DISTRIBUTION

The Second Phase Tea Shop and Bakery will be a traditional storefront restaurant café, and as such it will be more difficult than a business with a more mobile product to distribute creatively. The Second Phase holds ambiance, cheerfulness, eclecticism, and creativity as its core values, and though this is most successfully delivered face to face in an environment like the restaurant itself, there are other ways to bring the Second Phase experience and culture to the customer.

For instance a mailing list or “tea club” can be utilized to create a community of our customers. A cleverly packaged monthly or quarterly newsletter and/or sampling of a new type of tea from the shop will keep customers up to speed with our current events and happenings at the shop, and will also keep people interested in our products and entice them into coming in to try new flavors of tea. Due to how inexpensive tea and paper are, this would be a really simple and hugely beneficial way to advertise, keep interest in our shop, and build a relationship with our customer base who will hopefully return regularly and form a unique Second Phase community.

PRICING

The pricing at the Second Phase Tea Shop will be in the moderate to high range. Though we will carry a range of high quality and relatively expensive teas and foodstuffs to cater to the more mature professional customer looking for a unique and friendly dining experience, we do not want to exclude the younger crowd. Therefore Second Phase will offer a very wide variety of teas and snacks in order to best attract the targeted customer base which includes families, the elderly and retired community, 15-30 year old groups of friends, couples, and the eclectic and interesting professionals of the community. Essentially anyone looking for a friendly and unique dining experience will be welcomed at the Second Phase.

ETHICS

As far as ethics are concerned, the Second Phase shouldn’t need to worry very much about violating the WOMMA code of ethics. By hiring only passionate tea aficionados, community activists and all around good people, Second Phase will inherently be honest in their customer relationships, opinion and identity. As long as employees, employers and customers all contribute to our core values and the overall aura of the Second Phase our core competency of a good environment, good people, and good food, Second Phase will remain ethically sound. The most important issue for us will be defining and maintaining these important standards and making sure that we don’t slip from them, ever.
AIDA

At Second Phase, we know that our customers are our most important asset, our core competency, and our best friends. As our friends, we would never try to pull the wool over their eyes or try to trick them into coming to our shop. We plan on capturing their attention by our unique and interesting appearance, friendly atmosphere and the variety of cultural and community events we will host there. Seeing the name of a tea shop as a venue listed on a local band’s flyers, as the location for little Timmy’s birthday party or Julia’s belly dancing recital should spark the interest of a wide range of people. Of course we are also hoping for high level of word of mouth advertising, as previous customers who have enjoyed their experience at Second Phase tell their friends, families and co-workers about our shop. If the ambiance and events aren’t enough to create desire in our potential customers, the wide range of teas and baked goods should help create desire in people, and encourage them to take action and get them in the door!

ADVERTISING & PUBLICITY

Our advertising publicity tactics will make use of the local community and events to promote our store. For example the second room/basement of the Second Phase will have a small stage and more intimate atmosphere for special events such as local bands, dance performances, karaoke night, birthday parties and other such meetings. This unique aspect will allow us not only to help out the community with their venue needs, but will also get the name of our shop out by being listed as the venue for these varied events. People who see these and visit for a specific event will then know the shop and will be more likely to stop in for a spot of tea during their lunch break in the next week or so, and hopefully, continue coming back!

CORE SOURCE OF VALUE

Our core competencies will be the environment of the Second Phase Tea Shop itself. Any restaurant can serve tea and pastries, but the Second Phase will do it in a way that nobody has before. A lot of store will be placed in the actual aesthetics of the shop. The walls will be covered in local art, murals, interesting textiles and china figurines. A hodgepodge of cozy furniture and tablecloths will give a homely comfort to the dining area, and an eclectic combination of china and silverware will make each meal an exciting roulette of crockery.

But of course, our real core competency will be in our people. The owners, the employees and the customers will all work together to make the Second Phase a truly valuable place to dine. And although our customers are incalculably precious to us, our employees will come first and foremost at the Second Phase. We will only hire excited and motivated people who are enthusiastic about our store and can adhere to our values and ideals. This may sound like a difficult thing, but with a by empowering our employees, allowing them to be themselves, play music they like during their shifts, paying them well and giving them good benefits and generally keeping them happy we anticipate having people lining up to work for us.
LOVEMARKS

The Second Phase Tea Shop is going to be marketed as something as a haven. An escape from the current rush of everyday life, and a place to sit back, relax and have a cup of tea with your friends. There will be no minimum purchase requirement (at first at least, if the privilege is abused it will probably have to be instated,) this will encourage people to come into the shop to just hang out and have a good time. Our goal is to turn our store into a “lovemark”. When they see our logo or hear our name in conversation we want them to remember all the good times they’ve had at our store, and feel all happy inside, and then come visit us again!

EMOTION

Many of the ways we plan on building emotional attachment into our store have been mentioned already, community, friends, a good atmosphere, a place to hang out with friends, special events, interesting and eclectic decoration, and an all around happy place to be! Another thing that will be very important to building the ambiance and emotional attachment to our store will be nostalgia. Nostalgia has a huge emotional pull with people, and an old world warmth decorated uncannily like your grandmother’s kitchen will be the main theme for the front room. Many of the things we plan on using to decorate will already have strong positive emotional connotations for our customers, relieving us of some of the burden of building slowly the meaning and emotions we want into our store.

The second room will be geared toward the younger, hipper crowds, concerts and events like belly dancing and corporate events/parties. It will be decorated with an Indian/Asian/Middle Eastern flare, and will encompass a darker, more sultry and serious side of tea that will still be as novel and fresh as the main tea room.

BLUE OCEAN

Besides all the decorating, community oriented and emotional tactics we plan on implementing to secure out place as a Blue Ocean of the tea industry, we will cater to a meal that’s been nearly nonexistent in this country for a couple hundred years now. Tea time! This traditionally British light meal between lunch and dinner will be molded to suit our needs at the Second Phase. Our tea time will start around brunch time and run straight through the day, late into the night for movie or club-goers. We will serve the standard array of pastries and baked items as well as sandwiches, soups and salads. Essentially we will serve light foods, that can be taken as a snack at any time throughout the day. We will not pretend to be a restaurant where you will sit down and eat a steak dinner, but will carve out our own little niche somewhere between being a bakery, a breakfast joint, and a coffee shop.
Naturally, running a restaurant won’t be easy. So we’ve created a small SWOT in order to recognize and be aware of the strengths and opportunities we have, and be wary of the weaknesses and threats.

Our strengths include passion, dedication, talent, and our unique & interesting aesthetics and values. Weaknesses are no previous experience in the food industry for anyone founding the tea shop, and the basic fact that this will be an expensive place to get off the ground and to maintain. Once those hurdles are cleared though, we may be able to gain extra revenue from hosting bands, parties, and from the commission sale of local artwork in our store. Also there is the possibility of expanding and creating sister stores in other locations or cities. Our threats include stores like Starbucks and larger restaurants with a more extensive menu. Because the Second Phase is diving into a blue ocean, there are a lot of “what ifs” and right now, our biggest threat will be whether people decide they want this kind of shop or not.