



COSTA COFFEE



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INTRODUCTION

- Costa brothers open a small roastery in Fenchurch Street.
- Costa Coffee blend was born after the Costa brother's have tried coffee variations
- Mocha Italia was the result of their hard work .
- They store the coffee under the railway arches.
- They delivered the coffee beans to many hotels in London using the famous black cabs.
- Unique , focus strategy, luxury image help Costa to be a market leader

BACKGROUND - HISTORY

According to Tom Gillespie (2018),

- In 1971 Bruno and Sergio Costa create the Mocha Italia blend.
- 1978 on Vauxhall Bridge was open their first coffee shop.
- 1985 Bruno buys his brother share of the company.
- In 1999 was open the first store in Dubai .
- 1995 Bruno Costa sell the company, and is now owned by a multi-national after Whitbread bought it for £23 million.
- 2009 Costa brand purchases Coffee Heaven for £36 million.
- In 2018 Coca-Cola company buys Costa company from Whitebread for £3.9 billion.

AIM AND OBJECTIVE

AIM:

- Costa coffee wants to expand their business in China and the United Kingdom.
- Costa coffee plan to increase its Costa enterprises business, such as Costa Express self-serve coffee in the United Kingdom bars and internationally.

OBJECTIVES

- Expand their product.
- Looking to open more coffee shops in the United Kingdom and internationally as well.
- To dominate the coffee market in the United Kingdom.

MISSION AND VISION

Mission:

- To save the world from mediocre coffee.

Goal:

- To create a positive impression of the Costa coffee blend.

Vision:

- The recognition as the best coffee shop chain.

Purpose:

- To deliver excellent coffee experience.

Strengths:

- Costa has its roastery by ensuring the quality of coffee beans.
- Special training for employers by creating a training academy.
- Providing club-card of loyalty for the customer's.

OPERATING WAY

- They are operating by offering a range of cold and hot drinks well as snacks, sandwiches and baked pastries.
- Provide the opportunity for the countries with hot weather to have a vast range of soft drinks and coffee.

Strengths:

- Costa has its roastery by ensuring the quality of coffee beans. Special training for employers by creating a training academy.

CHALLENGES BEFORE MODERN TECHNOLOGY

- To keep the coffee fresh and tasty.
 - The provenance of beans: Brazil, Colombia, Ethiopia, and Vietnam.
 - The old espresso machines did not have a high capacity.
 - Waste of time and money.
 - Few advertising ways.
 - To implement modern technology.
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INSIGHT OF MODERN TECHNOLOGY

- Cloud computing is a modern concept, representing a distributed set of computing services.
- Access to information and data storage, without the need of knowing the location of the systems that provide these services.
- Any device that can access the internet can be use to access the application and files.
- Costa Coffee is using a third-party from cloud computing called SaaS.
- This softwre was implemented in 2015 in the United Kingdom.
- **Definition of SaaS**
- According to Mazumdar and Alharahsheh(2019),SaaS is a software distribution model in which a third-party provider hosts applications and makes them available to customers over the Internet.

CHARACTERISTICS

The service that Costa Coffee is using have the next characteristics:

- Security.
- Scalability.
- Interoperability.
- Identity Management.
- Redudancy.
- Easy to use.

MODEL:

SaaS it's a distribution model, a provider hosts application that makes it available to the customers over the internet.

Advantages

The advantages of using SaaS are:

- The time is reduced
- The cost it is lower
- Scalability and Integration
- New updates and upgrades
- Easy to use and prove concepts

Disadvantages

Disadvantages of SaaS are:

- Loss of control
 - Limited Applications
 - Internet Access
 - Variable functions and features
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Importance

- Costa Coffee is the largest coffee shop around the United Kingdom. It is important to have modern technology to control and reduce the waiting time for customers to receive an order.
- Using SaaS → fast and easier for customers to pre-order drinks and food, and for the employees to run more smoothly and fast.

IMPACT OF MODERN TECHNOLOGY

- Costa coffee is adopting day force to manage their recruitment, human proceed as part of people management.
 - Costa coffee will get a complex and deliver accurate and timely service to 18.000 employees within the United Kingdom.
 - Ceridian's Dayforce Workforce management Technology manage staff scheduling for work than in all Costa Coffee shops.
 - Observing the positives of using tech in HR and measured the ROI, extending the Dayforce platform into partoll and talent management mode perfect sens.
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Positives

- Platform and capability
- Developing products/drinks such as organic products
- development in the global level
- touches all stages of customer journey
- creating loyalty card for customers
- having espresso machine in other stores
- development of delivery service
- creating a phone app

Negatives

- limited range
- difficulty to control the franchise
- the risks of being hacked

LESSON DRAWN

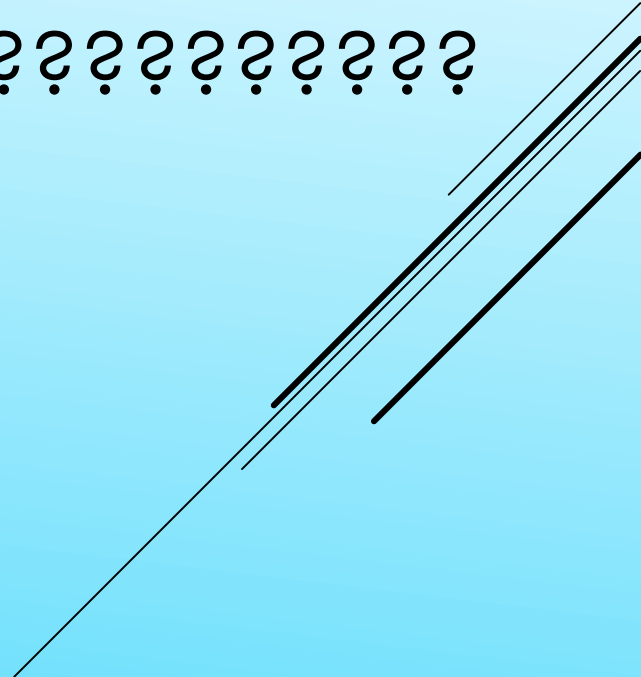
- By using Modern Technology Costa Coffee it make Costa Coffee a market lider.
- It help them to improve the customers service and.
- Another important point is the training of employees and improves the shop environment.All these things are done with the help of the technology.

CONCLUSION

- The success of costa coffee was:
- Embracing modern technology.
- New ways of advertising.
- Maintain the quality of coffee.
- Creating innovative ideas of promoting the Costa coffee brand.
- According to J. Bevan et al (2010), Costa is a brand that has expanded nationally and internationally as a growing customer demand.

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???????????? QUESTION AND ANSWER ??????????????



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