Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Period \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_

Marketing Internship Module 1 – SWOT Analysis p. 54-55

Essential Question – How do businesses find out their strengths and weaknesses and then use a marketing plan to modify efforts and ultimately make the business more profitable in the marketplace.

Internship Goal – to complete a SWOT analysis for a new coffee shop/business with the goal in mind of analyzing the marketing mix and making marketing recommendations to grow the business.

To Begin: 1. Think about the beverage industry and make a list of coffee retailers/competitors and what you like about those – use the graphic organizer provided.

2. Think about the marketing mix of these competitors – what are some doing good and what are some doing badly?

Scenario: An Italian coffee chain is considering entering the specialty coffee market in the U.S. Before making that investment your client would like the firm that you work for to conduct a SWOT analysis of their company and then make recommendations as to what their marketing mix should look like to be successful.

The client has been successful in Europe and Asia because it has used its strengths to appeal to the market in those areas. Each café’s interior design is very European looking, upscale, and modern. There is comfortable seating with artwork and designer plates and cups. Their product right now is priced below competitors offerings. Only high end coffee beans from select growers are used. The goal of the client is to create a unique experience here in the U.S. They firmly believe the coffee and tea should be a whole experience and savored and enjoyed.

1. SWOT Analysis

|  |  |
| --- | --- |
| Strengths | Opportunities |
|  |  |
| Weaknesses | Threats |
|  |  |

1. Marketing Mix analysis

Product:

Price:

Place:

Promotion:

1. List out **marketing goals** for this new company

A.

B.

C.

D.

1. Recommendations for improvements/marketing effort changes/marketing efforts in general to be successful – *make sure these address all of the 4 P’s* ***(these are the marketing strategies)***

A.

B.

C.

D.

E.

F.

G.

H.

I.