

Step 43 · Branding & Marketing

Frequently Asked Questions

How can I bring more customers into my coffee business?

First find the obstacle: people may not know you exist, may not understand your offer, or may find your hours inconvenient. Make your location, hours, menu, and reason to visit clear. Test one relevant invitation, such as a local partnership or a tasting you can deliver well. Track resulting visits and contribution after costs. More posts, discounts, or menu items are not automatically more profitable sales; keep what earns a useful response.

What should I do when a new coffee competitor opens nearby?

Watch your own sales and customer feedback without assuming the worst—or assuming the effect will pass quickly. Identify where you serve the same customers and where your offer differs. Strengthen the things people already value: reliable hours, consistent drinks, helpful service, or a distinctive food offer. Test a focused response and measure it. Do not rush into price cuts or expansion that your margins and team cannot support.

How should I choose a loyalty program?

Start with a reward customers can understand and you can afford. Compare rewards per visit, drink, or amount spent against your menu and margins. Then check how easily staff can enrol customers, apply rewards, and resolve mistakes. Verify current POS integration, fees, and what happens to balances if you change systems. Paper can suit a simple offer; digital tracking can help at larger scale. Neither guarantees that customers will return.

How should I respond when another business copies my ideas?

Separate ordinary market research from a problem that is confusing customers or misusing your work. Keep your own identity clear and focus on consistent execution. Decide what operational information staff should keep private. Avoid public accusations or retaliatory posts. If someone appears to misuse your name, artwork, or other protected material, preserve the evidence and ask an appropriate local adviser about your options. Similar menus alone do not establish what legal protection applies.

Educational guidance. Check your own circumstances with the appropriate local professional.