

## KLATCH COFFEE



www.klatchroasting.com

Klatch Coffee has been roasting and serving award-winning coffee for the past 25 years. Based in Los Angeles, this family business started out with one retail store and has evolved into a global wholesale roaster and retailer with its coffee featured daily on three continents. Klatch Coffee imports coffee from coffee growers around the world. Once the beans arrive to the US, they are classified, roasted, mixed with flavors, packed, and delivered to customers. In addition, Coffee Klatch has seven coffee shops plus a roastery / training lab – all of which are located in Southern California.

### Sales

**\$100K**  
New Sales

**\$750K**  
Retained Sales

**Challenges** Klatch Coffee re-branded their business in 2007, but needed to improve their presence for both retail sales and online presence and effectiveness. Annual sales were down versus the previous year and they needed a structured strategic marketing plan to attract new customers, increase online sales and increase retail sales. After completing CMTC's CMA Marketing program, Klatch Coffee owner, Michael Perry realized that they needed to update their web site and increase online customer orders. In order to accomplish this, the company was able to take advantage of a San Bernardino Workforce Development Board funding opportunity.

### Jobs

**10**  
Jobs Retained  
Job Creation  
Launched

**Solution** In April 2018, Klatch Coffee partnered with CMTC to analyze and develop programs to spur online and in-store sales. A social media solution was proposed to attract new customers and retain existing clients. An e-commerce platform was implemented to update the look, feel and usability of the Klatch Coffee website. The implementation and launch of the new website provided Klatch Coffee the opportunity to have one unified platform to run their online business, develop a customized online store, manage products and inventory and fulfill online orders and subscriptions.

### Savings

**\$10K**  
Saved Investment

In addition, through the use of the new e-commerce platform Klatch Coffee management was now able to track sales, analyze growth trends and improve the use of subscription orders. The plan also worked to:

- Improve website search engine optimization (SEO)
- Build social media awareness
- Create a list of 5,000 - 10,000 potential new subscription customers and message to this list
- Creation and implementation of three emails to drive business to the website

### Investment

**\$50K**  
in plant and equipment

### Impact

- \$100,000 in increased sales
- \$750,000 in retained sales
- 1 job created
- 10 jobs retained
- \$50,000 invested in plant and equipment
- \$10,600 in saved investment