# Article information:

(PDF) A Case Study of the Marketing Tools Coffee Shop Owners Use to Sustain Businesses  
<https://www.researchgate.net/publication/339981641_A_Case_Study_of_the_Marketing_Tools_Coffee_Shop_Owners_Use_to_Sustain_Businesses>

# Article summary:

1. The purpose of this multiple case study was to explore what marketing strategies some coffee shop owners use to sustain business operations during the first 5 years of operation.

2. Findings indicated that successful coffee shop owners were actively engaged in the day-to-day business operations and in the community, provided premium products, used social media for marketing, promotion, and branding, used competitive pricing, were precise about the location, provided exceptional customer service and personalization, and had points of marketing differentiation to promote their brand.

3. The implications of this study for positive social change include the potential to support the welfare of citizens by providing independent coffee shop owners with marketing strategies necessary to sustain business operations, contribute to job creation and regional economic sustainability.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The article "A Case Study of the Marketing Tools Coffee Shop Owners Use to Sustain Businesses" by Abi Adeleke explores the marketing strategies used by coffee shop owners to sustain their businesses during the first five years of operation. The study is based on a multiple case study of five coffee shop owners in Arkansas who successfully implemented marketing strategies to sustain business operations.

The article provides valuable insights into the marketing strategies used by successful coffee shop owners, including active engagement in day-to-day business operations and the community, providing premium products, using social media for marketing and branding, competitive pricing, precise location selection, exceptional customer service and personalization, and points of differentiation to promote their brand. These findings have implications for positive social change by supporting the welfare of citizens in Arkansas and contributing to new job creation and regional economic sustainability.

However, there are some potential biases in this study that need to be considered. Firstly, the sample size is small and limited to only one state in the US. This may limit the generalizability of the findings to other regions or countries. Additionally, only successful coffee shop owners were included in the study, which may not provide a complete picture of all marketing strategies used by coffee shops.

Furthermore, while Goldsmith's 8Ps of marketing mix was used as a conceptual framework for this study, it is unclear how well this framework applies specifically to coffee shops. There may be other relevant frameworks or theories that could have been explored.

Another limitation is that there is no discussion about potential risks associated with implementing these marketing strategies or any counterarguments against them. It would have been useful if the article had explored potential drawbacks or challenges associated with these strategies.

Overall, while this article provides valuable insights into marketing strategies used by successful coffee shop owners, it is important to consider its limitations and potential biases when interpreting its findings. Further research with larger sample sizes and more diverse locations would be beneficial in exploring these issues further.

# Topics for further research:

* Alternative marketing frameworks for coffee shops
* Risks and challenges associated with coffee shop marketing strategies
* Marketing strategies used by unsuccessful coffee shops
* Regional economic sustainability and coffee shop businesses
* Customer preferences and expectations in the coffee shop industry
* Impact of technology on coffee shop marketing and branding

# Report location:

<https://www.fullpicture.app/item/6ae1c2a9d12df525da9c1817fc18dddd>