

(g) Assess the importance of non-price competition in the UK coffee market.

Advertising, Customer service, marketing

(12)

The UK coffee market is full, there are so many competing markets all offering the same thing which makes it difficult for the shops to stand out against each other unless they have a well developed brand name.

Some non-price competition methods could be that the shops could offer better customer service and better training for their staff, if their customers are treated well then they are likely to want to go back.

Another method would be to advertise, if people could see the brand name more often and could see what they have to offer then they may want to visit them.

Most well known coffee shops ~~don't~~ advertise their products well, either on buses so they are always seen, or on tv, they advertise their newest product which draws people



in and they want to try it.

I believe that non-price competition is the best way for companies to compete, especially when there are a lot of businesses in the market.

A problem with non price competition is that it may cost the business money for example paying for training, however I feel as though non price competition would work for coffee shops.



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