

# Situational Analysis for **REMEDY ESPRESSO CAFE**



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Trimester 3, 2019

Word Count: 1500

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## Brief introduction

This is a situational analysis for the café Remedy Espresso. The breakfast and lunch café has recently been taken over by new owners and is in the Springfield Lakes area. It has a catchment of people renting and owning their homes and a median age of 29 to 30.

The company has only the owner dedicated to providing digital marketing. The café has a poor website, a reasonable Facebook page and following and an Instagram page. The income is declining for the business and a digital marketing strategy would benefit by bringing awareness to the public of the café's existence and what it offers.

This analysis looks at the micro and macro environment of the café and is a precursor to a digital marketing strategy and campaign.

# Situational Analysis

## Micro-environment analysis

These are the features the company is in direct control of.

### Company analysis

'Remedy Espresso' was formally known as the 'Dark Horse Café' but rebranded by new owners in March 2019 for a fresh start. As such, it had an existing customer base to draw from, however this is dwindling. There is no clear business strategy, nor mission or vision statement, however the owner has the philosophy 'food, is a remedy to most of life's troubles'. The owner indicates that she would like to expand the company into the catering direction.

The total income for the business was \$218,952 in 2017, this declined in 2018 to \$200,840. Expenses were reduced in 2018 to \$204,924 from the previous years \$259,997. Regardless of the decline in expenses the company had a net loss of \$3,880. This was an improvement on the 2017 net loss of \$41,045. Wages and salaries formed the largest part of the expenses with a spend of \$98,520 in 2018. The net cash flow from operating activities was \$29,232. The company has total non-current assets of \$103,470. There was a goodwill payment of \$2,910 indicating the company changed hands.

Product	Promotion	Place	Price
Seasonal Menu (All day breakfast and burgers and wraps).	Loyalty Card.	Small boutique style cafe at 1/11 Springfield Lakes Boulevard, Springfield Lakes.	Coffee smallest Latte \$4.15 to Largest Mocha \$6.15.
Catering	Live Music	Relaxing seating areas indoor and outdoor.	Breakfast for two approximately \$35.
Merlo Coffee with biodegradable plant based take away cups.	2 for 1 Sunday Remedy (2 coffees for the price of one).	Pet Friendly	
Purchases food ingredients locally and from farmers markets.	Supports local activities. (Ryan's Lyme Disease battle).	Operating as early as 5.30am in the morning	
Catering for keto, gluten free, vegan and nut free diets.			

Figure 1: Remedy Espresso and the 4 P's

## Staff analysis

The café is currently run by the owner and she has one chef, one barista, one junior and one work experience person working for her. \$98,520 in 2018 was attributed towards staffing costs for the café. There is no specific human resource in place beyond the owner to carry out marketing.

## Current Marketing

The café has a webpage, Instagram and Facebook page, all of which will be discussed in more detail in the next section. Generally, the café promotes itself for the wholesome food it serves and that it is aimed at locals and sources local product. It also mentions that it is pet friendly.

There is a sandwich poster board with the café logo on the main roundabout that heads towards the motorway, another in the complex itself and one outside the café. A lot of marketing to date has been posters and word of mouth.

The café is slowly collating an email list but there are no details of what is being collected or how.

## Digital assessment

The owner has a budget of \$500 to go towards digital and social media. Outlined below is the current status of the café's digital media. The owner does all the media herself and acknowledges the pages are suffering.

The owner explains that she is having trouble reaching her target audience and the hardest thing to get out there to the public is that they have changed.

<b>Facebook</b>	<ul style="list-style-type: none"><li>• A vibrant 4.9 star page, with different posts approximately every 5 days. The live music is heavily promoted and is also showing as the main Facebook image, creating a venue atmosphere appearance rather than a simple cafe. Other posts include food images, catering and mentioning the café is dog friendly.</li><li>• A good catchment of followers with over 2,300 and 701 check-ins.</li><li>• 2 good call to actions on the main heading 'call now' and 'send message'.</li><li>• The café has been recommended by 165 people. In the reviews people are mainly posting positively about the food and service.</li><li>• The menu is listed showing all day breakfast options and burgers and wraps. More opportunity could be made to promote the fact the menu is locally sourced.</li><li>• The events page indicates for a small café the Sunday Remedy sessions are popular. The two for one promotion showing 61 guests.</li><li>• Of the 8 advertisements the 2 for 1 coffee offer that was posted on 2 occasions reached the most people however the two dog friendly café posts had the highest engagement.</li><li>• There is no outstanding day when followers are online, however peak times of the day are showing as prior to 4am and after 4pm.</li></ul>
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<b>Facebook Analytics</b>	<ul style="list-style-type: none"> <li>• A high catchment of users with over 1,000 organic views monthly</li> <li>• The two posts about ‘furry friends’ had a significantly high engagement compared to other posts.</li> <li>• Daily viewers appear to be the audience for Remedy Espresso. The same amount of people (approximately 2000) view each day. The majority view after 3pm.</li> <li>• A high post engagement was about a thank you to those who attended the first Sunday Remedy session. Also, another was when the owner spoke via video.</li> <li>• The average post clicks are 34 which is quite low engagement.</li> </ul>
<b>Instagram</b>	<ul style="list-style-type: none"> <li>• 15 vibrant eye-catching photos and posts mainly of food but also a dog and a couple of event posters.</li> </ul>
<b>Website</b>	<ul style="list-style-type: none"> <li>• Professional landing page imagery but an unfinished site.</li> <li>• Clearly states ‘they’re not just coffee’. A theme that could follow on other digital outlets.</li> <li>• First thing you see is the cafes opening hours showing as Monday to Friday 5.30am to 1.00pm and misses the weekend when big promotions are on. It is listed as open 7 days a week when you scroll down the page, so a little inconsistent.</li> <li>• The site has a call to action on the home page where you subscribe to their newsletter but the link doesn’t open a subscription option.</li> <li>• The ‘more about us’ link takes you back to the top of the home page.</li> <li>• The catering menu link takes you to a HR page which doesn’t seem relevant to the company at all.</li> <li>• Detailed menu with prices on the website.</li> <li>• The contacts page is just a skeleton template page that has clearly not been updated to reflect the café.</li> <li>• It is not a great overall user experience as there are too many unfinished sections.</li> </ul>
<b>Partnerships</b>	<p>The company has the support of local Council and has a positive review on the ‘Discover Ipswich’ visitor center website. They also appear in the ‘Dining Out’ section of the local Springfield Lakes Hotel website page.</p>
<b>Email</b>	<p>The owner claims to have a mailing list but there are no details of this list or what it captures.</p>

## Meso-environment

This is the environment that the company operates in.

## Market Analysis

### Geographical

Remedy Espresso is situated in the Spring Lake Metro precinct. A diverse hub that includes the Springfield Lake Hotel, McDonalds, First Choice Liquor, medical and dental facilities, Night Owl, the Anytime Fitness 24-hour gym and a few restaurants and small businesses. ([www.springlakemetro.com.au](http://www.springlakemetro.com.au))

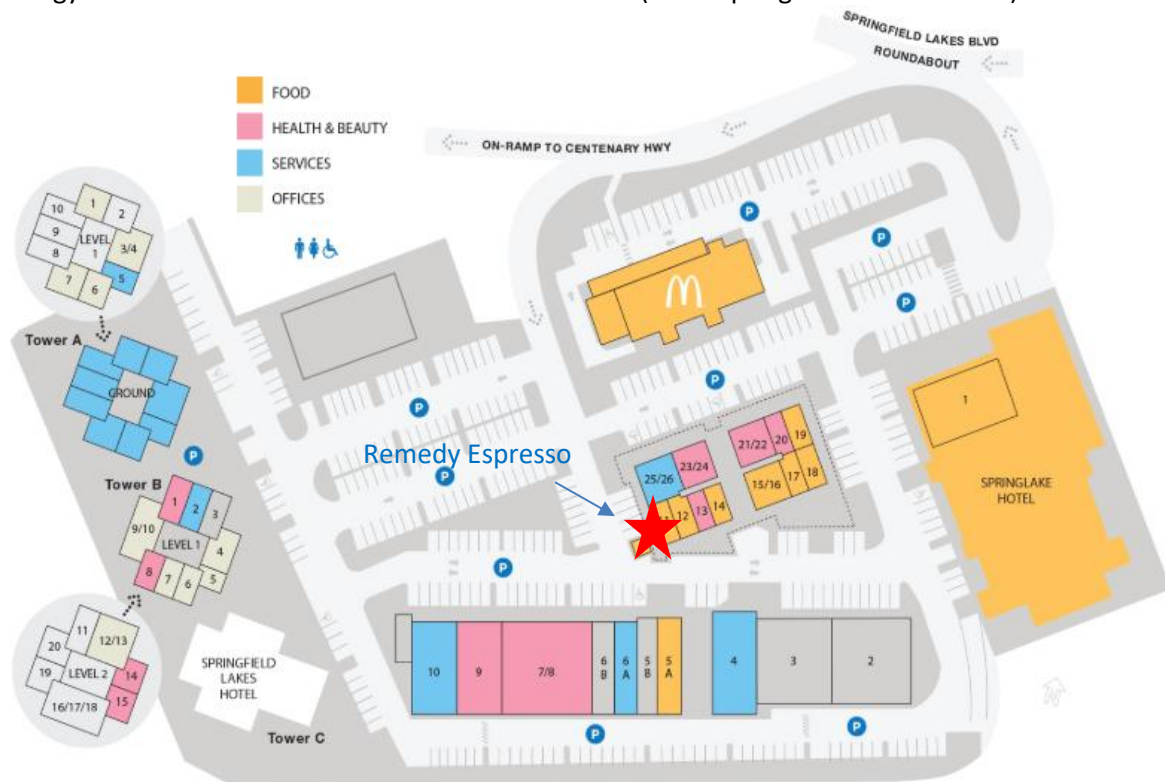


Figure 2: Spring Lake Metro precinct ([www.springlakemetro.com.au](http://www.springlakemetro.com.au))



Figure 3: Examples of businesses at the Spring Lake Metro precinct.

As the suburb name suggests the community of residential homes set against lakes, with walking paths often frequented by people exercising or walking their dogs. The Spring Lake Metro precinct is directly adjacent an on ramp to the Centenary Highway (M5) that takes commuters south into the Orion Springfield Centre a large retail shopping complex with swimming lagoon and parklands or north into Brisbane city centre. Towards the south is the University of Southern Queensland campus.

The greater Springfield area is a community within itself on the outskirts of the Ipswich Local Government Area. There has been and continues to be development and diversity and a lot of growth in the relatively new area.

There are many community retail hubs throughout the Greater Springfield area. The largest center of retailing and perhaps the biggest rival to Remedy Espresso, is the large Orion Shopping Centre that also has public swimming lagoons, parkland and an adjacent business district.

#### Demographical

	<b>Springfield Lakes</b>	<b>Springfield</b>
<b>Gender</b>	There is a reasonably equal distribution of males and females.	There is a reasonably equal distribution of males and females.
<b>Age</b>	Median age of 29.	Median age of 30.
<b>Education</b>	Educated population with 30% holding an Advanced Diploma or above.	Approximately 25% holding an Advanced Diploma or above,
<b>Relationships</b>	Over half the population is married or living in a de facto relationship. Around half the population report to be households with children and 85% report to be family households.	Over half the population is married or living in a de facto relationship. 85% are family households and 11.5% as single occupancy.
<b>Ancestry</b>	The population is predominately of English or Australian ancestry (61% Australian born) with few minority groups living in the area.	The population is made up of 49% of those with Australian ancestry. There is also 10% of those born in New Zealand, 4% born in England and other minority groups of India, Philippines and Samoa making 4% of the population.
<b>Workforce</b>	There is a large workforce with approximately 65% working fulltime and a further 24% holding part time positions.	There is a large workforce with approximately 63% working fulltime and a further 25% holding part time positions.
<b>Travel</b>	68% drive to work daily.	71% drive to work daily.
<b>Finance</b>	A middle-class area with the median weekly income for families sitting at \$1,991 and individuals \$900.	A middle-class area with the median weekly income for families sitting at \$1,951 and individuals \$801.
<b>Household</b>	An area of equal distribution of rental and homeownership in detached 3- or 4-bedroom homes.	High proportion of separate house with 3 or 4 bedrooms, 62% own their home and 36% are rentals.

Figure 4: Local Demographics

Source: Australian Bureau of Statistics, 2016

## Competitor Analysis

Remedy Espresso has a few competitors in the area. There is a McDonalds operating 24/7 adjacent the café that also sells coffee. The Springfield Lakes Hotel offers food and drink and Moselles Café and Restaurant caters also for eating. The most direct competitors in the local area are Jett Espresso and LaMocha.

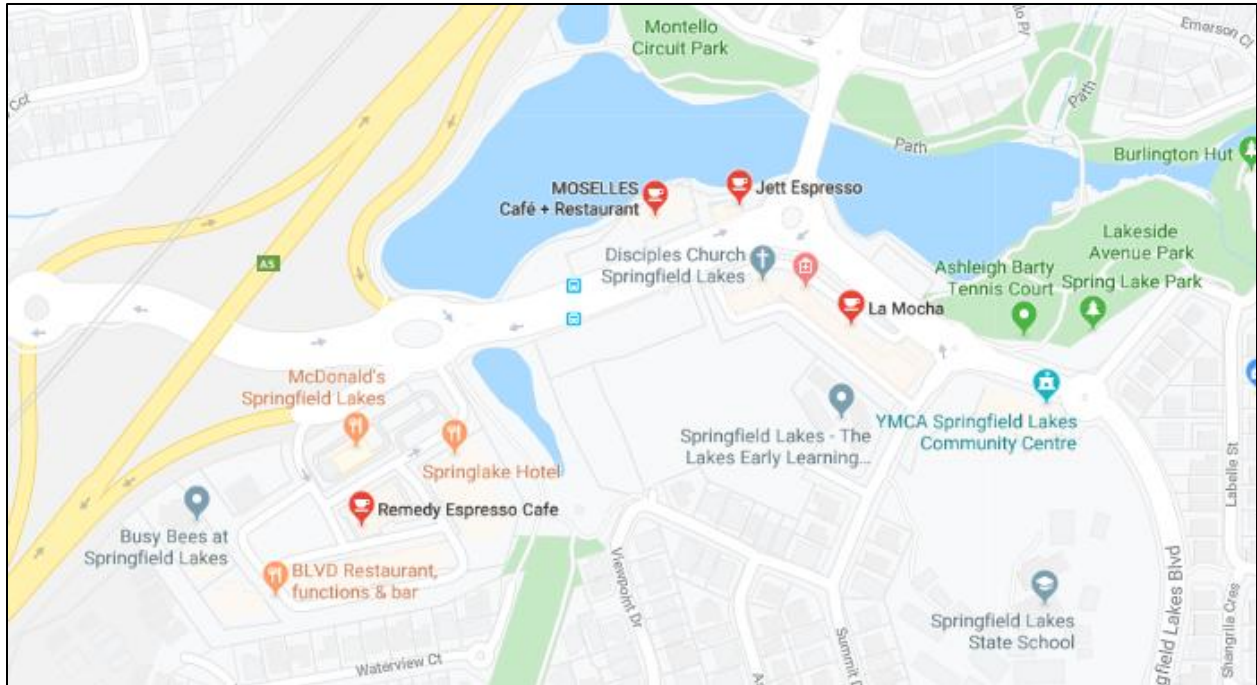


Figure 5: Cafes in the local area.

	Remedy Espresso	Jett Espresso	La Mocha
<b>Location</b>	Located a 5-minute walk from the lake frontage across a busy road.	Directly adjacent the walking paths around the lake. Lake frontage.	On Springfield Lakes Boulevard a 3-minute walk across a busy road to the lake.
<b>Store Presence</b>	Small café inside, seating outside building and detached boardwalk seating outside.	Weatherboard building with views overlooking Springfield lakes. Lots of outdoor seating.	Small shop front with minimal seating outside. Directs straight on the Springfield Boulevard.
<b>Operation Hours</b>	5.30am-1pm Mon-Fri 7.30pm-1pm Sat & Sun	7am-3pm everyday	7am-3pm Mon-Fri 7am-12pm Sat & Sun
<b>Price Points</b>	\$30 for 2 people.	\$35 to \$80 for 2 people.	\$30 for 2 people.
<b>What they Offer</b>	All Day Breakfast, Smoothies, Burgers and wraps, Coffee options	Serves breakfast, brunch, drinks and coffee	Voted best Coffee 2016 & 2018. Breakfast, Desserts, Smoothies
<b>Promotion</b>	Loyalty Card	Scoopon	

<b>Added Value</b>	Two for One Coffee days. Sunday Remedy with live music. Pet Friendly. Biodegradable cups.	Pet Friendly	
<b>Target Audience</b>	Local catchment	Local catchment	Local Catchment
<b>Support</b>	Discover Ipswich, Springfield Lakes Hotel	A lot of external support with a feature in Must Do Brisbane.	Springfield Lakes Hotel
<b>Special Diets</b>	Keto, gluten free, vegan and nut free diets	Vegetarian	Gluten free and Vegetarian
<b>Community Support</b>	Sources locally, supports local people		Visibly supporting Firemen during crisis

Figure 6: Competitor Analysis

## Digital Competitor Analysis

	<b>Remedy Espresso</b>	<b>Jett Espresso</b>	<b>La Mocha</b>
<b>Website</b>	Framework for a professional looking website commenced. Not complete.	No website found	No website found
<b>Instagram</b>	Bright and cheerful images of food. Sunday Remedy advertised.	Bright and cheerful images of food and people dining. Shows animals and the lakes setting.	Extensive variety of posts. Including animals and people having a good time. Bright and open.
<b>Facebook</b>	Food, drinks and events showing online.	Food, coffee beans and a lot of pictures showing the outdoor seating.	Appointments available showing on the home page. Food and drinks showing in posts. Abundance of videos.
<b>Other</b>	Zomanto still lists the café as the Dark Horse.	Listed in 'Must Do Brisbane'.	Zomanto describes prices and menu.

Figure 7: Digital Competitor Analysis

Perceptual Map

Digital Footprint



Location



## Macro-environment

This is the company's external environment.

Coffee consumption in Australia is rising and it is expected to continue to do so with an expected retail value of 113.6 US Dollars by 2023. Hot drinks consumption in Australia sits above soft drinks. Fresh ground coffee pods record the strongest growth within coffee of 9% in 2018. Consumers are looking to make café-style coffee at home using fresh coffee beans or fresh ground coffee pods or consumers are purchasing coffee from cafés. (Euromonitor, 2019).

### Social

Social Media	An article dated 2014 states that for PR companies Facebook and Instagram were the most popular social media platforms. Their use improved business intelligence, improved profit and corporate communications management. (Triantafillidou & Yannas, 2014)
Facebook and Instagram privacy	Instagram and Facebook have recently made changes to hide the number of likes, reactions and views a post gets. This is now only visible to the author. (Reichert, 2019)
Newsfeed (Stories)	Trends are showing a move from the static picture to videos and livestreaming. While it's been around for some time, live streaming is taking off in 2019. With adoption rates exploding, use cases proliferating, and video quality continuing to increase, the streaming industry's influence on everyday life is at its zenith. Video is projected to account for 82 percent of internet traffic by 2022, a growing share of which will take the form of live streaming. (Ruether, 2019)
Healthy Eating	Generally, health and wellness have been one of the major food trends in the past years with consumers becoming more health-conscious and looking for specific products they perceive as healthy or beneficial (Bublitz & Peracchio, 2015).
Ethical Living	In line with the growing ethical living trend, more consumers are showing concern about the sustainability of their coffee products. Organic fresh coffee is expected to see the strongest off-trade value growth over the forecast period. (Euromonitor, 2019).

### Technological

Mobile Phone Use	'The dramatic worldwide increase in mobile communication that has led to more than 4 billion users has over the last few years been accompanied in wealthy countries by a significant decline in fixed network subscriptions. (Vogelsang, 2010, p. 4)
Advancement of Marketing Technology	There is a move from passive to active content consumption where customers are targeted and there are call to actions online (Brinker, 2012)

## Legal

Privacy Laws	Australian privacy laws are contained in a variety of Commonwealth, State and Territory Acts. The "Privacy Acts" are data protection laws which regulate the collection, use and disclosure of personal information about individuals; they do not protect privacy of the individual in a broader sense. (Electronic Frontiers, 2019)
Single Use Plastic Bags	Queensland has banned the use of single use plastic bags. It is estimated that close to one billion single-use lightweight plastic shopping bags have been used in Queensland each year. While most of these bags end up in landfill, around 16 million plastic shopping bags end up in the environment in Queensland each year. (Queensland Government, 2019)

## Environmental

Environmental Sustainability	Environmental problems are becoming more acute with each passing year. On a global scale, these problems include climate change; armed conflicts over resources, particularly oil; and pollution of the air, water, and soil. The ultimate impacts of these problems are drastic changes to quality and quantity of all life, including human life. (Osbaldiston & Schott, 2012)
Disposal of E-waste	E-waste is a complex stream of toxic waste which requires specific handling considerations. Effective and responsible management of E-waste is a global concern today. (Borthakur & Govind, 2017)

## Political

Local Government	An election to form the new Local Government will happen in 2020. (Ipswich City Council, 2019)
Childhood Obesity	During the past two decades, the prevalence of obesity in children has risen greatly worldwide. Obesity in childhood causes a wide range of serious complications and increases the risk of premature illness and death later in life, raising public-health concerns. Prevention and treatment of obesity ultimately involves eating less and being more physically active. (Ebbeling, Pawlak & Ludwig, 2002) Remedy Espresso could partner with a local fitness outlet.
Clear Food Labeling	In Australia, the food industry and public health groups are locked in serious struggle for regulatory influence over the terms of front-of-pack food labelling. It can influence healthier eating. (Magnusson, 2010) Remedy Espresso could label clearly any take away food.

## Economical

Facebook Costs	Facebook advertising is going to get much more expensive in 2020. CPMs will increase, which means it will now cost you more to reach your target audiences. (Jenkins, 2019)
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## SWOT

<b>STRENGTHS</b> <ul style="list-style-type: none"><li>• Located right beside a 24-hour gym</li><li>• Opens 1 ½ early than other café's</li><li>• Situated to catch morning Brisbane traffic</li><li>• Locally sourced products and ingredients</li><li>• Already uses environmentally friendly cups</li></ul>	<b>WEAKNESSES</b> <ul style="list-style-type: none"><li>• Across a busy road to reach the lakes.</li><li>• No lake views</li><li>• As the weather heats up the fruit options of the opposition will become tempting to the public.</li><li>• Large range of smoothies available from La Mocha will be popular in hot weather</li></ul>
<b>OPPORTUNITY</b> <ul style="list-style-type: none"><li>• Greater Springfield is still developing</li><li>• Election in 2020 for Local Government may be able to show support</li><li>• Remedy espresso has the opportunity to increase it's digital footprint to capture a larger audience.</li></ul>	<b>THREATS</b> <ul style="list-style-type: none"><li>• Development of Ripley Valley may take some trade from Springfield businesses.</li></ul>

## Digital specific SWOT

<b>STRENGTHS</b> <ul style="list-style-type: none"><li>• They have attempted to engage in Facebook, Instagram, Website and email</li></ul>	<b>WEAKNESSES</b> <ul style="list-style-type: none"><li>• All Digital outlets seem to be randomly populated and no clear themes.</li></ul>
<b>OPPORTUNITY</b> <ul style="list-style-type: none"><li>• Remedy Espresso could promote themselves as an ethical cafe</li></ul>	<b>THREATS</b> <ul style="list-style-type: none"><li>• There are 2 coffee shops nearby that do have a digital media presence.</li></ul>

## Summary of digital challenges

### Website

The current website is incomplete. With a strong website optimised to appear first on the internet search ads would increase positive experiences on digital platforms for the user and consumer.

Clear mission and objectives should be outlined on the website and strong links with call to actions to collect data to retarget the audience.

### Social Media (Facebook, Instagram & LinkedIn)

None of the Social media outlets is complete or used to its best advantage.

- Facebook is not targeting specific consumers.
- LinkedIn is not being used and it could target the professional audience and advertise catering.
- Instagram could promote more social causes.

Each outlet should lead to the same call to action to collect consumer information to retarget.

## **Clear Mission and Messaging**

The owner states that the hardest thing to get out to the public is that they have changed. The problem with this statement is that all their digital outlets don't reflect a change other than in name.

The owner needs to identify clear messages and themes to portray to the customer base. The following messages should be included:

- Locally and ethically sourced goods and practices
- Inclusive and pet friendly, pet gimmicky food and beverage.
- Relaxed atmosphere with Sunday Remedy music sessions (the owner should invest their time in gaining other musicians to play at their venue to make this a viable option).
- Healthy and nourishing food and beverages served.
- In doing this perhaps Remedy Espresso could sell cakes and nibbles that complement those who would make just a coffee purchase.
- Promotion of smoothies to capture the gym audience.

The company needs a clear mission and vision statement that supports these outcomes.

# Personas

## Richard Wilson

**Age:** 51 years old  
**Education:** Bachelor of Finance and Accounting  
**Job Title:** Chief Financial Officer  
**Job Location:** Brisbane CBD  
**Salary:** \$140,000  
**Home:** Amarillo Place, Springfield Lakes



### ● Goals:

- Has taken part in the Ipswich Park to Park half marathon and would like to increase his fitness to take part in the Brisbane full marathon.
- He is currently a vegetarian and would like to transition into a vegan.

### ● Painpoints:

- With a busy lifestyle he has little time to scope the market for venues to eat and is conveniently aware of Remedy Espresso when he visits the gym.
- He's an extremely healthy and fussy eater.

### ● Influences:

- He values the opinions of his wife and grown children.
- With family deriving from the UK he has a keen sporting interest in soccer and follows the Brisbane Roar.
- He loves blues music and is learning to play the guitar.

### ● Digital Media Behaviour:

- He has a joint Facebook account with his wife that he checks of an evening and weekend. He rarely engages in social media whilst at work.
- He has a LinkedIn account that has 200 members, he uses this account when scouting competitors or other companies in the market.
- He is online regularly looking at financial and accounting data for his position.

### Behaviour:

- Regularly walks his 2 dogs around the lake, there is opportunity for him to stop en-route and have a coffee.
- Goes to the local gym 3 times a week, occasionally treats himself with a healthy smoothie from Remedy Espresso.
- Grabs a coffee from Remedy Espresso, to take away every morning on his way to work.
- Loves to take his family out for lunch and Sunday Remedy appeals to his taste in music

### Demographics:

- Married to his wife for 31 years
- 3 grown children and 2 grandchildren
- Born in England his family migrated to Australia when he was 3.
- 2 cattle dogs

### Psychographics:

- He enjoys and can afford the finer luxuries in life.
- He lives a healthy lifestyle and what he puts into his body is considered. Coffee is his luxury.
- He feels strongly about animal welfare to the point he became a vegetarian in his university years.
- He is ethical and considerate of ethical food sourcing and waste management.

### Geographic:

- Lives in Springfield Lakes a 5 minute drive from Remedy Espresso.
- Owns his detached 4 bedroom house.
- Summers are hot reaching 40 degrees and winters are mild where he lives.
- Has a free car park in Brisbane CBD with his job position.

# Annie Smith

- Age:** 22 years old  
**Education:** Bachelor of Teaching  
**Job Title:** Student  
**Job Location:** Woolworths Springfield  
**Salary:** \$300 per week  
**Home:** Liberty Crescent, Springfield Lakes



## ● Goals:

- To complete her degree by the end of next year.
- To secure a teaching position.
- To continue to use the gym to maintain health and keep weight down.

## ● Painpoints:

- Annie is always looking for something to do socially with her friends.
- Annie is a healthy eater and has a strong concern for animal welfare.

## ● Influences:

- Annie is Christian and has strong Christian values.
- The views Annie's parents hold are important to her.

## ● Digital Media Behaviour:

- Annie checks her Facebook multiple times a day on her mobile phone.
- She checks Instagram daily.
- She uses the internet on a daily basis for assignments and has a little laptop that she take to university with her.

## Behaviour:

- Drinks 2 coffees a day.
- Enjoys smoothies after the gym.
- Goes to the local gym 5 times a week.
- Enjoys spending time with her university friends.

## Demographics:

- Annie is single
- She lives with her parents and her brother.
- She's Australian born and so are her parents.
- Annie owns a car and drives to university each day.

## Psychographics:

- Annie lives a clean innocent life.
- She is social but a little introverted so large gatherings do not suit her.

## Geographic:

- Lives in Springfield Lakes a 5 minute drive from Remedy Espresso.
- Annie isn't limited to visiting the Springfield area she has friends all over Brisbane.

# Dawn Ellison

- Age:** 31 years old  
**Education:** Diploma of Business  
**Job Title:** Office Manager  
**Job Location:** AON, Springfield Metro  
**Salary:** \$65,000 annually  
**Home:** Henty Drive, Redbank Plains



## ● Goals:

- To get a pay rise before the year is over.
- To get married and have children.

## ● Painpoints:

- Dawns boss offers a limited budget when she tries to arrange catering.
- Dawn is highly ethical and like to purchase from ethical companies.

## ● Influences:

- Dawn is influenced by her boyfriends opinions, they are important to her.
- Dawn has a big network of friends in the Redbank Plains and Springfield area as this is where she grew up.

## ● Digital Media Behaviour:

- Dawn is often googling and comparing products online to service her company.
- She checks her Facebook 3 or 4 times during the day and regularly at night time.
- She has a LinkedIn account that has 249 members, she uses this account to promote herself as she is looking for another position.

## Behaviour:

- Dawn can't start the day without a morning coffee.
- She often buys coffee for workmates and takes it back into work.

## Demographics:

- Has a boyfriend of 10 years
- No children
- 1 dog
- Her heritage is Vietnamese

## Psychographics:

- She enjoys going out with friends and always looking for new venues
- Loves a Latte
- Impulse buyer sometimes

## Geographic:

- Lives in Springfield Lakes a 15 minute drive from Remedy Espresso.
- She works in the Metro Central complex.
- Summers are hot reaching 40 degrees and winters are mild where she lives.

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