




RARA



COMPARAZIONI TRA LE MARCHE DI CAFFÈ



RC

ESPERIENZA



MODALITÀ DI CONSUMO

PRIMA MATTINA



METÀ MATTINA



PRANZO



POMERIGGIO

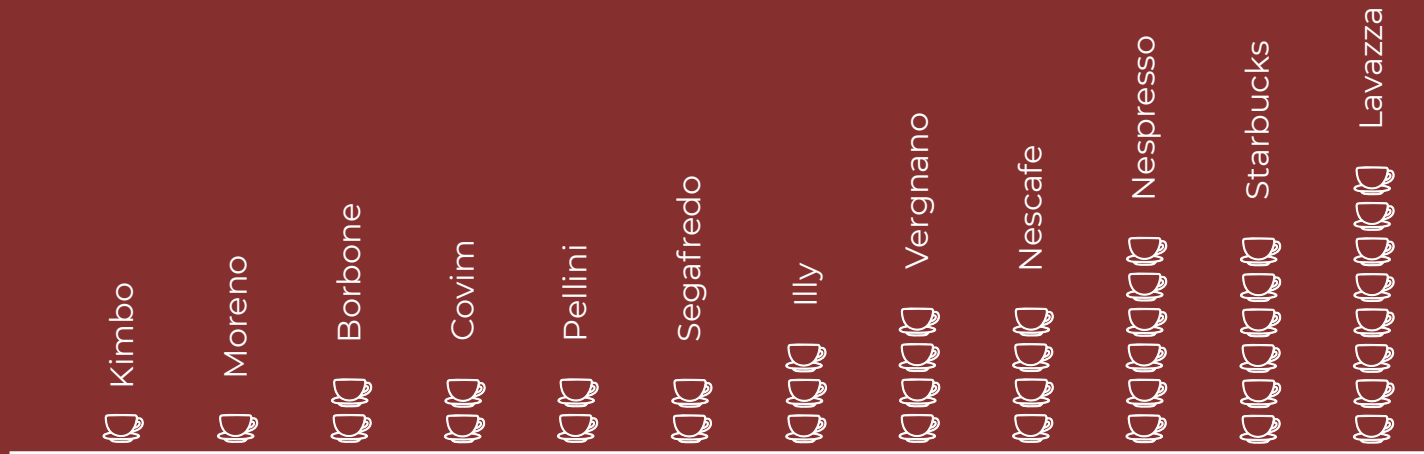


SERA



-  Lavoratori
-  Studenti
-  Home

CUSTOMER ORIENTATION



21.5%

Social impact and community involvement

14%

Operating for the environment and recycling

14%

Support art

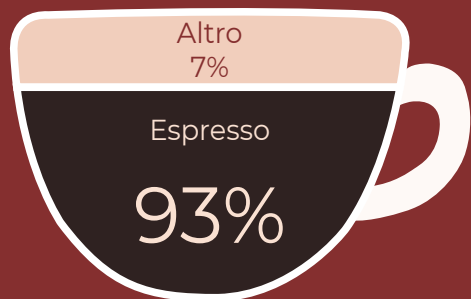
14%

Support sports

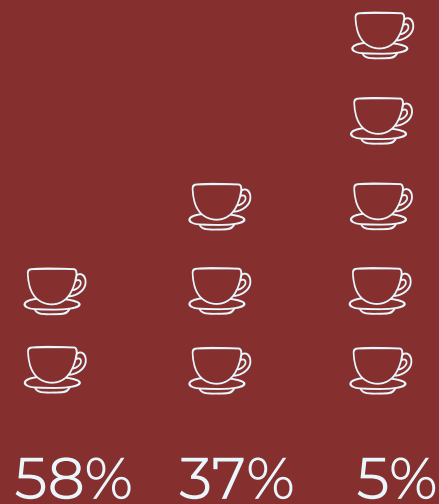
QUALITÀ PRODOTTA



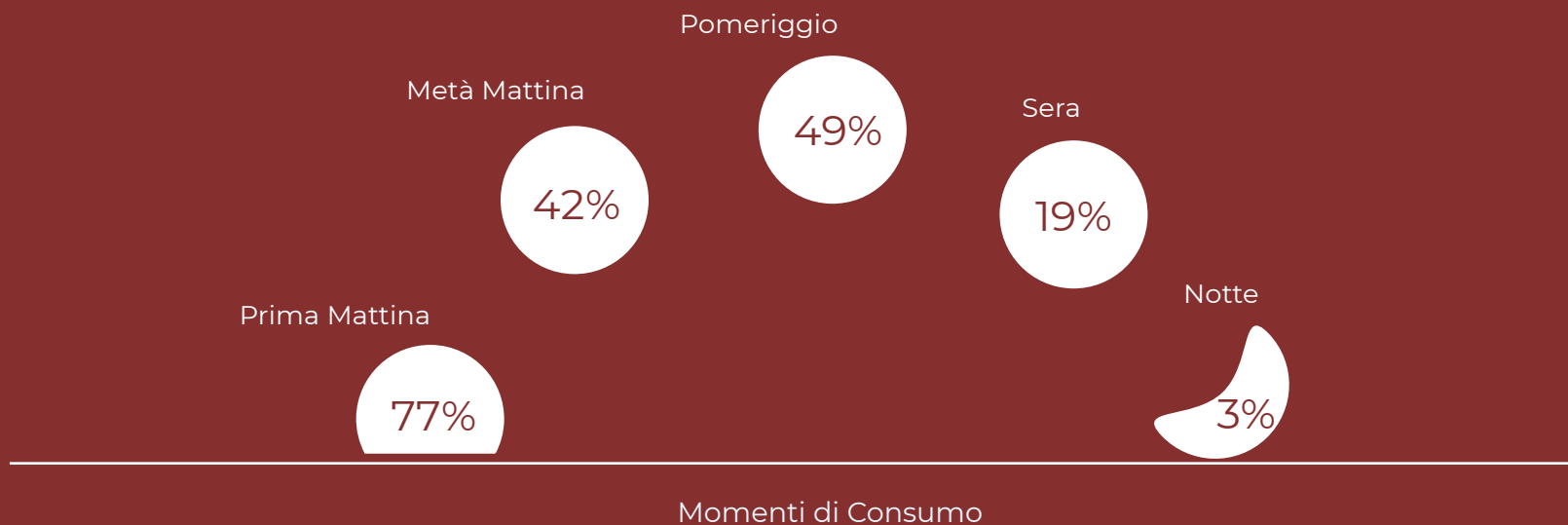
DATI CONSUMO ESPRESSO



Consumo Caffè

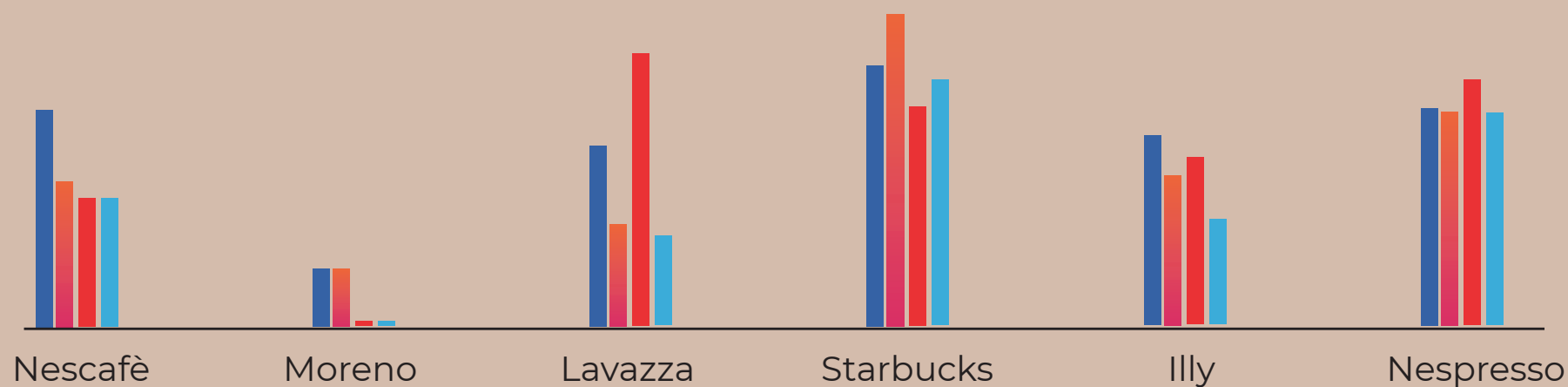


Quantità Consumo

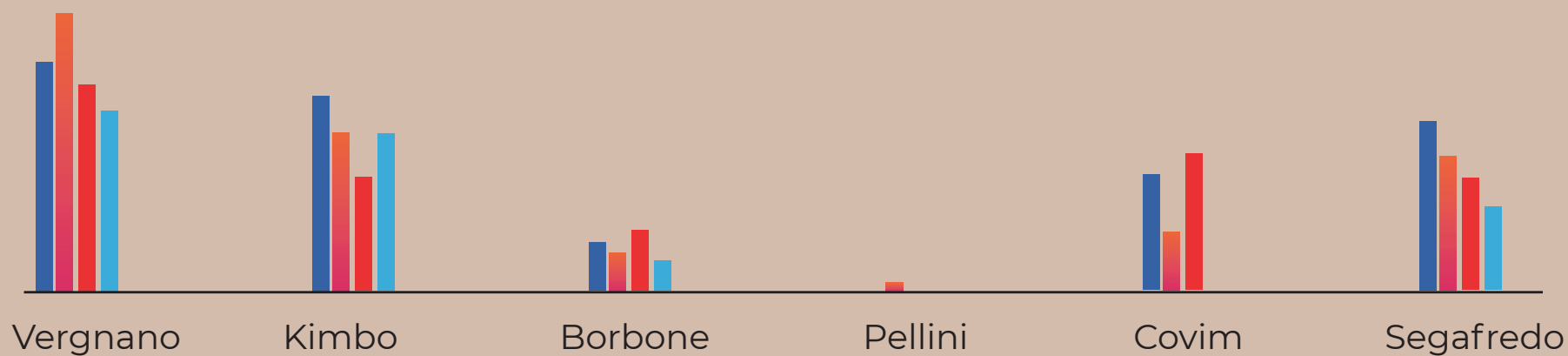


Momenti di Consumo

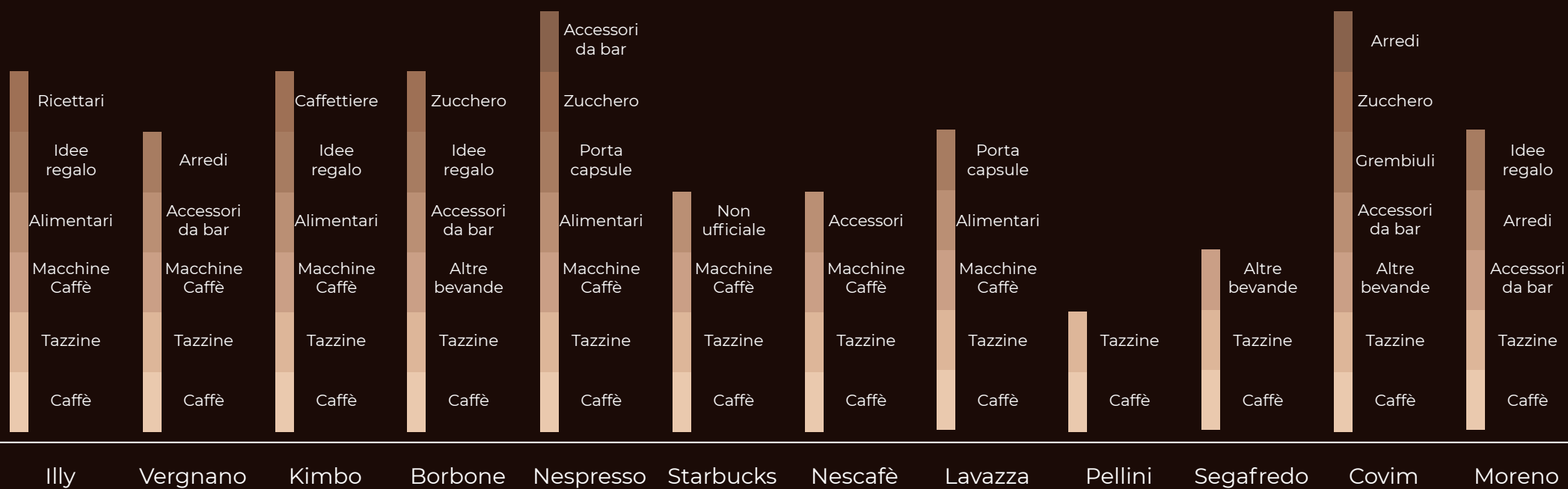
PRESENZA SUI SOCIAL



Facebook Instagram Youtube Twitter



Oltre il caffè: MERCHANDISE



SPESA MEDIA
MENSILE
PRO-CAPITE

32%
48%
16%
4%

fino a 10€
tra 10€ e 30€
tra 30€ e 60€
oltre 60€

TOTALE

23-5-2018 8.17



SPESA MEDIA
ANNUA
PRO-CAPITE

1 x
Caffè

259,40

259,40

TOTALE

23-5-2018 8.19

