



# Coffee, Clientele & Community

A collaborative project to enhance customer experience and local commerce through integrated coffee services.

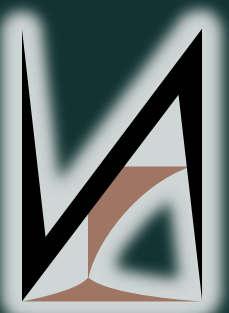
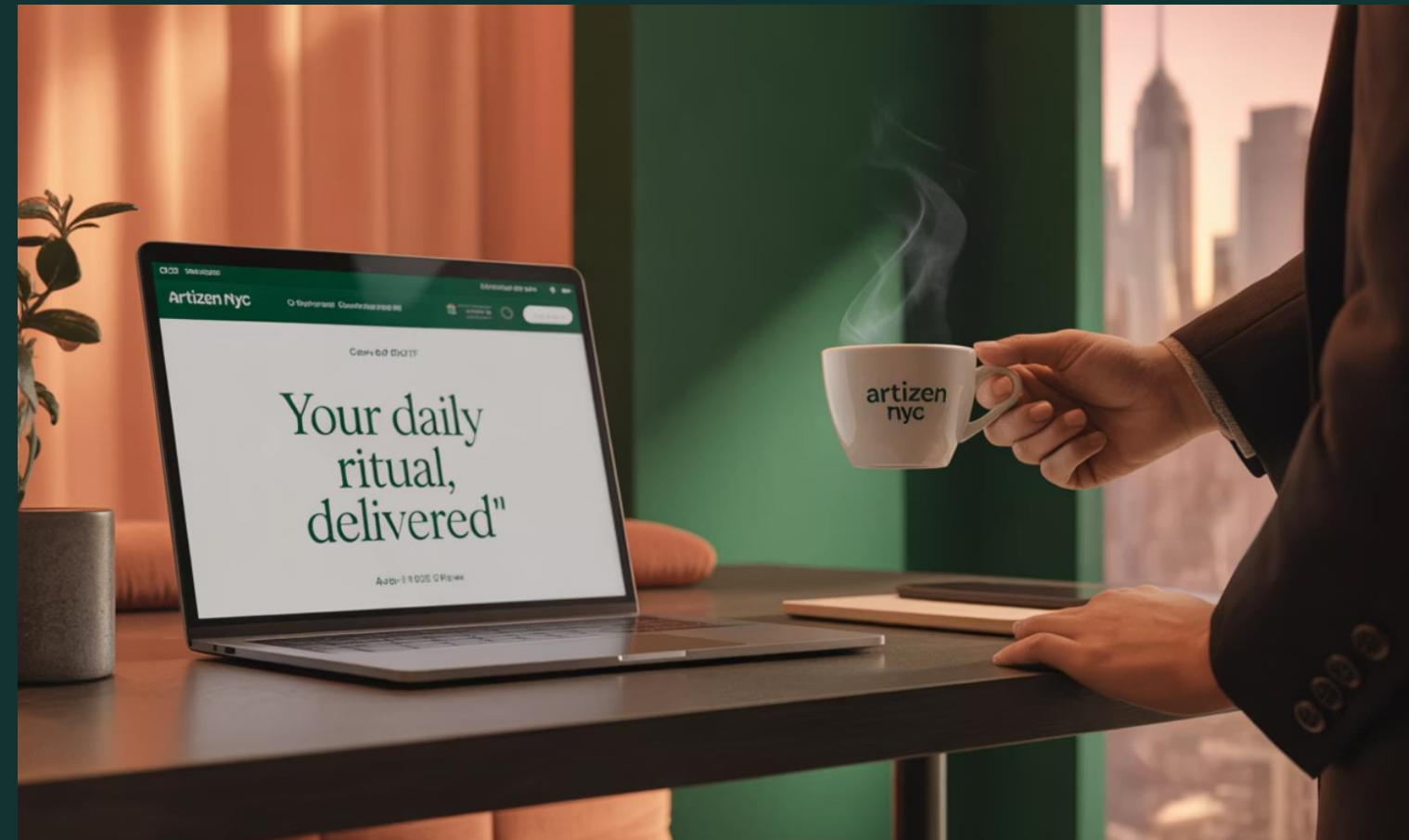
Prepared by Edward Liriano on behalf of Artizen NYC for participating local businesses.



# Executive Summary

This project integrates coffee ordering and delivery into local businesses. It creates a convenient amenity for clients while increasing revenue.

The initiative leverages existing customer traffic. It fosters a stronger local business ecosystem.







# Project Goal & Objectives

## 1 Create Mutually Beneficial Partnership

Local businesses offer on-demand coffee service to clients. Artizen NYC facilitates and delivers.

## 2 Enhance Customer Experience

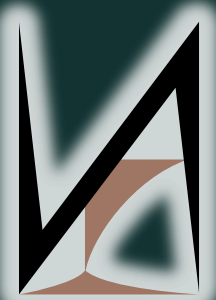
Provide convenient amenities during visits. Reduce perceived wait times.

## 3 Generate New Revenue

Create new sales channels. Develop customized partnerships.

## 4 Foster Local Collaboration

Strengthen local economy through direct partnerships between neighborhood businesses.





# Collaboration Model: "Community Coffee"

## Order Hub

Businesses provide tablet or QR code for simplified ordering.

## Curated Menu

Streamlined offerings suitable for business environments.

## Order Transmission

Orders instantly sent to Artizen NYC via integrated POS system.

## Efficient Delivery

Dedicated staff delivers within agreed timeframe (10-15 minutes).



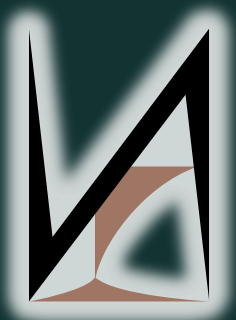
# Payment & Marketing

## Payment Structure

- Clients pay directly through online platform
- Customized commission structure for businesses
- Optional bulk billing for complimentary service

## Marketing Approach

- In-business signage and promotional materials
- Artizen NYC in-store promotion
- Joint social media campaigns



# Benefits for All Partners

## For Businesses

- Enhanced client satisfaction
- Reduced perceived wait times
- Positive brand image
- New revenue stream

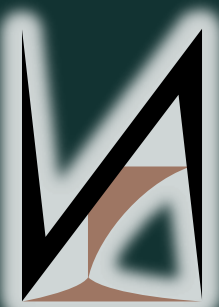


## For Artizen NYC

- Expanded customer base
- Increased sales volume
- Diversified revenue
- Enhanced brand recognition

## For Community

- Stronger local economy
- Enhanced neighborhood services
- Improved business ecosystem







# Implementation Plan

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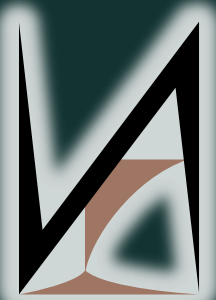
## Phase 1: Pilot (1-2 Months)

- Identify 2-3 pilot businesses
- Set up ordering technology
- Finalize menu and delivery logistics
- Train staff and launch pilot

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## Phase 2: Refinement & Expansion

- Optimize based on feedback
- Launch marketing campaigns
- Onboard new partners
- Monitor performance metrics





# Success Metrics & Next Steps

## Success Metrics

- Number of orders from each business
- Revenue growth for Artizen NYC
- Client feedback and satisfaction
- Business partner satisfaction
- Conversion to regular customers

## Next Steps

We propose a meeting with interested businesses and Artizen NYC to discuss details.

Together we'll refine partnership terms and launch "Coffee, Clientele & Community."

