



(Victoria Buzz, 2023)

# THE ETHICAL IMAGE OF **RHINO COFFEE HOUSE**

## GROUP 3

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# PITCH ROLES

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Paige & Cole

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**CONTENT  
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**PITCH  
LEADER**

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# ORGANIZATIONAL CORE

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## VISION

Rhino aims to be recognized as a memorable spot for locals and become a thought leader in ethical industry practice.

## MISSION

Provide Victoria locals with great service and high quality coffee that is ethically sourced and allows farmers to live prosperously.

## PRIORITIES

- Ethical Image
- Community Reach, Engagement, and Education

(Rhino Coffee house, 2023)

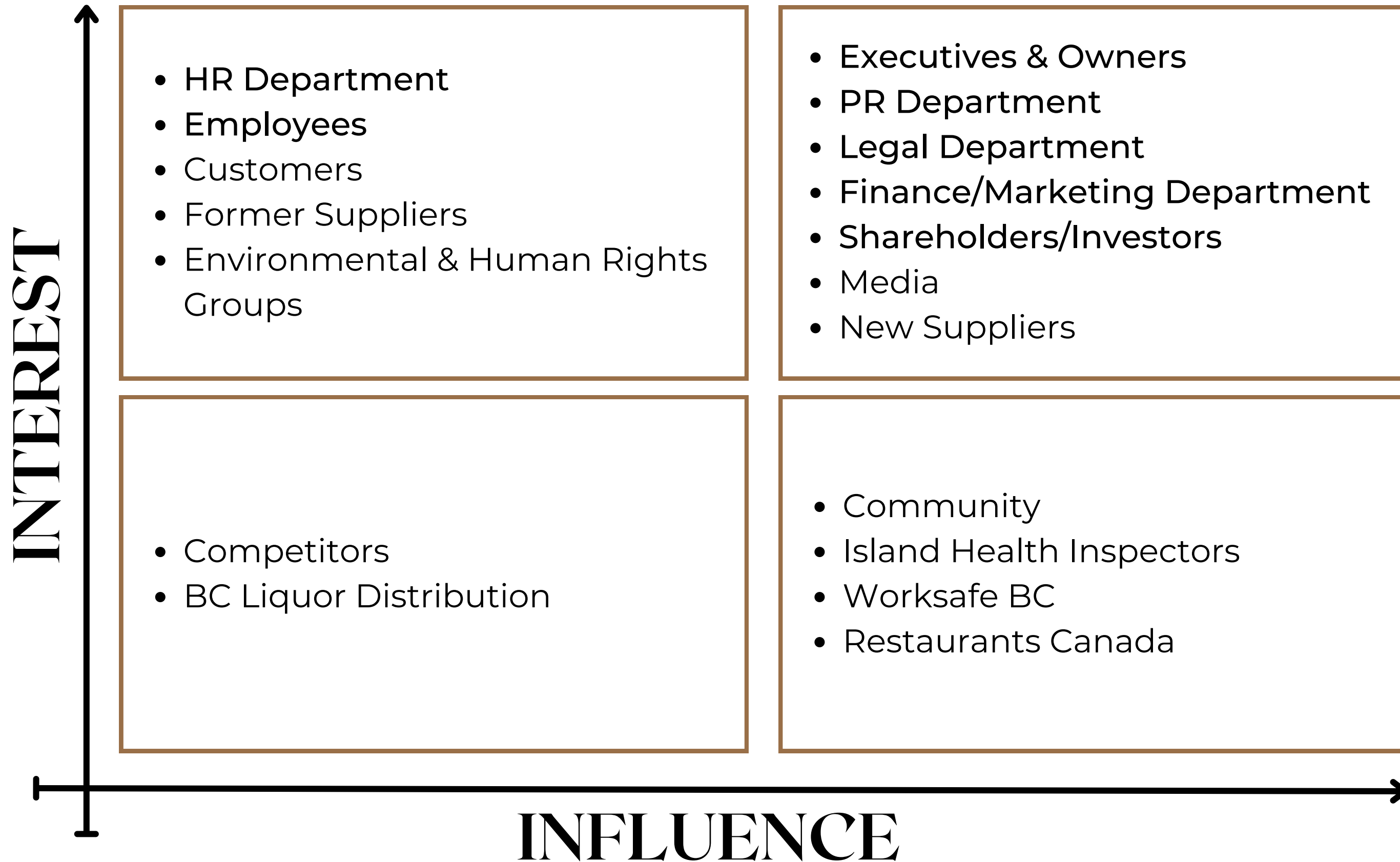




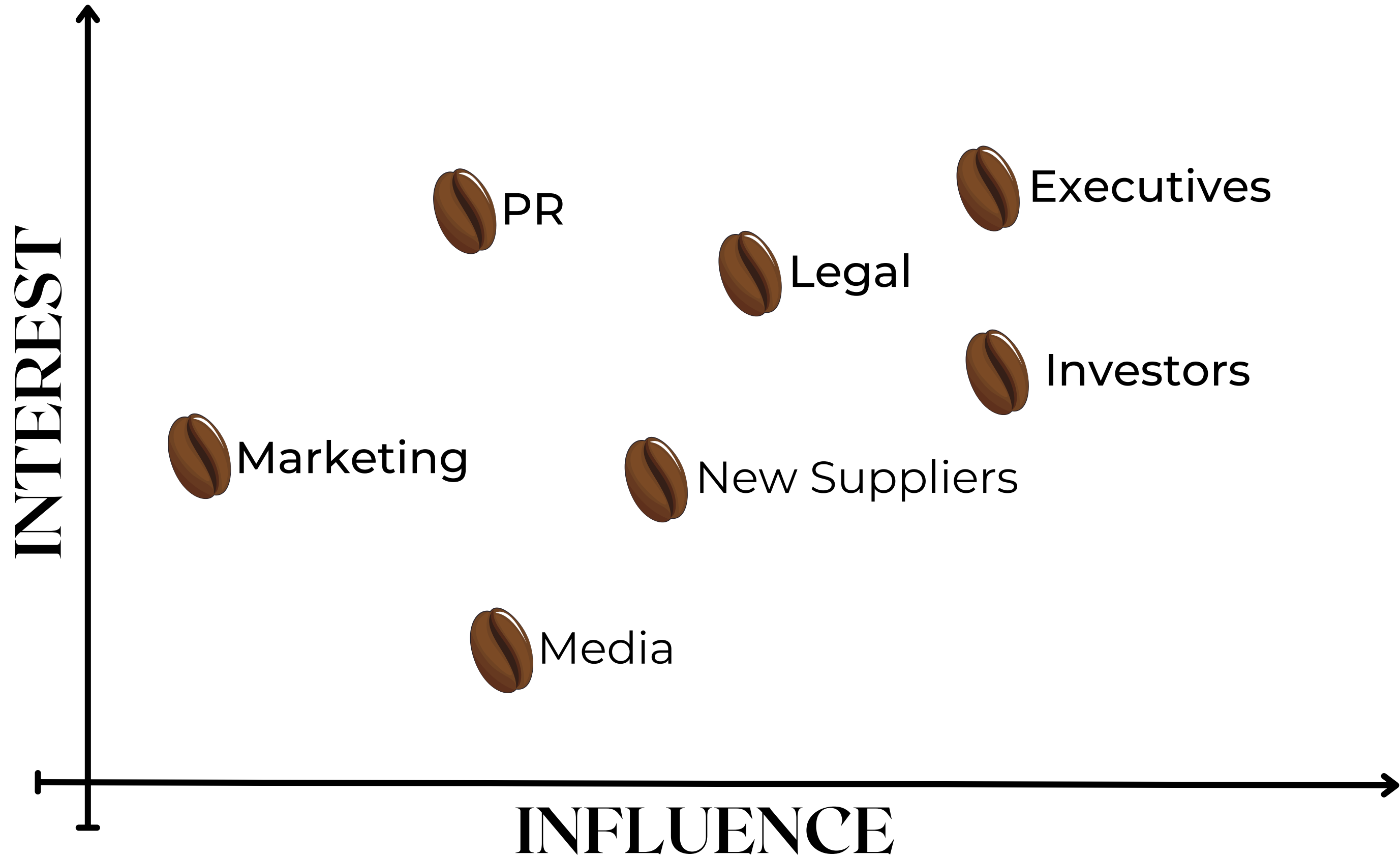
# SITUATION ANALYSIS

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"><li>• Popular among community</li><li>• Affluent location</li><li>• Strong social media presence</li></ul>	<ul style="list-style-type: none"><li>• Poor website</li><li>• Limited expansion opportunity</li><li>• Poor ethical image</li></ul>	<ul style="list-style-type: none"><li>• Broader community reach</li><li>• Improved ethical image &amp; consideration</li></ul>	<ul style="list-style-type: none"><li>• Saturated market</li><li>• Rise in cost</li><li>• Consumer &amp; community perception</li></ul>

# STAKEHOLDERS



# PRIORITY STAKEHOLDERS



# GOAL & OBJECTIVES

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## GOAL

Our goal is to source and provide ethically sourced beans to improve Rhino's ethical public image and enhance the Rhino brand.

## OBJECTIVES

- ☛ **Action:** Facilitating supplier change and preserving sales.
- ☛ **Awareness:** Educating the public about ethical fair-trade coffee and promoting our switch.
- ☛ **Acceptance:** Persuading the public and investors to pay higher costs for ethical practice.

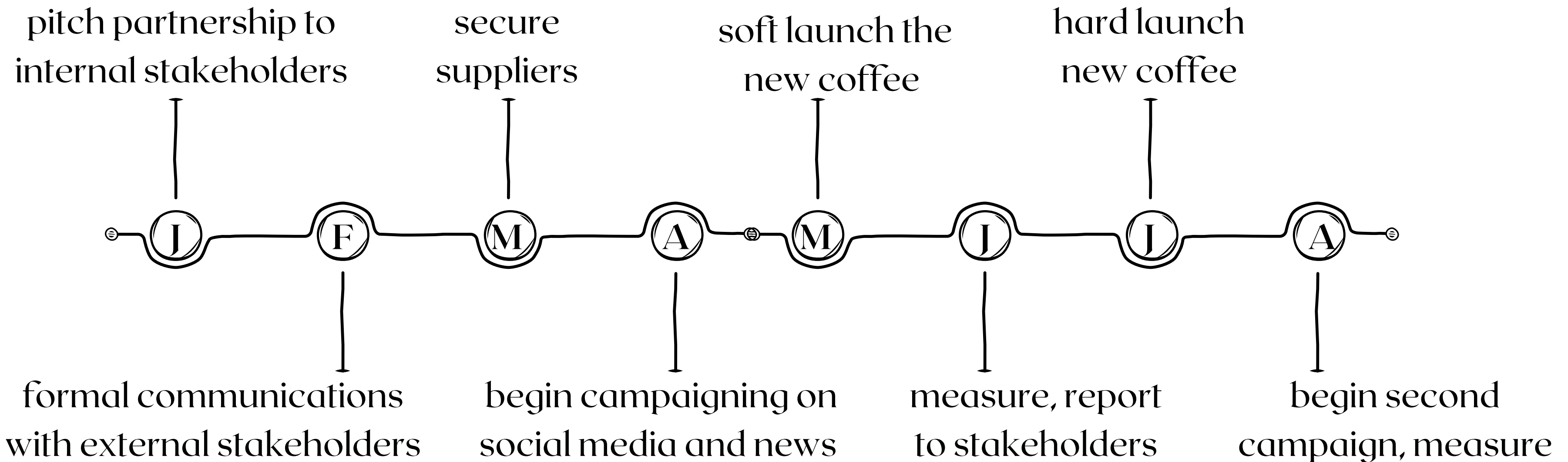
Rhino Facebook. 2022



# PLAN OF ACTION



	TACTICS	
Facilitate the development of partnership with an ethical producer.	Launch social media campaign about the partnership to educate and promote.	Launch news media campaign.



# BUY ETHICAL & SUPPORT A BETTER FUTURE!

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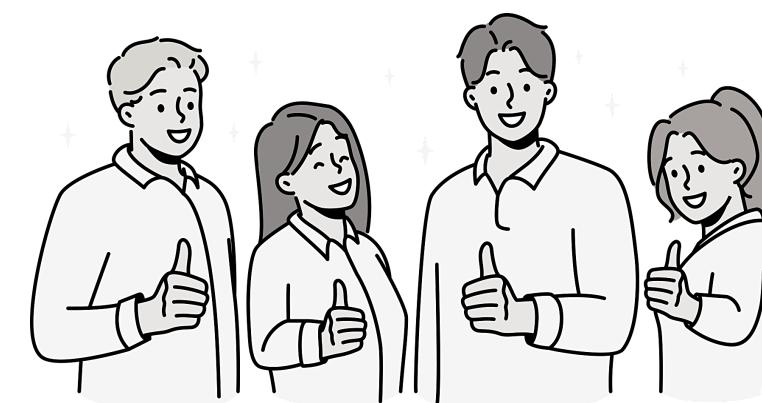
Unethical coffee contributes to child labour, unfair wages, and environmental destruction.

Ethically sourced beans are better for people, environment, and company image.

Rhino will become an industry thought-leader and improve ethical standards.



Rhino Facebook, 2023



# BUY ETHICAL & SUPPORT A BETTER FUTURE!

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Ethical coffee sells!

"Companies with higher ethical standards experience greater customer loyalty, satisfaction, and referrals. All of these lead to greater long-term profits."

(Bell DeTienne, 2019)



Rhino Facebook, 2023



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THANK YOU!

QUESTIONS?

