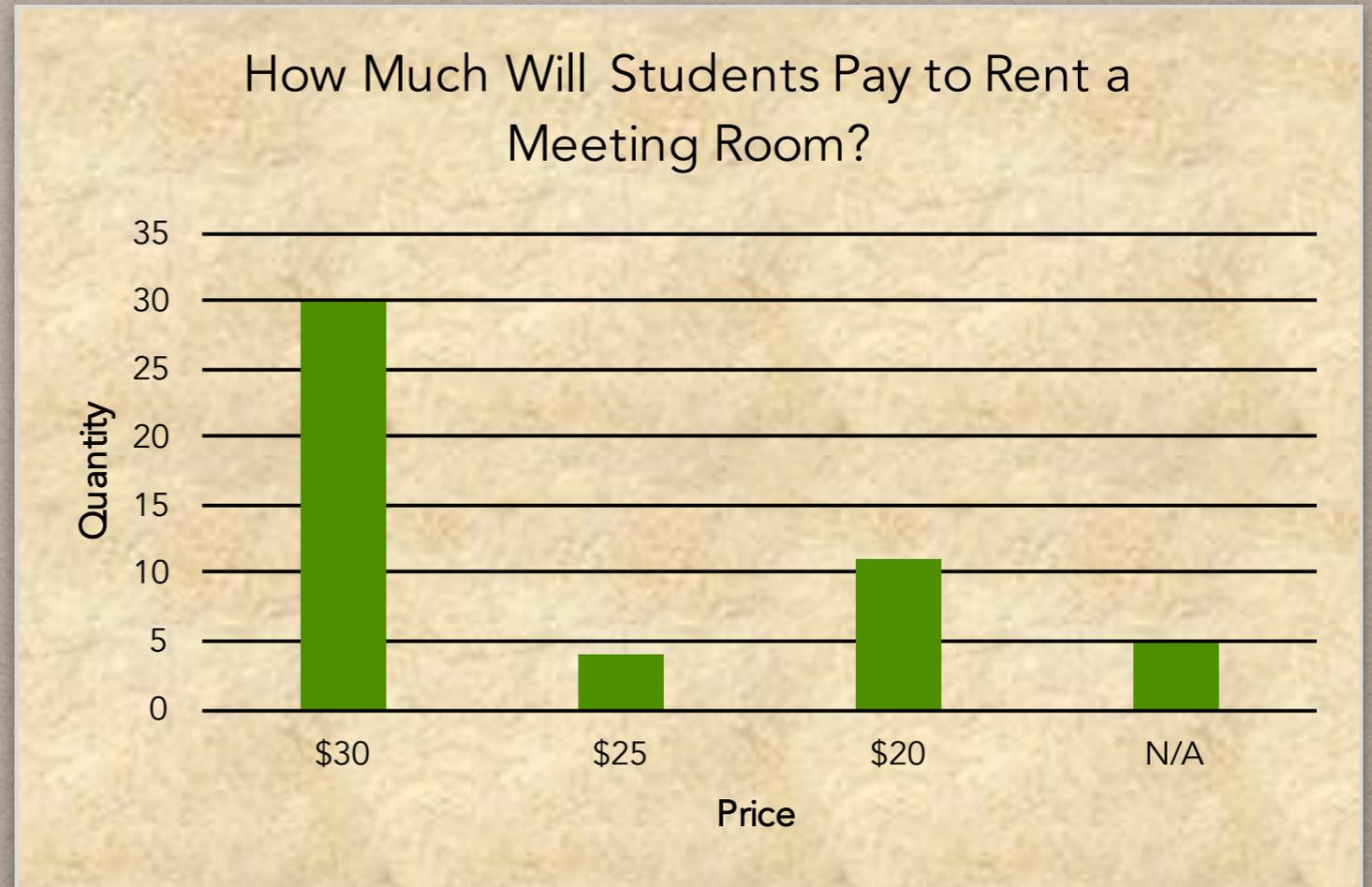


Table strives to be the coffee shop that students feel comfortable to come to either alone or with colleagues, to enjoyably and efficiently accomplish their personal, school, or work related goals. We foster their productivity through our atmosphere, which entails soft, calming music, exceptional coffee and pastries, and an neutral color scheme.

To aid students in achieving their goals, Table offers a large location with private study and group meeting rooms, as well as a coffee and snack bar to meet their study break needs.

SET AN AFFORDABLE PRICE

The collaborative meeting rooms can be reserved for \$25 per hour. Based on the 50 people our research team surveyed, 60% of the students said they would pay \$30 per hour for the use of a meeting room. We decided to make the price slightly lower so more students would be inclined to rent the rooms. In addition, if the students are spending less on reserving the rooms, they are more likely to spend money on food and beverages. In keeping with our mission to offer an easily convertible space, the event space can be rented for a 3 hour event for \$200. We will not charge for the use of the private study nooks in an effort to increase food and beverage sales.



FIND THE RIGHT LOCATION—GO WHERE THE “FISH” ARE



Our ideal location is close to NYU, because it is one of the largest universities in New York City. NYU has over 50,000 students and faculty, which leaves Table with a significant amount of potential customers.

USE GEOGRAPHICALLY CONCENTRATED SOCIAL MEDIA TO REACH OUR TARGET MARKET

We will bring **print advertising** (flyers, brochures, handouts, posters) directly to the schools of our target market. Additionally, Table will be promoted with the use of **geographically concentrated social media advertising**, which utilizes the location-based activity on each platform. Examples include, location-tags on Instagram, check-ins on Facebook, and geotags on Snapchat. With the use of these social media platforms, we will be able to reach our target audience. Specifically, Table will utilize Snapchat because it reaches about “**100 million users a day.**”¹

“Emerging platforms like Snapchat, Instagram, and messaging apps are chewing away at Twitter’s ability to attract more users.”²

Research has shown that **Twitter growth has decreased** as a result of an increase in other social media platform use like Instagram and Snapchat. In addition, social media use increases during significant events like the World Olympics and the United States Presidential Elections. While we may not have the capital to have advertisements on commercials during these events, we can increase advertising on our social media platforms, since more users will be online during these times.

1. “Hausmann, Jillian. “To Big Brands, From a Millennial: Snapchat Filters Are Where It’s At.” *Advertising Age DigitalNext* RSS. N.p., 28 Mar. 2016. Web. 12 Apr. 2016.

2. Selfo, George. “EMarketer Reduces Projection for Twitter Ad Revenue in 2016.” *Advertising Age Digital* RSS. N.p., 17 Mar. 2016. Web. 12 Apr. 2016.

OFFER WHAT STUDENTS WANT



Caffeine Fix (16oz.)

Drip Coffee | \$2.00

Iced Coffee | \$2.50

Latte | \$3.50

Cappuccino | \$3.50

Refreshments (16oz.)

Bottled Water | \$2.75

Iced Tea | \$3.00

Lemonade | \$3.00

San Pellegrino | \$3.75

Guilty Pleasures



Bagel | \$2.50 - \$3.00

Cinnamon Raisin (\$3.00)

Plain (\$2.50)

Whole Wheat (\$3.00)

Banana Nut Bread | \$3.50

Blueberry Scone | \$3.50

Brownie | \$3.15

Cookie | \$3.00

Chocolate Chip

Oatmeal Raisin Cookie

Croissant | \$3.00

Donut | \$2.00

Chocolate Glaze

Frosted

Glaze

Muffin | \$3.50

Banana Nut

Blueberry

Chocolate Chunk

SET AN AFFORDABLE PRICE



Keeping in mind Table's target market of college students in the New York Metropolitan area, we wanted to ensure that our prices were affordable and lower than that of our competitors. Above is a table showing the prices of common coffee shop menu items from coffee shops in the same area as the Table location. The graph also shows the average prices of these items. Table's prices are decidedly lower than our competitors, as a way to appeal to young students seeking convenient and affordable coffee and snacks during their hours of study. Additionally, we expect that with lower prices for our café items, students will feel more inclined to come to Table more often and make more frequent purchases during their visits.

UNDERSTAND WHAT STUDENTS NEED IN STUDY ENVIRONMENTS

Individual Study Nooks

- The individual study nooks will cater to the students who prefer to do their work alone. These private study areas will have a desk and chair for one student, along with a door that can be shut. The rooms will also be soundproof.

Collaborative Meeting Rooms

- The collaborative meeting rooms will provide a desk and chairs for up to ten students, and a SMART Board. These rooms are designed for students working on group projects or organizing group study sessions.

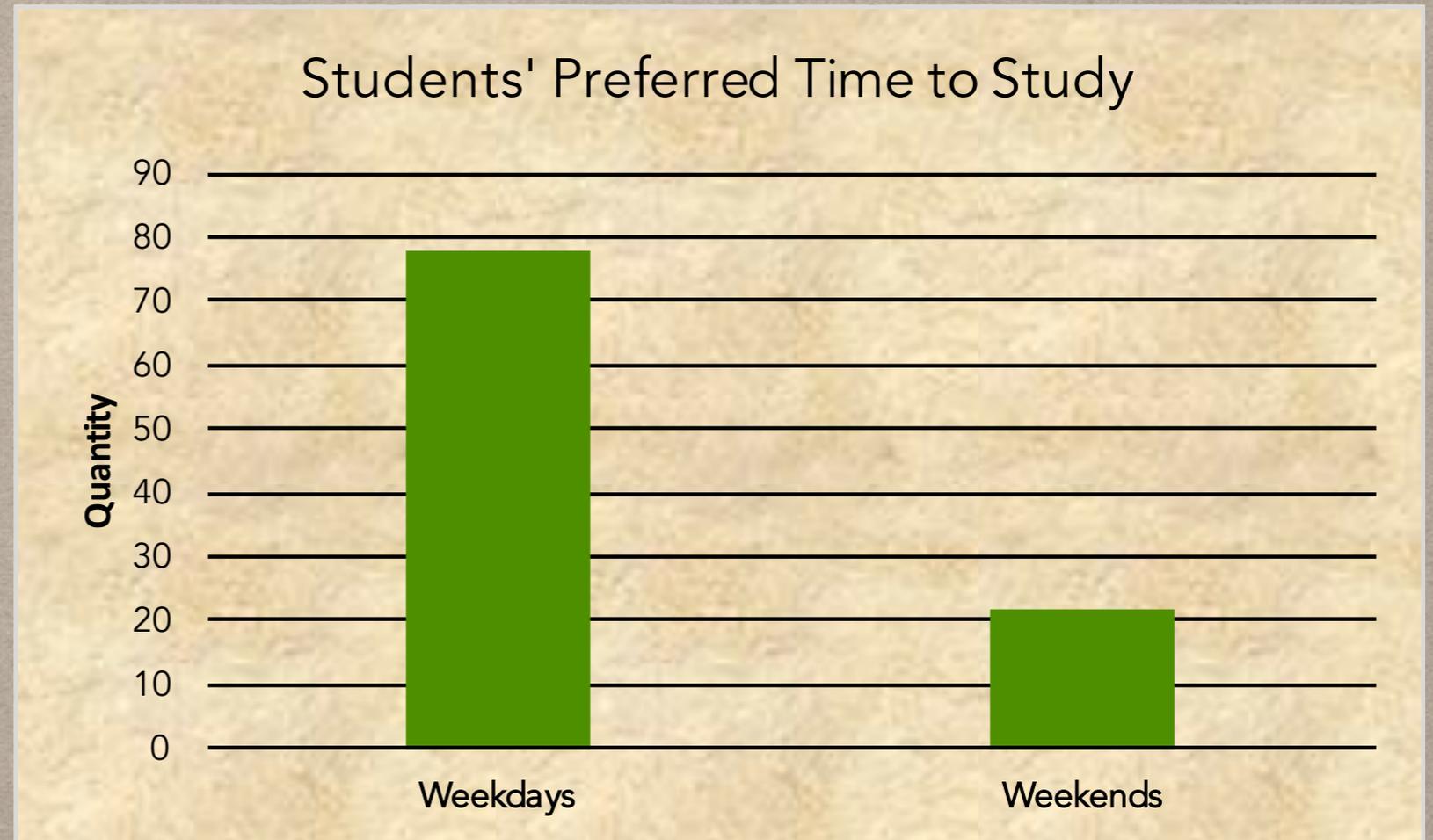


UNDERSTAND THE STUDY TIMES OF STUDENTS

Hours

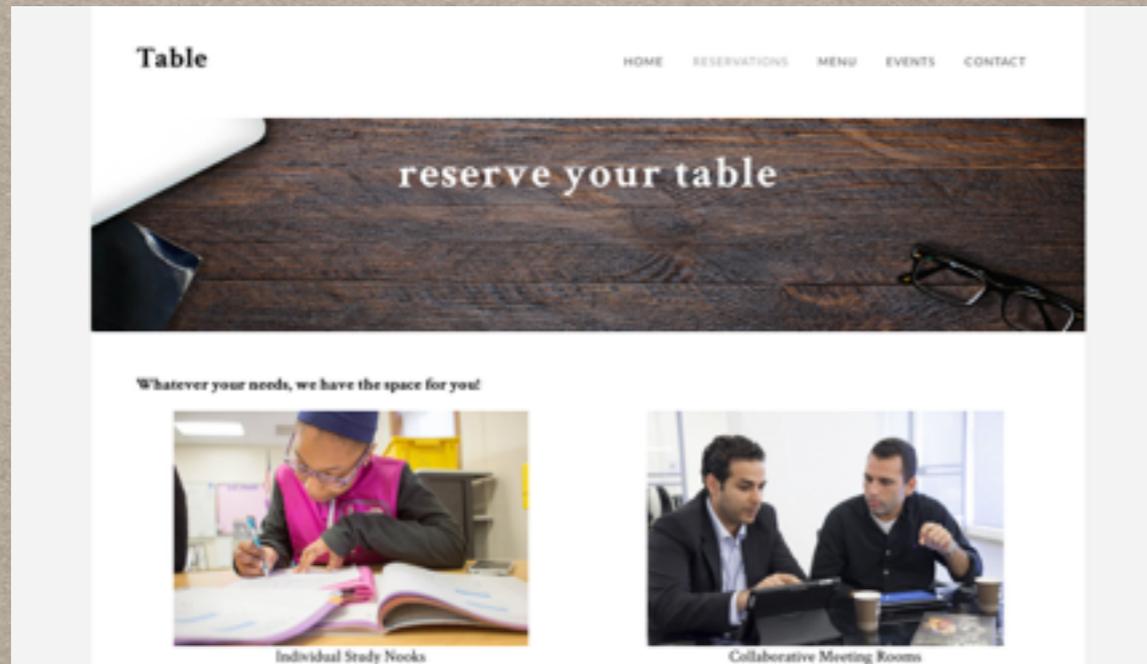
Sunday-Thursday
2pm-2am

Our data displays that 78% of polled students prefer to study during the weekdays.



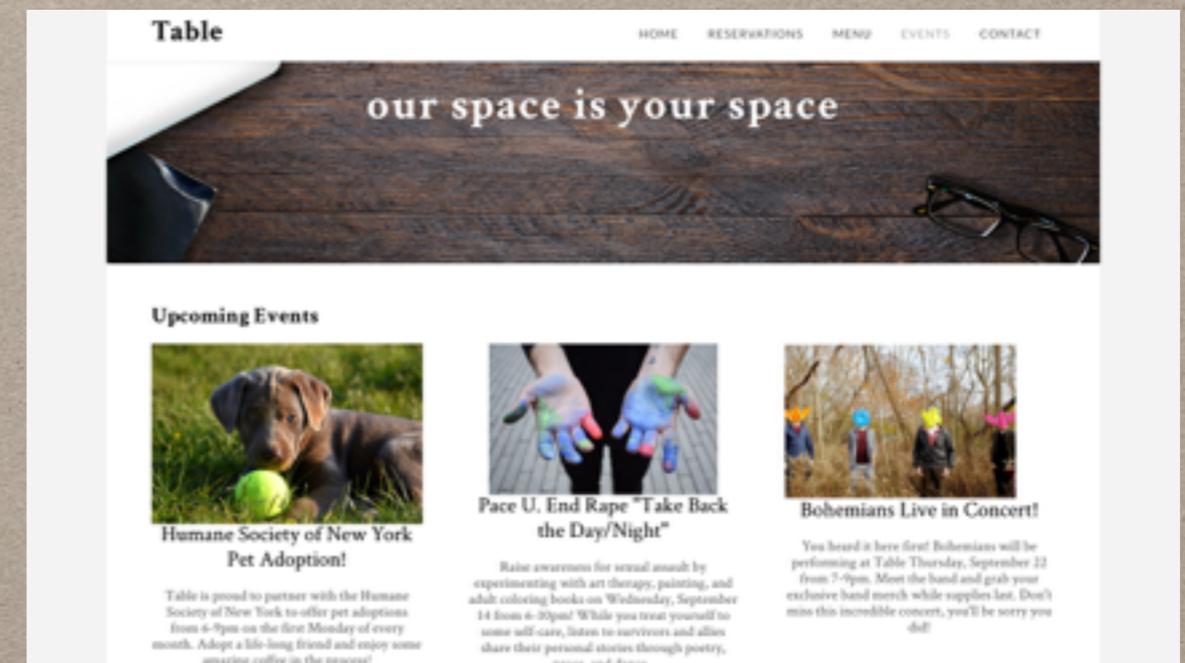
The survey indicated that the most popular times of the day to study are evening and late night.

BRING STUDENTS FROM ONLINE TO IN-STORE



Table's website will serve as a place where customers can learn more about the company, reserve collaborative meeting rooms or the event space, view menu items, checkout upcoming and past events and contact the Table team with any questions or concerns.

The website should be kept very clean, simple and easy to navigate. The goal of the website is to clearly express the convenience and comfortability that Table strives to offer the busy students that are in need of a space for off campus work and studying.



USE SOCIAL MEDIA TO ADVERTISE ACTIVITIES

In our primary research, we found that the social media sites used most frequently by our target market are Instagram, Snapchat and Facebook.

In response to these findings, Table will have their own social media accounts with these outlets as well as Twitter.

Posts on the Instagram and Snapchat accounts will display the day to day operations of Table. For example posting a picture on Instagram from an event that Table hosted or a Snapchat story of a customer talking with an employee about their favorite menu item.

The Table Facebook page will be used for more official purposes such as advertising upcoming events, and providing a link to the Table website to encourage work space reservations and foster interest in menu items and affordable prices.

GET INVOLVED WITH THE COMMUNITY

Table will be partnering with the Humane Society of New York by hosting regular events that offer stress relieving breaks to studying students, and promote the adoption of dogs.

An overwhelming majority of students polled said that interacting with animals helped them to de-stress and study more effectively.

Beyond helping students make the most of their study time, Table hopes to connect dogs who deserve loving homes with students who are moving into their own apartments for the first time and are looking for a friendly companion.

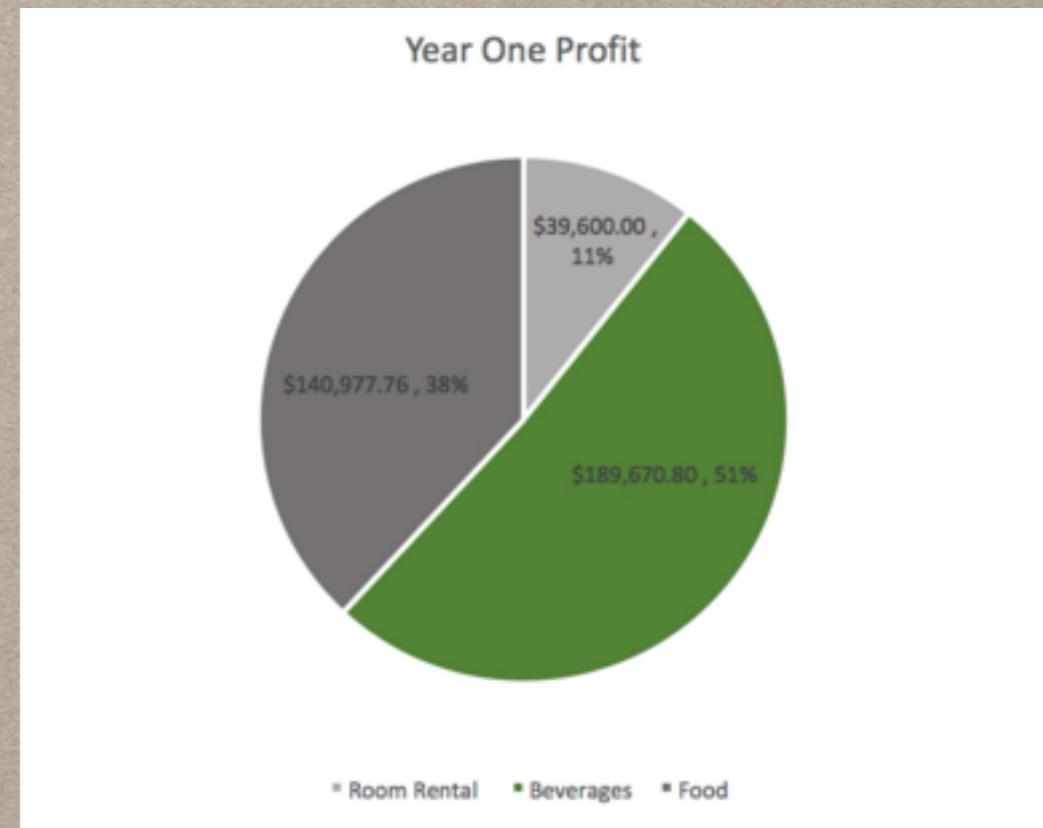
To encourage volunteering at the Humane Society of New York, Table will run a promotion that offers students one hour of Collaborative Meeting Room time for every hour they spend volunteering at the humane society.



DETERMINE FINANCIAL NEEDS AND GOALS

Our goal for year one retained earnings is \$130,248.56. An acceptable deviation will be no less than \$110,248.56.

However, profit for year two needs to be at least \$130,248.56 in order to feasibly reach our goal of opening up our second location after the fifth year of business. If the projections go as planned in the coming years, we plan on opening more locations of Table in other areas throughout the city. We aim to be opening a 10038 Pace University neighborhood location following the fifth year of business. Following the seventh year of business we plan to be opening a third location in the 10025 Columbia University location.



Total Profit	\$ 370,248.56
Cost	\$ 240,000.00
Retained Earnings	\$ 130,248.56

CONTINUE LOOKING FORWARD

- Reach at least 5,000 followers on each social media platform
- By the year 2021 open a second location in the 10038 neighborhood—the Pace University area
- By the year 2023 open a third location in the 10025 neighborhood—the Columbia University area
- Increase advertising efforts by purchasing 75 horizontal subway displays. These advertisements should be run in subway lines that have stops near the Table locations.

