

VIVA ESPRESSO

Lower the Wait for the Same Taste

Salinas, CA | Oct 28, 2022

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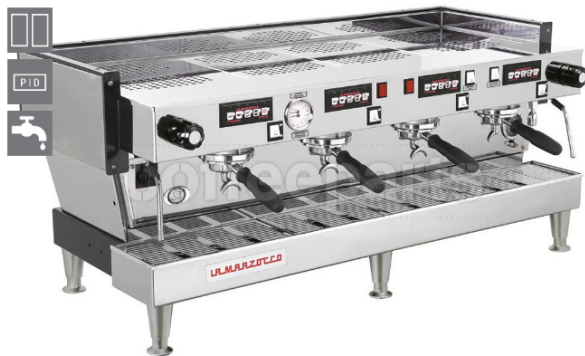
Viva Espresso is a coffee shop located in Salinas, California. Customers frequent the store for a cup of a pick-me-up before they're on their way to work. A quick google search of this store will bring up raving reviews of the food and drinks provided. However, one aspect lacking in the store is an extensive wait time.

"Rush hours are more stressful than they should be. We have limited equipment and still have to provide for many customers at once" - Anonymous Employee.

This problem has lowered employee morale, as they have high expectations from the customers and no proper resources to attain them. The store owners have recognized this issue and continuously searched for a solution.

"We have the product, and our delivery needs a better execution" - Owner of Viva Espresso.

"On Sundays, I enjoy waiting for a cup of coffee, but on my way to work, I'd rather go somewhere faster" - Anonymous Customer.



The picture on the right is the new coffee machine that will be purchased for Viva Espresso. This machine will begin use in the shop starting in December 2023.

This coffee machine will help Viva Espresso be at the top in every aspect of its business. In total, it allows the coffee shop to make seven cups of coffee at a time. This revolutionary change allows for expansion plans to be possible for Viva Espresso.

"This change gives the staff a huge sense of relief, we can focus more on the customer experience now" - Anonymous Employee.

It is clear that this addition is very welcomed by both employees and customers. Everyone will now be in a state of excitement til December to see these changes come to fruition.

Internal FAQs

Q: How will this make the coffee shop more desirable than the competition?

A: The quality of the coffee will not be affected by adding another machine due to the new appliance being the same as the current. This will help speed up the process of producing the coffee during rush hours and decrease the wait times. The quality of the coffee will remain the same, while the speed at which you receive the coffee will increase.

Q: How much will this increase productivity/profit?

A: Profit isn't our primary focus, but decreasing the wait time will keep customers happy and returning. We are more focused on getting the wait times down, but by getting through to customers faster, there is more room for more customers and hence more profits.

Q: How will employees learn to use this machine?

A: This new machine is precisely the same as the one that employees have already been using at the coffee shop, so there wouldn't be much difference in how to use it. The only difference is that this one has four portafilters, whereas the current one only has 3. Portafilters are the part where the espresso is pulled from the machine and filtered into an external cup. This will benefit the coffee shop since they will save time and money on training.

Q: How much of an expense will this be for the coffee shop? Will the quality change?

A: The additional coffee machine will cost approximately \$19,800. This is a reasonably large amount at first glance. However, Viva Espresso earns at least \$30,000 monthly, which translates to around \$360,000 yearly. This means this would be a manageable amount of money for the coffee shop and a

worthwhile expense. The quality of the coffee will not change as the machine we are adding is the same as the previous one; it is just an additional component.

External FAQs

Q: How will this affect the price of the coffee?

A: When supply and demand combine to generate scarcity or abundance, coffee prices shift. The combination of erratic curatively stable markets significantly influences coffee pricing. We focus on improving our output times without sacrificing our coffee's current prices. As stated by the Owner of Viva Espresso, " We have the product; it is our delivery that needs better execution." While the speed you receive the coffee may quicken, the coffee's quality or price will not change.

Q: How will you preserve the quality of the coffee?

A: To preserve the quality of the coffee, we will first start with protecting the bean itself by storing it in an air-tight opaque glass container to keep it fresh or storing them in one-way valve bags especially designed for the coffee to avoid any air entering. Preserved by regularly having the espresso machine get maintenance by espresso repair experts. Other ideas include ensuring the machine gets thoroughly cleaned to prevent any clogging of milk, reporting any issues immediately, and ensuring the steaming wands are purged after every use and cleaned every night.

Q: What is the average wait time for a cup of coffee?

A: Average time for a cup of coffee to be made is between 2-4 minutes. Iced coffee usually requires less time, with an average of 1 min 40 seconds, because there is no need to take extra time to steam milk. Hot drinks are the most time-consuming; the average time depends on the size of the coffee and

the ounce of espresso the machine pulls. 12 oz and 16 oz drinks usually take 2 minutes, and 20 oz cups take up to 3 min.

Q: What kind of coffee beans does Viva Espresso use?

A: Viva Espresso Organics uses fair trade, 100% organic Arabica beans imported from 6 Latin American countries; coffee beans are roasted in Santa Cruz Coffee Roasting Co. Viva espresso offers seven types of beans: Colombian, Guatemalan, Ethiopian, Veracruz, Mexican, Santa Cruz Dark, and Peruvian Decaf. It ranges from light to darker roast and one decaf bean.