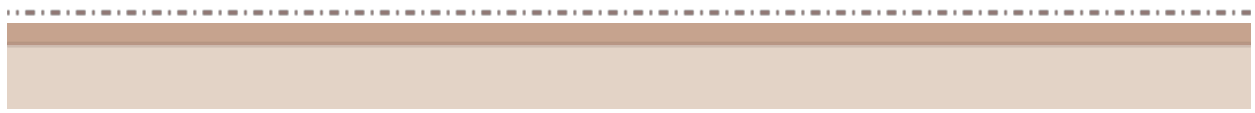




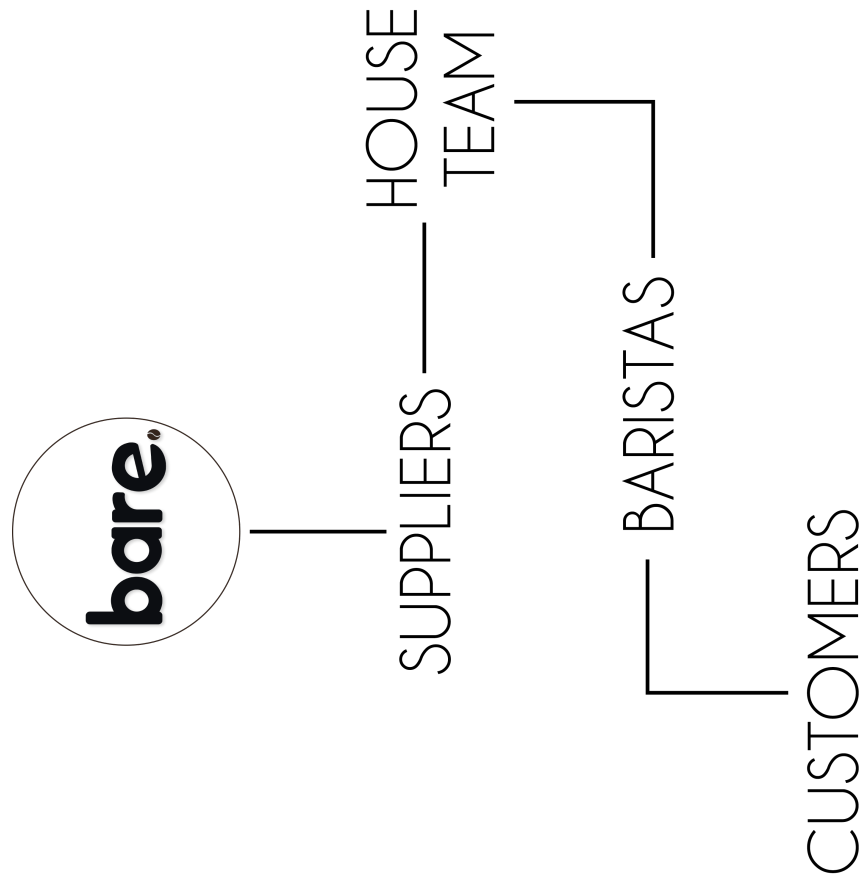
Ana Beatriz Rodrigues Vaz – ID: 8986144
Andre Pais – ID: 8359946
Benjamin Emanuel Bento – ID: 8349040
Danai Axiotiadi – ID: 8379829
Desislava Pahomova – ID: 8660635
Hussnain Qaiser- ID: 8451930

bare[®]





PROCESS & PEOPLE



TARGETING

Demographics

Psychographic

POSITIONING





COFFEE HOUSE

PRODUCT



FAIRTRADE
FOUNDATION



Image Source: Canva

ESPRESSO

Espresso	1.20	English Breakfast	1.90
Americano	2.00	Bare Tea	1.90
Café Latte	2.40	strawberry lime	
Flat White	2.20	pumpkin spiced cinnamon	
Cappuccino	2.40	raspberry pepper	
Caffè Mocha	2.25		
White Caffè Mocha	2.45		
Chocolate	2.40		

TEAS

English Breakfast	1.90
Bare Tea	1.90
strawberry lime	
pumpkin spiced cinnamon	
raspberry pepper	

CAKES

Bare Pie	1.50
Lemmon poppyseed	1.50
Raspberry	1.50
Marble	1.50

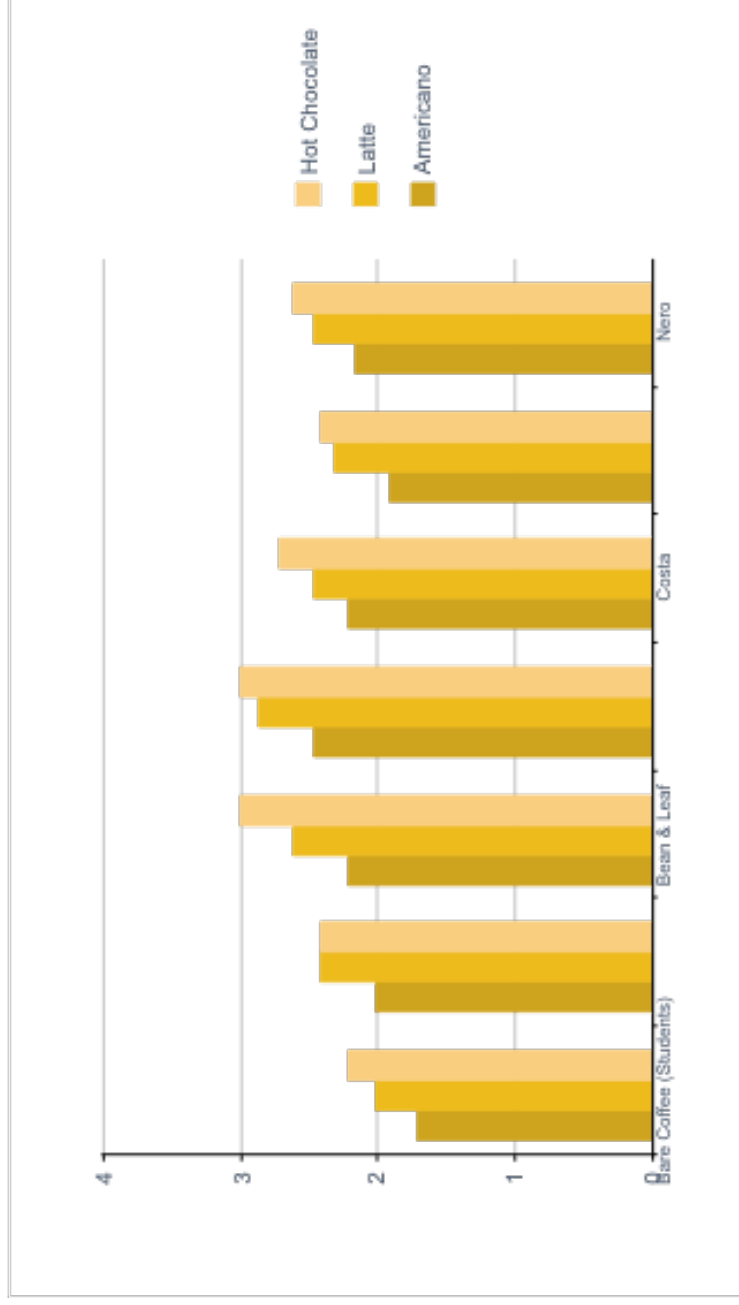
EXTRAS

Non Dairy: oat, soy, coconut	0.20	
Syrups: vanilla, caramel	0.40	
Oat + Raspberry		1.30
Oat + Coconut		1.30
Oat + Choco Chips		1.30

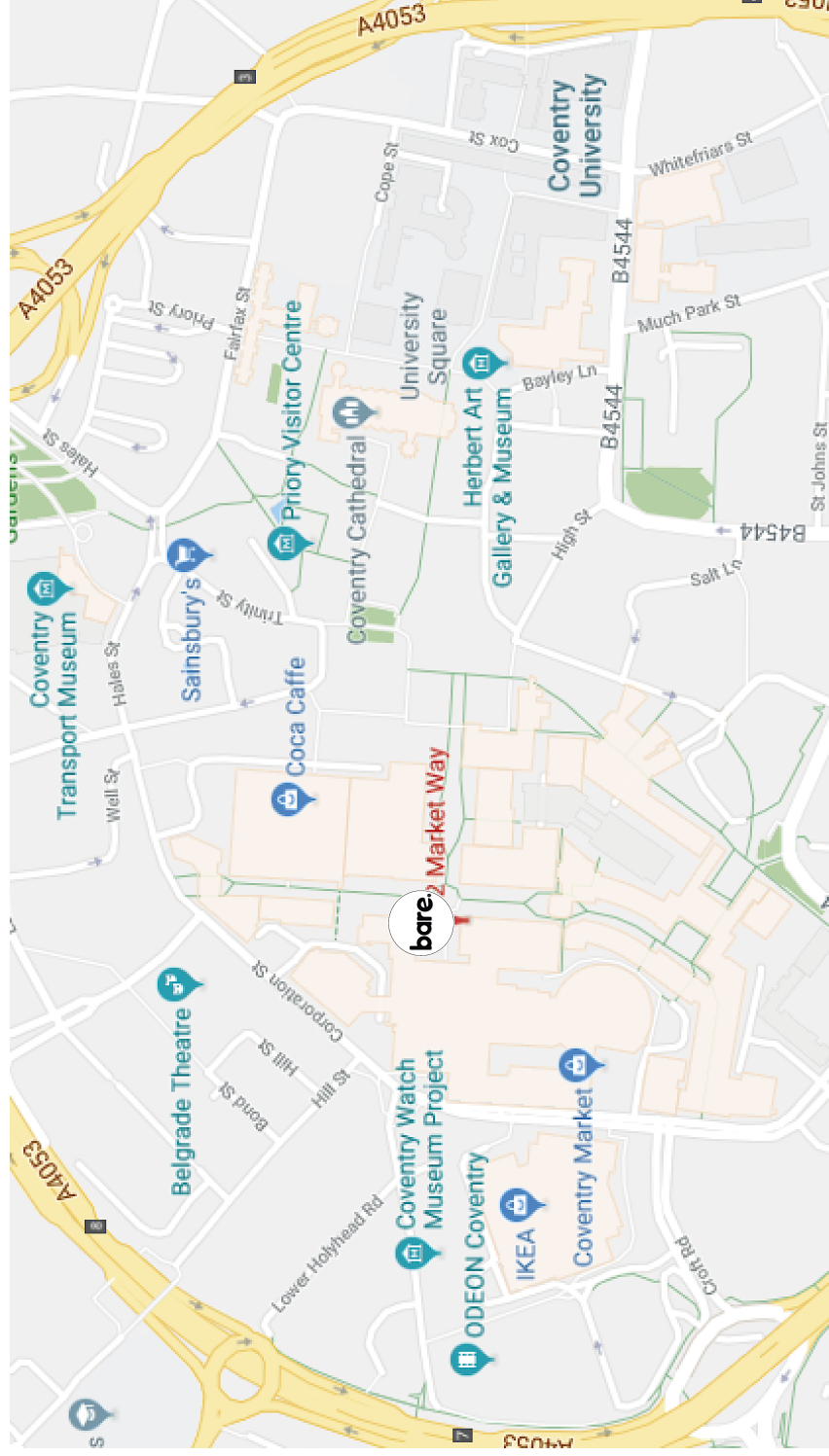
COOKIES

2-4 MARKET WAY, COVENTRY

PRICE



PLACE



PROMOTION

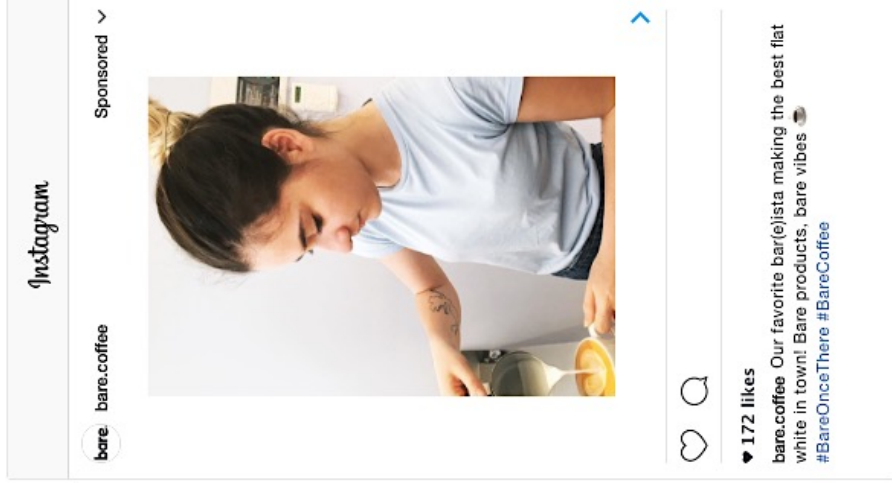


Image Source: /nakedlisboa and /destinystudioathens (instagram) & Canva

THANK YOU!

