REBRANDING CAFÉ JAZZVE TO J'SPACE

Reflection Paper

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Introduction

Our world today is distinguished by the quick evolution of trends in this period of rapid progress. Yerevan, in keeping with this speed, has evolved into a city that is well aware of global trends. Today's Yerevan cafes and restaurants easily compete with famous worldwide establishments, featuring a similar level of perfection in visuals, culinary offers, style, service, interior design, and more. As our city strives to meet worldwide standards, competition in its culinary scene grows more vibrant and demanding. In these lively surroundings, it is clear that local businesses must not only keep up with but also exceed global norms. This understanding serves as the background for our capstone project, the strategic rebranding of Jazzve, a lovely café in Yerevan, in order to raise it to the height of modern brilliance and fulfill the discriminating demands of our diverse and cosmopolitan customers.

Some individuals believe that rebranding only entails altering the company's look, but it involves more. Rebranding requires a variety of actions meant to enhance the business overall. Businesses, mainly restaurants and cafes, frequently need to make internal changes to change how they seem to the outside world. Reputable businesses constantly strive to improve and stay relevant, which drives them to innovate and discover fresh approaches to challenges. Restructuring a company's operations requires examining every aspect of the business from the inside and out. Much effort is being made "behind the scenes" to enhance things, even though individuals might not perceive changes occurring outside the organization.

Rebranding is a powerful tool in the hands of an expert that may save a newly established company with serious flaws and faults or revitalize one that has previously run out of resources. Sometimes a café or restaurant needs to rebrand, which involves changing both the name and the look of the business. There are two reasons for this. The first reason is that the restaurant is no

longer as popular as it once was, and what people are looking for is new and different. The second rationale stems from the restaurant concept's failure. Many people didn't like it right away or it lost its charm after a few months. The restaurant or cafe must act quickly to make major improvements under these circumstances.

A company's commitment to keeping its promises and its connections with customers is just as crucial as its name and appearance. For companies hoping to update their brand, attract new customers, or keep their competitive advantage are essential. Rebranding is, therefore, particularly appropriate for cafés and restaurants since the success of the business is greatly dependent on the opinions of its customers. Due to the Internet and social media, it is easy to understand customer's needs. Consumers are drawn to products that align with their values and style, so companies must adapt as well. This is crucial for Yerevan's cafes since people in Yerevan prefer to visit cafes that serve delicious meals and have a stylish, photogenic appearance. Thus, a cafe's ability to maintain its popularity depends greatly on its ability to change its brand. For this reason, in order to stay on trend and attract consumers, cafés must regularly refresh their look.

Our primary goal is the challenging endeavor of recreating Jazzve, a once-significant Yerevan café that flourished from 2004 until 2016. But Jazzve's story has taken a sudden turn, with a noticeable fall in their finances. The state of the economy has resulted in reduced financial resources, which has limited the cafe's ability to operate. The closing of one of Jazzve's locations has made the effects of this financial burden apparent. This shutdown is a straightforward and serious signal that, in order to successfully navigate Yerevan's constantly shifting food terrain, a proactive and planned approach is required. Our concept is an immediate answer to the significant issues arising from closing and the enormous challenges presented by the appearance

of fresh, innovative cafés. It goes beyond the superficial need for a basic visual makeover. The threat posed by these rivals to Jazzve's revenue has forced a thorough reassessment of the company's design. Essentially, our project is an appropriate modification to the existing situation rather than merely a visual change. We have systematically reevaluated and reshaped Jazzve in response to the financial burden, making sure that it not only regains its previous splendor but also flourishes in Yerevan's dynamic and strong food culture. Our purpose is based on the knowledge that Jazzve's success is closely related to its capacity to grow, evolve, and appeal to the shifting tastes of the city's broad customers.

The core mission is clear: breathe new life into Jazzve, making it more attractive not just to the local community but also to the influx of residents from Russia and Ukraine who arrived in Armenia after 2022 to live rather than just travel. Our endeavor is motivated by the realization that a reduction in profitability is more than a symptom; it is a call to action. It necessitates a thorough investigation of the factors resulting in this reduction, which will need extensive research and insightful conversations with the café's director.

In conducting our project, we engaged in discussions with Jazzve's director, revealing a compelling need for rebranding due to financial losses and the closure of one branch. This necessity resonated with us, changing our cooperation into a meaningful one. The director's appreciation of our plan's revenue-boosting potential has elevated our work above a merely creative undertaking, underlining the practical influence our rebranding initiative may have on Jazzve's profitability. This partnership is a strategic alliance intended not just at rejuvenating Jazzve's image but also at tackling significant financial issues.

Literature Review

It is critical to learn about rebranding in order to comprehend the process. This project entails the intricate details of a strategic rebranding drive for the cafe Jazzve located in Yerevan. Therefore, *Managing Brand Equity* by David A. Aaker is the first and most crucial book we require (2009). Understanding the several elements that contribute to Jazzve Cafe's brand strength is made easier by using Aaker's concept of brand equity, which is defined as "a set of assets and liabilities linked to a brand that add or subtract value to a product or service" (Aaker, p12). Aaker's Branding's tactics of developing strong brands with enhanced profitability, consumer loyalty, and durability against challengers are used in our Creative Project. More specifically, the Decker Story and Nissan Story—two successful rebrandings—will incorporate some of Aaker's rebranding principles into our Cafe Brand Awareness campaign. We aim to introduce "Brand Loyalty" to our Jazzve cafe. Based on Aaker's research on target customer insights, which emphasizes demographics, psychographics, attitudes, and behaviors, will be employed these strategies to identify our loyal customers and create a perfect clientele by comprehending their tastes and views.

In today's fast-paced corporate environment, advertisers and marketers use storytelling as a potent weapon, capable of going beyond conventional marketing tactics and leaving a lasting impression on target audiences. Donald Miller's book *Building a StoryBrand: Clarify Your Message So Customers Will Listen,* provides priceless ideas for anybody looking to use powerful storytelling to succeed over the long term in the often changing fields of branding and marketing. Miller's guiding principle is that "every successful business understands that you need to make your customer the hero of the story, not your brand." Miller (2017) The core of the StoryBrand Framework is encapsulated in this straightforward but profound idea. Miller

investigated the most recent discoveries in neuroscience to comprehend the effects of storytelling on the human brain. Based on his research on neuroscience, we examined how feelings, interest, and memory shape consumer behavior. To do this, we used surveys to learn more about the feelings of our customers about Cafe Jazzve. He came to the conclusion that businesses should concentrate on comprehending and meeting the wants and requirements of their customers in light of the fact that captivating narratives have the power to captivate audiences, foster relationships, and impact behavior. We will be able to turn the narrative from Cafe Jazzve to its customers, making them the heroes of their dining experiences thanks to this framework. We will create a story that highlights the distinctive experiences and viewpoints of our customers while promoting a feeling of community and belonging, using Miller's insights as a guide.

The importance of visuality to Brands is nothing new to us. In order to create a unified and powerful brand, business strategy as well as design have an essential connection that is explored in *The Brand Gap: How to Bridge the Distance Between Business Strategy and Design* (Neumeier, 2003). Understanding the value of a unified visual identity, we will implement Neumeier's recommendations for creating a strong and identifiable brand symbol in our upcoming logo redesign. Following his guidelines of straightforwardness, memorability, and flexibility, our goal is to develop a logo that not only captures the core values of Cafe Jazzve through visuals but also successfully conveys the brand message. Our rebranding attempts will be based on this consistent visual experience, which will strengthen the restaurant's identity and improve brand recognition. According to Neumeier, design is more than just visual appeal; it is essential in determining a brand's identity, character, and messaging. So, considering this, we asked consumers about how they perceive Cafe Jazzve's brand in order to pinpoint any areas in which they are not connecting with the brand's messaging or aesthetic. We used this result as an

indicator to ensure that our design choices meet the expectations of our customers. After researching color psychology as well, he came to the conclusion that memorability and simplicity are what matter most. We will use Neumeier's color psychology observations to select a color scheme for the logo and overall visual design that both reflects Cafe Jazzve's brand identity and elicits the desired emotions, such as warmth, friendliness, and elegant dining. The brand's color palette will enhance its aesthetic appeal and result in a memorable encounter. In closing, Neumeier stated that design decisions should be based on an understanding of client wants, preferences, and behaviors. The perfect clientele for Cafe Jazzve was thoroughly profiled, taking into account their dining choices, hobbies, and demographics. By using these identities, we were able to more effectively reach the target audience with our brand messaging and visual elements. We used this result to continue refining the logo until it speaks to all relevant parties.

Moving forward, Seth Godin's insightful book, *This Is Marketing: You Can't Be Seen Until You Learn to See,* offers helpful direction going forward and presents a novel viewpoint on modern marketing techniques (Godin, 2018). Godin emphasizes the significance of marketing planning that synchronizes company goals with brand efforts (Godin, 2018). In order to ensure that our brand plan meets client's changing tastes and supports Cafe Jazzve's long-term growth, we will be doing in-depth research to understand their needs, both now and in the future. This is how our rebranding project adheres to this principle. Additionally, we will clearly state the goals, values, and brand identity of Cafe Jazzve. This will serve as a foundation for all branding decisions and guarantee consistency throughout all channels. Godin's "Tribes" idea highlights how important it is to build societies around brands. In order to develop advertising messages and experiences that align with our intended audience's principles and feeling of being part of something, we intend to take advantage of this connection. Secondly, by connecting clients on a

more profound level, we will open up channels of communication and interaction that will strengthen customer loyalty and build a feeling of community.

A designer's art was conducted by Paul Rand in 2016, where he digs profoundly into the ideas and work of significant graphic designs of the 20th century. Paul Rand correctly noted in his foundational research that "design is an ever-evolving field," necessitating continual creativity and modification in order to stay essential and current (Rand, 2016). Paul Rand is renowned for stressing simple, uncomplicated design, so we will focus on minimalism in the same way to emphasize the brand's basics in an attractive way. He makes the case that design should be more than just aesthetically pleasing; it should also have a meaning and successfully carry out the purpose for which it was created. To this end, he examines how skillful use of text, hues, and visuals can forge a distinctive brand identity, arouse feelings in the viewer, and convey difficult concepts in a clear and interesting manner. Keeping all of these things in mind, we will choose legible fonts over highly ornamental or intricate ones that could take attention away from the content. Rand recognizes that design is an evolving field and exhorts designers to accept innovation and stay flexible. He highlights how crucial it is to keep up with emerging trends and modify strategies to stay relevant in an ever-evolving environment. We will emphasize how important it is for designers to be creative and open to change. This will act as the cornerstone upon which we will emphasize the importance of keeping up with the latest trends and modifying our rebranding strategies for Jazzve Cafe in order to maintain importance in the vibrant and constantly evolving field of design.

These days, social media is very important to business, and *Social Media Marketing Workbook: 2017 Edition - How to Use Social Media for Business* by Jason MacDonald, Ph.D. is a comprehensive guide that provides examines on the dynamic field of marketing via social

media (MacDonald, 2016). MacDonald highlights social media's significance as the foundation of successful branding tactics. Therefore, in order to increase awareness of our business and establish a connection with those we want to reach, we try to make the most of social media platforms like Instagram. MacDonald stresses the significance of developing an engaging brand story. He quotes research showing that emotionally charged content is twice as attractive as reasoned content. This demonstrates how well storytelling works to increase consumer involvement with brands and foster closer ties with them. In order to incorporate the storytelling rules into our capstone project, we will produce captivating content that highlights the cafe's distinctive history, enthusiastic staff, and mouthwatering menu. This will assist us in developing a powerful brand voice and establishing a psychological connection with consumers. In addition, MacDonald emphasizes the significance of monitoring key performance indicators (KPIs) in order to assess the efficacy of social media initiatives.

Dunkin's realized that consumer tastes were changing, so it decided to rebrand. According to the *Dunkin Case Study*, social duty and engagement in society were highly valued, and the company integrated community-focused projects into its new branding attempts (2023). In a similar vein, we will investigate how to incorporate social accountability into the brand identity of the cafe. So, according to the cade study the community's efforts were integrated into Dunkin's rebranding, highlighting the significance of social responsibility in brand strategies. Additional studies support this trend by showing that customers are more inclined to support businesses that practice social responsibility. For our project, we will investigate comparable approaches through collaboration with nearby organizations, endorsing eco-friendly behaviors, and actively participating in community gatherings. This will improve the local environment, draw in socially conscious customers, and forge closer ties with the community. The decision by

Dunkin to abbreviate its name is indicative of the trend toward more easily remembered, simpler brands. Dunkin's long-term targets, like growing sales and drawing in new clients, offer a framework for assessing Jazzve's rebranding targets. We can match Dunkin's aims with Jazzve's, stressing the value of growing the clientele and generating more income. Furthermore, studying the particular rebranding actions taken by Dunkin, like minimizing the name and modernizing store designs, will provide ideas for Jazzve's strategic rebranding application. This involves thinking about the messaging, the design components, and possible changes to the cafe's actual layout.

As a benchmark for analyzing the possible ramifications and difficulties in redesign, Kimberly A. Whitler's article *Rebranding a company or organization: when, why, and how* examines multiple facets of rebranding strategies, including financial consequences, participation of stakeholders, and the broad process, drawing observations from practical instances. (Whitler, 2022). Kimblery creates a comprehensive examination of the Washington Commanders' rebranding attempts, including information from Autumn Sterrett and Rachel Hardin. In order to ensure coherence with the company's goal and values, Sterrett emphasizes the necessity of adapting current brand aspects into fresh initiatives. Our capstone project will immediately benefit from the strategic transitional planning observations, which will influence our strategy to revamping Jazzve's concept and branding. Incorporating stakeholders into our rebranding initiative is, therefore, consistent with the article's focus on input from influential people involved in the market.

Research Question

This study aims to investigate important questions related to Jazzve Cafe's rebranding initiative by exploring a variety of factors that include both domestic and global dynamics. The

primary questions driving this research are: How can Jazzve Cafe in Yerevan be given new life by a strategic rebranding that prioritizes its visual appeal and internet presence? What elements of Jazzve's declining profitability are present, and how might these obstacles be overcome with a thorough rebranding approach? In light of the changing café industry and intensifying competition, what particular tactics may Jazzve employ to broaden its marketability to a global clientele? What is the impact of customer tastes and actions on the achievement of Jazzve Cafe's rebranding project, particularly in relation to social media?

Creative Goal

Our project is focused on rebranding a cafe in Yerevan. Through rebranding, we want the cafe Jazzve to feel and appear contemporary in order to attract customers who are looking for something fresh and unique. Our effort will assist people realize how a brand change may make an impact in the contemporary food sector, in addition to telling the tale of the cafe's rebranding. A company's ability to thrive in an increasingly competitive marketplace is not the only benefit of our rebranding project. Also, it will offer the cafe a chance to reflect on its true values and customer service approach. This will result in novel approaches to tasks, such as presenting food in a different way or engaging with clients in an unconventional manner.

Our rebranding project will increase the company's appeal to the public and strengthen its ties to the community. Modifying the brand will increase the company's visibility, which can draw in new business and win back previous clients. We will take into account the theoretical underpinnings of our strategy, the real-world difficulties we faced, the solutions we came up with, and the results we attained as we reflect on the process. The analysis will do more than just

chart our project's progress. Nevertheless, it will add to a longer discussion regarding the applicability and consequences of rebranding in the evolving food sector.

Methodology

Market Analysis: Comprehending Varying Viewpoints

In order to fully capture the broad range of Cafe Jazzve's clientele, our market survey was carefully designed. Through the participation of a diverse range of individuals, such as recent immigrants from Russia and Ukraine and native Armenian inhabitants, our goal is to have a thorough awareness of the community's shifting tastes and interests. In addition, by incorporating patrons of different age groups and genders, we guarantee that our analyses cover the wide range of populations that use the café. In order to guarantee that the respondents are accurately drawn from the local community, we will proactively solicit participation from Armenian inhabitants in our survey. We acknowledge the significance of comprehending the inclinations of those firmly ingrained in Yerevan's cultural structure to accurately represent Cafe Jazzve's attractiveness within its local community.

Cafe-goers of all Demographics:

Recognizing that Cafe Jazzve caters to consumers with a wide range of interests and preferences, we make an effort to include the participation of all ages. Our survey aims to discover subtle insights regarding the cafe's present status and rebranding prospects that appeal across age categories by talking with people from various generational cohorts.

Combining Online Surveys with Face-to-Face Interviews:

To guarantee a comprehensive approach to data gathering, we adopted a technique that combines the efficiency of online surveys with the profundity of face-to-face interviews.

Online polls:

Respondents who are actively involved in the food and culinary area are the target participants. We surveyed persons involved in the food, cafe, and restaurant industries (local or worldwide) to get exact and relevant responses to the survey questions. We asked our vast Instagram blogger-based, i.e., individuals who were either food bloggers or influencers, to choose this particular set of people.

Surveys 1:1

One of the most important steps in the rebranding process is the survey. Surveys are akin to asking individuals about their preferences for and dislikes regarding the business. This aids in the organization's understanding of its strengths and areas for improvement. People who feel appreciated by the company are also made to feel so by surveys. Even if we research and pick up new skills, we are still able to uncover information that will guide our decision-making when it comes to rebranding cafes and restaurants and making the necessary improvements.

- **Enhancing Understanding and Services**

So, we need to gather information for our project in order to understand why some individuals might not want to go to Jazzve and why certain people truly like our brand. We may accomplish this by posing queries, having conversations, seeking feedback, and collaborating with highly knowledgeable marketing specialists. We chose to conduct both offline and online surveys as a result. The two surveys differ from each other as they have different questions.

Keeping the clients who used to visit Cafe Jazzve is just as vital to us as bringing in new ones. We wish to find out what factors people consider while selecting a destination by means of an online survey. We also want to ask people directly through an offline poll what they like about Jazzve Cafe, what they would want to see in the new Jazzve Cafe, and if they have any suggestions on how to make the Cafe better.

- **Engaging Customers through Surveys**

By using surveys, we hope to increase people's faith in us by providing them with a secure and comfortable environment. In order to make changes that our customers would truly enjoy, we also solicit their thoughts and suggestions when we are developing new ones. Surveys, which are forms that inquire people about their likes and desires, are used for this purpose. This aids in improving our understanding of our clientele and the quality of our goods and services. Overall, the main reasons for doing surveys for our project are to understand consumer resistance and brand loyalty, identify key elements of brand image and perception, and inform the rebranding strategy with consumer preferences.

To begin our surveys, we first identified our target audiences. Thus, men and women between the ages of 18 and 50 make up our target audience. After knowing this, my peer and I began by asking individuals to complete a survey to learn more about what people thought and what we needed to change in the Cafe Jazzve.

- **Importance of Offline Surveys**

We require this type of survey because, occasionally, individuals are reluctant to experiment with new things because they are attached to the status quo or have strong opinions about them. Something similar might also occur with Jazzve Cafe. Through this offline survey, we may learn how much people enjoy the cafe and what they like to change in the cafe. When it

comes to implementing improvements to the café that customers will still find enjoyable, this knowledge is crucial. We want to make some changes while preserving the things that consumers find most appealing. If we proceed cautiously, individuals may not be as resistant to change.

Additionally, we need to be aware of how others view and feel about Cafe Jazzve. This matters because it affects people's choices regarding whether or not to visit that place. We want to know what makes people come to Cafe Jazzve and their favorite features. We can learn more about what clients enjoy and dislike about Jazzve Cafe by conducting surveys. With the use of this data, we may make adjustments to the café that will satisfy those who visit even more and eliminate their complaints.

Surveys are an essential component of any project since they allow us to learn about our clients' likes, dislikes, and tendencies.We hope to improve Jazzve Cafe by making it better for our clients. Additionally, surveys assist Jazzve Cafe in understanding what customers want, how to improve the look of our cafe, and how to get more favor with customers. Survey data assists cafés in beautifying their spaces and drawing in new customers. The user reviews provide us with a wealth of information about people's preferences and social media trends. We were also able to better understand our customers' visual preferences by listening to their ideas about the brand elements, design, logo, color scheme, and other visual aspects of Cafe Jazzve. By being aware of all of these, we can create marketing and social media tactics that appeal to target audiences and increase interaction.

Offline Survey Questions

1) How would you define your overall experience in Cafe Jazzve? (scale from 1 to 5)

2) Do you have any favorite menu items you want to retain?

Yes (mention some dishes)

No

3) What are your favorite things about Cafe Jazzve (open-ended)

4) Would you like a full-day breakfast menu in Jazzve.

Yes

No

5)Would you come to see the new concept of Cafe Jazzve?

Yes

No

6) Are you against the changes?

Yes (if yes, mention why)

No

7) Would you prefer to do your birthday or group meetings here?

Yes

No

SWOT Analysis 1:2

Competition in the rapidly changing world of modern restaurants has never been more intense as restaurants attempt to differentiate themselves through their unique culinary offers and environment. Jazzve Café is located at the center of this growing industry, surrounded by

competitors competing for the attention of sophisticated consumers. This research aims to explore the variety of Cafe Jazzve's competitors by exploring the complex nuances of their products and services and what differentiates them.

Through comprehensive research, we want to discover the strengths and weaknesses that differentiate these businesses, as well as the unique techniques they use to attract and keep clients. This thorough examination will provide useful insights into how Cafe Jazzve may increase its appeal to customers and establish itself in an extremely competitive marketplace.

Cafe Jazzve, a place on Tumanyan Street in Yerevan, is currently undergoing a substantial change. The present research delves into every aspect of Cafe Jazzve's rebranding process, evaluating its strengths, weaknesses, opportunities, and potential threats (SWOT) that may arise soon. Through careful analysis, we hope to provide a complete picture of the opportunities and obstacles that face Cafe Jazzve as it begins a new chapter.

Strengths:

1) **Right Location:** Cafe Jazzve is centrally located on Tumanyan Street, one of Yerevan's most appealing areas. This location is not an ordinary place but rather an active center of social interaction. The location was carefully chosen and is situated in an enjoyable space of an active city area. This implies that more people will be able to view it and visit. Situated in a tourist place also increases its popularity, as both locals and tourists will visit the restaurant. Jazzve's facility is owned by the director, which is beneficial because it provides them with stability and freedom to design their environment to reflect their business. By carefully selecting these places, Cafe Jazzve creates a friendly environment that encourages visitors to relax and enjoy. The restaurant's location assures the greatest visibility and, a constant supply of

customers, and easy integration into the community. This combination creates a sense of accessibility among Jazzve Cafe's wide clientele.

2) Establishment of the Place: One of Jazzve's strengths is its capacity to not only establish itself as a business but also to develop and grow. Jazzve is able to not only establish a restaurant but also a loyal customer base that returns for more. This commitment is evidence of Jazzve's constantly excellent service and pleasant environment. Customers who visit Jazzve will consider it more than just a place to dine; it is also a place to feel welcomed and valued. By developing strong customer ties, Jazzve assures an ongoing number of visitors and preserves its reputation as an outstanding culinary restaurant.

3) **Experienced Workers**: The Cafe Jazzve's staff are managed by a group of experienced individuals who have studied numerous aspects of the culinary arts and have a thorough understanding of the art of hospitality. These loyal workers bring with them years of knowledge and understanding gained from navigating the business's challenging environment. Their knowledgeable leadership and insight serve as the foundation for Cafe Jzzve's success, as they manage challenging times with calm, enlightenment, and an unbreakable belief in providing first-class quality.

4) **Modern interior and cultural richness:** Jazzve Cafe is more than simply a place to relax; it is a demonstration of current culture and the diverse flavors of Armenian cuisine. The café, which combines modern design with traditional Armenian characteristics, provides visitors with a unique and profound experience that reflects Armenia's rich cooking. Visitors will be able to learn about Armenian culture (and not only) while also enjoying tasty meals. It is a gathering place for those who value culture and gastronomy, where they may exchange and develop their experiences.

Weaknesses

1) **Children:** Café does not have any kids' space for customers who will come with children.
2) **Parking:** As the café is located in the small city center, it does not have a separate parking space for cars, which will make it difficult for clients who come with cars.
3) **Delivery:** The café does not offer personal delivery. (Only via menu.am, etc.) The CEO of the café is not thinking of adding it for the next two years.

Opportunities

1) **Market Expansion**: Given the present local and tourist clientele and the inflow of new residents from Russia and Ukraine, there is a sizable market to service.
2) **Trend Adaptation**: There's an obvious opportunity to breathe new life into the brand and align it with the newest international trends in café culture, such as unique dining experiences, sustainability, and health-conscious offerings.
3) **Digital Engagement**: Enhancing online presence and engagement via social media, online ordering, and delivery services may attract a younger demographic and provide convenience.
4) **Collaborations and Events**: Putting up events or collaborating with local businesses and artists might spark interest and draw in new customers.
5) **Bar Menu:** We will have a separate bar menu, which is considered to be a much more user-friendly option than having the drinks on the main menu.

Threats

1) **Intense competition:** In the food service industry, Jazzve Cafe can constantly face strong competition for consumers' attention and preferences. Several alternative cafes and restaurants in Yerevan can compete with Jazzve in an effort to make an impression for themselves and attract customers. This competition is made even more intense by the continuous opening of new restaurants and cafes, as well as by the creative ideas and unique methods that the ones that are already open provide. Because of this, Jazzve Cafe will always strive to improve and offer outstanding and unique services and goods to attract and keep its customers.

2) **Economic instability:** Café Jazzve's financial situation could be significantly impacted by its financial instability, which could lead to reduced sales and an increase in expenses. This uncertainty may be increased by factors including changes in the economy, variations in currency exchange rates, and rises in the cost of products and services. Therefore, the café might experience lower earnings, less money for development and growth, and more debts. To successfully solve these issues, cafes must establish strong financial strategies and risk management.

3) **Changing customer preferences:** Numerous factors, including growing trends, evolving cultural dynamics, and personal preferences, can have an impact on the constantly evolving consumer tastes and expectations. Businesses like Cafe Jazzve need to be aware of these changing customer requirements because the market for their products and services might stay the same. Also, it is important to remember that Russians living in Armenia may change customer preferences. So, people’s tastes and new trends can make customers expect different things. Jazzve must stay on top of these changes to continue giving what people want. Cafe

Jazzve needs to follow the market continuously, actively do research better to understand the demands and preferences of its target audience, and then update its cafe services in order to be contemporary and maintain a competitive advantage.

4) **Online reputation and feedback:** In the current digital era, Cafe Jazzve can have the danger of negative online reviews and comments that could negatively impact Cafe's reputation. Consumers' disappointment or negative reviews can spread quickly on the internet, which may influence how new customers will reflect on the café. Cafe Jazzve needs to regulate its online image and interact with consumers on various social media platforms in order to maintain its reputation and attract new customers. This strategic approach requires establishing an excellent reputation and staying competitive in the digital world.

5) **Alignment with Customer Expectations**: We believe there may be a chance that the new idea will not totally suit our customers' tastes or expectations. Additionally, it cannot fit into the new Russian and Ukrainian target audience. It is important to make sure that both groups are on board with the rebranding idea.

6) Differentiation: Given the increasing number of themed or concept cafés in Yerevan and throughout the globe, the new Jazzve concept must compete with the competition. Rebranding must have a unique element that distinguishes Jazzve from other companies.

7) Costs of Implementation: We believe that a comprehensive rebranding that includes modifications to the menu, interior design, and marketing tactics may be costly. Managing the costs of these changes is a big concern, especially in light of Jazzve's current financial struggles.

8) Brand Consistency: Keeping the brand consistent across all touchpoints (such as service quality, product offerings, and customer experience) throughout and after the transition to the new concept may be challenging. Inconsistent branding might mislead consumers.

9) Adapting to Trends Without Losing Identity: To modernize and follow trends, Jazzve can stray too far from its origins, which could frustrate loyal customers who value the café's distinct personality and charm.

10) Operational Difficulties with the Novel Idea: When introducing a new concept, significant improvements may be required to operations, the supply chain must be modified, and staff must be trained to meet new requirements. These changes might affect the quality of services offered and create operational interruptions during the transition period.

Competitor Analysis

As part of our capstone project, we perform a detailed competitor analysis. This means attentively studying the surrounding cafes and restaurants in order to comprehend the environment through which we walk properly. This thorough study will be a great tool in helping us understand exactly how we can successfully differentiate ourselves from competitors in the sector. During our research, we will consider geographic location, cuisine style, pricing, interior design, and customer feedback. Our goal is to collect useful data that will allow us to make accurate choices concerning our own business. By dealing with this project from an academic standpoint, we will ensure that our study is thorough and comprehensive. We will use a

systematic method to collect important data, carefully analyze it, and finally make useful conclusions. Our goal is to achieve trustworthy and valuable outcomes by applying academic concepts, which will substantially contribute to the success of our capstone project.

1. **Sirelis:**
    a. **Location:** It is right by Jazzve Cafe in Pushkin.
    b. **Food:** Sirelis performs modern traditional Armenian dishes.
    c. **Interior:** Inside is mainly red and cozy, with Armenian decorations on the walls.
    d. **Price:** It is not too expensive, so you can enjoy a good meal without spending too much.

- Barbecue: 4900 dram
- Summer Salad: 2800 dram
- Cheese set: 2900 dram

2. **Ktoor:**
    a. **Location:** It is close to Saryan.
    b. **Food:** Ktoor offers a modern twist on Armenian food with dishes like fancy kebabs and fresh salads.
    c. **Interior:** Inside, it's lively with modern decorations.
    d. **Price:** Prices are in the middle range, not too cheap or expensive.

- Barbecue: 4100 dram
- Summer Salad: 1800 dram
- Cheese set: 2700 dram

3. **Kamancha:**

a. **Location:** It is nearby and serves up Armenian flavors.

b. **Food:** Kamancha has classic Armenian dishes.

c. **Interior:** Inside, it's colorful and lively.

d. **Price:** It is very affordable, so you can enjoy tasty food without spending much money.

- Barbecue: 3700 dram
- Summer Salad: 1300 dram
- Cheese set: 1900 dram

4. **Yasaman:**

a. **Location:** Yasaman is also close, offering Armenian favorites, and is located on Arami Street.

b. **Food:** They serve up delicious Armenian dishes like barbecue and not only.

c. **Interior:** Inside, it is elegant with fancy decorations and comfy seating.

d. **Price:** It is not expensive, but you will get a classy dining experience.

- Barbecue: 4500 dram
- Summer Salad: 2600 dram
- Cheese set: 1900 dram

5. **Sherep:**

a. **Location:** Sherep is in Amiryan, not far from Jazzve Cafe.

b. **Food:** They dish up tasty Armenian treats.

c. **Interior:** Inside, it is cozy with Armenian decorations, not in light colors.

d. **Price:** It is affordable, so you can enjoy Armenian flavors without spending too much.

- Barbecue: 4600 dram
- Summer Salad: 1400-2000 dram (range)
- Cheese set: 2900 dram

6. **Lavash:**

    a. **Location:** Just a short walk from Jazzve Cafe on Tumanyan Street.

    b. **Food:** Lavash serves up comforting Armenian dishes like grilled meats and savory pies.

    c. **Interior:** The Interior has soft lighting.

    d. **Price:** Prices are reasonable, making it a popular choice for a good meal.

- Barbecue: 4400 dram
- Summer Salad: 1800 dram
- Cheese set: 2600 dram

Conclusion

Our competitor analysis provided us with significant insights into the performance of numerous cafés and restaurants in the area. This analysis provided us with in-depth information about successful and unsuccessful restaurant business techniques, helping us to develop efficient tactics for our own operation. One of the most significant observations we regarded was that prices vary significantly between locations. Some places provide affordable options, while others target more affluent customers, with many falling somewhere in between.

We consider this when developing the pricing strategy, ensuring that the prices are competitive and affordable for the clients while still allowing them to earn a profit. Additionally,

we discovered that the restaurant's environment is very important. A few places offer a comfortable and calm atmosphere, while others produce a lively and cheerful environment. According to this, we will closely design a unique atmosphere that will precisely match the tastes of our valued customers. When it comes to the menu, we have discovered that there are enough opportunities to be creative.

While many restaurants provide similar dishes, J-space has the chance to distinguish itself by adding our own unique foods or even pushing into unknown culinary surfaces. Although J-space has a strong connection to traditional Armenian food, they also consider the international popularity of foods like pizza and hamburgers. The menu blends worldwide favorites with traditional Armenian dishes to suit the wide tastes of distinguished customers. However, what really makes the dishes stand out is how they will combine these internationally recognized dishes with special Armenian flavors and locally produced ingredients to create an outstanding dining experience.

At J-space, they will have a variety of our cuisine, which honors both Armenia's rich culinary tradition and the global classics. They will carefully choose various delicious foods to satisfy every taste so there is something to fulfill every desire and preference.

In addition to a variety of worldwide dishes with Armenian elements, the menu includes a range of classic Armenian food. Starting from salads, each dish is carefully made with local components to maintain the rich nature of Armenian food. For example, the J-space Burger is a typical product that demonstrates the original combination, combining a simple burger with a blend of Armenian spices and sauces to produce a completely unique taste. Similarly, the Armenian pizza pays attention to its Italian origins while adding a tasty Armenian touch using

traditional extras such as basturma and peppers, giving this Italian classic a distinct Armenian flavor.

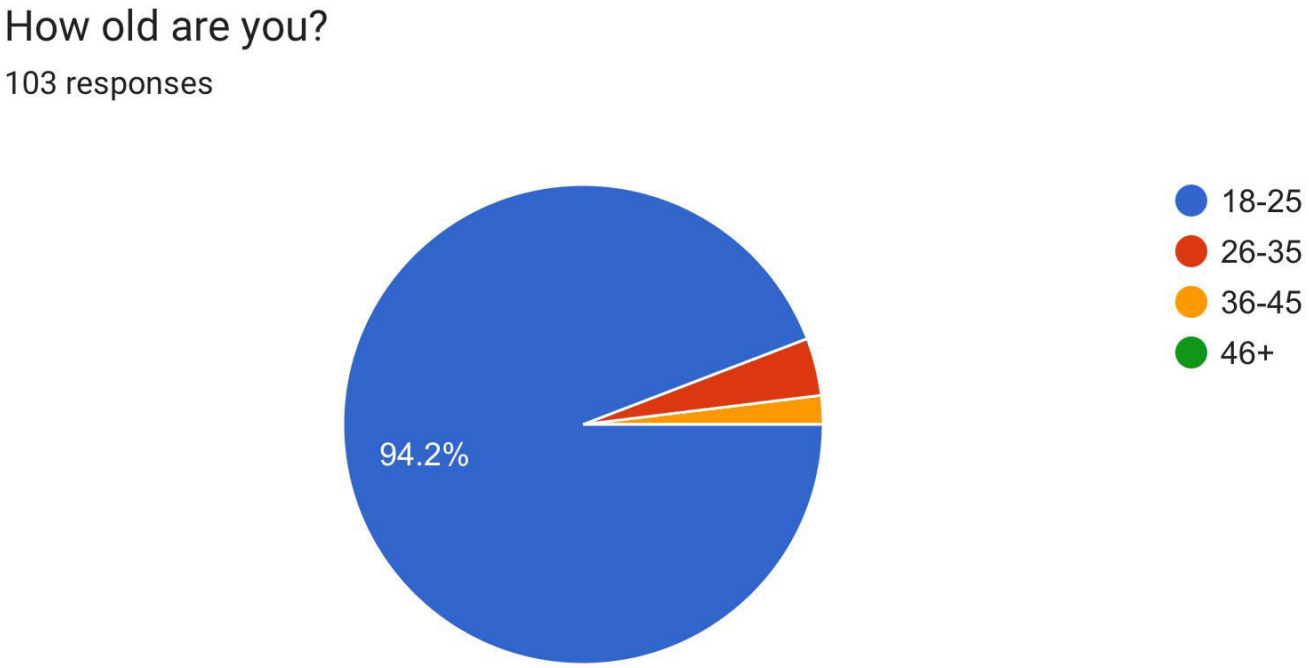
Also, J-space stands out because of its long history and importance in culture. What truly distinguishes J-space is its ongoing focus on promoting local musicians and protecting the culture. Aside from providing outstanding food experiences and a relaxed environment, J-space goes beyond what is expected by allowing local artists, musicians, and artisans to demonstrate their abilities at the restaurant as we want to make the interior of the J-space with Armenian elements.

So, J-space will be a restaurant that will not only satisfy hunger but also refresh the soul. J-space aspires to greatly influence Yerevan's food sector by focusing on convenience and affordability, providing a pleasant environment, and serving unique cuisine.

Research findings

Survey analysis (Online)

Image 1



Following the poll, we found that 97 people, or 94.2% of the sample, are between the ages of 18 and 25. As a result, we can say that the majority of our focus group is mostly youth. (Image 1)

Of this total, 26.2% are men and 73.8% are women. Our study, which examined how often Yerevan residents attend cafés, produced some expected findings: 34 people, or 33% of the participants, reported going three times a week. About 19.4% (22 people) reported going five times a week, which was also the frequency reported by those who went twice a week. Similar numbers of people visited one or four times a week, with each visit garnering around 15 participants.

This information is essential since it provides a thorough grasp of Yerevan's café culture and emphasizes how important it is to the way of living there. Through the division of the survey into five distinctive categories—fast food, Armenian national,

casual dining, fine dining, and coffee shops—we aimed to determine the most popular kinds of cafés among the population. It's important to note that respondents were able to choose up to five choices, giving a wide picture of their preferences and interests.
It's interesting to note that, out of 63 respondents, casual dining received 61.2% of choices, making it the obvious favorite. This indicates that our company approach is very well suited to local tastes. Contrary to our expectations, Armenian national cuisine was the least favored option in our survey. This was an unexpected finding, considering the rich culinary traditions of Armenia.

Coffee shops ranked second in terms of preferences, consistent with the worldwide trend of today's youth favoring these kinds of spaces. The younger generation finds coffee shops appealing because of their laid-back vibe and the expanding attraction of coffee culture.

The data also showed interesting trends in the fast food and fine dining sectors. Because it's quick and convenient, fast food is significantly more popular in our culture among men and younger people, especially those under the age of 18. However, older customers—mostly those over 40—who may desire a more mature eating experience are often drawn to fine restaurants.

These insights help us better understand the dynamics of the market and customize our products to the specific demands of Yerevan's various demographic groups. This focused strategy may make it more likely that our company will succeed in this vibrant city.

The following research focused on the factors affecting the choice to attend a café. The majority of answers mentioned social companionship and mood as important factors.

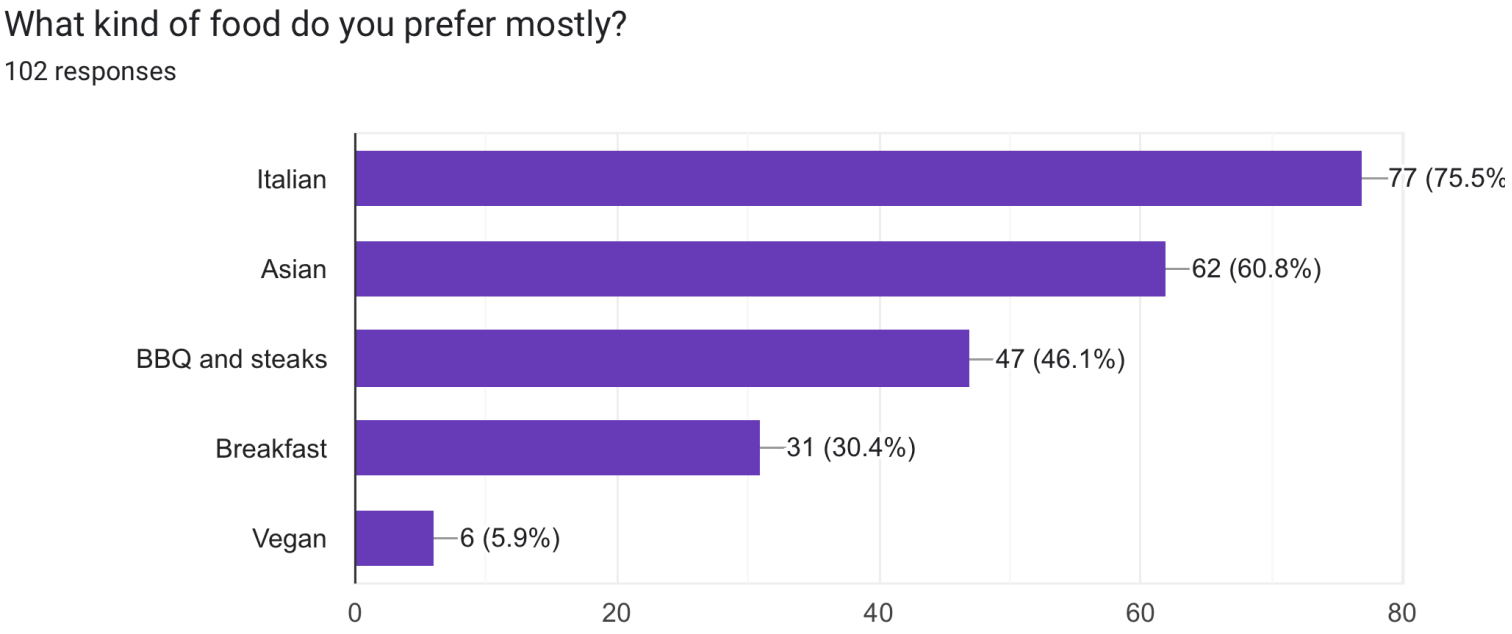
We dived deep into the gastronomic tastes of our respondents and found that, not surprisingly, café customers had a strong preference for Italian and Asian cuisines. This information is especially useful as it allows us to modify our menu to reflect prevailing consumer preferences. Because respondents may choose from a variety of alternatives, the survey's design offered a thorough understanding of culinary tastes, guaranteeing that our data accurately reflects the whole range of consumer preferences.

The purpose of including a "breakfast" option in our poll was strategic: first, to find out what people like to eat in the morning, and second, since we are thinking of launching a creative all-day breakfast menu at Café Jazzve. This idea may set us apart in the local market and satisfy the growing habit of consuming classic breakfast foods all day long.

Despite their widespread popularity, steaks, and barbecue were shockingly low on our preference bar chart, ranking third. This implies that while these choices need to be accessible, they may not take center stage on the menu. Interestingly, and in line with our assumptions, vegan food was the least popular choice. But we also understand how important it is to have a diverse menu, so we make sure to provide something for everyone, including vegan alternatives that are mostly found in salads and vegetable-based appetizers. We will be structuring our menu based in large part on the responses to this poll. For example, we will emphasize pizza and pasta due to our great fondness for Italian cuisine. On the other hand, the menu will have fewer meals that are related to

barbecue and steak. In addition to respecting consumer preferences, this strategic priority improves the dining experience by serving more of the foods that customers like while maintaining a variety of choices to suit a wide spectrum of tastes. Our well-considered menu design at Café Jazzve hopes to draw in a diverse audience and establish the café as a popular Yerevan dining spot. (Image 2)

Image 2



We realized that updating the café's visual identity was just as important as updating our menu as part of the rebranding process of Café Jazzve. Customers' perceptions and enjoyment of an eating establishment are greatly impacted by the

atmosphere and aesthetics of the café. We added a particular question in our survey on the colors and design of the café in order to better assess the influence of visual aspects.

It is impossible to overstate the significance of design aesthetics in the modern café culture. Consumers are beginning to place more emphasis on the atmosphere and aesthetics of eating locations, often looking for settings that provide both tasty food and an eye-catching experience. The desire for modern but evocative interior designs is indicative of this trend. We used a rating system, with 1 suggesting the least relevance and 5 suggesting great importance, to ask respondents to estimate the significance of visual identity. The results were quite telling, with a substantial portion of the respondents rating visual identity as a key factor in their café experience. More specifically, 35.9% of participants rated it a 5, and 40.8% of participants gave it a 4, demonstrating that for most of our clients, visual identification is essential. This input is quite helpful because it helps us focus our rebranding efforts on creating a place that not only meets but also beyond the expectations of our customers for an atmosphere that is visually appealing. It highlights the importance of choosing colors, decor, layouts, and other design components carefully. Our aim is to create a warm and fashionable environment that connects with our customers, strengthening their bond with Café Jazzve and raising their level of satisfaction overall. By putting a deliberate emphasis on visual identity, Café Jazzve will be placed as a top option for both first-time and frequent customers, guaranteeing that every element of the café adds to a delightful and memorable eating experience.

We added a question in our poll asking, "How often do you post photos of your eating experience on social media networks like Instagram?" to help us understand the current trends in social media usage. This question aimed to assess whether posting food photographs remains popular and to explore the evolving role of social media in daily life.

The findings surprised us; in contrast to what we were expecting, we discovered that fewer individuals are sharing photos of their meals on social media. Sharing photos that highlight the unique features or aesthetic of the café or eating area itself has become more popular instead. For instance, rather than sharing photos of their food, consumers are now more likely to share images of a café's unique decor or trendy food. This development reflects a shift in how people use social media and the features of their eating experiences that they choose to emphasize. (Image 3)

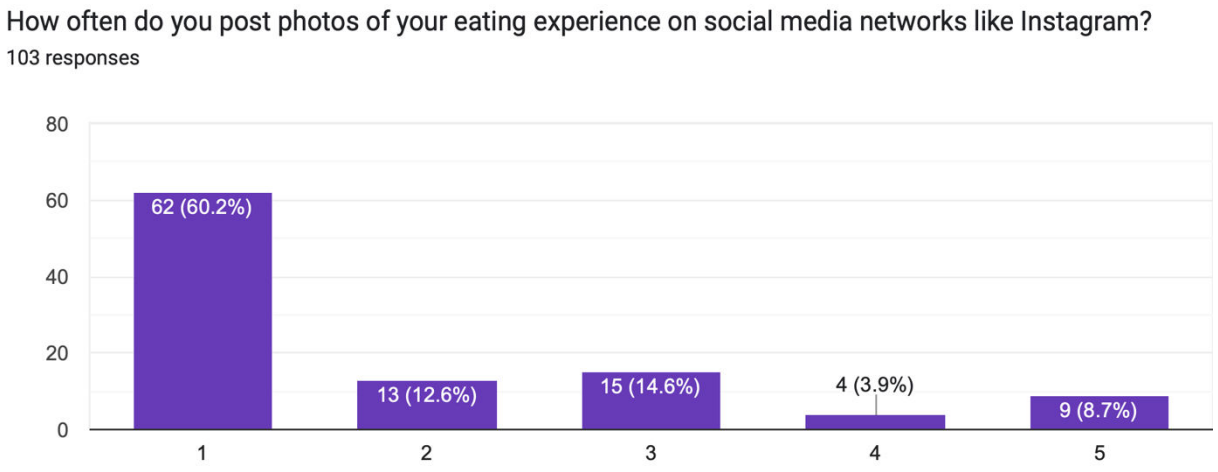


Image 3

The next set of four interconnected questions in our survey was designed to gauge the popularity and public perception of Café Jazzve. Participants were asked, "Are you familiar with Café Jazzve?" in the first question. A noteworthy 89.2% of participants provided a yes response, suggesting that the café is well-known. 93% of participants positively responded to the next question, "Would you like to see a new concept for Café Jazzve?" this indicates a high level of interest in updates or changes to the café. Remarkably, we assume that the 7% of respondents who gave a negative response are probably those who had never heard of Café Jazzve and may have selected "no" in order to finish the poll as quickly as possible.

The third question was to find out the frequency of visits to Café Jazzve by our participants, namely those aged 18 to 25. The majority said they only sometimes visited, indicating that even though they were aware of the café, this age group does not typically choose it over other cafés. (Image 4)

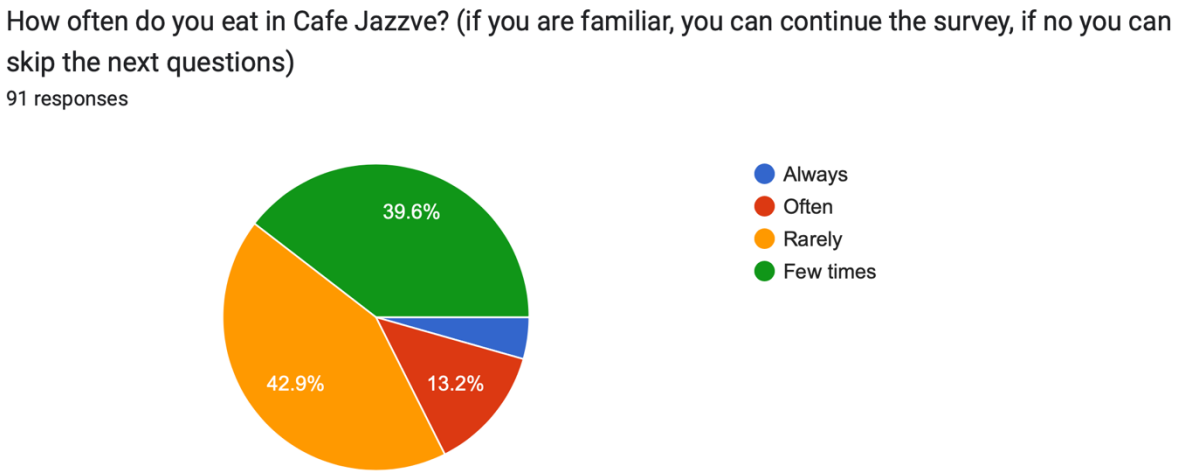


Image 4

There was a lot of enthusiasm for the last question, "Would you like to see an updated menu for Café Jazzve?" 87.6% of respondents said yes, while just 12.4% said no. This response reinforces the desire for new offerings or an updated menu, aligning with the earlier interest in a revamped concept for the café. These observations provide helpful feedback on prevailing viewpoints and prospective changes that can increase Café Jazzve's appeal, particularly with younger customers.

Survey Analysis (Offline)

Overall, we have 37 participants in our offline survey, which is enough for us to draw a. conclusion about café Jazzve's clients. We have 22 males and 15 females in an offline survey, as Jazzve's main clients are mostly males. The age range fluctuates between 18-50.

The first question is, "How would you define your overall experience in café Jazzve?" This is a very important question for understanding how the old café Jazzve clients feel about the café. We used a rating system, with 1 suggesting the least relevance and 5 suggesting great importance, and the average answer to this question was three. (Image 1)

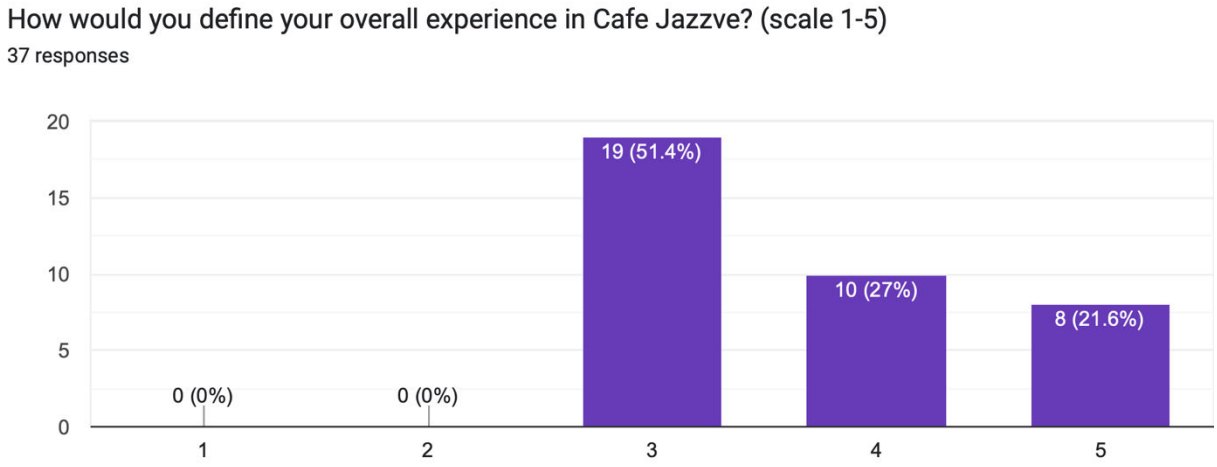


Image 1

The next question helped us understand if the current clients of café Jazzve have some favorite items on the menu that they will also want to see in the future. Also, the respondents of the survey here have the opportunity to choose more than one answer. With the staff of café Jazzve, we separated four favorite options, which were mostly ordered. Options are ham and cheese crepes (30 people chose this option), waffles with Nutella (12 people chose this option), chicken breast with mushroom sauce (16 people chose this option), Caesar salad (27 people chose this option), and taco (20 people chose this option). The most favored among the options were ham and cheese crepes and Cezar salad, which we will include in café J'space's menu.

With the next question, which was an open-ended one, we wanted to know what the clients of Café Jazzve generally love about Café Jazzve. Most of the people mentioned the calm atmosphere and good location. We also have several answers regarding the outdoor part of the café. Some customers also wrote about the quality of food.

Here, we also include a question about having a full-day breakfast option on the J space's menu. Here, we have 29 yes and eight no. This means that this is really an interesting update for the clients, as most people in both online and offline questions answered positively and have an interest in this idea.

The next question is, "Would you come to see the new concept of Café Jazzve?" This is very important for the staff of Café Jazzve as they do not want to lose their old clients by getting new ones. Here, we have 37 positive answers, which means everyone wants to see the new concept of café Jazzve.

The following question is, are they against changes? Here, we have 36 no and one yes. Also, here, we have the option to write why they did not want to see the updated version of café Jazzve if they answered yes. The answer of the responder is, "Because you will not work for months."

The last question is to understand if the responders will want to do their birthday parties or group meetings in J space. As the indoor part of Café Jazzve is big, we suggest that the staff of Café Jazzve suggest a special offer to their clients about planning their, for instance, birthday parties in Jspace. Eighteen people answered yes to this question, and 19 people answered no.

According to the results of the survey, which was completed by 103 persons, many of them were young people aged 18 to 25. The majority of the respondents were young women.

This is due to girls' love of fashion and their extensive use of social media. We discovered that men and women have distinct ideas about how they want the restaurant to look. Women like modern and innovative design, while males choose plain styles with little emphasis on design. Young people want trendy and stylish decorating with minimal lines, as well as current cuisine trends. The survey results indicate that Cafe Jazzve can make modifications to attract more consumers who choose distinctive cafes. They can accomplish this by making the cafe's atmosphere attractive and inviting, particularly for young women. If they accomplish this, Jazzve will become a popular restaurant with a large number of regular clients.

Target Audience Profile for J-Space

Demographics:

• Age: According to the online poll, most respondents (94.2%) are between the ages of 18 and 25. A wider range, up to 50 years, is shown in the offline survey. However, younger demographics are heavily weighted.

• Gender: The online survey has a higher proportion of female participants (73.8%) than male participants (59.5%); however, the offline survey had a higher male majority.

• Location: Yerevan locals who enjoy a variety of gastronomic experiences and frequent the city's cafés.

Behavioral traits:

• Frequency of café visits: a considerable proportion of online survey participants visit cafés more than once a week (33% visit three times a week and 19.4% visit five times a week).

• Food Preferences: A strong preference for coffee shops and casual eating, which is representative of a collective dining culture and a laid-back lifestyle. A taste for food with global influences is shown by an interest in Asian and Italian cuisines.

• Social Behavior: Interest in eating in social settings, as shown by the significance of mood and social interaction while selecting a café. The results of the offline survey indicate a preference for atmosphere and convenient locations, indicating that environment influences café choice significantly.

Psychographics:

• Motivations and Values: Young people in Yerevan are drawn to fashionable and visually appealing eating settings, as shown by their strong feelings about visual identity and the significance of café design. Their motivation comes from the need for environments that foster social connections.

• Lifestyle: They have busy social lives and have a taste for stylish, contemporary restaurants that are visually and gastronomically appealing. Likely engaged in studies or in the early stages of their careers, seeking affordable yet trendy dining options.

Technographics:

• Social Media Usage: Interest in posting unique and eye-catching elements of meals on personal social media, indicating a change from just posting photos of food to sharing the atmosphere and design of the café.

Strategic Marketing Plan for J-Space

The impact of social media on customer perceptions and brand involvement in the current digital era cannot be emphasized. The impact of digital marketing strategies on raising brand awareness and customer involvement has been extensively studied in the ground-breaking study "The Effect of Social Media Communication on Consumer Perceptions of Brands" by Bruno Schivinski and Dariusz Dabrowski. Their study demonstrates how social media platforms' strategic communication greatly influences consumers' behavior and brand perception. Furthermore, Laurent Muzellec and Mary Lambkin's discussion of the idea of rebranding and its effect on brand equity in "Corporate Rebranding: Destroying, Transferring, or Creating Brand Equity?" offers an essential framework for comprehending how companies can revitalize or redefine their brand identities to stay relevant in fast-moving markets.

By utilizing these insights, J'Space Café's comprehensive marketing strategy aims to maximize customer involvement via influencer partnerships, focused social media campaigns, and community service. This approach will not only raise brand awareness but also develop a closer relationship with the community at large. This strategy is in line with established academic viewpoints and proposes that companies may greatly increase their market presence and customer loyalty by fusing digital interaction with real brand experiences.

1. **Teaser for the pre-launch Buzz Campaign Posts on Social Media (only Instagram):**

- Start by releasing teasers about the café's launch, such as images of the food, the décor, and the backstage operations. Create suspense by using eye-catching pictures and videos.

- *Posts for Countdowns:* In the days before the grand launch, create a countdown that features distinct features of the café every day, such as their specialty meals, their coffee brewing method, or their distinctive design components.

2. Influencer Collaboration for Opening Day Events

- *Choosing the Correct Influencers:* We'll collaborate with well-known regional bloggers and social media stars who have the same values and style as our business. These influencers will be invited to the grand opening so they may provide real-time updates on their experiences. We decided to invite six well-known bloggers from Instagram who have some connection with the food industry or are often invited to opening ceremonies. According to our survey, people nowadays do not prefer to post something from cafes that they are attending. Hence, we decided that it would be a great idea to invite bloggers who can share their experiences on Instagram so that J'Space's Instagram page would become active. Bloggers like @foodiefromsusie, @shalutns_fitcorner, and @elenchs_blog are mostly posting about food. @hayk_mkrtch_yan, @evelinakhanoyan, and @mishacrylove are considered one of the most influential bloggers in our city. For instance, @mishacrylove is a Russian blogger who is now living in Yerevan. He is famous for posting about new, interesting, and aesthetic locations in Yerevan.

foodiefromsusie

398 posts | 104K followers | 282 following

Susanna Melkonyan | Food Blogger🇦🇲

Blogger

My corner about

🎂yummiest cakes and various cuisines

hayk_mkrtch_yan

471 posts | 80,3K followers | 1 263 following

Hayk Mkrtchyan

Blogger

Գովազդի հերը

ambassador @cofix_armenia @idram.am

@allcell.am @onex.am @vinovino_armenia

elenchs_blog

841 posts | 115K followers | 556 following

Elen Kandaryan

elenchs_blog

Blogger

Էջումս մարդկանց շունչը բացվումա

mishacrylove

244 posts | 141K followers | 594 following

Mikhail Krylov

mishacrylove

Now Moscow / Yerevan

YouTube (mishacrylove – 950K)

evelinakhanoyan

745 posts | 166K followers | 495 following

Evelina Khanoyan

evelinakhanoyan

Personal blog

📩 համագործակցություն՝

shalunts_fitcorner

632 posts | 183K followers | 463 following

Heghnar Shalunts | food • life 👩‍🍳

shalunts_fitcorner

Blogger

📍 Armenia

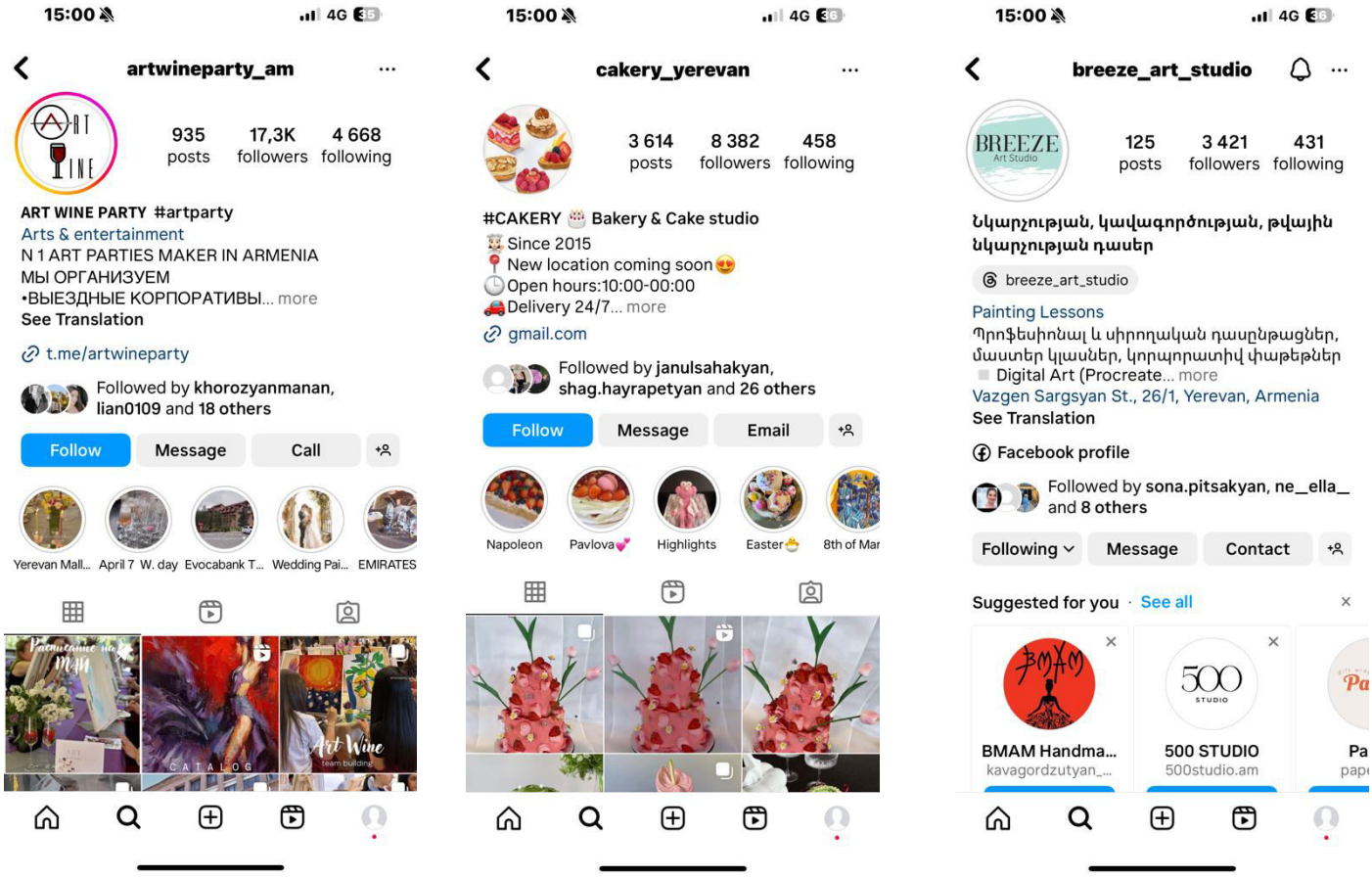
- *Exclusive Preview Event:* We will throw a special event for these influencers before the official launch. They'll get a close-up look at what makes J-Space special as a result, so they'll have plenty of content to offer their fans.

3. **Maximize Social Media Engagement**
    - *Interactive Content & Surveys:* We'll upload interactive content, including surveys regarding upcoming menu items or competitions where fans may win a supper for two. This will promote word-of-mouth and boost engagement. We came to this decision after conducting an offline survey with café Jazzve's clients. For them, it was an interesting experience to have a survey about their favorite place. Many of them felt important and understood that their views and ideas were crucial to the staff of Jazzve.
    - *Encouragement of User-Generated Content:* According to our online survey, a small percentage of people now share their photos from cafes. We may utilize content created by users to organically increase our exposure and credibility by asking guests to share their own images of their visits and tag J-Space in them.
4. **Strategic Promotions and Geo-Targeted Advertising**
    - *Geo-targeted advertising:* According to our online survey, a high percentage of people decide where to go via social media platforms (especially Instagram). We will place social media advertising that highlights the distinctive features of our café and why it's a must-visit location, aimed at people who live within a certain radius of Yerevan.

- *Special Opening Promotions:* We'll run specials like "buy one get one free" on a few coffee drinks or a discount on our specialty meals in an effort to draw a big audience on opening day and thereafter. We decided to create this special promotion, “buy one get one free,” for only coffee drinks, as, according to the results of an online survey, most people enjoy coffee shops and love the coffee traditions. Hence, this would attract customers to J-Space.

5. Deepen Community Integration

- *Local Collaborations and Events:* To offer events, meetings, or art exhibits, we will cooperate with nearby companies and artists. This will further integrate us into the community and increase our cultural significance. Our city has a new “trend” in holding art parties. For example, companies like “Breeze Art” and “Art Wine Party” organize painting classes in our favorite cafes, where people can enjoy delicious food and, of course, do some art. On the other hand, companies like “Cakery_Yerevan” are organizing special events in famous cafes, where people can have master classes on making, for instance, bento cakes or eastern thematic cakes. We believe that J’Space will be ideal for organizing such events with its aesthetic environments.



- *Feedback Loop:* Through an online or in-person feedback loop, customers will be able to express their opinions and experiences. This will enable us to better serve our client's needs and make improvements on a constant basis.

6. Sustain Customer Interest with Loyalty Programs

- *Rewards and Benefits:* In order to keep consumers coming back after the first rush of the opening, we'll implement a loyalty program. Discounts, freebies, or first access to new menu items and events are a few examples of rewards.

- *Seasonal Campaigns*: To keep our offers interesting and appealing to returning consumers, we'll run seasonal campaigns that emphasize specific menu items or themed events that correspond with various seasons of the year.

7. **Create a Kid-Friendly Section**
   - One of our weaknesses, as determined by our SWOT analysis, is that we do not have a room for children. If there's room, set aside a modest space for kids to draw in more families to the café.

8. **Address Parking and Accessibility Concerns**
   - Our SWOT analysis reveals that café J'Space's lack of parking places is yet another weakness. In order to guarantee locations for customers, we want to contract with surrounding parking lots or provide valet parking during busy times.

9. **Innovate to Stay Ahead in a Competitive Market**
   - According to the SWOT analysis, intense competition is a real threat for the cafe. In order to maintain our competitive edge, we intend to consistently innovate our menu and service offerings, emphasizing distinctive features that are difficult to duplicate.

10. Leverage Strong Brand Identity and Expand Merchandising

- Make use of Jazzve's well-known brand to introduce a range of branded goods, such as bags, t-shirts, and mugs, which can be used as a marketing tool in addition to a source of income. According to our SWOT analysis, our strong brand is a

major asset that can be further capitalized on to increase both loyalty and visibility.

11. Cater to The Demand for Local and Organic

- Add new items to the menu that use products that are produced locally and organically. According to our SWOT analysis, there is a growing market demand for food produced locally and organically, consistent with broader consumer trends towards sustainability and health.

12. Enhance Digital Engagement and Online Presence

- Create a more comprehensive digital marketing strategy that includes an improved social media presence and an easy-to-use online ordering platform. Our SWOT analysis indicates that we now have a weaker digital footprint in an increasingly digital environment than we could have.

Conclusion

In summary, J-Space Café's strategic marketing strategies are based on solid academic research and customized for the modern market environment, where brand identification and digital presence are essential components. Drawing on the perspectives of Schivinski, Dabrowski, Muzellec, and Lambkin, the marketing plan's suggested approaches aim to successfully convey J-Space's distinctive features, establish significant connections with customers, and augment the brand's total value. By putting these tactics into practice, J-Space

Café will be able to flourish by providing a memorable brand experience that appeals to its target market, in addition to navigating the difficulties of a fiercely competitive sector.

Creative Part

After thoughtful consideration, we have decided to embrace a minimalistic approach for J-Space's logo. This choice reflects our commitment to simplicity and elegance, aiming to capture the café's modern and welcoming ambiance. It is similarly important for our team to take into consideration the opinion of the CEO of the café. We conducted small conversations with him to understand his preferences. He mentioned several crucial aspects that helped us in the

creation process of the logo. First of all, he highlighted that he wants to have only the name as a main logo. He does not want bright and eye-catching colors. Instead, he wants sophisticated and elegant colors. So, using Adobe Illustrator and Photoshop, we created the logo, color palette, menu, and coffee packaging, as well as other design aspects. First and foremost, we created some logo samples and presented them to the director; however, he preferred the one created by the Marketing company and informed us that from our examples, he would select the one shown below. He chose these colors because they signify Armenia, and because J-Space is associated with Armenian cuisine, it is appropriate to utilize these colors. The director also decided to go with Jazzve's new branding, so we kept the coffee part as well, as it is an important aspect of Jazzve.

Therefore, using the chosen colors, we created coffee packaging. It was also agreed to include certain additional Armenian traditional aspects at J-Space, such as the painting by Armenian artist Martiros Saryan. Here is the process of creating the logo, color palette, coffee packaging, and other design aspects.

The initial Jazzve Cafe logo featured the Jazzve symbol, which had a standard and slightly dated design with a color palette dominated by yellow and brown. The icon design was obviously complicated, yet it lacked simplicity and modernism. Furthermore, the use of so many colors in the logo resulted in an overpowering visual display, making it less recognizable.

However, a different approach was adopted when designing the new J-Space logo. Instead of applying any further symbols or icons, the logo "J-Space" was used in a simple fashion. As we are mainly targeting youths, we decided to create the logo and the atmosphere of

J-Space according to the preferences of today's youth society. This simple approach increases logo adaptability and ensures that it is easily identifiable across contexts. Furthermore, the color possibilities available for the new logo add to its current and elegant appeal. The logo, which comes in white with orange, orange with white, and numerous green and brown combinations, conveys freshness and modernity while attracting spectators with its visual appeal.

The J-Space logo underwent a lot of work in order to ensure that it would properly attract and connect with the Armenian audience and not only. Colors were carefully chosen with a concentration on those that would stand out and resonate in an Armenian environment. The idea behind mixing white with orange, orange with white, light green with dark green, dark green with orange, brown with orange, and yellow with white was to capture the essence of Armenia's diverse culture and deeply rooted tradition.

In addition to their visual attractiveness, these color choices convey significant symbolism, giving the logo an extra depth of meaning. When we think of the color orange, we

frequently link it with attributes like energy, excitement, and heat. These features emphasize the cheerful and welcoming ambiance that is frequently experienced at J-Space. Similarly, green is commonly associated with growth, unity, and nature. This symbolism symbolizes Armenia's rich landscapes and natural beauty. Brown, on the other side, is associated with solidity, earthiness, and antiquity. It conveys a sense of being based and connected to our roots. Lastly, yellow is frequently used as a symbol of optimism, ingenuity, and enlightenment. It symbolizes a bright and happy view of life, which may encourage and drive us in a variety of ways.

Menus

J-Space provides customers with a beautiful selection of choices via two unique menus, the main menu and the bar menu, providing that every taste is fulfilled. These menus have been thoughtfully designed to provide a unique, delicious taste associated with an attractive color palette of vivid orange, green, and white.

Main Menu:

J-Space's main menu includes a wide range of dishes produced from fresh, local ingredients. Whether you're looking for traditional Armenian cuisine or international meals with Armenian elements, there's something here for everyone. J-Space's professional cuisine team effectively prepares distinctive menu items like delicious shish kebab, aromatic dolma, and pilaf. The menu has been carefully created to provide customers with a great dining experience, making it easy to peruse and explore the range of offers. The results of both online and offline surveys play a vital role in the menu creation process. Our team, along with the professional team of café J-Space, has studied customers' and other people's preferences in depth. We came to the general conclusion that we need to pay attention to both international (mainly Italian) and Armenian cousins. Additionally, in both offline and online surveys, we asked people about having an all-day breakfast menu, and in both surveys, we got positive responses, which triggered us to add this option to J-Space's menu.

Bar Menu:

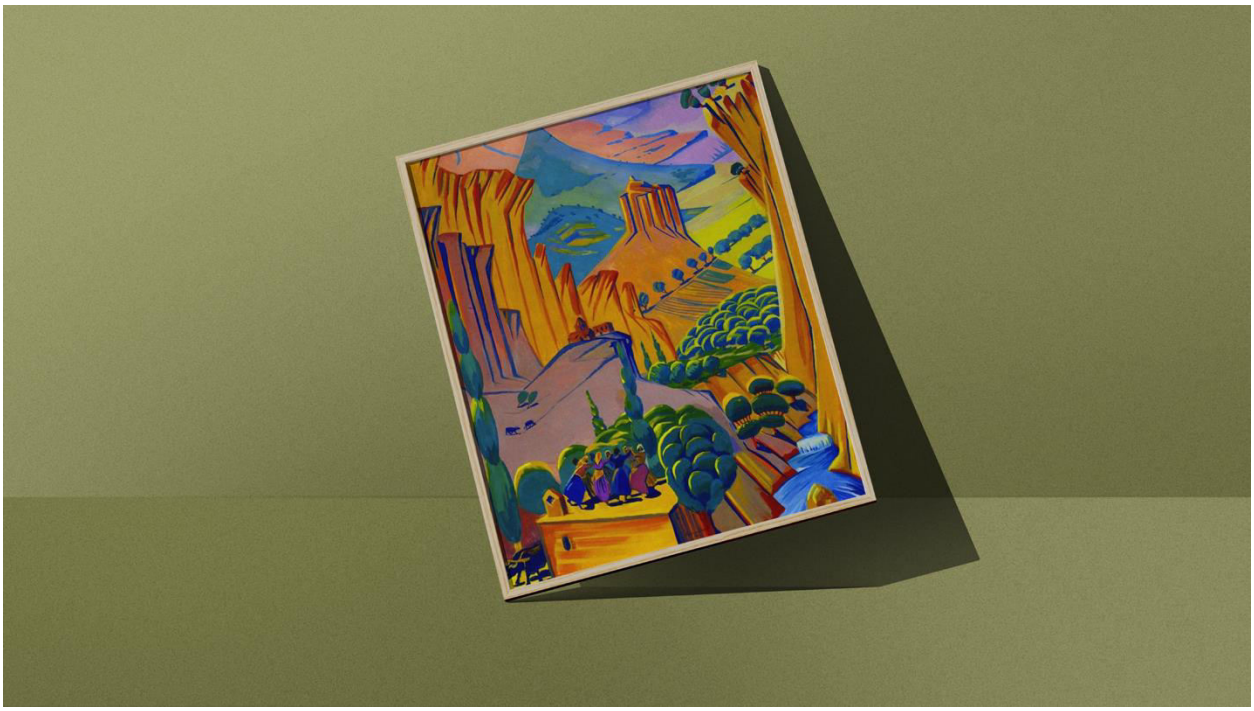
In addition to a wide main menu, they proudly serve a bar menu with a diverse and appealing range of handcrafted cocktails, premium wines, and reviving beverages. Whether you want a standard cocktail with a unique twist or a well-selected glass of wine to compliment your meal, skilled bartenders are dedicated to presenting people with outstanding beverages. In the classy bar, customers are free to relax and participate in stimulating discussions while drinking

cocktails effectively performed in modern glasses. This thoughtfully designed bar menu will enhance the whole eating experience at J-Space, improving the gastronomic adventure to new levels.

As a result, the menus at J-Space have been precisely designed to present a captivating mix of flavors, details, and colors, giving a truly unforgettable dining experience for all of the loyal customers. Whether you're dining with loved ones, friends, or colleagues, J-Space encourages people to experience J-Space's delicious food and exciting atmosphere.

At J-Space, we have attempted to keep the popular coffee culture for which Cafe Jazzve was famous. Recognizing the importance of coffee in the Jazzve, we have included a specific variety of coffee drinks on the menu. This choice offers Jazzve's long-standing reputation as a coffee lover's place, guaranteeing our customers are able to enjoy the quality coffee they have come to expect. Additionally, as to the results of our online survey, a lot of people like the concept of coffee shops where they can just have good quality coffee. Hence, the team of café J-Space is giving a lot of attention to the coffee culture.

Clients in J-Space are encouraged to taste a variety of coffee mixes professionally made by talented baristas. From aromatic espresso to creamy lattes and cappuccinos, every drink gives an appealing combination of aromas that fulfill the sense of taste while satisfying the senses. For working people who are frequently on the move, the takeaway menu offers a convenient way to enjoy their preferred drink wherever they may take them.



We focus on high-quality coffee and include Armenian characteristics into the core of J-Space, giving the clients a special cultural experience. One approach to accomplish this is to show the works of Martiros Saryan, a well-known Armenian artist, in the restaurant. These carefully chosen objects not only provide visually pleasing decor but also highlight Armenia's cultural diversity and artistic ability, bringing the customers an amazing experience of appreciation and adoration.

Because of its unique mix of components, J-Space surpasses the ordinary coffee shop and becomes a cultural restaurant where customers may eat and drink while surrounded by the rich Armenian culture. Each visit to J-Space allows a customer to discover and experience

Jazzve's deeply rooted traditions and history, providing an amazing experience for everyone who walks through its doors.

To conclude, the visual elements incorporated into J-Space have been carefully created to reflect its distinct character and objective. The redesigned logo, with its simpler style and dynamic color scheme, represents the company in a modern way, showing its growth as well as dedication to remaining modern. The combination of orange, green, and white adds visual appeal and pays attention to Armenia's rich culture, filling the atmosphere with color and beauty.

Furthermore, the meals on both the main menu and bar menu have been carefully developed to meet our clients' different tastes while also providing a satisfying eating environment. The mood at J-Space has been carefully created to provide a pleasant and comfortable place that invites people to relax.

The new J-Space coffee pays attention to Armenia's rich coffee tradition and provides consumers with a wide range of high-quality drinks. Furthermore, by incorporating cultural aspects like works by renowned Armenian artist Martiros Saryan, the paintings allow guests to lose themselves in the country's history and culture.

Overall, the creative elements of J-Space work together to create a one-of-a-kind and long-lasting service that honors the combination of old traditions as well as culture and modernity. J-Space, with its changing atmosphere, excellent cuisine, and culturally connected features, symbolizes Jazzve's strong history and persistent quality.

Conclusion

Our rebranding journey was an interesting exploration of creativity and knowledge of business. It wasn't only about giving Cafe Jazzve a new design but also about delving deeper into its core values to keep it relevant, appealing, and above the competition. Throughout our journey, we overcame challenges, made new findings, and used innovative ideas that allowed us to realize our abilities while bringing the ideas to reality.

We consider the clients' tastes and expectations before designing a visually appealing style that will capture and motivate them. Our judgments rely on data gained through market research and information from potential customers, maintaining the brand's strategic placement and desirability.

We made major changes to the new brand, including changing the logo, color palette, menu, design elements, etc. The menu has been changed, the atmosphere has been improved, and new features have been added, including a coffee menu in the bar menu and cultural elements inspired by Armenia's tradition. We aimed to maintain Cafe Jazzve's originality and uniqueness while applying fresh ideas and modern tactics.

This project provided an amazing practical learning opportunity in marketing and design while encouraging both professional and personal growth. We are proud of our work and are confident that the J-Space rebrand will change the business and attract new clients. Throughout this journey, we've learned that new ideas and creative rise can bring back even the most well-established companies, and we're happy to have played a part in this wonderful change.

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