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ACCA5019 Assessment 2

COL · ECU · VEN

Urban Green

C A F É

Fresh Flavors, Local Vibes

INTRODUCTION

A specialty café rooted in the Andes.

Single-origin Arabica from Colombia, Ecuador & Venezuela.

Organic. Locally sourced. Community-first.

Target: health-conscious urbanites aged 20–45.



The Brand

Identity · Story · Logo · Palette

OUR STORY

Born from a simple belief.

“A great cup of coffee should tell you exactly where it came from.”

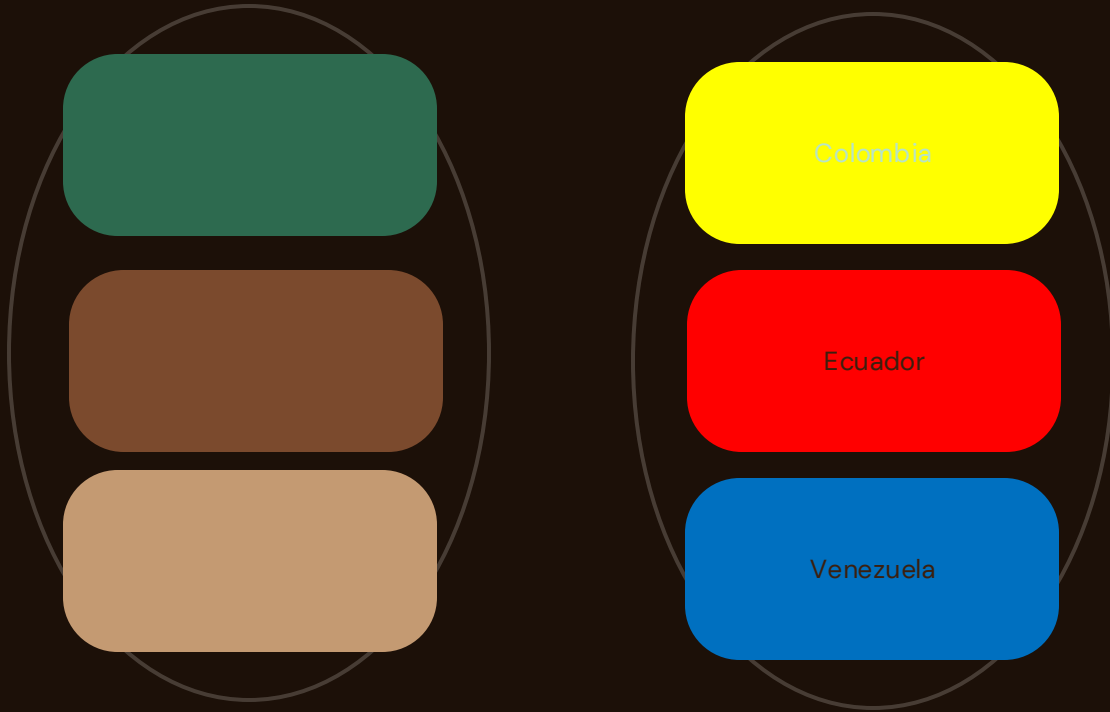
Core values:

- Sustainability, responsible sourcing, waste conscious café.
- Community, neighborhood roots, a space that belongs to its people.
- Quality single-origin Arabica, seasonal menus, no shortcuts.
- Rooted in three Andean nations Colombia, Ecuador & Venezuela.
- Built for conscious urbanites quality-first, community-led, health-aware.



THE LOGO

One bean. Three countries. One story.



● **#2D6A4F** Forest
Colombia · The living plant

● **#7B4A2D** Walnut
Ecuador · The roast

● **#C49A72** Latte
Venezuela · The cup

COLOR PALETTE

Every color has a story.



Forest
#2D6A4F



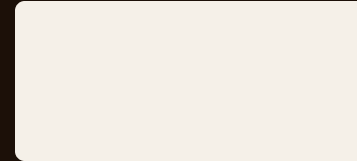
Walnut
#7B4A2D



Latte
#C49A72



Espresso
#1C1008



Cream
#F5F0E8

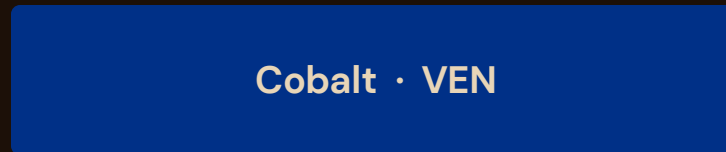


Mint
#52B788

GRAN COLOMBIA FLAG



Gold · COL



Cobalt · VEN



Crimson · ECU

40% Espresso · 25% Forest · 15% Walnut · 10% Latte · 10% Cream

THE LOGO

Final Result



0 2

Marketing Strategy

Social · Content · SEO

Instagram + TikTok. Two phases.

INSTAGRAM

Visual storytelling hub

4–5 feed posts/week · 3–5 stories · 2 reels/week

Phase 2: 1 post daily + 3 reels/week after 10k

TIKTOK

Discovery & virality engine

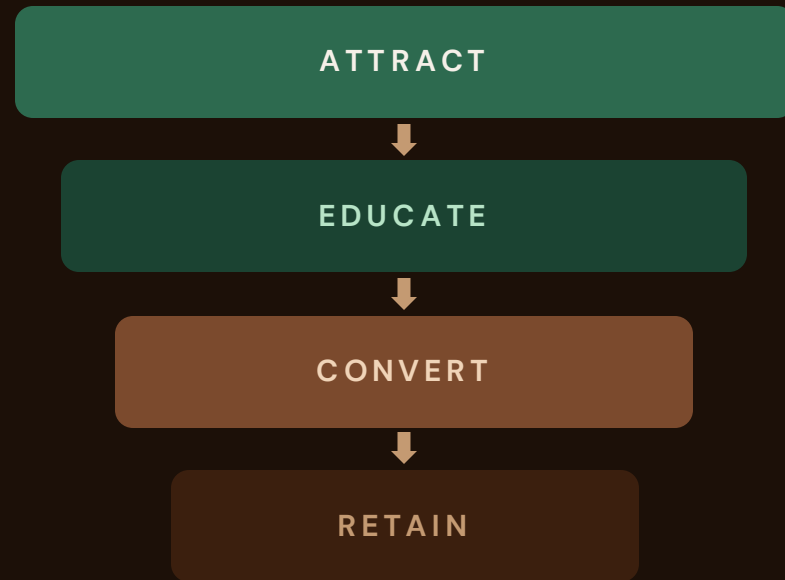
4–5 videos/week · peak hours 6–9 pm

Phase 2: 1–2 videos daily after 10k milestone

PHASE 1 MILESTONE: 10k followers + 500 avg likes → triggers Phase 2



Attract. Educate. Convert. Retain.



- SEO blog posts · Social content · Reels & TikTok
- Monthly newsletter · Origin stories · Influencer collabs
- Event announcements · Seasonal menu launches
- Community features · UGC reposts · Monthly newsletter

The Urban Green Monthly · 4 blocks · First week of each month

SEO

Local-first strategy

Keywords that convert.

KEYWORD	PRIORITY	INTENT
coffee shop near me	HIGH	Ready to visit now
best café [city]	HIGH	Researching options
eco-friendly coffee shop [city]	HIGH	Values-aligned
specialty coffee [city]	HIGH	Seeking quality
organic café [city]	MED	Health-conscious

Google Business Profile

Claim · Complete · Photos · Menu · Reviews

On-Page SEO

Title tags · Meta · H1/H2 · Alt text

0 3

Digital Tools

S3 · Mailchimp · Lean by Design

Three tools. Three jobs. Nothing wasted.

S3



Media Storage

Blog images · Origin photography · Campaign videos

pay-as-you-go · from \$0.023/GB

BAK



Data Backup

Automated · Versioned · 99.999999999% data durability

eleven nines · Source: AWS

MC



mailchimp

Email Marketing

Monthly newsletter · Subscriber list · Engagement tracking

\$36 ROI per \$1 spent · DMA 2023

Why these tools: Lower cost · Instant scalability · Zero maintenance · 99.99% service uptime · Accessible anywhere

0 4

Security Measures

Responsible · Compliant · Proportionate

Seven measures. One framework.

- **SSL/HTTPS**
Free via Let's Encrypt · non-negotiable baseline
- **GDPR & Cookies**
Cookie consent · privacy policy · opt-in
- **Passwords & 2FA**
Bitwarden free · protects all admin accounts
- **Software Updates**
Auto-update CMS · remove unused plugins
- **Firewall & DDoS**
Cloudflare free tier · also improves SEO
- **PCI-DSS**
Stripe/Square handle it · café never touches cards
- **Data Backup**
Covered by AWS S3 · daily · 30-day retention

NCSC CYBER ESSENTIALS

UK Government Framework

Purpose-built for SMEs. Maps directly to all 7 measures above. Right framework at the right scale.

Firewalls

Secure config

Access control

Malware protection

Patch management

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A café worth building.

01

Brand

Tricolour bean. Three origins. One honest symbol.

02

Marketing

Local SEO + social + content funnel from day one.

03

Cloud

Lean infrastructure. S3 + Mailchimp. Start small, scale smart.

04

Security

NCSC Cyber Essentials. Compliant by design.

Fresh Flavors, Local Vibes.

COL · ECU · VEN

Urban Green Café · 2026