

## FIONTRAÍOCHT Á CUR I NGNÍOMH

### TASC

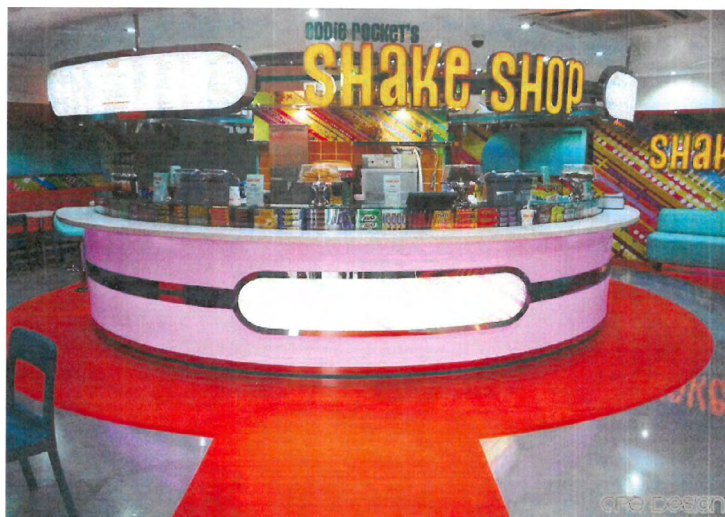
Cruthaigh cumasc margaíochta nua do Shake Shop

### NA GNÉITHE CÁILÍOCHTA DO MEASÚNÚ RANGBHUNAITHE 1.

Féach Staidéar Gnó na Sraithe Sóisearaí:

[Treoirlínte do na Measúnuithe Rangbhunaithe agus don Tasc Measúnaithe](#)

## FIANAISE: TIONSCADAL



## Shake Shop Adapted Marketing Mix

### NA GNÉITHE CÁILÍOCHTA

GC 1: Úsáideadh modhanna taighde allamuigh agus deisce agus cuireadh taighde i gcrích chuig caighdeán an-ard agus úsáideadh agus rinne tagairt d'fhoinsí creidiúnacha.

GC 2: Bhí an measúnú ar thorthaí taighde an-mhaith agus úsáideadh foinsí iontaofa.

GC 3: Bhí gnéithe an phlean gníomhaíochta nasctha le taighde. D'fhéadfaí é a fheabhsú dá bhféadfaí foinsí a nascadh go díreach le codanna ábhartha an phlean.

GC 4: D'fhéadfaí cur i láthair an tionscadail a fheabhsú in áiteanna. Bhí roinnt den fhaisnéis athráiteach agus d'fhéadfaí é a ghiorrú. D'fhéadfaí cur i láthair thorthaí an tsuirbhé a fheabhsú.

SCROLLAIGH ANUAS CHUN ÍOMHÁNNNA NÍOS MIONSONRAITHE DEN TIONSCADAL A FHEICEÁIL.

## TAIGHDE AN SCOLÁIRE: SCOLÁIRE A

### CBA One Business in Action: Template for Student Research

Project option: Enterprise in Action <input type="checkbox"/> Economics in Action <input type="checkbox"/> Finance in Action <input type="checkbox"/>	
Title of your project <i>Cba marketing mix for the shake shop</i>	Student name
Method of research <i>secondary desk</i>	Field (primary) research <input type="checkbox"/> Desk (secondary) research <input checked="" type="checkbox"/>
1.1 Introduction: Outline briefly the purpose of your research <i>the Purpose of my research was to find out info on the shake shop online. I found out: • about these products &amp; how to we can improve them</i>	
1.2 Method of research: Explain briefly why you have chosen your method of research <i>I find I am best at desk research in other projects I have done both &amp; I find desk more efficient &amp; organised also the 2 other people who I am doing my cba with wanted to do field so that made my decision different.</i>	
1.3 Sources: List your source(s) of information <i>• down to earth • brennan catering supplies • store books • boost juice • 5guys • edie facets • mooch • my frozen yogurt • dundrum.....</i>	
1.4 Summary: Give a brief summary of what you found out as a result of your research <i>• I found out about all of the <del>bus</del> business problems to do with the Shake shop &amp; what to improve on from this section I found out: • that cooling <sup>flask</sup> trays for a addit bit of cash from the consumer <del>flask</del> would be agree added product they could sell. • &amp; for 10 if the consumer dose not want a reusable <del>flask</del> <sup>flask</sup> they could use compostable cups. • we all also agreed that you should be able to order a Shake from the attached edie facets from your seat. • some other points of info I found/researched are: • all of the nearby gyms • in the new marketing mix I did product • some basic info on the shake shop • competitors of the shake shop • in the marketing mix I did price &amp; product but we split these topics.</i>	

GC 1: Modh éifeachtach ba ea taighde deisce le foghlaim faoi na táirgí a bhí ar fáil, spriocmhargáí nua (giom) agus smaointe nua bunaithe ar a bhfuil á dhéanamh ag iomaitheoirí (cupáin in-athúsáidte).

GC 3: Chuir an t-eolas faoi chupáin in-athúsáidte bonn eolais faoin bplean gníomhaíochta.

1.5 Evaluation of findings: Think critically about the following questions and write a short response

(a) Were you surprised by your findings? Give a reason for your answer.

No, ~~for~~ most of the info was not surprising  
and ~~from~~ the websites that were <sup>used here</sup> ~~fact's~~  
that mad sense & weren't belivable & not mind blowing.

(b) Is the source of your research reliable? Give a reason for your answer

yes - all of the websites I used had ~~been~~  
• Established institutions or got there info from one  
• was not ~~was~~ bias & was all mad up by fact's

(c) Is the information one-sided or biased? Give a reason for your answer.

no, all of the info I got was from a non-bias  
perspective & should be both sides.

1.6 Conclusion: Based on your findings what is the key message you will share with your team?

all of the info I found and ~~to~~ when there is some  
point of info I will share that but over  
all I will share every thing.

1.7 Decision-making: How do you think your findings will affect your team's action plan?

it will fill it up as if we were all given a  
section to do we did it & then we all  
read over it to make sure we were  
happy with it

1.8 Recording your sources: Provide some evidence of your research e.g. interview questions, questionnaire, photocopies, images, notes, graphic organizers etc.

## MACHNAMH AN SCOLÁIRE: SCOLÁIRE A

### CBA One Business in Action: Template for Student Reflection

Project option: Enterprise in Action Economics in Action Finance in Action	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Title of your project <i>Cba marketing mix for the shake shop</i>	Student name
1.1 Introduction: Provide a brief outline of your project <i>we did the shake shop for are cba's outline included:</i> • the current marketing mix • the new marketing mix • recommendations • 8 bits of info about the current company	
1.2 Roles and responsibilities: Describe your key role and your main responsibilities <i>here's a list of the things I did:</i> • business problems/things we wanted • nearby firms • in the new marketing mix I did products + conclusions • for the current company I did • about business   • marketing mix (which was split up) • competitors	
1.3 Summary: Give a brief summary of how you contributed to your project during the following activities:  (a) How I contributed to researching the project <i>I did desk research so I found out most of the online info but the other 2 also did a bit of desk work all of the info I put it into the cba presentation changed it to my words and/or for some points I just read the facts &amp; then hit a paragraph explaining them.</i>  (b) How I contributed to analysing the research information <i>From the desk research I found after checking &amp; proof reading I put it into are cba file on one-note &amp; then compiled it with all of the other info &amp; then towards the end of the cba we made a word file for the cba and added all of the info into it.</i>	

(c) How I contributed to developing the action plan

- we all agreed that the shake shop ~~was~~ was a good idea to do because of we all had ideas to improve it.
- we all had our seprit work to do but at the end we all to look at it all to see if we where happy with it.
- i feel like we all werket well & good to gether.

(d) How I contributed to compiling the project

we all added our foun info whether it is desk or onlin to a word document & then compiled it & fixed errors & inproved where nesery.

1.4 Review: Describe how you got on as a team and any difficulties you overcame while working as a team or Describe the advantages and challenges of working on this group project from your individual perspective

I think we worked well to get here we all all redy had an idea of what we wanted to do & it all worked out there was some times where things got confusing but we fixed all of the problems & overcame them.

1.5 Teacher feedback

GC 5: D'fhéadfaí an machnamh a fheabhsú dá ndéanfaí an chaoi ar oibrigh an scoláire mar chuid d'fhoireann a fhiosrú tuilleadh.

BREITHIÚNAS FORIOMLÁN

SCOLÁIRE A:

BREITHIÚNAS FORIOMLÁN



OS CIONN NA N-IONCHAS



Thar barr ar fad



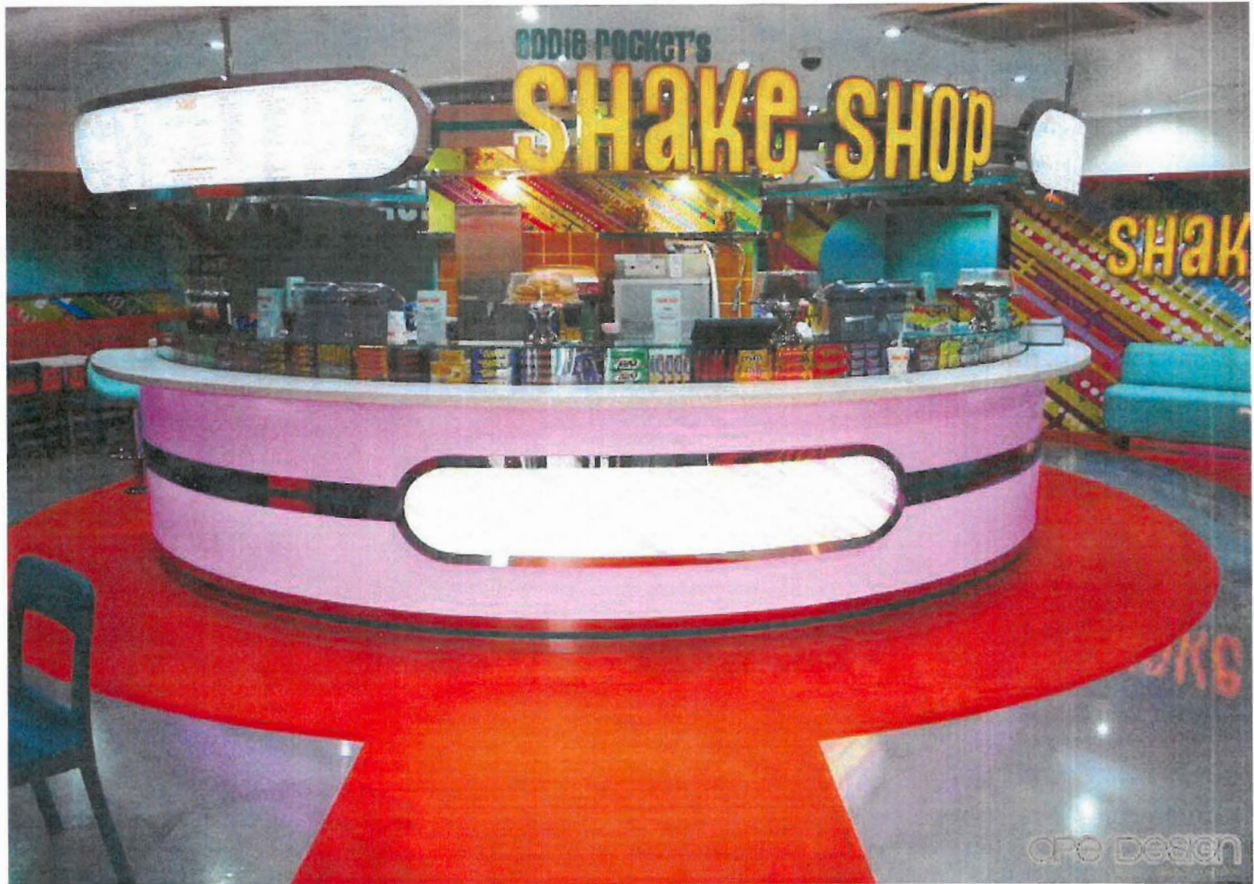
Os cionn na n-ionchas



Ag teacht leis na hionchais



Níor chomhlíon na hionchais go fóill



# Shake Shop Adapted Marketing Mix



## **Adapted marketing mix of the shake shop Dundrum**

### **Introduction**

Business name: Shake shop ran by parent company Eddie rockets

Owner: Nial Fortune

Location: Dundrum shopping center (they rent the premises)

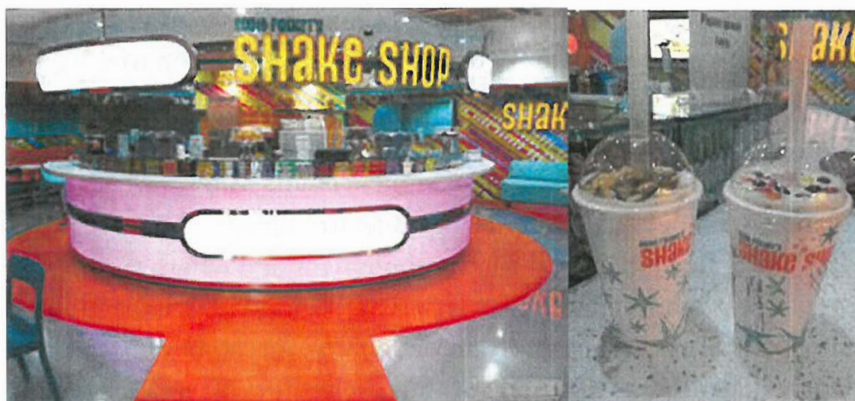
Product: milkshakes, sundaes (made from ice-cream or frozen yogurt) protein shakes, ice-cream, coffees,

Purpose: provides sweet and healthy milk shakes, protein shakes and sundaes to customers and sundaes with a variety of flavors. You can choose from a frozen yogurt base or an eddies ice-cream base.

Unique selling point: normal milkshakes that you buy from places such as five guys you can only get flavors such as chocolate or strawberry but in the shake shop you can choose what chocolate bar you want in the shake giving it a unique texture-lumps of chocolate in it. Shakes from five guys are smooth.

Why we chose the shake shop: We chose the shake shop in Dundrum as it is our favorite milk shake company in Dundrum shopping center and we really wanted to help improve the shake shop.

Overview: we researched the shake shop and their competitors, with this information we made a new marketing mix for them with our recommendations that we believe will increase their sales.



### **Rational for project**

We researched the shake shop in Dundrum and their marketing mix. We did this via direct observation and surfing the net to research competitors and how the shake shop compared to the competitors. We then thought of changes that could be made to the shake shop and surveyed the target market to see if they would be interested in these changes, we also researched things such as the shake shops protein shakes to see if they should stay on the menu by looking at nearby gyms and through the survey. We then made a new marketing mix for the shake shop with our recommendations.

### Research methods used

- **Desk- desk research is when the information you are looking for already exists.** We used surfing the net-we researched the shake shops competitors to see their target market, product, price, place and promotion so we could compare it to the shake shop. As this information already existed. We also researched the shake shops promotion, their location was also available already online, so we researched that to see if it was worth the companies while to stay in the shopping center. We also researched compostable cups and new frozen yogurt companies as we researched their current cup company and their frozen yogurt company and realized both companies were imported from either America or Britain and looking at the marketing trends (what the competitors were doing) we saw the target market would be interested in Irish companies more. We also researched gyms in Dundrum to see if the shake shop should scrap the protein shakes they sold or keep them.
- This was the best form of research to research competitors as majority of their competitors were big international companies and their product, price, place, target market and promotion was already on the internet, so it was quicker to just research them. We researched the shake shops promotion online as their target market spend majority of their time on the internet, so majority of their promotion was on the internet. We researched the nearby gym's and shake shops location online as it was very easy by looking at google maps or by reading articles about Dundrum. It was also easier to research the frozen yogurt company and the cup company online as both were imported from abroad and we don't have the funds to travel to them.
- We expected to see a lot more promotion from all the companies and were surprised milkshakes weren't really promoted. We also saw that milkshakes in Dundrum are very expensive and there are no small options apart from McDonalds. All the milkshakes were the same judging by our research and none of the competitors offered a large variety of flavors. We also found it very hard to find Irish frozen yogurt brands and we expected to find a lot more.

- First, we researched the competitor's product as we wanted to see if the packaging differed from the shake shops packaging. Then we researched their place and evaluated it to see where they in a better position to sell milkshakes. After that we researched the shake shop and the competitor's promotion and we found very little on the internet for promotion. We then researched and compared everyone's prices seeing who's milkshakes where the most expensive. After that we researched MYO frozen yogurt as we had seen the shake shops menu and knew who they got their frozen yogurt from. We then researched other frozen yogurt companies as we thought the frozen yogurt should be Irish. And then we researched the current cup company called 'SEDA' and then the compostable cup company 'Down To Earth Materials'.
- **Field-this is when you go and find out information that doesn't already exist.** we went to the shake shop for direct observation to find out the shake shops most popular flavors, price, product, target market, how many customers they have in one hour, how many tubs of ice-cream they need to make a certain number of shakes and the company they sourced their cups from. We had to do this as there was nothing on the internet on the shake shops most popular flavors, price, place, product, target market, how many customers they have in one hour, how many tubs of ice-cream they need to make a certain number of shakes. Than we conducted a survey to see if the target market would be interested in the recommendations we had researched.
- This was the best form of research h as the shake shop is very small and is only in Ireland, so its product wasn't available online and nor was its price, target market or suppliers (apart from frozen yogurt company).
- We expected what we find from our direct observation and some parts of our survey, but we were surprised with the amount of people who said they got the healthy option shake.
- First, we went to the shake shop in Dundrum to find out their most popular flavors, price, product, target market, how many customers they have in one hour, how many tubs of ice-cream they need to make a certain number of shakes and the company they sourced their cups from. Then we brainstormed what we could change about the shake shop and conducted a survey to see if the target market would be interested in our changes.

### Evaluation of research findings

- **Current marketing mix**

#### Product

**Shakes**-they make their milkshakes from ice-cream freshly made in store, or you can get MYO frozen yogurt as your shakes base

Packaging-the shakes are sold in paper cups that have the shake shop logo on them, the packaging protects the product and includes a plastic straw. The protein shakes come in the same packaging.

You can get it in two sizes-large (4.50) and medium (4.00)

I believe the shakes are on the growth stage of the product lifecycle as this year Eddie rockets turned 50-million-euro turnover. This has been described as their best turnover yet in the 25 years Eddie rockets have been running. The shake shop has been open since 2010 meaning they have only been open for eight years. In those last eight years Eddie rockets profit has increased.

Sundaes- you can get their sundaes with Eddie rockets vanilla ice-cream or with pure frozen yogurt. Pure frozen yogurt is produced by MYO. They are a frozen yogurt brand from America. This means that Eddie rockets are importing their frozen yogurt from America. MYO frozen yogurt is according to them a Good source of Calcium, Good source of Riboflavin (Vitamin B2) Low Cholesterol Low Sodium Vegetarian Kosher certified. They also boast being sugar free and certain options provided to the shake shop are gluten free. MYO have a very limited flavor range (eight flavors). MYO have a very high rating on different social media platforms such as Facebook.

Competitors-

Five guys also offer milkshakes. Five guys have a very limited menu for their milkshakes whereas the shake shop boasts a wide variety of flavors (over 25). Five guys also only offer one size of milkshakes whereas the shake shop offer two sizes-medium and small. Five guys don't offer frozen yogurt this gives the shake shop an advantage over them. Five guys sell their shakes in similar cups to the shake shop. Five guys use tall cups with straws and their name printed in red writing on the side with a pattern.

Mooch offer a much bigger frozen yogurt menu which would make them more favorable for customers to choose. Also mooch offer different sized frozen yogurts whereas the shake shop only offers two sizes and one flavor, and you can add more toppings on it or make it a shake this isnt offered in the shake shop.

In my opinion the shake shop has an edge on mooch as the shake shop make their frozen yogurt into shakes whereas mooch just serves it in a tub and a spoon. The shake shop imports their cups from Seda from the United Kingdom.

Boost offer smoothies healthy and sweet to customers in Dundrum. Boost offer flavors such as strawberries which can be found in the shake shop on their good for your menu. Boost advertise their healthy smoothies more than the shake shop advertise their good for you shakes making them a more well-known alternative.

Starbucks offer beverages in the same type of packaging as the shake shop for some of their drinks and for some in plastic containers. These both have the Starbucks logo printed on them and change at Christmas time for a more festive look. Starbucks don't offer milkshakes or frozen yogurt but would tempt people to buy other beverages eg.coffee.

McDonalds also offer shakes at much cheaper prices and in smaller containers with the McDonalds trade mark on them-the big M. McDonalds have a very small shake menu-three options all year around-chocolate, vanilla and strawberry.

Boost offer smoothies and like Starbucks would tempt people to buy them instead of shakes.  
Boost smoothies are served

### Price

#### Shake shop:

##### For milkshakes

For a medium 4.00

For a large 4.50

For extra toppings it is 0.50

Shake of the day is 5.00 and it has two flavors (eddie's favs)

##### For sundaes

5.00

##### Protein shakes

4.50

##### Ice-cream

Medium-4.00

Large-4.50

Waffle cone-4.50

##### Sno cones

2.00

##### Frappe shakes

3.50

#### Five guys:

4.99 (only one size)

#### Mooch:

Baby-2.00

Small-3.00

Regular-4.00

Large-5.00

McDonalds

One size-3.50

Boost

Regular -5.00

Small -4.50

Kids-3.50

Starbucks

Caffè Latte	3.00	3.45	3.90
Cappuccino	3.00	3.45	3.90
Caffè Americano	2.50	2.85	3.15
Caramel Macchiato	3.95	4.40	4.85
Flat White	3.25		
Espresso	2.00	2.35	
Espresso Macchiato	2.00	2.35	
Espresso Con Panna	2.15	2.50	
Caffè Mocha	3.50	4.00	4.40
White Chocolate Mocha	3.95	4.40	

**Make it yours**  
COMPLIMENTARY FOR MY STARBUCKS REWARDS GOLD MEMBERS

<b>Extra espresso</b> 60c	<b>Flavoured syrup</b> Vanilla, Hazelnut, Caramel, Cinnamon & Peppermint 60c	<b>Sugar-free flavoured syrup</b> Vanilla, Hazelnut & Caramel 60c	<b>Whipped cream</b> 60c
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(pricing in Starbucks changes per drink)

In my opinion the shake shop is better value to its main milkshake competitor five guys. As the shake shops large is the same size as the five guys milkshake and is the same price. Five guys target audience is 17-25 year old's. These people are still in college so don't have a lot of funds making the shake shops milkshakes more affordable. The shake shops target market is more 9-19 year old's and majority of the 9 year old's come in either in big groups of friends or with parents who buy them the shakes. The parents have a bigger supply of cash than the 17-25 year old's that go to five guys.

Our new prices would keep our prices still under boost's prices apart from the kids which would be the equivalent of our small and the medium which would be the equivalent of our large.

Mooch offer frozen yogurt and so does the shake shop. The shake shop import their yogurt from America making it very expensive-4.00 for a medium and 4.50 for a large. Mooch offer theirs in four sizes making theirs more attractive.

## Place

Shake Shop is located on the Second Floor of Dundrum Shopping Centre right beside its parent company Eddie Rocket's. The shake shop is in the same building as Dundrum cinema and golden discs. Those two companies entice a lot of people into that building in Dundrum shopping Centre.

Five guys are on the outskirts of Dundrum shopping Centre and are surrounded by Harvey Nicholson, Jamie's Italian and Gant. These companies are very sophisticated and the people attending these stores wouldn't be five guys target audience. This gives the shake shop an advantage as they are located around places the target audience attend.

Mooch are situated on the outskirts of Dundrum shopping center whereas the shake shop is basically in the middle of the shopping center. This gives the shake shop another advantage over mooch.

McDonalds are situated just underneath the shake shop and this makes them direct competitor. The McDonalds shakes have the same texture as the five guys shakes making the shake shops shake unique from the two.

Boost is in the very center of Dundrum shopping center right beside JD sports where boost's target market shop meaning they are in the ideal location. The shake shops target market also go to JD sports to shop so the shake shop would lose a lot of customers to boost as they are more accessible.

In 2016 the shopping centers director said the recession barely hit the shopping center and said that in 2015 they got 19.5 million visits from people. The shopping center since 2016 have started to campaign trying to make it more appealing to tourists and Dubliners bringing in a wider market. The center also has planning permission for an extension onto the center but in 2016 the media were told it would not go on for another few years.

Starbucks have two premises. One is very close to five guys and the other is on the other side of the shopping center. Starbucks also offer office delivery for slightly extra.

### **promotion**

**Seasonal shakes**-The shake shop offers seasonal shakes such as the St Patrick's Day shake, Easter shake and Christmas shake. This entices customers in as the shakes are for a limited time only. The shake shop advertises this via the Eddie rockets social media and posters in the shops. This way reduces advertisement costs. McDonalds also do seasonal shakes like the shake shop also enticing customers in. The shake shop and McDonalds St. Patrick's Day shakes are very similar, and the customer would choose the McDonalds one over the shake shop one as the McDonalds one is cheaper and is advertised on billboards all over the world.

**Geofilter**-Also on snapchat if you swipe to the right or left it will come up with your location. The shake shop in Dundrum have their location on snap chat so if you are in the shake shop Dundrum and take a picture you can add the location in and people know where you are. This pulls customers in. Unfortunately, this is the same for five guys, McDonalds and mooch.

**Competitors**-Boost advertise all over their stand in Dundrum about the health benefits of their smoothies. The shake shop has none of this in their shop showing no health benefits to their shakes again making boost smoothies more attractive over the shakes.

Starbucks offer seasonal cups at Christmas time for limited time only. This is like what the Shake shop and McDonalds do but with their cups and sometimes flavour.

- **Business problems/recommendations (not all used)**

Cooling mugs-the shakes are best drunk cool and the shake shop could offer cool mugs like Starbucks thus minimizing a certain percentage of the price of a shake. Making the idea of reusing more attractive and giving the shake shop a good news story-being more eco. we think this would be a good idea as companies such as Starbucks use this. In the end we did not use it though as the target market wouldn't carry big mugs around with them as not enough people visited the shake shop often enough.

When in Eddie rockets you should be able to order a shake from the shake shop in your seat. Now when you are sitting in Eddie rockets you are given a different shake menu that is smaller than the shake shops. We went against this as Eddie rockets has its own unique shake menu that is very similar to the shake shops and majority of flavours in the shake shop aren't even used.

Compostable cups-at the moment the shake shop use cups from a company called SEDA from the United Kingdom. These cups are not compostable whereas the cups made by down to earth materials are Irish based giving the shake shop another good news story and are compostable. There is a company called down to earth materials who make compostable coffee cups in Ireland. I think the customers should be allowed to choose whether they get a compostable one



or non-compostable one. The compostable ones would be a little extra. We decided to use this as the target market where interested in the idea.

More staff-it was very busy and in the hour we were there it took ten minutes to get shakes and some people took the wrong shakes and the shop was not very clean as it had cups littered around the shop. We decided against this as this would increase the cost of shakes and people asked in the survey for the price to be reduced.

Delivery-companies such as fiveguys offer a delivery for their milkshakes and so could the shake shop with companies such as Deliveroo or just eat. Eddie rockets offer delivery with Deliveroo and just eat so it couldn't be that hard. We again decided against this as Eddie rockets offer delivery on their shakes and so if the people want a shake they can just get one from the parent company and it would be hard to make a profit from just delivering milkshakes and a very high delivery charge would have to be added on and the target market wouldn't like that.

Smaller cups sizes-in the survey people suggested we added on smaller cup sizes and we decided this was a good idea as people wanted cheaper shakes and this would be a small shake the same price and size as the McDonalds shake.

### Survey:

**Shake shop Dundrum**  
**Business survey for Stratford College**

1. Would you go to the shake shop in Dundrum often?

Every day                  once a week                  once a month

2. Would you get the healthy option shake?

Yes                                  no

3. Do you go to the gym?

Once a week                  once a month

4. Do you drink protein shakes?

Yes                                  no                                  sometimes

5. Would you be more inclined to choose the shake shop over another milkshake company if they used compostable cups?

Yes                                  no

6. Do you have any suggestions for the shake shop?

### Results from first years

- Once a month- 12      once a week- 3      every day-0
- Yes- 6                      no-12
- Once a week-5                      once a month-3                      no-9
- Yes-                      no- 8                      sometimes-10
- Yes- 13                      no-5
- Smaller sizes,cheaper,more toppings

### Results from second years(2x)

- Once a month- 14                      once a week- 2                      every day-0
- Yes- 9                      no-8
- Once a week- 8                      once a month-5
- Yes- 1                      no- 15                      sometimes-1
- Yes-11                      no-6
- Compostable cups,cheaper,more sugar

### Results from second years(2y)

- Once a month-7                      once a week-2                      every day-1
- Yes-2                      no-8
- Once a week-6                      once a month-3
- Yes-2                      no-9                      sometimes-
- Yes-7                      no-5
- Smaller cups, Cheaper

### Action plan

- **Our marketing mix (marketing mix with recommendations)**

#### Promotion

**Health benefits**-the shake shop should do what boost does and talk about how there is a lot of calcium in their milk used in the ice-cream, also they should talk about the health benefits of protein shakes that they offer. This would entice people to buy the protein shakes and promote what is on their menu.

**Good news story**-with the introduction of new cups that are compostable being offered I think the shake shop could advertise that their cups are compostable on the cups, they could make themed cups for important days such as world earth day. The compostable cups would be a good news story for the shake shop and Eddie rockets.

**Irish**-people prefer things when they know they are produced in their own country/owned by their country so this could be used to give the shake shop an edge over companies such as McDonalds. Cups, yogurt, ice-cream and company all owned/produced by Irish-good news story

**Seasonal shakes**-The shake shop offers seasonal shakes such as the St Patrick's Day shake, Easter shake and Christmas shake. This entices customers in as the shakes are for a limited time only. The shake shop advertise this via the Eddie rockets social media and posters in the shops. This way reduces advertisement costs. McDonalds also do seasonal shakes like the shake shop also enticing customers in. The shake shop and McDonalds St. Patrick's day shakes are very similar and the customer would choose the McDonalds one over the shake shop one as the McDonalds one is cheaper and is advertised on billboards all over the world.

**Geofilter**-Also on snapchat if you swipe to the right or left it will come up with your location. The shake shop in Dundrum have their location on snap chat so if you are in the shake shop Dundrum and take a picture you can add the location in and people know where you are. This pulls customers in. Unfortunately this is the same for five guys, McDonalds and mooch.

**(Competitors (things competitors are doing that the shake shop aren't doing)**-Boost advertise all over their stand in Dundrum about the health benefits of their smoothies. The shake shop have none of this in their shop showing no health benefits to their shakes again making boost smoothies more attractive over the shakes. Starbucks offer seasonal cups at Christmas time for limited time only. This is like what the Shake shop and McDonalds do but with their cups and sometimes flavors eg. pumpkin spice at Halloween. McDonalds do big campaigns with companies such as Coca-Cola where they advertise their food and drink deals on billboards, but this is very expensive.)

Our verdict:

We think the shake shop should keep their geofilter on snapchat as their target audience is the same as snapchats target audience and it gets the shops location out straight to their target audience for free. We think the shake shop should keep on selling seasonal shakes just like their competitors as it gains interest as they are out for limited time only and keeps people interested in the shakes.

## Price

Shake shop:

For milkshakes

For a small 3.50

For a medium 4.20

For a large 4.60

For extra toppings it is 0.50

Shake of the day is 4.50 and it has two flavors and a topping

For sundaes

5.00

Protein shakes

4.50

Ice-cream/frozen yogurt

2.00

Five guys:

4.99

Mooch:

Baby-2.00

Small-3.00

Regular-4.00

Large-5.00

McDonalds

One size-3.50

Boost

Regular -5.00

Small -4.50

Kids-3.50

Starbucks

Caffè Latte	3.00	3.45	3.90
Cappuccino	3.00	3.45	3.90
Caffè Americano	2.50	2.85	3.15
Caramel Macchiato	3.95	4.40	4.85
Flat White	3.25		
Espresso	2.00	2.35	
Espresso Macchiato	2.00	2.35	
Espresso Con Panna	2.15	2.50	
Caffè Mocha	3.50	4.00	4.40
White Chocolate Mocha	3.95	4.40	

**Make it yours**

COMPLIMENTARY FOR MY STARBUCKS REWARDS GOLD MEMBERS

<b>Extra espresso</b>  60c	<b>Flavoured syrup</b> Vanilla, Hazelnut, Caramel, Cinnamon & Peppermint  60c	<b>Sugar-free flavoured syrup</b> Vanilla, Hazelnut & Caramel  60c	<b>Whipped cream</b>  60c
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(pricing in Starbucks changes per drink)

Our verdict:

We think the medium milkshake price should be increased by 20 cent and the large should be increased by 10 cent. This price hike is due to the new compostable cups being an extra 20 cent per batch of cups. The medium is the same size as five guys milkshake, so it will still be cheaper making it still more attractive to buy. With the introduction of a new size (small) it should attract people looking for a cheaper milkshake (same price as McDonalds and same size). We believe if the frozen yogurt company is switched and we keep the price the same we should generate more profit as then the shake shop wouldn't have to pay big delivery fees from America. The protein shakes should stay the same price as if you are to buy protein shakes in other places such as Boost they are more expensive. We think the sundaes price should be lowered as when we did our direct observation no one bought the sundaes so if the price was lowered hopefully this would entice customers to buy the sundaes more. This will mean a reduced amount of ice-cream for the sundae to allow the reduced cost, but we doubt the customers will notice as we don't think anyone buys the sundaes. We think the frozen yogurt price should stay the same as you get more than you get in mooch for the same price as moochs baby size.

## Place

The Shakeshop is located in Dundrum Shopping Centre. Right beside its parent company Eddie Rockets. The main reason we think the Shakeshop should remain situated in Dundrum is because of its parent company Eddie Rockets. As many people will either go from Eddie Rockets to the Shakeshop or vice-versa. Another reason we think the Shakeshop should stay where it is. Is that Dundrum Shopping Centre is one of the most well-known shopping centers in Dublin.

## Product

- In the Shake shop we think they should change the packaging for the shakes, protein shakes and change to compostable packaging we would recommend that they do this because it would be better for the environment and would add just another reason to choose the shake shop to get your cold beverage.



In our survey we were suggested to add another size to the product. So we have decided to add a smaller size. This cup (picture above) is the perfect size for our small size.

You can also personalize the cups easily as you can get the cups printed with your logo for free if you order a certain number of cups. The shake shop would be ordering large quantities, so this would be perfect for them and would keep costs low. It would cost 18 cent extra for these cups but could be priced as a loss leader just to entice people as we found from our direct observation people come into the shop in groups so one person might buy the smaller cup that is compostable (a good news story) whereas the others might buy the large non-compostable cup.

- We would also recommend that they would change the frozen yogurt brand that the shake shop is currently using from an American brand to an Irish brand because they are currently using a America brand called MYO they could change it to one of these Irish base company such as:

1. Plas –Farm Natural frozen foods: has being up and running for over 20 years now specializing in frozen desserts, award-winning pedigree, and the experience of helping hundreds of businesses worldwide to enter the frozen yogurt market.

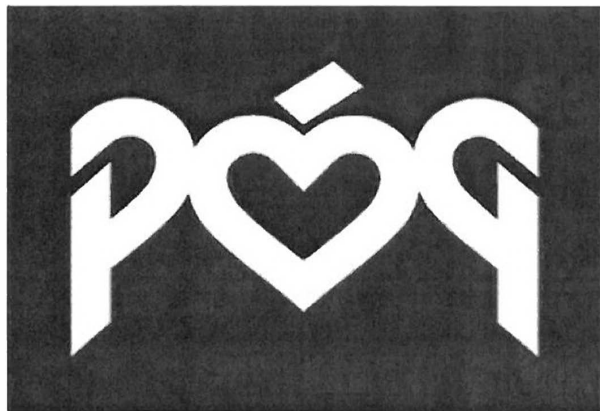


## The Frozen Yogurt People

2. Pow Cow which: is Founded by Niall Moloney in 2016, he is a registered dietitian with a postgraduate in sports and exercise nutrition.



3. Póg: over ten years ago póg was founded. It is a healthy low calorie frozen yogurt options. Low in sugar and full of vitamins and minerals – without compromising on the taste.



All of these are good Irish based companies that the shake shop should switch to get a cheaper more affordable supplier price Póg has an advantage in that it is healthier option compared to the other two of the Irish companies.

- **Financial information**

When we went to the shake shop and did direct observation we noted down how many shakes where sold, flavors used, tubs of ice-cream used and where the cups where from. From that we were able to calculate some of their expenses:

The shake shop made 272 euro in the hour we sat there for.

In that time only two people were working taking 20% of the money made.

68 cups, straws, chocolate bars where used and 5 and ¼ tubs of ice-cream used.

According to an English wholesaler the cups (Seda cups) that the shake shop use for 1000 cups 16 oz. it will cost 43.32 cents. Because of Brexit we believe it would be best to switch to another cup provider, a cup provider in Ireland as the cost of cups will increase.

Costs:

It costs 23.68 for wages and the cups VAT included. The VAT on the cups is 23% and the VAT on the wages is 9%. This leaves the shop with 248.32 cents. The rent in Dundrum shopping center can be as high as 1 or 2 million euro per year so majority of the profit probably goes to the rent. The shake shop could get their chocolate bars from a company called buybulk.ie. This website offers the shake shops most popular flavor kinder Bueno at 31.99 euro for 30 bars. This would mean that it costs the shake shop about 1 euro 6 cents per chocolate bar. If it was a large kinder Bueno shake if you took the amount the chocolate bar would cost (1.06) and the cost of the cup (0.04) it leaves the shop with 3-euro 40 cent left. If you take 20% of that of for wages you are left with 1 euro 70 cents. We also researched a possible company they could get their straws from and they offer a pack of 1000 straws for 17.59 cents. This makes 57 cents per straw and take this away from the profit. This leaves us with 1 euro 13 cents. This would be the shake shops profit before tax and not paying rent on a large kinder bueno shake.

## **Conclusion and recommendations**

- **Business recommendations**

### **promotion**

**Health benefits**-the shake shop should do what boost does and talk about how there is a lot of calcium in their milk used in the ice-cream, also they should talk about the health benefits of protein shakes that they offer. This would entice people to buy the protein shakes and promote what is on their menu.

**Good news story**-with the introduction of new cups that are compostable being offered I think the shake shop could advertise that their cups are compostable on the cups, they could make



themed cups for important days such as world earth day. The compostable cups would be a good news story for the shake shop and Eddie rockets.

**Irish**-people prefer things when they know they are produced in their own country/owned by their country so this could be used to give the shake shop an edge over companies such as McDonalds. Cups, yogurt, ice-cream and company all owned/produced by Irish-good news story.

Our verdict:

These recommendations should entice more people to the shake shop and boost their sales, all the promotion ideas we have are very cheap and won't increase the price (apart from the new cups)

### prices

Shake shop:

For milkshakes

For a small 3.50

For a medium 4.20

For a large 4.60

For extra toppings it is 0.50

Shake of the day is 4.50 and it has two flavors and a topping

For sundaes

5.00

Protein shakes

4.50

Ice-cream/frozen yogurt

2.00

Our verdict:

These new prices should allow profit still with the new cups and entice customers as the prices are still lower than competitors, also the pricing of the small is set to be in-line with McDonalds shake but still be bigger than a McDonalds shake

### Place

The Shakeshop is located in Dundrum Shopping Centre. Right beside its parent company Eddie Rockets. The main reason we think the Shakeshop should remain situated in Dundrum is because of its parent company Eddie Rockets. As many people will either go from Eddie Rockets

to the Shakeshop or vice-versa. Another reason we think the Shakeshop should stay where it is. Is that Dundrum Shopping Centre is one of the most well-known shopping centers in Dublin and has been described in an online newspaper article that it is able to survive and keep going through recessions and they have plans for expansion.

Our verdict:

We think the shake shop should stay in Dundrum as Dundrum is set to get bigger with more retailers not food companies, so no new competitors will be added.

### Product

- In the Shake shop we think they should change the packaging for the shakes, protein shakes and change to compostable packaging we would recommend that they do this because it would be better for the environment and would add just another reason to choose the shake shop to get your cold beverages.
- we also think that they should change where they get their frozen yoghurt from an American brand to an Irish brand this would be cheaper to ship directly to the shake shop. the best option that came across when researching was a supplier called Pog which is a heather option but claims they have just as much flavor.
- In our survey we were suggested to add another size to the product. So we have decided to add a smaller size.

## Appendix

### Competitors:

**Starbucks** [ Starbucks with a wide range of coffee, smoothies, tea and brewed beverages.]

**Mooch** [Mooch offers smoothies, juices, Belgian waffles, fresh coffee and 100% Natural Frozen Yogurt.]

**Boost juice bar** [You can get your freshly made juice or smoothie straight, or you can get supplemented with an extra boost – all natural shots of goodness to give you extra energy or protein, help your detox or give your immunity.]

**5 guys** [ Five guys Burger and Fries The cult American restaurant known for its burgers and chips.]

**Mcdonalds** [they serve chips, shakes, burgers, wraps, soft drinks and chicken, they offer all these at very low prices just two floors below the shake shop known internationally]

### Nearby gyms:

**FLYefit Dundrum** :FLYefit Dundrum is located on Dundrum Main Street in the village and adjacent to the Dundrum Shopping Centre. Just a few minutes from Dundrum & Balally Luas stop and easily accessible from Sandyford, Rathfarnham and Clonskeagh. This means that the protein shakes in the shake shop should appeal to the people of this gym as they are a two minute walk away. The shake shop is the closest beverage company to the gym.

**Educogym Dundrum**:was established in 2009. They focus on achieving world class results by concentrating on each client's individual needs and goals, helping them to draw out the best version of themselves. Educogym use cutting edge nutritional supplements, low glycemic food plans, whilst staying up to date on the most current nutrition and training information available. Edco gym are slightly farther away from the shake shop so in my opinion should be ruled out as there are other shops near that gym that offer fresh shakes.

**ProFitness Gym Dundrum**: Officially opened in 2015. ProFitness Gym has continued to be the leaders in body transformation in Dublin. This gym is a ten minute walk away from the shake shop and has a target market of 17-21 year old's which is part of the target market of the shake shop making them the perfect gym to team up with and advertise to advertise the shakes provided by them.

We researched nearby gyms to see would the shake shop be better of promoting/focusing more on protein shakes instead of sweet shakes. As seen there are many gyms surrounding the shake shop all offering a teen gym available to our target audience.

**Word count (inc.appendix)**

**5,749**

**Word count (ex.appendix)**

**5,359**

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