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# UNCOMMON GROUNDS

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Hospitality and Tourism Operations Research



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# I. EXECUTIVE SUMMARY

**Description of Business:** Uncommon Grounds is a local coffee house found on the square of Indianola, Iowa. They are commonly known for their coffee drinks and breakfast and lunch-style menu items. The primary goals of this business are to increase their yearly profit and help cater to the needs of the community.

**Research Methods:** Research was conducted with methods such as interviews online with the owners and researching their presence online. An online survey was also pushed out to the community to get a feel for the general impression of customers as well as possible ways to improve the coffee house.

**Conclusions:**

- Most customers found out about Uncommon Grounds by word of mouth.
- A majority of customers go to Uncommon Grounds for breakfast.
- Most customers rated the products and atmosphere of Uncommon Grounds favorably.

**Objectives:**

- Advance advertising strategies and promotion plans for Uncommon Grounds around Indianola and nearby areas.
- Increase customer engagement for all business hours by expanding menu items for all ages.
- Revamp interior of Uncommon Grounds by making the coffee shop more modern and inviting.

**Proposed Plan:**

<b>Increase advertising strategies and reach customers where they are located while providing special deals and incentives.</b>
<b>Utilize a website and increase social media presence to attract customers and give meaningful information to the public.</b>
<b>Alter hours Uncommon Grounds is open to the public to better accommodate working costumers and busy students.</b>
<b>Improve the condition and freshness of menu items.</b>
<b>Create a more efficient ordering system and renovate interior inside the coffee shop.</b>

**Budget:** We created our plan with low-cost activities which allows the overall cost to be very appropriate and reasonable. The complete breakdown of our budget can be found in the following report.

## II. INTRODUCTION

### A. Description of the business or organization

Uncommon Grounds is a coffee house located in Indianola, Iowa. The business opened 24 years ago in a different building on the square. The owner of Uncommon Grounds is Melanie Abbott. She has been the owner for the past 12 and a half years. She had worked for the previous owner for about three to four years and had always wanted to run her own coffee shop. The previous owner approached her and asked her to buy, where she gladly accepted. Their mission statement is as follows: Provide a wonderful product with great customer service to the Indianola Community. Their short term goals are to exceed previous years' profits by 10% and are currently right on track! The long term goals that they have are that they hope to continue to grow and be profitable and give back to the community of Indianola. While they are a stable coffee shop, the fact that they have been in the community for so long sets them apart from the more contemporary businesses. Uncommon Grounds currently has a Facebook page they use for promoting the business, as well as word of mouth from customer to customer, but they hope to improve their advertising and promotions for the future.



Uncommon Grounds sells a variety of coffee, tea, and smoothie drink specials as well as breakfast, lunch, and desserts. Against other businesses, their prices are in line with the average and are about what you would expect from any local coffee shop. Uncommon Grounds is open Monday through Friday from 6:00am-3:00pm, Saturdays from 7:30am-12:00pm, and closed on Sundays. They are located in the Indianola town square where they are very visible to the town's population and visitors driving by.

Their target market mainly consists of avid coffee-drinkers, but due to their wide variety of menu items, many different people come to the coffee house. One will often find college students studying,

business people on lunch breaks or having meetings, and retired folks quietly chatting in the corner. This shop is a very family-friendly place, and it is not uncommon to find children and families there.

Uncommon Grounds has multiple very important competitors. One competitor, Mudslingers, is located right on Highway 65/69 that goes straight through Indianola. Mudslingers is a drive thru coffee shop and only sells a variety of drinks. They are open seven days a week but the hours vary depending on the day. Another recent competitor, Crimson Anchor, is located very close to Uncommon Grounds on the same strip of the square. Crimson Anchor recently opened in the spring of 2017 and offers a large variety of coffee drinks with seating available inside. The hours for Crimson Anchor depend on the day it is open, but is closed daily from 12-1pm. They are open 6 days a week, not being open on Sundays. Crimson Anchor is open later than other local coffee shops, making it very attractive to college students and night owls in the area. Finally, the greatest possible competitor will be a Starbucks opening inside the Indianola Hy-Vee in the spring of 2018. Starbucks is a national chain and is very attractive in the public eye. The availability of Starbucks is unknown at this point in time, but will most likely correlate with the hours of Hy-Vee. Like all new businesses, Starbucks will be very popular to millennial and will drive up competition for all the coffee houses in town.

One thing that makes Uncommon Grounds stand out when compared to their competitors, is how personable and inviting the staff is. Employees often go out of their way to memorize people's orders. It wouldn't be uncommon for a regular customer to hear the baristas say "Would you like the usual?" Another thing that separates Uncommon Grounds apart from other businesses is that they have such a history in the town and have been around for such a long time. People have grown up being customers at Uncommon Grounds, and they continue to be customers even as adults.

## **B. Description of the community**

### **Economic**

The town of Indianola, Iowa has a steadily growing population of about 14,782 people. The average household income is around \$52,779 with an average household size of 2.44. Indianola has an unemployment rate of 3.6% percent which is below the national average of 4.4%. Indianola has a job growth rate of 0.74%.The town has a relatively good and growing economy, with new businesses being built each year.

### **Geographic**

Uncommon Grounds is located in Indianola Iowa, on the south side of the Indianola square. The one and only formal location of the coffee shop is 111 West Salem Avenue, Indianola, IA 50125. Indianola is located around 15 miles south of Des Moines, which is the largest city in Iowa. Iowa's capital, Des Moines, is home to around 206, 688 people alone. Indianola is around 11.25 total square miles, and is home to Indianola High School, multiple restaurants, hotels, and enrichment programs. Just in Indianola itself, there are around 6 similar business' that serve an assortment of coffee and comfort foods.

### **Demographic**

As stated earlier, Indianola is home to around 14,782 civilians. Of the total population, 6,899 of those people are males and 7,883 are women. The median age of Indianola including both males and females is 34 years of age. Just males alone, the average age is 32, with women's median age being 36. The race of Indianola's population is 96.8% white, 1.8% biracial, and 0.06% African American. With that, 38.3% of the total population has above a college degree, 33.2% has above a high school degree, and only 4.1% has below a high school diploma.

## **Socioeconomic factors**

The town of Indianola has many attractive features. It is home to the National Balloon Classic, which takes place around late July/early August, as well as the National Balloon Museum. There are many wineries, such as La Vida Loca Winery, Annelise Winery, and Summerset Winery. Simpson College also calls this town their home, with over 2,000 students enrolled there. Simpson College is a four year, liberal arts college which opened in 1913. Lake Ahquabi State Park, the Annett Nature Center, and Wesley Woods are popular attractions as well. They offer camping, swimming, hiking, boating, and so much more. Indianola town square is full of unique shops and restaurants to give people a taste of the past.

## **C. Overview of the business or organization’s current customer experience**

Customer experience can be known as how the customers of your business interact with you company, not just a small point in time, but throughout the entire process of being a customer. This is a top priority for most companies, but also proves to be a huge challenge as well. There are three main channels that business’ must follow when trying to give their customers the best possible experience.

Company to consumer, or the traditional marketing perspective, allows businesses to aim directly towards their consumers to advertise their products. This flow allows companies to target their customers by TV advertising, direct brand posts, content mail, or posts on social media platforms. Uncommon Grounds uses the company to consumer flow when making Facebook posts about daily specials and weekly updates about the coffee shop.

Another type of flow, a consumer to company flow, allows businesses to monitor and “listen” to what customers are saying. This flow allows companies to respond directly to their customers’ comments or concerns with a customer service option or a market research tool. The consumer to company flow is used effectively by Uncommon Grounds when employees read and listen to reviews and posts about their products on their Facebook and other online review websites.

Consumers to consumers is perhaps the most important channel for businesses to think about. Word of mouth is the fastest and most effective way for opinions to travel, whether that be on social media, online reviews, or physically talking person to person. Uncommon Grounds has a very important job when it comes to promoting its business by making sure customers have a good experience while they are in the shop. By doing this, when they leave they have a positive image of the coffee house. Uncommon Grounds has a very cozy and personable atmosphere and friendly employees who know you by name. This creates a welcoming vibe which leaves customers with the urge to come back soon and bring a friend.

Before even entering the shop, Uncommon Grounds posts daily specials and updates about their coffee house. While there does appear to be a lack of advertising, it has been around for so many years that it would be very difficult to find someone who has never even heard of it. Happy customers go on to tell their friends about it, and it has become a place for friends and acquaintances alike to get together and meet.

The moment a customer enters the coffee house, they take in all of the sights and smells that make them feel warm and cozy. There is mostly natural lighting which creates darker and welcoming atmosphere that makes one feel relaxed and calm. The counter is located near the back, which allows you to take in all of the old fashioned walls and tables. When a customer is ready to order, they are greeted by a smiling employee equipped with a pen and paper. Their speedy service really sets them apart. They take your order straight to your table as well. When the shop isn't as busy, they'll often check in and see how the customer is doing. They also have free Wi-Fi, which brings in millennial or anyone coming for a business meeting or requiring a laptop or other electronic device. Overall, their customer service is personable and keeps customers coming back again.

After the customer leaves, there is not much follow-up at this time. If a customer posts something about the coffee house on Facebook, Uncommon Grounds shares it onto their page and asks for feedback on the products. The Uncommon Grounds management would like to work towards more advertising and promotions in the future to hopefully increase the number of customers in the years to come.



### III. RESEARCH METHODS USED IN THE STUDY

#### A. Description and rationale of research methodologies selected to conduct the research study

To get back the best responses from customers, having both primary and secondary research methods are very important. Primary research is any type of research you go out and collect yourself. Our type of primary research we used was a survey that we created. Some advantages of using a survey as primary research, is that it comes straight from the sources, so you know it is reliable. Another advantage is how much control we had over the responses. We got to control the questions that were asked as well as who received the questions. Another form of primary research we had was an interview with a manager at Uncommon Grounds, Madonna Abbott. Advantages of an interview are that you can get more in-depth data, which may make comprehending the information easier.

The type of secondary research we used was from looking at the information, posts, and reviews from Uncommon Grounds' Facebook page. Secondary research refers to gathering information that has already been produced. Facebook is currently the only type of social media Uncommon Grounds is using, and we were able to gain knowledge about the coffee shop from as far back as the Facebook page was created. We chose these two methods for our research because combined we were able to get the best information about the coffee shop and from customers themselves. We were able to reach people of all ages, locations, and genders getting feedback based on customer experience and things they would wish to improve.

Through the survey we created, we were trying to find out some simple demographics about the customers we were reaching. Questions about location, marital status, and age were given to find out who was a customer at Uncommon Grounds to overall enhance their experiences. Also, through the survey we were trying to find out the time of day, how often, and what items were most frequently purchased at Uncommon Grounds. This information was used to try and better understand when they were getting the most business and what items were most popular. The final thing we asked in the survey was how customers felt about Uncommon Grounds themselves. Questions of personal opinions, like their thoughts

on atmosphere, prices, and customer service, were given to try to just get an overall view of how people, in the community and out, enjoy Uncommon Grounds.

Through the interview, we were able to discuss the background, goals and motives, and what the business is trying to achieve. We were able to have a personal conversation with Madonna Abbott, who explained to us how the business became as popular as it is. Abbott told us information about the journey the coffee shop has had, and how it has become one of the most popular places in town. We chose this method because it has multiple benefits. One of the biggest benefits, is that Madonna is in the family line of the business herself. She has grown up with the business, and watched it transform into what it is today. We were given valuable, personal information from the interview that we would not have been given otherwise. Another huge advantage of the personal interview is Madonna was able to answer every question we had to the best of her ability. She gave us more information about products, staffing, and the entire business than we ever could have imagined. Through the interview, we tried to get information based on how the coffee shop came to be, what their motives are as a business, and the goals they have for the future.

## **B. Process used to conduct the selected research methods**

In order to gain the most accurate and precise information about how the community feels toward Uncommon Grounds, we conducted a survey to see their responses on basic questions about the business. During our study, we used two different research methods to get the most diverse and distinct feedback possible. Our primary research method was a survey we brainstormed and came up with a 15 multiple choice, three scale, and five short answer questions. The questions were divided up into three different sections. These questions contain content referring to geographic, economic, and personal preference questions.

First, we asked demographic questions and found out whether or not they were familiar with Uncommon Grounds. If they weren't then the survey ended for them. If they knew what Uncommon

Grounds was, they continued onto the next section. Secondly, they were asked how they were familiar with the business and if they had ever been a customer. If they had never been a customer, they were finished with the survey to narrow down our population to get the most precise information about the customer experience. Finally, if they had been a customer, we asked them to rate Uncommon Grounds on the atmosphere, experience, and products.

They responded to questions asking about the time of day they normally purchased products, the types of products they purchased, their opinion on the prices, and other questions regarding the full customer experience. Then they were asked open-ended questions to get personal and individualized feedback from each person who took the survey. With creating the survey the first step was thinking of the questions that would be asked. We determined what information we wanted to gather and put them into a Google Form. The Google Form put all of the responses together for us, so it was very easy to evaluate the responses. We designed this survey to get the best feedback from a large range of people in a timely fashion. It was a very effective way to get our questions out to different age ranges that otherwise would not have been able to take the survey and give their feedback. We posted it on social media platforms such as Twitter and Facebook, and emailed it out to the staff of our high school as well by creating an easily-accessible link. The Google Form was very easy to use because it had a very understandable view of the responses where we were able to easily look at the feedback we were given.

We also did an online interview with daughter and employee Madonna Abbott. We used Facebook Messenger to record our conversation with her. We approached Madonna and asked her questions about the business and got information such as when the business was founded, why they decided to start the business, their experience, a mission statement, and long-term and short-term goals of the business. We saw these questions as crucial pieces of research for our final project. This way, we can work with Melanie and Madonna to try to help them achieve their goals and support them and this community. Madonna was very helpful with giving us the information we need and got back to us right away and was thrilled that we wanted to work with Uncommon Grounds.

## IV. FINDINGS AND CONCLUSIONS OF THE STUDY

### A. Findings of the research study

Overall, we gathered 231 total responses from the survey. Of those responses, 39 males and 192 females took the survey, and 163 of those individuals have been actual customers of Uncommon Grounds. 50 customers were 18 years and under, 24 customers were 19 to 30 years old, 24 customers were 31 to 40 years old, 42 customers were 41 to 50 years old, 19 customers were 51 to 60 years old, and 13 customers were over 61 years of age. 193 of the people have at one time been a resident of Indianola. 38 people are not residents of Indianola, but 12 of them are familiar with Uncommon Grounds and nine of them have actually been customers before. Based on our results, about half of the sample is married and the other half is not married. Most of the individuals who took the survey said they do not have children under 18 years old. The responses showed that over 80% of people who took the survey were familiar with what Uncommon Grounds was. The most common way people had found out about Uncommon Grounds by word of mouth or just seeing it while passing by.

163 people said they have been a customer at Uncommon Grounds previously while 28 people said they have not. The other 40 customers were not familiar with Uncommon Grounds and had not heard of the business before. Of the total 163 people who had been a customer, 116 people rated the overall atmosphere of Uncommon Grounds a 4-5, 45 people rated the atmosphere a 2-3, and only 2 people rated it a 1. 93 people rated the customer service a 4-5, 42 people rated it a 2-3, and 28 people rated the customer service a 1. 130 people rated the products at Uncommon Grounds a 4-5, 30 people rated the products a 2-3, and 3 people rated the products a 1.

As for prices of products at Uncommon Grounds, 132 people found the prices of products to be average, while 30 people found products were overpriced, and only one customer found products were underpriced. The time of day customers usually find themselves at Uncommon Grounds were answered with 95 people answering breakfast, 36 people answering lunch, and 32 people saying midday. How frequently customers find themselves in the shop was also a very important aspect of our research. Only

three people said they visit Uncommon Grounds daily, 16 people answered weekly, 36 people said monthly, 77 people said every few months, and 31 people said almost never. What people do after they get served their items is also necessary in order to get the best results. 51 people said they usually dine in, 55 people take it to go, and 57 people said it varies. The most popular items people purchase at Uncommon Grounds was an important question to understand which items were being sold the most. 153 people said they purchase coffee and other beverages, five people said they order sandwiches and other lunch items, three people said they order breakfast items, and two people said they order desserts. Finally, we asked if people had ever visited Uncommon Grounds and received a follow up from an employee. 15 people responded with yes, and 148 people responded with no.

## **B. Conclusions based on the findings**

### **Conclusion #1: Most customers found out about Uncommon Grounds by word of mouth.**

After conducting our research, we have determined that most of the customers who took this survey had found out about Uncommon Grounds by word of mouth. Uncommon Grounds is one of those businesses in town that most people just know about because it has been around for so long. Because of this, they are not very present when it comes to social media, other than Facebook. Almost 100% of responses to the survey consisted of people saying they were familiar with the business by word of mouth. Since most of their target market is already very aware of them as a business, they don't take time to promote the business in advertisements or online.

### **Conclusion #2: A majority of customers go to Uncommon Grounds for breakfast.**

Throughout our research, we have concluded that a majority of Uncommon Grounds customers go in or for breakfast items. Breakfast foods and beverages are one of Uncommon Grounds' main items, and has the most variety and popularity compared to any other items on the menu. Roughly 60% of total customers typically visit Uncommon Grounds during breakfast. One way to engage more customers and

have their experience at Uncommon Grounds improve, would be by expanding the lunch and snack menu items. By revolutionizing the menu and adding in new items for people to enjoy when it isn't breakfast time, would be very helpful. Uncommon Grounds could also additionally insert new beverages, besides from coffee and other highly caffeinated beverages, for people to enjoy for later in the day. Whether that be fountain pop, juices, tea, or even milkshakes, it would offer customers more options for them to enjoy through all the hours they are open.

**Conclusion #3: Most customers rated the products and atmosphere of Uncommon Grounds favorably.**

In the survey, we asked customers to rate the products and overall atmosphere for their overall experience at Uncommon Grounds. 95% of customers rated the atmosphere as well as the products as a 3, 4, or 5 out of 5. While this is a very high percentage of customers satisfied with their experience there, there were still many people who rated them a 3 out of 5. Many of the comments suggested making the inside more trendy and cozy since it is very old-fashioned, as well as bringing in more contemporary products from around the area to attract a wider market of customers. Remodeling the menu and perhaps redecorating the shop would have a very good outcome on the shop and help it to stand out against their other competitors.

## V. PROPOSED STRATEGIC PLAN

### A. Objectives and rationale of the proposed strategic plan

After analyzing our research results, we have developed the following objectives for our strategic plan.

#### ***Objective 1: Increase advertising and promotions around Indianola.***

We learned from our research that most people found out about Uncommon Grounds through word of mouth. We would like to improve advertising strategies throughout Indianola and surrounding areas to better the customer experience.

#### ***Objective 2: Broaden menu items and increase customers' engagement all throughout business hours.***

Through our research we have realized that most customers visit Uncommon Grounds during breakfast hours. By expanding the menu it would bring in a wider variety of customers and give current customers more options to try.

#### ***Objective 3: Remodeling shop to increase curbside appeal.***

By remodeling and refurbishing Uncommon Grounds, we hope to make it a much trendier and contemporary place. Many customers have commented on the fact that the old wallpaper and dark atmosphere creates a drab sort of feel. This will help to increase customer satisfaction.

### B. Proposed activities and timelines

#### ***Develop an advertising campaign around town with promotions and special deals***

Currently, Uncommon Grounds has no advertising strategies. They do not have an ad in the weekly newspaper, Indianola record herald, nor do they have a radio commercial, TV commercial, or even a section in the community news flyer. The only form of social media they have is Facebook, so they do not utilize email blasts or technological strategies either. By creating an advertising plan, it would

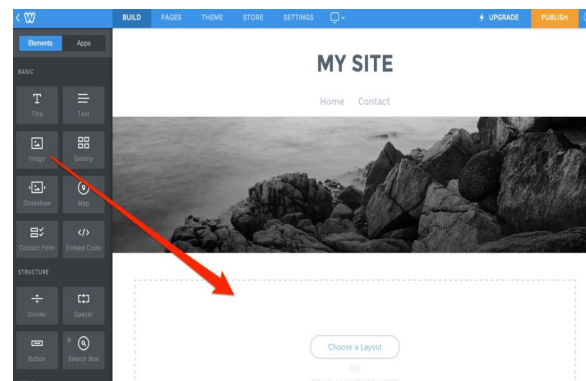


increase knowledge throughout Indianola and surrounding areas which may widen the regions that customers of Uncommon Grounds are from. One form of advertising that may work in Uncommon Grounds' favor would be having an ad in the Indianola Record Herald. This would allow people to think of Uncommon Grounds and may even encourage them to go to the coffee shop. This could be a good way to spread the word of deals and specials they may be having. You could send in one flyer to the paper, and you wouldn't have to worry about distributing it, the town of Indianola would do that for you.

Another good advertising plan may be by having email blasts. If you visit the coffee shop, you could be asked to join a mailing list. If you choose to do so, you may get emails frequently about menu items, holiday hours, and maybe even special discounts. This would allow you to reach customers of all ages, locations, and interests, and would be very cost efficient. Creating an email account is very low cost, and sometimes even free. By creating email blasts it would be an easy and affordable way to spread the word about Uncommon Grounds. If Uncommon Grounds were to use these low cost, efficient advertising strategies it would increase the amount of customers who visit the coffee shop daily.

### ***Create a website and broaden social media presence***

As of right now, the Uncommon Grounds staff uses their Facebook page daily. They post things like their coffee flavor of the day and other specials they are running. But other than that, they have no presence on any other social media platform, such as Twitter, Instagram, Pinterest, or Snapchat. By creating such accounts and frequently posting, Uncommon Grounds will be able to reach out to other audiences that are missing out on the information provided on Facebook. Lots of millennial and young adults don't even own a Facebook account, but most do own more contemporary platforms. This would also help to create a basis for sending out follow-up surveys in the future to help build on the customer experience.





***Change the hours to a more convenient time to accommodate working customers***

Oftentimes, many adults try to visit the coffee shop after a long day at work. Some college students want to stop by to grab some coffee for a late night of studying.

Other families want to enjoy coffee, hot chocolate, or smoothies after church on Sunday mornings. These three groups, along with many others, make up potential customers that are not being reached specifically because of the

hours the coffee shop is open. By only being open until 3:00 pm Monday through Friday, closing at 12:00 pm on Saturdays and not even opening on

Sundays, possible customers and income is being lost. By revamping the

hours of the coffee shop, it would open up products to a wide variety of workers who otherwise wouldn't be able to.



One way to reach these customers would be to extend the hours of the coffee shop to be open later. Most business people work until around 5:00 pm, so extend the hours until 6:00 pm or maybe even 7:00 pm. This would allow adults to stop by the coffee shop after their stressful, busy work days. This would also allow college students to grab their dose of caffeine for the late nights they may endure.

Another way to reach more customers, would be by opening the shop on Sundays. Not necessarily even for the entire day, but at around the church and brunch hours, would most likely bring in a busy crowd.

By expanding the hours of the coffee shop, it would increase customer engagement and may allow customers to be available during Uncommon Grounds' hours.

### ***Improve quality and freshness of menu items***

In the comments that we have collected in our research survey, many of the responses included suggestions such as creating a more contemporary menu and adding a higher quality of products to what can be offered at the coffee shop. Most people enjoy the taste of fresh food instead of something frozen that's been heated up to sell. While Uncommon Grounds does use many fresh foods, quite a bit of their breakfast menu especially is frozen and reheated to serve.

Another response suggested building on the salads they currently serve. They use real dark lettuce on their salads which really sets them apart. If they were to advertise those salads, it would help to meet the demand that the town of Indianola has for them. This also

boosts their credibility by showing the community the healthy initiatives they are moving towards. By taking a little extra time to prepare the products, and perhaps hiring more staff to accommodate, this will create an overall better atmosphere and a happier experience for the customer.



### ***Update interior and create a two-line ordering system***

Uncommon Grounds currently gives off a feel of being very drab and old-fashioned. The wallpaper, the retro seating, and the dark lighting are appealing to some people, but for most customers nowadays, it makes the shop look more dingy than anything. The market of coffee drinkers today are in search of a much more modern and trendy place, rather than the current interior of the shop.



By remodeling the shop and perhaps creating a two-line ordering system, customers will be able to navigate the shop much easier and get their orders much faster. Many responses on the survey were comments about handling the noise and trying to keep it down. If Uncommon Grounds were to update the

foundation or put special pads on the walls to try to absorb some of the sound, customers would probably be much more apt to sit down and enjoy their order in the shop instead of taking it to go. Changing the color of the paint on the walls to a more neutral or happy color, such as gray, white, or a light blue, these colors have been proven to be calming and relaxing hues. This would help to create a “chill” atmosphere that many millennial are looking for.

### **C. Proposed metrics or key performance indicators to measure plan effectiveness**

#### ***Create a basis of advertising on social media for the target markets.***

By creating accounts on platforms alongside Facebook such as Twitter, Instagram, Snapchat, and Pinterest, this will allow Uncommon Grounds to reach out to possible customers as well as their current ones. After each week, the coffee shop would be able to check important factors such as impressions, clicks, revenue generated, and followers gained, and be able to adjust their posting from there.

#### ***Changing business hours to accommodate customers***

Uncommon Grounds misses out on many customers due to their current business hours. By changing their hours to a more convenient time, more students, young adults, and professionals will be able to come to Uncommon Grounds much more frequently. To check to see how effective the change in hours would be, creating a follow-up survey after six months would give great insight on the customer experience and allow management to analyze the number of responses and feedback.

#### ***Remodeling the store to increase curbside appeal***

Many responses to the survey included comments about the condition and look of the shop. After renovation, the inside and outside of the coffee house will look much different. Uncommon Grounds will probably have a grand reopening. Judging customers initial response to the revamping as well as their lasting opinions of it will be a good indicator to see how effective it is in the long run

## VI. PROPOSED BUDGET

Costs associated with proposed strategies

Item	Cost
Newspaper advertisement	\$50+ (Depending on size, color, and date)
Email blasts	Free
New website	Free
Renovated menu	\$250+
Remodel kitchen and seating areas.	\$750 +
<b>Grand Total</b>	<b>\$1,050 +</b>

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