

Espresso Impresso



BEST COFFEE IN TOWN

Caramel Frappe

Espresso

Montague Double Espresso

Espresso Macchiato

Classic Cappuccino

Caffè Americano

Caffè Latte

Smoothies

Iced tea



IMPRESSO ESPRESSO

This poster is created to attract the attention of both old and new customers who will benefit from all the attention needed to be satisfied of the taste and flavour of our coffee. Following the answers of the clients most of them choose cappuccino as a favourite drink and I decided to create a poster with this image for all cappuccino lovers with the aim of capturing and attracting as many customers as possible. Based on the satisfaction of the consumers , the main goal will be ensuring that the existing clients are maintained .There is a direct relation between consumer satisfaction and customer loyalty. The colours used in this poster give a feeling of freshness and are loved by all young people.

These colours are the symbol of the luxury of mystery and creativity. The main goal is to draw attention to the best products and services we offer

In the second image I choose a picture with a famous star known to most people to promote and publicize my business . I consider that this will give me many benefits in terms of selling my products and will help me have a successful business. Our mission will be to make best efforts to create a unique place where our customers will be able to socialize in a relaxing and comfortable environment as they enjoy the best brewed coffee or espresso in town.

I used various colours because this can help the customers to make the best choices and compare the services of the restaurants in a particular area.