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INTRODUCING THE MODERN WORKPLACE-ASSESSMENT 2

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Introduction

Modern workplace is related to implementation of new behaviours, that supports effective project development process. Four major components have been discussed here, which has different impacts corresponding to project development. Individual components have been analysed because of their background, and certain goals and objectives has been identified as well. These components are:

- Leadership and management behaviours
- Group and team behaviours
- Motivation and perception
- Innovation and marketing

Requirement of managerial skills

Managerial skills are one of the important skills, which help in achieving long-term project success. Besides, managerial skills are involved in order to provide effective project executive process. It further maintains teams related to project processing (Lekchiri *et al.* 2018). Moreover, management skills also provides with certain steps in order to complete, proper project development, these steps are:

- Identifying and project planning
- Setting goals and objectives
- Specifying deliverables
- Creating project schedule
- Executing plan

Requirement of leadership skills

Leadership skills are important components of management, which is related to successful execution of project plan. Leadership skills further motivate employees in order to provide with effective productivity, which helps in achieving business goals. Besides, Leadership skills are based on certain theories related to project development, these are:

- Maintaining of integrity and corresponding ethics
- Building trust among various employees (Elliott *et al.* 2016)

- Helping people around the organization
- Effective decision making

Variables that determine management and leadership

There are three variables which determine both leadership and management, these are:

- **Time:** It counts hour of work, which has been done, with correspondence to people working or it counts the amount of work that has been done within deadlines.
- **Money:** Money is needed, in order to conduct proper management (Oral, Kavas, and Ertürk, 2019). To implement proper management criteria related to workplace, managers need to invest money. Besides, in order to implement proper leadership skills, through guidance and skill setting, money is of utmost use as well.
- **Resource:** In order to implement proper management and leadership skills, human resource is needed. Human resource is stated as most important resource in any development process.

Theories involved in management

There are primarily three theories involved in management, these are:

- **Scientific management theory:** It uses scientific analyses in order to check, each development process, which indulges both employees and employers as well.
- **System management theory:** This theory helps in recognizing, best management process, which further helps in optimizing huge function (Fini *et al.* 2019). This involves both management and team members.
- **Contingency management theory:** This kind of management theory helps in identifying factors that might influence organizational structure. It also states that a leader should maintain their flexibility in order to adapt to the changes in any environment

Importance of team behaviour

Team behaviour is an important component that helps in effective project development, it promotes certain attributes these are:

- Work efficiency (O'Leary, 2016)
- Relation improvement

- Accountability
- Learning opportunities

Challenges faced by team members

Certain challenges faced by team members are:

- Proper decision making process
- Lack of creativity (Joyce, and Paquin, 2016)
- Poor communication
- Ineffective process in group thinking

Solution of teamwork

This challenges faced by, team members are, mitigated through implementation of team management skills, which includes:

- Communication skill
- Skill development (Brinkworth, 2018)
- Motivating employees

Motivation and perception

Motivation is the influencing process that has significant role in evaluation of engagement and involving techniques for people in a business organisation. Motivation has used in mitigating needs, wants and business growth for successful revenue generation (Kim, Kim, and Holland, 2018). Moreover, analysing psychological factors can affect motivation in international business market. Besides, perception has deal with selective approaches of people towards a specific service or products. In order to meet purchasing perception views in coffee industry, manager of LAVAZZA has to focus on factors and affect that improve organisational growth rate.

Requirement of motivation and perception

It has seen that employee of LAVAZZA feels insecure due to globalisation of market development. Moreover, they unbaled to engage with business operation strictly to provide adequate service to international business operation. Focus on perceptions of people can bring new ideas and techniques to reduce negative impacts on market development (Mikkelsen,

Jacobsen, and Andersen, 2017). In present coffee industry, motivating employees can improve attitude and behaviour of employees in purchasing new flavoured coffee products.

Change of perception using motivation

Single perception and motivation has not suitable for competitive business industry. Application of motivation tools such as rewards, offer, sustainable workplace and training & development can improve motivation process. Moreover, communication with stakeholder using social media or mobile application can improve motivation (Lujala, Lein, and Rød, 2015).

Situation of marketing and innovation

Marketing and innovation are key factors in commercial business market that improve business expansion. Marketing deals with revenue generation and progressive growth rate in international business market. Innovation can assist to bring new ideas and concepts effective product develop to improve marketing (Buziol, 2018). However, LAVAZZA faced challenges in sustainable marketing in about 90 countries for sustainable revenue generation. Management has focused on advanced machineries and production methods to maintain market tradition.

Techniques and tools of innovative marketing

In order to obtain new marketing techniques managers have to analyse market situation in coffee retail industry. Thus, marketing concepts and techniques can be analysed by 4P marketing mix to evaluate new aggressive techniques (Fiore *et al.* 2017). Sustainable production techniques can improve different flavoured based coffee products. Looking forward to access unique tools can bring customer engagement systems for formulating team behaviour.

Requirement innovative marketing

Requirement of innovative marketing has significant impacts in coffee retail market. Hence, analysing behaviour and attitude of stakeholders can suggest in selection of specific production techniques. LAVAZZA can choose organic coffee production and fair packaging to attract consumers (Gureva *et al.* 2016). Adjusting efforts in reduction of chemicals and treatments to make new flavoured organic coffee can attract stakeholders.

Needs of objectives and goals

As per previous discussion, it can state that selection of specific objectives and goals are required for LAVAZZA (Kowalkiewicz, Rosemann, and Dootson, 2017). Taking decision and apply technologies according to goals can manage organisational market development. However, clear views and ideas about objectives can improve willingness of stakeholders in engagement process. Team leaders and staff can easily setting targets to assign growth rate of entire organisation in global market.

Conclusion

This present has deals with four key areas of LAVAZZA that are ***Leadership and management behaviours, Group and team behaviours, Motivation and perception, and Innovation and marketing***. Several areas and issues has discussed for LAVAZZA to evaluate impacts on sustainable development. Moreover, strategies and solution methods for four areas has discussed to improve stakeholder engagement and behavioural attitude.

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LEADERSHIP AND MANAGEMENT BEHAVIOURS

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Introduction

Leadership can be referred to as a significant component in establishing effective management. Leadership component helps in constructing an atmosphere, which helps employees, teams and groups to develop and excel. This managerial skill helps in achieving specific goals. Moreover, leadership skills also help in motivating people; hence, it introduces various managerial strategies. Besides, management and leadership skills also play an essential role in enhancing the factors of project management. In case of project management in Lavazza, leadership and management skills provide with specific principle theories in order to establish proper team management and project development as well.

Background

In this report analysis of Lavazza, an Italian retail coffee company, has been considered. Lavazza is a private company that started their inception in the year 1859. With the headquarters at Turin (Italy), it generates a random amount of revenue each year. Luigi Lavazza founded this retail company. Besides, according to the latest financial statement of 2018, it has been seen that Lavazza, has consecutively increased their profitable growth. It achieved a net profit of 87.9 million euro that is about 12.9% hike compared to the net profit of 2017 (77.9 million euro) (Lavazza.in, 2019).

An establishment of a binational project, to support small coffee producers, emerges a significant need of leadership and managerial skills, such that achieving specific goals related to the project becomes more tranquil.

Goals and objectives

Goals and objectives are certain milestones that are set by the organization in order to achieve project success. A project cannot be established or estimated, through clear objectives, as it leads to project abortion. Thus, it is essential to have individual goals and objectives related to any project. As per Pavlatos and Kostakis, (2018), goals are considered as statements, which provide an overall idea about the project's achievement. However, objectives are a statement of low fidelity, which helps in describing project deliverables and product specifications. This increases the importance of establishing goals and objectives in project management.

This report establishes particular objectives related to experience of project involvement. These are:

- Understanding the importance of setting goals and objectives
- Understanding the role of leadership and management skills, on team and project
- Illustrating principles and behaviours related to leadership and management, which helps in understanding a team member's role.
- Understanding fundamental shortcomings associated with each member and recommendation

Leadership behaviours and theories

Leadership skills are an essential component related to project success. Moreover, it helps in motivating team members, which further boosts team member's efficiency ineffective production. Five leadership behaviours are identified in order to regulate, effective leadership practices, which are:

Maintaining integrity and ethics

Integrity is referred to as, maintaining reasonable practices and clutching of all-important factors related to project. However, ethics is related to maintaining of particular rules and regulations that helps in achieving project success.

These two components are the main component, which leads to project success, as it helps in maintaining consistency in project management (Traut, 2014).

Trust building

Trust building helps in allocating proper job responsibilities and maintaining proper bonding among team members. Besides, through trust-building people can keep proper transparency among all the team members. This transparency helps subordinates, to understand their expectations, from a team leader.

Helping others

Helping others in a project process is essential, as it motivates to work. Moreover, it also helps in identifying the strengths and weaknesses of each individual. Besides, Iordanoglou, (2018), helping others in the project also illustrates distinct needs and abilities as well. Hence, it increases individual strengths that further helps in better project execution.

Inspiring others

Inspiring people is one of the superior leadership skills, which helps in motivating all the people present in the scenario; Motivation is known as base of involvement. In order to equally engage people in doing productive work, it is important to inspire them. This inspiration helps in smoothly accomplishing project objectives.

Decision-making

Decision-making is the original and active part in project development. Decision-making plays an important role, as a complete project process is established on objective of decision making. Making an unbiased and proper decision, with prime objectives, results in the long-term success of the project. For instance, Lavazza foundation's binational project for supporting small producers of coffee, in the Dominican Republic, completed their first phase of operation (specific objectives are, Improvement of living conditions, improvement regarding productivity and other related factors). It has been found that they are entering into the second phase. This example shows proper execution of decision-making skills.

Management theories

Scientific management theory

It states that all the processes taking place in project development should be scientifically analysed in order to, as it helps in an understanding best-optimized way to provide result. This management theory helps in indulging, both employees and employers in order to identify, appropriate process flow. Thus, it increases the efficiency of project execution.

System management theory

System management theory helps in planning proper management process, which works in exact harmony, such that huge system functions in an optimized order. Employees of the organizations are considered as the most crucial component; besides, managers are needed to establish proper patterns and event, to understand appropriate management approach. This involvement helps in proper collaboration of managers and team members, to work in various programs, which further results in collective efficiency in executing best project development procedure (Grissom, Loeb and Mitani, 2015).

Contingency management theory

This kind of management theory helps in identifying variables that possess chances of influencing organizational structure, which includes, organization's size, leadership style, and

technology that is being used. Leader should be flexible enough to adapt to the changing environment. Through this, managerial skill increases and result in effective project processing.

Conclusion

From the above study, it can be concluded that involvement in project, helps in understanding absolute leadership and managerial skills. These skills further helps in maintaining a team or a group in an organized order. Besides, the involvement of three major managerial theories, related to effective project development process is identified. Which indulge the collective effort of both team members and managers in order to execute an inevitable project development process, such that appropriate and optimized procedure is identified. Moreover, this report also gives an illustration of Lavazza, with correspondence to its binational project, which demonstrates practical decision-making skills.

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GROUP AND TEAM BEHAVIOURS

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Introduction

Group refers to a collection of individuals, whereas a team can be referred to as a group of people with specific team purpose. Team members share similar goals and are mutually attached to specific objectives. Besides, team building needs appropriate goals and corresponding objectives. However, the group does not bother with these facts. However, appropriate, strategic planning and proper outlining with corresponding to specific purpose, goals and values, transform a group into a particular team in Lavazza. Thus, involvement of team and their approach of team management, to ensure excellent project development plays an essential role. For instance, in the case of Lavazza's binational project, team management plays an important role.

Background

In this report analysis of Lavazza, has been taken into consideration. It is an Italian retail company of coffee, which was established by Luigi Lavazza, in the year 1859. This company has their headquarters at Turin present in Italy. Moreover, through the latest financial report, it has been seen that Lavazza, has consecutively increased their profit margin. Revenue increased to 1.87 million euro in 2018, from 1.71 billion euro in 2017. It shows a profit margin of about 9.3 per cent. Moreover, it has a net profit of about 87.9 million euro (in 2018), which is about 12.9% of the hike, compared to the previous (2017) year (Lavazza.in, 2019). Besides, a binational project of supporting small coffee producers identifies the importance of team involvement and team management related to proper project development.

Goals and objective

Goals helps in providing, an overall idea about the project's achievement. However, in the case of objective, it helps in specifying specific project deliverables and their importance, along with specifications related to product as well.

This following report helps in understanding, individual goals and objectives, related to group and team behaviours. These are:

- Understanding the importance of team behaviours in projects
- Understanding the job roles of each teammate.
- Importance of each team member and its impact on project development
- Identifying challenges faced by team members in the project development stage.

Importance of team behaviour

Team behaviour is an essential component in successful project development, which specifies particular importance; these are:

Efficiency in work

Proper team management by leader helps in accomplishing a particular objective, with better efficiency. Mutual cooperation in a particular work helps in reducing pressure of workload and smooth execution. Moreover, each individual possesses greatness in a particular work. Understanding of team member's interest and allocating corresponding role helps practical task completion.

Improvement of relations

Working in a team provides with an opportunity of establishing a bond between the members. Working together in a team, members feel valued in completion of any task. This is a particular state, in which all of the members contributes to the project, improves relations and promotes efficient completion of project. This improved relation increases the cohesion within the team.

Accountability

While working under proper team management, it increases accountability of every team member, as no team member wants to let another down. This further increases the contribution of each member, in successful execution of project process. As per Liang, Shih and Chiang (2015), besides working on a solo basis, promotes low morale and motivation. Whereas in case of teamwork it motivates an individual and increases their efficiency.

Opportunities of learning

As the total work takes place in a team, it provides a diverse opportunity of learning. Every individual working in a team specializes in a particular attribute. This provides with an opportunity regarding learning new skills from other members present within the team. As per Aaron, Mcdowell and Herdman (2014), unlike solo work, it also provides an opportunity of giving and challenging various ideas, which further results in establishing great ideas about project processing.

Understanding Job role

Allocating of job role requires complete analysis based on specific parameters. These are:

Priority

The team leader should analysis the priority of particular job role, and correspondingly allocates it, based on an organization's goal. Moreover, a team leader should analysis priority of job and allocate accordingly, in case the most crucial member is absent, the job should be allocated to the person, before the best member.

Analysing skillset

In Order to allocate job responsibility, a team leader should analyse skill set related to each team member. It is done in order to maintain quality of project, corresponding to team behaviour. This further results in effective project execution and less chance of project failing.

Team's development

In order to increase a team's skill, it is crucial to develop the team's behaviour related to project processing. In order to do this, team members are shifted to an uncomfortable situation, which will help in developing their skills corresponding to critical analysis. This processing helps in enhancing a team's performance.

Interest

In order to produce a sufficient product, it is essential to provide job roles to interested individuals. These further results in full involvement of an individual with appropriate efficiency. This further helps in proper project processing.

Importance of team members

Team members are essential components of a project, which initiates various development processes related to project. Through obeying proper roles allocated by a team leader, team member proves to be an essential entity in meeting their job role. Thus promoting effective project development process. In correspondence to this, learning of new skills by team members also resides as an asset. This further improves the efficiency of project development as well (Widmann and Mulder, 2018).

Challenges faced by team members

There are various challenges faced by team members in a project process; these are:

- Difficulties in taking proper decision
- Poor communication skills
- Lack in creativity
- Ineffective during group thinking

Team members, while working in a project, face these challenges. These challenges can be mitigated through proper team management and development of appropriate skills.

Conclusion

From the above study, it can be concluded that there is adequate support of team behaviour, in completing any project. Besides, team members also help in obeying specific job roles that provide a compelling opportunity for efficient project development. Moreover, particular challenges faced by team members while working in a team can be eliminated through proper guidance and enhancing of skill set.

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MOTIVATION AND PERCEPTION

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Introduction

Achievement of organisational goals has regulated by business strategies of managers relating motivation and perception. Motivation can define as the psychological factors that can influence stakeholder in improvement of engagement behaviours. Whereas, perception is dealing with people in selective attends during purchasing or choosing organisational products. Hence, management of LAVAZZA should focus on motivation and perception strategies of organisational leaders and marketing manager to improve growth rate of organisation.

Background of project

This report has to analyse present situation of motivation and perception at business environment of LAVAZZA and its impact on sustainable development of managerial leadership. Apart from that, effectiveness and benefits of these two factors on efficient teamwork development. Organisational present steps and strategies have to be analysed for LAVAZZA to improve their revenue from €2.01 billion to €2.5 billion in coffee retail industry. Apart from that, perception and motivation have required in management of 3085 employees in different stores to generate sustainable market (lavazza.in, 2019).

Goals and Objectives

Employee's perception and tasks management abilities can be regulated by motivational approaches that may be relevant for successful controlling of organisational operations. A failure in management of motivation and perception can increase successive challenges for a business organisation. In order to mitigate minor failure in a business context, all factors should focus on key objectives. The objective of this report is to

- Focus on several striking characteristics and strategic concepts of motivation and perception.
- Access several theory of motivation and perception applied in a business environment to understand drawbacks.
- Outlined opportunities and scope of motivation based perception within the LAVAZZA

Motivation and perception

Perceptual judgments have regulated by various motivational factors of an organisation used in a business context. As per research, physical space of perceptual thinking of people analysed by

emotional and motivational actions has taken by departments of retail companies. Psychological approaches and concepts are relevant for improvement of perception of people in corporate industry. Motivation factors suggested management in orientation of approaches to avoid risks areas in competitive business industry. Effects and major issues explode negative economic stability in a competitive global business context (Iordanoglou, 2018).

Factors affected perception

Behavioural concepts and attitude should recognise while applying specific motivational strategies. Several key areas have to consider in this research to access the impacts of motivation and perception on LAVAZZA. Perception has affected by several factors of perceiver that are mentioned below:

Characteristics: Characteristics of the perceiver is one of the practical factors that have significant impacts on perception. Different types of characteristics of perceiver are as follows:

- **Attitude:** Attitude of perceiver should be exceptional compared to ordinary people. For example, industrial manager of a coffee production company thinks that women employees are productive for coffee production systems. This attitude can affect selection of men staff (Ertas, 2016).
- **Moods:** Moods is a strong influence that regulates minds of perceiver. Happy and depress mood people has separate thinking perception. Along with mood, motive of business organisation can deliver threats to employees.
- **Self-concept:** self-confidence has a substantial impact on attribution in business industry. A positive self-confidence employee can improve confidence of others whereas negative self-confidence employees can reduce self-confidence of others.
- **Interest:** Interests of stakeholder regarding any project may influence by motivational techniques. For instance, application of offer and instant payment can attract stakeholders in collaboration with an organisation (Iordanoglou, 2018)
- **Exceptions:** In case consumers can get products and service as they expected, perceptions may improve. Thus, focuses on effective motivational strategies are essential for expectation mitigating.

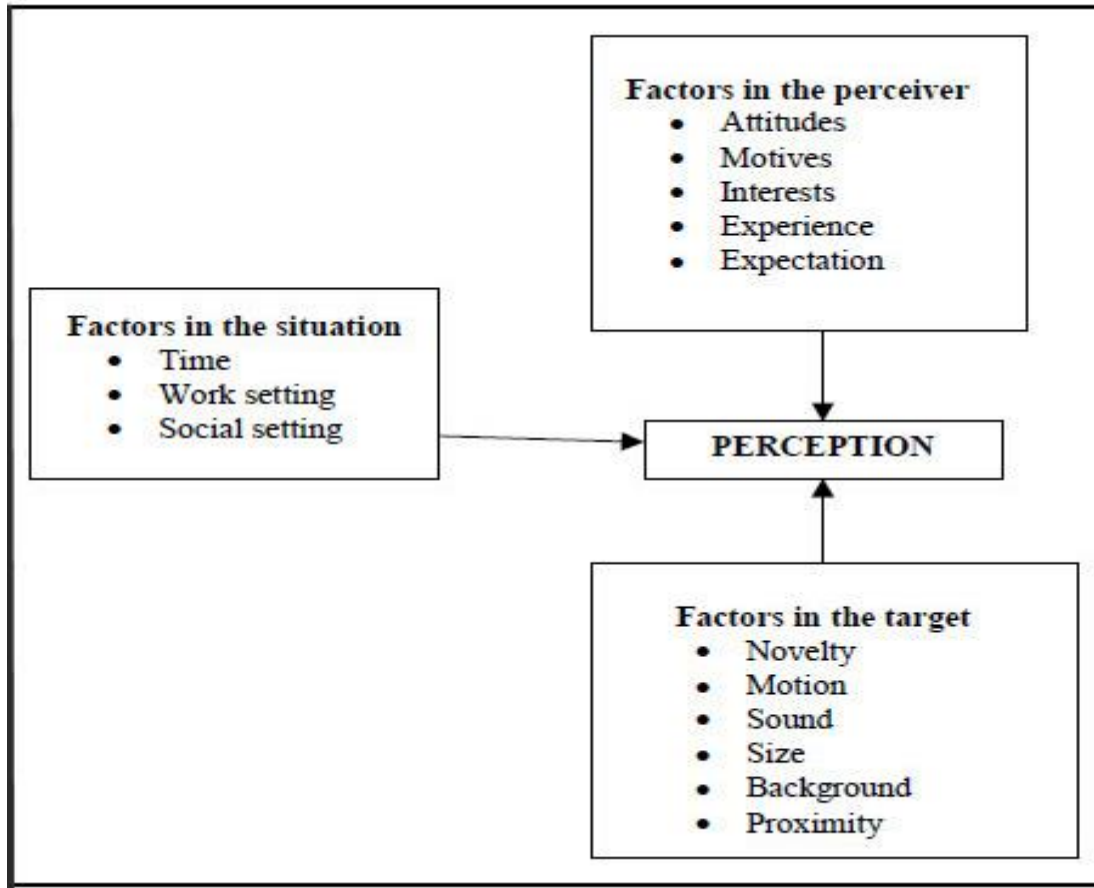


Figure 1: Factors affected perception

(Source: Iordanoglou, 2018)

1. **Situation:** Situation is another major factor that has a significant link up with perceiver to targeting process. Current condition of global coffee industry and motivational strategies of LAVAZZA has to be analysed to manage perceptions. During situation analysis, manager should focus on time, work, and social network setting for successful improvement of continual market development.
2. **Target:** Perceive is one of the active parts of characteristics to manage successful perceptions management. Effective physical appearance and characteristic can regulate by physical circumference analysis. Background of organisational context, motion of development and size of business should consider during motivational techniques selection.

Stakeholders and investors are the perceiver of business industry, a controlled growth rate of business functions in challenging business market. As per Wright (2016), social perception is required to lead engagement of labours, farmers, and stakeholders for targeting various issues. Organisational behaviour and culture are being formulated by social perception. On aspect of taking specific decision to motivate employees, collection of adequate information must be stored in centralised storage. Fantastic social perception of management can eliminate negative issues and challenges from organisational context to improve behaviour of employees. The nutrient value of coffee has on the harvesting process and fertilisation systems used in a coffee production system. Hence, balancing food chain can regulate growth rate of perceptions of stakeholders.

Effects of perception on motivations and mitigation system

People have done something according to their perception views. Thus, accessing perceptions of both employees and consumers can deliver exceptional ideas about successful productivity systems within LAVAZZA. Perception of business stakeholder can regulate motivations systems of an organisation. According to psychologist Abraham Maslow, various needs and requirement have to fulfil in a ***motivation system to develop top-level self-actualisation***. It has seen that employees may engage with an organisation if they think that the organisation has taken care of them. Since LAVAZZA has taken greater responsibilities for their stakeholders by providing excellent offer and opportunities. Perception views have increased compared to another coffee producer in Italy and global market. ***Organising seminar and ceremonies to recognise outstanding performed employees*** can improve motivational works for LAVAZZA (Grissom, Loeb and Mitani, 2015).

Replacing a sustainable working environment can improve the engagement of workers in improving quality of products for consumers. ***Creation of a friendly working environment and safety working process*** may lead to perception views of employees. Apart from that, changing motivational strategies like attracted packaging, offers, standard quality products can improve growth rate of revenue generation. Managing workforce and business tradition can engage an annual growth rate in international business market for sustainable development of standard work culture. ***Providing job security and satisfying demands*** has a significant role in perception

views improvement system. Apart from that, accessing and implementing consumers requests can deal with effective progression of motivation based perception development.

Conclusion

Here, background of research report has been analysed for LAVAZZA to develop standard business environment. Respectively, views about motivation and perception have discussed in the above studies. In conclusion, this report analysed several factors that can influence perceptions. Effects of perceptions on mitigations have discussed, along with providing a solution process.

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INNOVATION AND MARKETING

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Introduction

Application of practical innovation and marketing techniques has a significant role in evaluation of effective revenue generation through satisfying consumers. Besides, focusing on advanced manufacturing and marketing principles can reduce challenges for international retail business. Brand fragmentation has a significant role in innovation systems to deliver quality products in commercial business market. Coffee manufacturing companies involves in evaluation of new technologies, ingredients, and innovative ideas that can generate consumer attraction to explore global business.

Project background

This project deals with marketing principles and innovation process of LAVAZZA to lead different ongoing projects. Apart from this, leaders and managers play an essential role in the marketing process. As well as innovation systems, has analysed in this project. LAVAZZA has 23 business companies in more than 90 countries in Europe, America, and Asia. Hence, development of a standard marketing technique is essential for successful revenue generation from competitive retail industry. This project can provide suggestive information according to market investigation about innovation and marketing techniques (Javier *et al.* 2018).

Goals and objectives

It has seen that LAVAZZA has faced several challenges from their international competitors like Nestle, Coffee club and Barista Coffee regarding marketing techniques and innovation. Hence, research on innovation systems and marketing process can improve rate of brand image development and market expansion systems. The goals and objectives are interrelated with each other in business sector. A goal of this research is to focus on present innovation marketing conditions of LAVAZZA for identification of different routes that can significantly improve success. However, objectives of this research paper is to,

- Access innovation and sustainability of coffee manufacturing industry in global business
- Measure challenges and issues in adaptation of advanced technologies for marketing and innovation
- Identify trends and change in the coffee industry due to adaptation of new technologies (lavazza.in, 2019).

Innovation and marketing

Innovation is the concepts, thoughts, imagination, and ideas that can often better development systems in a competitive business market that deals with advanced market development systems. In order to attract consumers and engagement automated manufacturing pieces of machinery, innovation process must be followed to prevention of issues in standard quality coffee production systems development. Besides, marketing is an idea of developing interrelationship with external market stakeholders to satisfy consumers. Application useful tools and techniques in marketing system may elaborate satisfying customers regarding affiliating standard product development system. Since, LAVAZZA can focus on marketing process in business for all 90 countries to lead appropriate marketing strategies (lavazza.in, 2019).

Marketing concepts

Despite advanced growth rate of technologies in production of different flavour coffee products can improve a successful growth rate in commercial business market. Marketing concepts is related to philosophy and concepts that improve business operations in commercial business market. Hence, change in philosophy can bring wider business scopes for an organisation. Focus on needs, wants, demands has numerous impacts on innovation-based marketing principles. There are five basic concepts for marketing has described below:

Production: Since the 1950s, manufacturing of coffee has significantly improved due to measurement and elimination of issues in primary manufacturing systems. Thereby, production concepts can supply advanced methods to lead quality of products along with a reduction of a costs price. As propounded by Fidel, Cervera and Schlesinger (2016), Application mass production in place of batch production for specific division product can improve operational efficiency.

Products: Concepts of products is one of the challenging psychological factors for marketing. Demands of customers regarding different tasty and flavoured coffee have influences manufacturing companies to maintain a market tradition of coffee industry.

Selling: In order to analysis profit from selling products in the international business market, managers of LAVAZZA should measure the total sale of products. Moreover, aggressive

strategies have to apply in marketing to improve quantity of selling products through building relations with customers.

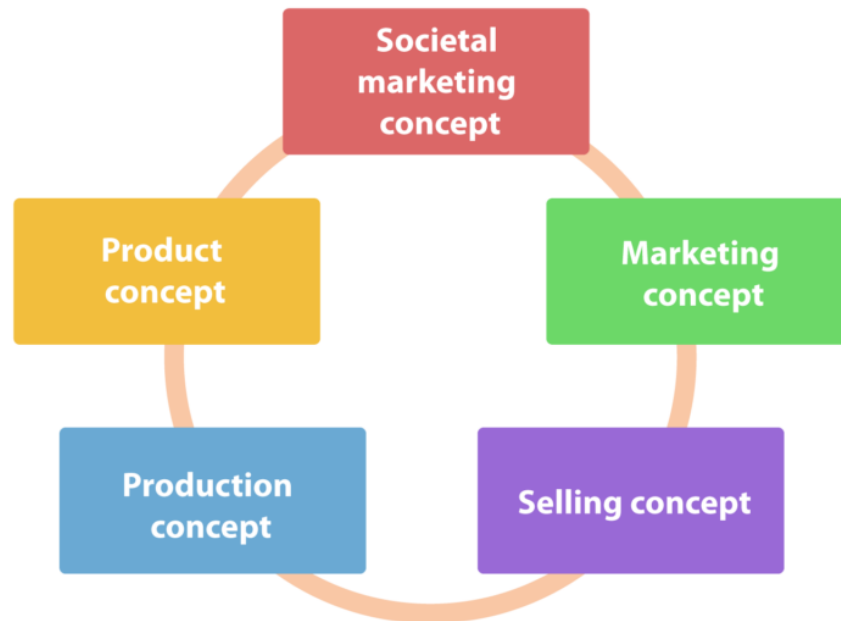


Figure 1: Marketing concepts for retail business

(Source: Resnick *et al.* 2016)

Marketing: Placement of adequate marketing concepts can gear up organisational growth rate in competitive business market. Focus on consumer need and wants influence pulling strategy in coffee production industry (Javier *et al.* 2018).

Social marketing: This is a valid marketing concept in modern business to develop a sharp brand image in social network through applying new advertising strategies. Providing value and details about products on social media can influence purchase intention of consumers.

Innovation and sustainability in coffee industry

Innovation has changed the revolution systems of coffee production in challenging business market. Coffee sector continually changes techniques and concepts of retailing by applying creative ideas. Innovation in coffee using different flavour and ingredients can improve working practices to develop a sustainable business environment. Here, looking into advanced

technologies for agricultural methods can bring tasty coffee for community serving system. Innovation approaches in evaluation of advanced sustainability can develop corporate business suing technical assistance.

On the other hand, Buckley (2015), celebrating new ideas and concepts can develop a milestone for global market integrated network development. The innovation of technologies and production methods may focus on application of software-oriented automated production for processing coffee fruit to processed coffee. Here, advanced crushing machine, chemical, and ingredients treatment and bioprocessing have implemented to reduce impacts in competitive business market. Apart from that, dehydration, oxidation, and production methods have applied to improve success of marketing process.

Marketing mix for reduction of challenges and issues

LAVAZZA has several types of coffee products in challenging business market to meet consumer requirements. However, management of LAVAZZA faced application suitable marketing techniques and production strategies development. Hence, the manager can follow 4P marketing mix in mitigation of issues and expansion of brand values. There are four factors of 4P marketing mix that are mentioned below:

- **Product:** Before deciding on new products, managers should take R&D strategies to innovate unique, tasty coffee for consumers. Application new flavour and ingredients may offer satisfaction of consumers.
- **Place:** Since the organisation has operated coffee industry in more than 90 countries; thus, selection of specific countries is essential for launching new products based on demands of a specific community. Apart from that, developing outlets can lead market brand image.

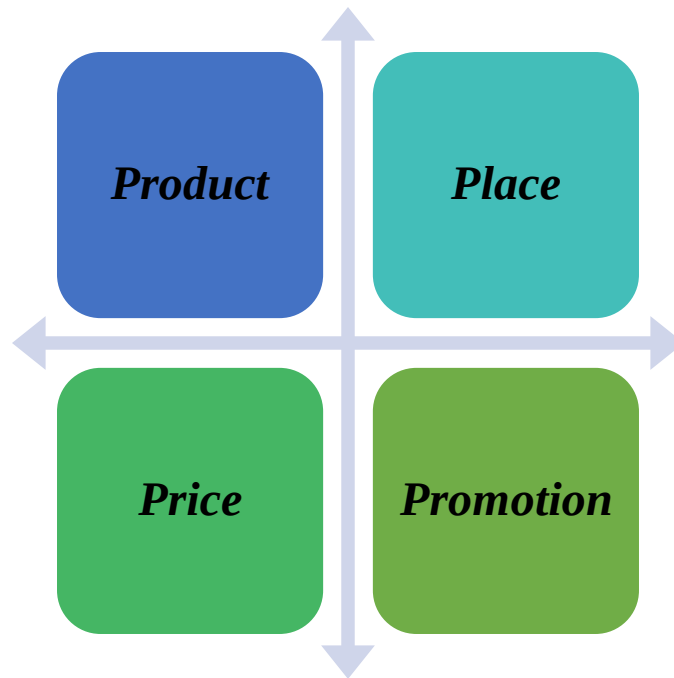


Figure 2: 4P of marketing mix

(Source: Resnick *et al.* 2016)

- **Price:** Economic and social cultures in different countries are different. Thus, focus on effective pricing strategies can eliminate market competitors from retail market. Reducing price rate can assist market officials in improvement of growth rate quantity of selling.
- **Promotion:** Promoting new innovative products advertisements in social media and organising promotional events by a famous person can lead to brand value. Thereby, segmentation of the market, according to tradition, can increase profits.

Conclusion

Here, background details of project report for LAVAZZA have analysed to understand present marketing techniques for innovation systems. Along with, objectives and goals of this study have delivered for selection of research areas. Moreover, concepts of marketing and innovation methods have provided in the above discussion. In conclusion, 4P marketing mix has analysed for evaluation of new marketing and innovation systems for market development systems.

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