

Cafe 15

Strengths:

- 1) branded & aesthetically pleasing instagram posts [all posts have similar templates and color scheme - logo is included]; highlights are named & has one for BTS of food prep
- 2) has a “what our customers have said” area in website - gives insight into the experience consumers have had with the small business from food to service ⇒ could appeal to prospective customers
- 3) concise mission statement listed on logo & includes adjectives on what makes this business unique *good sized fonts for texts as well*

**WE SERVE THOSE IN SEARCH
OF INSATIABLE TASTE**

family & women-owned x oakland, ca

Café 15

Restaurant

🌱 Modern|Seasonal|Locally Sourced

📍 Oakland, CA

🍴 A La Carte and Catering Menu

Click to order! 🖱️

linktr.ee/Cafe15

Weaknesses:

- 1) website is a bit difficult to navigate - one page all content *scrolling-intensive*
- 2) says “family and women owned” but not more about the business owner(s) are said → difficult for audience to connect; has one post of family members
- 3) formatting of website is confusing - mission statement ⇒ dinner boxes ⇒ lunch boxes ⇒ catering menu ⇒ group order ⇒ about ⇒ customer feedback

Oaklandia Cafe-

Strengths-

1. Online presence is more professional and set up pretty nicely - uses Instagram story highlights to showcase different products; Yelp has up-to date information about business as well as owner
2. Menu includes more food and they complement each other well - coffees, pastries, breakfast
3. Is available on delivery apps - GrubHub, Postmates, Uber Eats

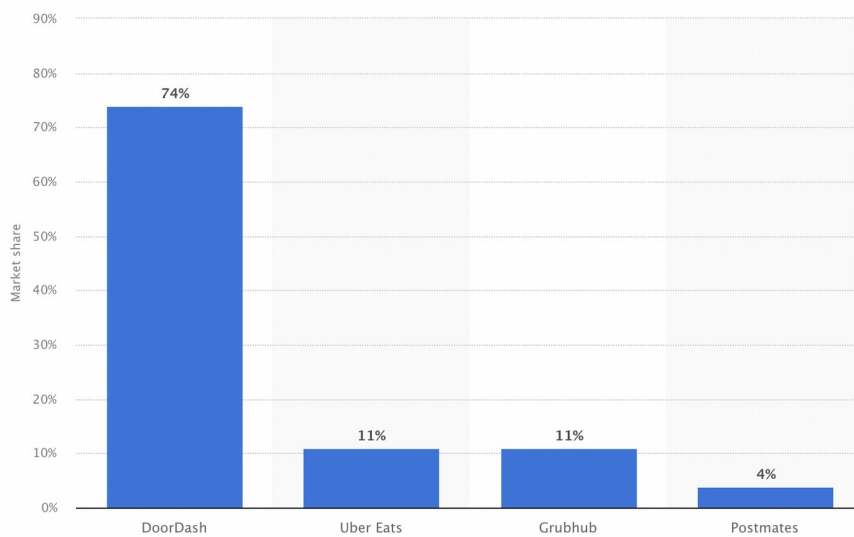
Weaknesses-

1. Website does not work and crashes whenever I try to go onto it
2. Some random posts that do not have a clear cut meaning or purpose (they do not really relate to business or some food pictures don't include the name of the food item)
3. Instagram does not include much information about owners (but outside sources do - yelp)

Marketing Strategies:

Audience - workers in downtown Oakland

- 1) Instagram [professional posts, hashtags, highlights, consistency of posts]
- 2) Website [change font *bigger & more appealing* & make sure grammar is good, have consistent design format throughout all pages, include concise mission statement alongside unique points of this business, customer reviews on website]
- 3) Menu Alterations [more entree options, include pastries *good pairing w coffee*] + delivery options

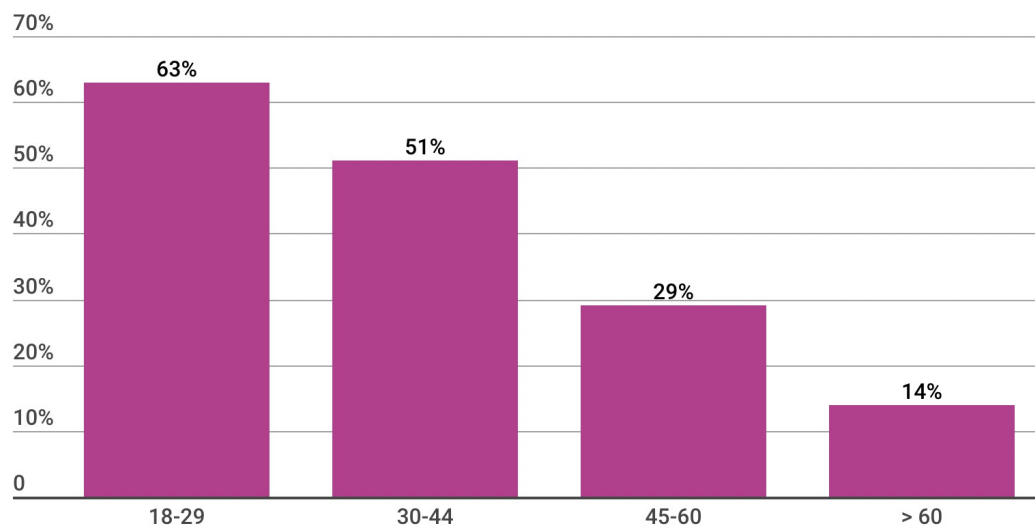


Details: United States (California); Second Measure; as of April 2021

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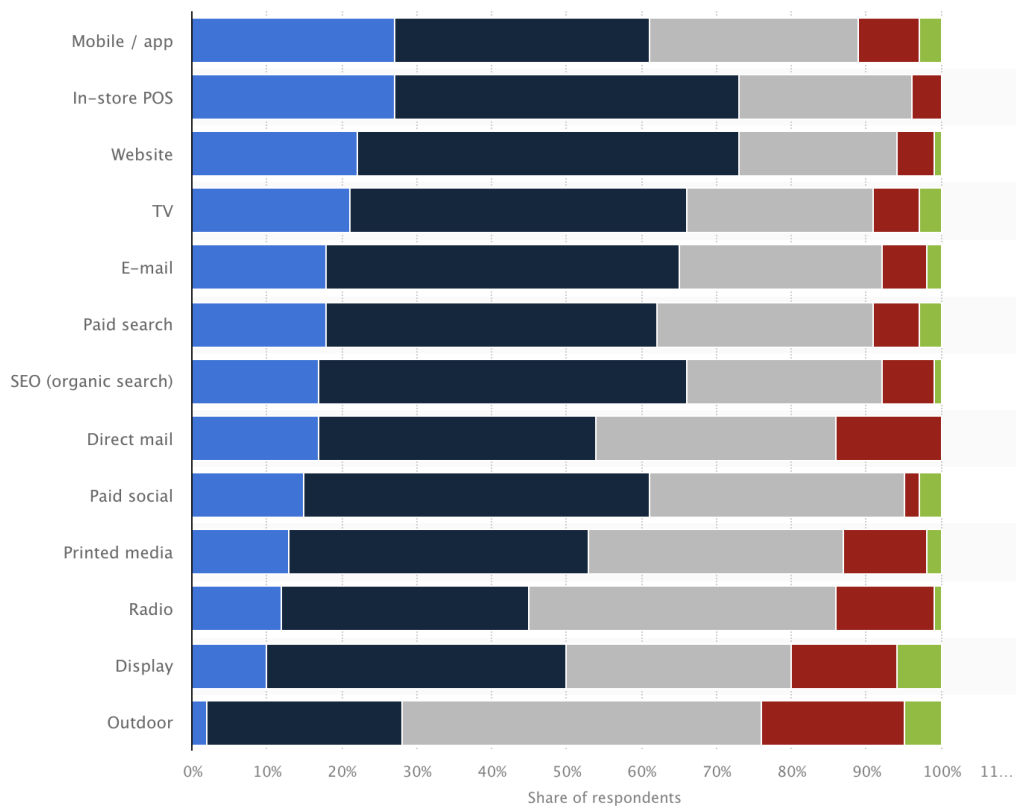
Figure 4

Percent of Each Age Group That Have Used a Multi-Restaurant Delivery Website/App in the Past 90 Days



Oakland Population Pyramid \$2022





Very effective Quite effective
Neither effective nor ineffective Quite ineffective
Very ineffective