

## **EXECUTIVE SUMMARY**

The Mocha Blends Coffee Shop in SM City Dasmariñas started its operation on September 11, 2004, just about three months after the grand opening of the said mall. This business that operates as a specialty coffee shop is a franchised outlet by Mr. Jolan V. Wedingco from the Mocha Blends mother company operating under Edsa Agro Industrial Corporation, a subsidiary of LAC Enterprises, Inc.

Mr. Wedingco franchised a right to own the coffee shop as the fulfillment of his dream of having a restaurant to consider as a family business. After his eldest daughter completed a degree in Bachelor of Science in Hotel & Restaurant Management, he then pursued entering a venture in the food and beverage business and dream of capturing potential market and become a market segment leader in the foodservice business coffee line operation.

As expected, Mr. Wedingco appointed her daughter Carla as the Store Manager and his son Carlo who acts as the Assistant Manager.

The concept of Mocha Blends is to serve excellent espresso coffee and espresso-based concoctions in a dining service environment. Its coffee, food and interiors are meant to offer the best escapes from the hurried world outside. A wonderful all-day destination where friends can meet and business associates can brainstorm. No queues, no rush. No second-rate between coffees here, just great java made the way it should be.

Mocha Blends coffee shop is leasing an area in the SM City Dasmariñas. At present, Mocha Blends has a total seating capacity of 35, 23 of which are located in

the dining area, the remaining 12 seats are located inside their smoking lounge. Four staffs are available to attend and service the guests.

Unfortunately, as a new player in the industry the restaurant is experiencing low sales. Competition is taking its place for a rivalry among different businesses and different food operations within the premises of the mall and is more becoming intense nowadays. All players in the foodservice business continuously developing its growth and looking for potential market. Competitors resulted to a more aggressive marketing and promotion campaign to attract relevant market. The company's lack of focus on marketing and promotional efforts hinders them to capture more market to boost its sales. The company now must try to sell with applicable marketing principles to win in the competitive and global arena of food business. The restaurant must establish connection with its target to become successful and create a more competitive advantage compared to its rivals.

To address the abovementioned problem, the researcher recommends two alternative courses of action namely: (1) Intensify advertising campaign through implementation of outdoor advertising, display signs, and tri-media advertising, and (2) Intensify sales-promotion strategy by offering discounts, coupons, premium/merchandise items, and contests.