

BOOK+STUDY CAFE

Branding & Packaging

INTRODUCTION

The purpose of this assignment is to develop a comprehensive branding strategy for a chosen service/product based brand. Through various steps, students will conduct research, analyse the market, and create visual elements to effectively communicate the brand's identity and appeal to the target audience. For this assignment I have chosen a book cum study cafe as my subject.

The establishment offers a holistic experience, combining the pleasure of reading, the joy of good food, and the support for academic endeavours. With its cozy book cafe and serene study cafe, customers can find their ideal space to relax, savour yummy food and chat, explore new literary worlds, or engage in focused learning. The thoughtful selection of books, delicious food offerings, and dedicated study facilities make it an ideal destination for book lovers, students, friends and individuals seeking a quiet and welcoming haven.

PRODUCTS & SERVICES

1] Book Cafe:

- **Cozy Ambience:** The book cafe area features a warm and inviting atmosphere with a mix of table-chair arrangements and comfortable seating options like bean bags, cushions, and small knee-level tables. Customers can relax and enjoy their reading time while walking barefoot, creating a truly cozy experience.
 - **Book Collection:** A wide selection of books is available, including both second-hand and new copies. The collection spans various genres such as fiction, non-fiction, self-help, and academic books. The emphasis is on popular and trending titles, ensuring customers have access to engaging and sought-after reads.
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- **Book Purchase:** Customers can buy both second-hand and new books from the book cafe, allowing them to build their personal library and support the love of reading.

2] Cafe Menu:

- **Culinary Delight:** The cafe menu offers a mix of continental and desi (Indian) cuisine, prepared with care and creativity. The food is fresh, tasty, and cleverly named after bookish terms, adding a delightful touch to the dining experience.
- **Affordable Pricing:** The menu is priced at approximately Rs. 800-100 for two people, making it accessible and budget-friendly for customers to enjoy a satisfying meal while immersing themselves in the world of books.

3] Study Cafe:

- **Quiet Working Ambience:** The study cafe provides a dedicated space for focused work and studying. It offers a serene and quiet environment where customers can concentrate without distractions.
- **Study Resources:** Customers have access to a small shelf of second-hand academic textbooks, providing additional support for their studies.
- **Study Package:** For a fee of Rs. 300 per student, customers can avail themselves of a 5-hour study package. It includes a designated desk space, free Wi-Fi, unlimited coffee, one complimentary snack, and the availability of borrowable table lamps and whiteboards. After 5 hours, the rates would be Rs. 75-100 per hour.

4] Amenities:

- **Free Wi-Fi:** Both the book cafe and study cafe areas are equipped with free Wi-Fi, allowing customers to access online resources
- **Air-Conditioned:** The establishment provides a comfortable environment with air conditioning, ensuring customers can enjoy their time without being affected by weather conditions.

OPERATIONAL SERVICES

1] Book Inventory Management:

- Procuring books, both second-hand and new, from different sources - local thrift stores, online classified book donation drives, wholesale book suppliers, publishers & suppliers, book fairs and exhibitions
- Encouraging customers to contribute their own books to create a book exchange program.
- Organising and categorising books based on genres, authors, or subjects.
- Tracking and managing the inventory of books, including restocking and retiring damaged or outdated books.

2] Study Area Management:

- Creating a comfortable and conducive study environment by arranging desks, chairs, and study aids.
- Ensuring sufficient lighting and proper ventilation in the study areas.
- Providing power outlets for laptops, smartphones, and other electronic devices.
- Regularly cleaning and maintaining the study areas to uphold cleanliness and hygiene standards.

3] Food and Beverage Services:

- Designing a menu of snacks, beverages, and meals suitable for students' preferences and dietary requirements.
- Sourcing ingredients and supplies for the food and beverage offerings.
- Preparing and serving food and beverages to customers efficiently.
- Maintaining cleanliness and hygiene in the food preparation and serving areas.
- Having the phone scan menu app of the establishment as well as a few physical copies of the menu.

4] Staff Management:

- Hiring and training competent staff members who can handle book sales, customer service, food preparation, and other necessary tasks.

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- Establishing work schedules and managing shift rotations to ensure adequate staffing during peak hours.
 - Providing ongoing training and performance evaluations to maintain service quality and customer satisfaction.

5] Customer Service:

- Ensuring friendly and efficient customer service by addressing inquiries, providing book recommendations, and assisting with study resources-related queries.
- Gathering customer feedback and implementing improvements based on their suggestions.

6] Maintenance and Upkeep:

- Regularly maintaining and cleaning the premises, including study areas, seating, restrooms, and food preparation areas.
- Ensuring proper functioning of facilities, such as lighting, ventilation, heating, and cooling systems.
- Conducting routine checks on equipment, such as computers, printers, and Wi-Fi routers, to ensure they are in working order.

CONSUMER COSTS

- **Book Purchase:** The cost of books will vary depending on whether customers choose second-hand or new books. Second-hand books are generally more affordable compared to new copies.
- **Food and Beverage:** The cafe menu offers a mix of continental and desi dishes. While the exact prices may vary, the approximate cost for a meal for two people is around Rs. 800-100.
- **Study Package:** The study package is priced at Rs. 300 per student for a 5-hour duration. This package includes a designated desk space, free Wi-Fi, unlimited coffee, one complimentary snack, and access to borrowable table lamps and whiteboards. After the first five hours, it is Rs. 75/100 per hour. It provides a conducive environment for studying and productivity at an affordable price.

TARGET GEOGRAPHICAL AREAS

Metropolitan cities starting from Mumbai.

Opening the book cum study cafe in Mumbai provides access to a large and diverse customer base, including students, professionals, and book lovers. With Mumbai's status as an educational and cultural hub, along with its thriving food scene, the establishment has the potential to cater to a wide range of customers and offer a unique experience.\

VISION & MISSION

Vision:

Igniting the love for reading, fostering academic excellence, & delighting the culinary senses, we want to be a pioneering destination in India that celebrates books and food and supports students in a harmonious and inspiring environment.

Mission:

To create a captivating haven where book lovers can immerse themselves in the world of literature, while providing a welcoming and supportive space for students to study, fostering a harmonious blend of intellectual nourishment, literary exploration, and a delightful culinary experience.

Brand Values:

- Literary Inspiration
- Academic Excellence
- Culinary Delights
- Cozy & Inviting Ambience
- Exceptional Service
- A Safe Haven
- Sustainability

TARGET CONSUMERS

15 - 25 year old urban city residents

1] Mira - Introverted Bookworm:

- **Age:** 20
- **Gender:** Female
- **Background:** Introverted and diligent student from Mumbai, who finds solace in books and seeks a safe haven in a cozy and comfortable book cafe.
- **Reading Preferences:** Fiction genres like fantasy, mystery, and contemporary literature.
- **Ambiance Preferences:** Cozy, comfortable ambiance with natural light, real plants, and soft music (possibly from Ghibli studios).
- **Motivation :** Prefers going alone, desires privacy and cozy reading nooks.
- **Food Preferences:** Appreciates healthy yet delicious food options.
- **Safe Haven:** Values a calm and tranquil environment to escape and unwind.

2] Daasha - Aesthetic-loving Extrovert:

- **Age:** 15
- **Gender:** Female
- **Background:** Student from Mumbai and leisure reader with a love for aesthetic cafes and visually pleasing experiences.
- **Reading Preferences:** Enjoys young adult fiction, fantasy, and romance genres.
- **Cafe Preferences:** Attracted to cafes with charming aesthetics, cozy seating, and artistic touches.
- **Study Habits :** Desires group tables, free wifi, minimal design, power outlets, coffee and a quiet place
- **Motivations:** Seeks an inviting and inspiring environment to enjoy reading, socialise with friends , have a designated study area and share experiences on social media.
- **Influences:** Inspired by social media influencers and stays updated on the latest booktoks, study tips and cafe spots.

3] Yuva - Creative Bookworm:

- **Age:** 25
- **Gender:** Male
- **Background:** Sweet and quiet designer in the Mumbai fashion industry, who seeks a comfortable and homey book cafe experience.
- **Reading Preferences:** Diverse range of genres, including fiction, art and design, fashion, and biographies.
- **Socialising with Friends:** Values a book cafe where she can share her love for reading and engage in meaningful conversations with friends.
- **Motivations:** Envisions the study cafe aspect as a cost-effective and comfortable alternative for focused work and creative projects.
- **Aesthetic Preferences:** Desires a cozy and homey ambiance with elements like plants, wooden floors, and warm lighting.
- **Comfort and Affordability:** Values a comfortable environment that nurtures creativity without the high costs of traditional coworking spaces.

USP

The brand stands out as one of the first book cum study cafes in India, offering a unique and comprehensive experience for students and book enthusiasts. By seamlessly integrating a cozy cafe setting, a diverse selection of books, and a dedicated study space, this establishment provides a consolidated destination for both leisure reading and focused studying. With a holistic approach that includes delectable food offerings and a warm and inviting ambiance, the brand creates an exclusive haven where individuals and friend groups can immerse themselves in their love for learning, reading, and enjoying a comfortable environment.

SIMILAR BRANDS & COMPETITORS

- **Leaping Windows, Mumbai**

Leaping Windows in Mumbai blends a comic book store with a cozy cafe ambience. With a curated collection of books and graphic novels, it caters to comic and literature enthusiasts. The inviting atmosphere, comfortable seating, warm color palette, engaging events, delicious food offerings, and a sense of community contribute to a unique experience.

- **Writer's Cafe, Bangalore**

Writer's Cafe in Bangalore is a distinctive cafe with a focus on writing and literature. It provides a curated selection of books, comfortable seating, and a calm atmosphere for writers and book enthusiasts. Writer's Cafe hosts writing workshops, author talks, and literary events.

- **Eve, Mumbai**

Eve in Mumbai is a unique cafe that offers a delightful experience to its patrons. The cafe offers a range of healthy, delicious food options, promoting a balanced lifestyle. It hosts a decent book collection, wellness workshops, yoga classes, and mindfulness sessions.

- **Pagdandi Books Chai Cafe, Pune**

Pagdandi Books Chai Cafe in Pune is a charming space that combines books and tea. With a diverse book selection, aromatic teas, and a cozy ambiance, it provides a delightful experience. By hosting book clubs, poetry readings, cultural events, it fosters a sense of community.

- **We Work**

WeWork is a global co-working space provider that offers flexible workspaces and community-driven environments. With its modern and well-designed offices, WeWork provides professionals with a productive and collaborative work setting.

- **Starbucks**

POSSIBLE BRAND NAMES

- The Whispering Pages
- Chapters & Flavours
- Gourmet Chapters
- The Storyteller's Nook
- The Gastronomic Library
- The Storyteller's Hideaway

POSSIBLE TAGLINES/ SLOGANS

- Nourish your mind, savour the pages
- Books, Bites and Brilliance
- A perfect blend of books & brews
- Blending Books, Bites & Brews
- Journey through flavours of fiction
- A Flavourful Journey of Books & Study Breaks