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# *Café Karagua, The Calgary Opportunity*

# *Introduction*

Café Xaragua is a coffee company based in Montreal, which is currently considering a strategic growth to Calgary. Specializing in Haitian coffee blends, the company has products that create customer appeal to 'endorse' high quality coffee products.

# *Strategic Implication*

They've stated that expanding to Calgary presents some significant operational questions: where and how to provide products, where to procure materials, and who to hire. The company needs to guarantee that the Haitian financial point of interest, their coffee, is constantly available for the shoppers but in the same quality distinctly.

# *Marketing-Positioning*

When competing for customers in Calgary, Café Xaragua should focus on telling more about the peculiarities of its brand: Haitian origin and cultural background. Target specific the market by demonstrating Calgary's strong influence of the Haitian/Latin community and effective marketing using social media/projecting the community related events.

# Conclusion

It is useful to note one of Café Xaragua's exclusive lines of business is comprehensible in the event of expansion to a new city – in this case, Calgary. Misplaced in the market challenges, the consumers, and inadequate marketing strategies, the company could build its ways to create its space and grow the brand.

# Resource

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