



Example MMS FCCP Project in Customer Segmentation

Client: Retail Coffee
Project: Gen Z Customer Strategy

This project for a regional coffee chain focused on understanding and effectively targeting the Gen Z consumer

Background

- Client: A specialty-coffee chain wanting to strengthen relevance with Gen Z consumers
- Competitive landscape dominated by national brands with deep distribution and marketing budgets

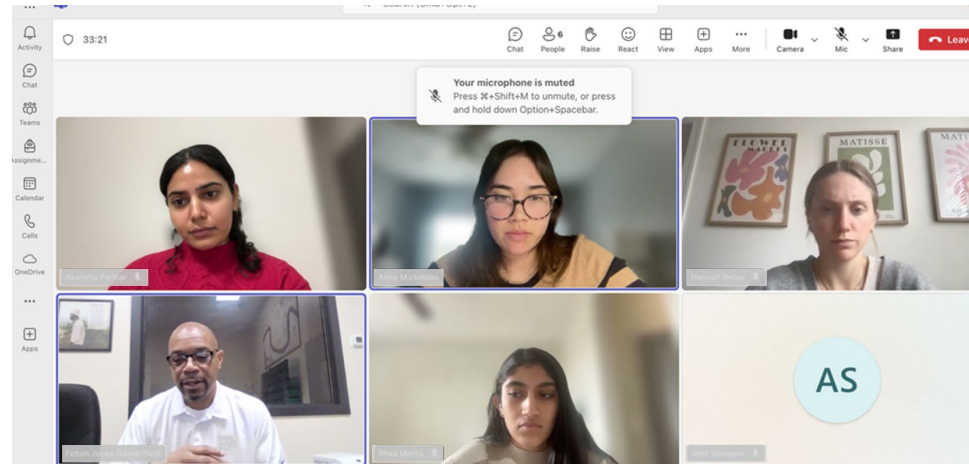
Project Objective

- The objective of this project was to **develop a go-to-market strategy that positions client as a Gen Z-preferred option**

Key Deliverable

The students produced a final report for the client that included:

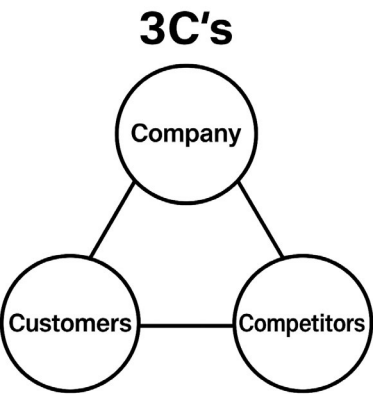
- **4Ps plan**—Product concept boards, premium & functional pricing tiers, distribution roll-out map, digital-first promotion calendar
- **Gen Z engagement toolkit** (influencer archetypes, interactive sampling activations, social-media KPI targets)
- **Phased implementation plan**



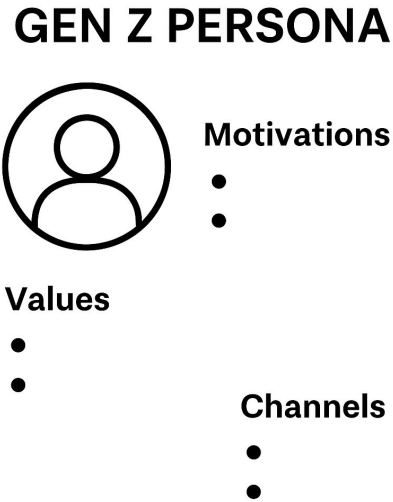
Fuqua MMS Student Team virtual meeting with client

Students used several frameworks in their analysis, including: 3C's analysis, marketing mix, Gen Z persona and journey mapping, social media strategy, and a phased implementation plan

Examples of frameworks and approaches used



- 3C's Analysis (Company, Customer, Competition)**
- Clarified client's unique assets, competitor whitespace, and Gen Z taste & values (convenience, authenticity, sustainability)

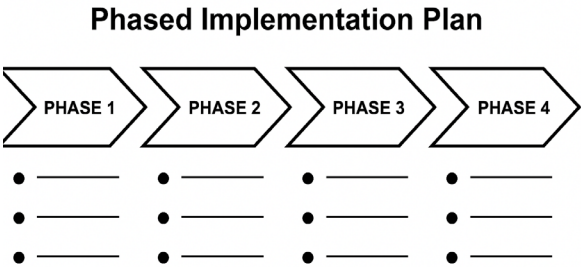


- Gen Z Persona & Journey Mapping**
- Identified key touchpoints (TikTok, campus events, health-oriented vending) and expectations (low-sugar, high-protein, "limited-drop" flavors)

4P's

Product • • •	Price • • •
Place • • •	Promotion • • •

- Marketing Mix (4P's)**
- Translated 3 Cs insights into Product flavors, premium/functional pricing, phased placement plan, and story-driven promotion tactics



- Phased Implementation Plan**
- Staged launch (0–12 mo online/DTC pilot, 12–24 mo regional retail, 24–36 mo national scaling) with milestones, owners, and KPIs

5 weeks is dedicated to project clarification and student manager planning in October-Nov before MMS students complete project analysis over 5 weeks in Jan-Feb

