



## *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

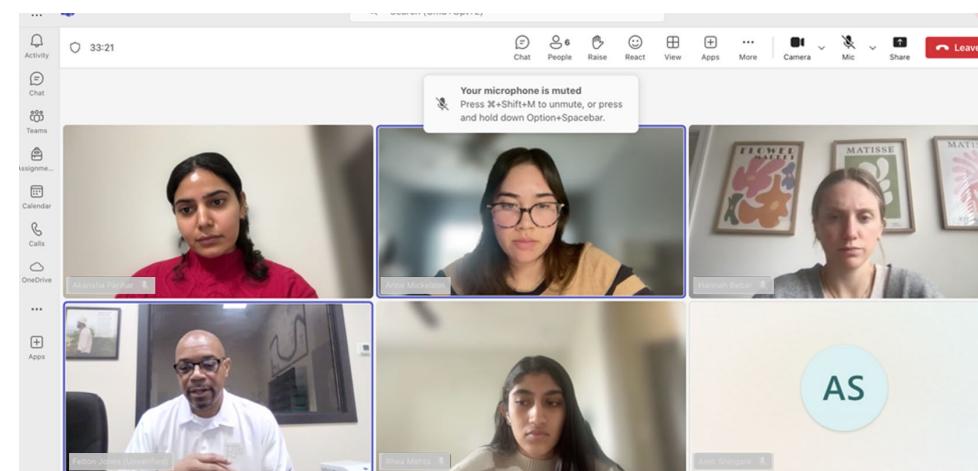
## Project Objective

- 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:

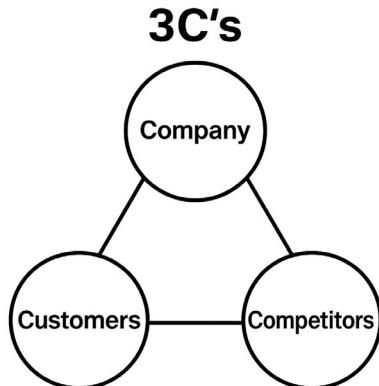
- **4Ps plan**—Product concept boards, premium & functional pricing tiers, distribution roll-out map, digital-first promotion calendar
- **Gen Z engagement toolkit** (influencer archetypes, interactive sampling activations, social-media KPI targets)
- **Phased implementation plan**



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

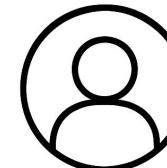
Examples of frameworks and approaches used



#### 3C's Analysis (Company, Customer, Competition)

- Clarified client's unique assets, competitor whitespace, and Gen Z taste & values (convenience, authenticity, sustainability)

#### GEN Z PERSONA



##### Motivations

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##### Values

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##### Channels

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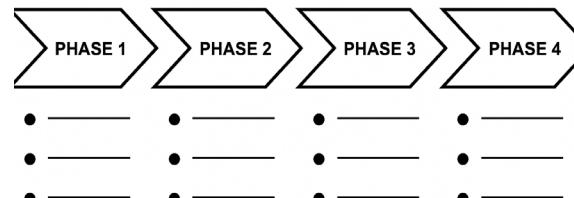
#### 4P's

|         |           |
|---------|-----------|
| 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



#### 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

| Activity              | 2025 |     |    |    |    |     |    |    |    |     |    |    | 2026 |     |    |    |    |    |                      | Responsible          | Assisting |  |
|-----------------------|------|-----|----|----|----|-----|----|----|----|-----|----|----|------|-----|----|----|----|----|----------------------|----------------------|-----------|--|
|                       | Oct  | Nov |    |    |    | Dec |    |    |    | Jan |    |    |      | Feb |    |    |    |    |                      |                      |           |  |
|                       | 27   | 03  | 10 | 17 | 24 | 01  | 08 | 15 | 22 | 29  | 05 | 12 | 19   | 26  | 02 | 09 | 16 | 23 |                      |                      |           |  |
| Contract Finalization | 27   | 03  | 10 | 17 | 24 | 01  | 08 | 15 | 22 | 29  | 05 | 12 | 19   | 26  | 02 | 09 | 16 | 23 | Client               | FCCP Office          |           |  |
| Project Refinement    | 27   | 03  | 10 | 17 | 24 | 01  | 08 | 15 | 22 | 29  | 05 | 12 | 19   | 26  | 02 | 09 | 16 | 23 | Student Manager (EM) | Client               |           |  |
| Project Planning      | 27   | 03  | 10 | 17 | 24 | 01  | 08 | 15 | 22 | 29  | 05 | 12 | 19   | 26  | 02 | 09 | 16 | 23 | Student Manager (EM) | Client               |           |  |
| Winter Break          | 27   | 03  | 10 | 17 | 24 | 01  | 08 | 15 | 22 | 29  | 05 | 12 | 19   | 26  | 02 | 09 | 16 | 23 |                      |                      |           |  |
| Project Execution     | 27   | 03  | 10 | 17 | 24 | 01  | 08 | 15 | 22 | 29  | 05 | 12 | 19   | 26  | 02 | 09 | 16 | 23 | MMS Student Teams    | Student Manager (EM) |           |  |

Timeline details:

- Contract Finalization:** Oct 27 - Nov 03
- Project Refinement:** Oct 27 - Nov 17. Includes "Client / EM meetings" on Nov 03 and Nov 17.
- Project Planning:** Nov 01 - Nov 15. Includes "Client / EM meetings" on Nov 08 and Nov 15.
- Winter Break:** Nov 22 - Dec 29
- Project Execution:** Jan 05 - Feb 23. Includes "Client / MMS meetings" on Jan 05, Jan 12, Jan 19, and Jan 26, and "Final Presentation (90 min)" on Feb 23.