

Writing Sample 1

Dear Starbucks,

First, we at Cardwell Beach would like to thank you for turning to us during the crisis you are experiencing. We understand that you value your business more than anything, and we are prepared and ready to help get your business back on top. We understand that leading up to the COVID-19 pandemic, your business was experiencing a significant drop in sales, and that now the severity of the pandemic has further damaged your market. At Cardwell Beach, we practice a unique approach towards solutions for existing brands. We believe that we have solutions that will help Starbucks to recover from this crisis and we are eager to share with you how we intend to do that.

Here at Cardwell Beach we believe that you can't improve what you can't measure. We would first need to collect all relevant data in regards to sales and then use our trusted technologies and analytical strategies to determine the most cost-effective way to enhance your marketing channels. Are the sales of your competitors also decreasing, or are they increasing? And why? Surely people have not just stopped drinking coffee, so the question becomes, "why are they not drinking coffee from Starbucks?". Chances are that the answer to that question lies in the world of branding and marketing. Everyone knows that Starbucks exists, but there is something, possibly in your current marketing campaign, that is turning once loyal customers away. An in-depth look into the data of your sales alongside your existing marketing strategies during the time of sales drops will be the start of our work. A vital part of our plan for revamping Starbucks is market research. It is important that Starbucks has a deep knowledge and understanding of what their customer base is like. Perhaps your customer base has begun to change, or it needs to change, and that is what is causing the decrease in sales, because your current marketing campaigns are no longer connecting to your intended audience.

It is our understanding that Starbucks target market has always been perceived as high income, high spending individuals. People who don't think twice about spending \$6 on a latte. From what we can tell, these are the people who your marketing strategies most target. In recent years, even more so recent months, since the beginning of the pandemic, there has been a push for consumers to support small local businesses as opposed to corporations. Your loss of sales might be due to some of your target market customers making the switch to support local coffee shops during this time instead. However, we believe that if you are connecting with consumers beyond your target market, your maybe temporary drop in sales would be nonexistent, or at least far less significant. Our mission is to come up with strategies that will connect with consumers outside of your target market, drawing in more customers, and ultimately higher sales.

We strongly believe that we have what it takes to help Starbucks find their way back on top. Our marketing efforts are based on real data, and our team uses emerging technology and unique strategies to be the best in what we do. We look forward to working with your team in reforming

the existing business to make it even better and more profitable than ever before. We hope that you will embrace the change that comes with growth, growth that only Cardwell Beach can offer.

Looking forward to setting up a meeting in the near future.

Best,

Sabrina McCauley
Cardwell Beach