Sales Manual For Forto Coffee

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# Product

The item selected for the sale manual is a product of FORTO. The product is Colombian organic coffee called FORTO Coffee. The product is available in almost all the major retail stores in the United States. It is very widely accepted as a unique product that has gained lots of popularity and acceptance across the globe. Many brands are investing and trading in this business at multi-national levels and generating revenues in Billions.

# Industry

The product belongs to the beverage industry of non-alcoholic products. The beverage industry employs millions of workforce worldwide and generates billions of dollars each year as revenue. The coffee business is major support for the entire economy in small and developing countries. Manufacturing of the coffee is relatively a simple process from other products of the beverage industry. The manufacturing process consists of cleaning, roasting, grinding and ultimately packing. It is also linked with the Coffee industry which is a very huge market not only in the United States but in the whole world. According to careful statistics, coffee is the 2nd most sought-out item of the commodity in the whole world and has an industry worth more than $100 billion overall. Also, around 500 billion cups are consumed every year in the whole world. Globally the growth rate of the industry is 5.5%.

In the United States, about 79 % of the Americans of the total population surveyed, confirmed that they had a cup of coffee the previous day. Among young people especially millennials, the same questionnaire had a 48 % result. In the United States, niche coffee shops are cementing their place in the industry through retail businesses. Moreover, there is a growing trend of masses shifting from non-organic products to the organic ones because of the scarcity of resources and related health concerns. The trend is also observed in this industry because the conventional products which are available in the market are synthetic and contain chemically treated substances. Besides, there are many potential risks associated with the workers while manufacturing coffee products in conventional coffee-making industries. These include thermal discomfort, burns and high noise levels in the factory. So there was room for the product which is not only satisfying for health but also available at reasonable and easily usable form. The problem with the organic coffee products available in the market before FORTO was the unavailability of a compact product at a reasonable price. Apart from business prospects, coffee has significant potential health benefit which is evident from many medical researches. The studies show that coffee offers many health benefits from longevity to liver health. Coffee is good for health but it is up to the industry how they market safe and healthy coffee products.

# Organization

FORTO is the world’s 1st ready to drink coffee producing company. The product is the United States #1 organic ready to drink coffee. The purpose of making the company, as stated by the CEO is to provide busy people with coffee shots to enable the intake of the required amount of energy. Inspired by this idea and to provide an organic product to ensure maximum energy with minimum health-related concerns.

 The company has employees including students, businessmen, engineers, and health experts. For supplies, its products to almost all the major sales retailers in the United States and the product is available at almost 50,000 locations. All of the coffee trade is registered and certified by USDA organic. The business is owned by one of America's fastest-growing manufacturers of beverages, Dylan Brands. A famous basketball player Shaquille O’Neal invested a huge amount in the business and is now the co-owner along with the CEO of the company.

# Product of the Service

The product comes in a compact packing and is readily usable without any effort. The product is safe to use for everyone except children, nursing women, pregnant women and the people who are allergic to caffeine. The coffee is contained in a leak-proof container and is only two sips of drink. The consumption of the product varies for person to person depending upon the energy requirements and physical health of a person. As this is an energy drink, so care must be taken by the consumer while utilizing the product according to the physical activities as well. The coffee is packed in a fine plastic cover and is easily and readily usable.

The one-shot of coffee carries 2-ounce of shots with the energy of 2 full cups. The coffee is an energy booster where each shot contains 200 mg of caffeine. The product has minimized the concentration of synthetic substances which is cold brewed for 18 hours with all-natural ingredients. The product is available in different quantities of milligrams and flavors making it a versatile and diverse product to attract the attention of maximum customers/buyers. The product is present in the market in 6 flavors with different colors and quantities which are as follows.

* 200 mg of shot with sweetened black flavor
* 100 mg of shot with pure black flavor
* 100 mg of shot with vanilla latte flavor
* 200 mg of shot with vanilla latte flavor
* 200 mg of shot with chocolate flavor
* 100 mg of shot with Hershey flavor

Buying motives of FORTO coffee for the customer are numerous. The product ensures

the quality of the product by using all the organic ingredients as discussed in the above sections. The price is quite favorable for a normal person to purchase the product for taste and energy boost. Two other buying motives for the potential customers are the product’s availability in major portions of the country, compact form and easy to use packing.

The product is available at Staples, Walgreens, Target, and Walmart. The FORTO coffee can also be found at online shopping platforms including eBay and Amazon. The product is available at more than 50,000 retail stores across the United States. The prices of the product are very considerable and user-friendly. The price of one-shot is $2 for all the flavors. The price is different if purchased in a box of six cups. For a box of six single shots, one has to pay $11.95 (Chang, n.d.). It is comparatively cheaper as compared to similar products like Death Wish coffee, VitaCup cold brew Lightning Shot and Café Shooters.

The product is available in fine packing and is usable for a longer period of time. It is clod brewed so there is no need for refrigeration to preserve it from the environment. Out of many products of varying flavors and quantity, one thing is common in all the products that each pack contains at least 100mg of caffeine. It has a beautiful appearance and the sips are available in different colors and compositions. The composition of the FORTO coffee is the main thing of a specialty of a product. It constitutes of coffee beans that are 100% Arabic and are mainly picked from the family farms in Brazil and Colombia . This is why FORTO Coffee is also considered as the strongest coffee on the planet. The product contains a higher concentration of beans by cold brewing the ingredients for a longer period of time.

This brewing in cold lasts for 20 hours to make it taste delicious-smooth. There is no need to store it by refrigeration as customers prefer chilled coffee for drinking. The bottling process used for the preservation of the product is very innovative in itself. The process removes oxygen from inside the bottle making it possible for the drink to stay fresh for as long as 18 months. The FORTO coffee can be kept at room temperature without any fear of damage and can also be kept into the refrigerator. Owing to its immense stability, FORTO coffee can be heated in a microwave. The product has significant advantages when comparing it with similar products of the market. Its prices are comparatively very low as compared to other products of the same industry including VitaCup cold brew Lightning Shot Death Wish coffee and Café Shooters.

##### Sales Talk

The product is available at all the main retail stores at reasonable prices. The product is made up of pure organic and natural products, where coffee beans are extracted directly from the home fields in Brazil and Colombia. The product is a high energy boost coffee with multiple flavors and in different quantities. The overall sales of FORTO coffee products are greater than the competitors which means that the standards of quality are maintained. FORTO Coffee provides a fast-active, energy boost and organic coffee with minimum side effects. One of the very important benefits of the product is its portability. The PORTO coffee can be ported into a bag without any worry and also can be stuffed into the pocket easily. The unique manufacturing, packing and availability of the product in different flavors make the product unique. The sales achievements and marketing strategies adopted by the company have made it the number 1 coffee shot of the country.

The two ideas for convincing the customers are

* The product is available in a compact packing which is easy to keep and use as well.
* The coffee can be kept at room temperature, in the refrigerator, and in the oven without the threat of damaging drink owing to its high stability.

Table 1

Product analysis sheet

|  |  |  |
| --- | --- | --- |
|  | FACTS | BENEFITS |
| 1 | Organic products | Health assurance and prevention from the use of excessive chemicals. |
| 2 | Different flavors | Will attract a wide range of customers to purchase the product |
| 3 | Medium prices | A quality product at a reasonable price to attract people from multiple classes. |
| 4 | Easy availability | Easily availability and readily usability will result in more sales across the country |
| 5 | A successful brand | The success of a brand determines the quality of its products, hence more sales opportunities. |

Table 2

Objection analysis

|  |  |  |
| --- | --- | --- |
|  | Objections | Analysis |
| 1 | Product stability | The product is highly stable and FORTO Coffee can sustain its originality up to 18 months |
| 2 | Need for refrigeration | The product is cold brewed for hours, so no need for refrigeration. |
| 3 | Costly | Product is not costly compared to the similar products in the market |
| 4 | Public interest in the product | The coffee industry in the United States is ever-growing, so a perfect niche. |
| 5 | Quality of the product | The FORTO coffee is recognized as the number 1 energy booster coffee in the United States in NYC Craft festival |

# Sales Promotion

FORTO coffee has significant success in the sales promotions owing to the reliability and user-friendly attributes. The product was presented at coffee Con in Los Angeles and also at NYC Craft festival where FORTO received a lot of support and acceptance. The first customer of the FORTO was the United States Military and allowed to make the product available at all the military bases in the country as retail placement. In 2016, hundreds of other retailers also showed their willingness for the launch. FORTO’s promotion and popularity increased at a higher level when Shaquille O’Neal opted to invest his millions in the business. After making huge investment he became the co-owner of the business along with the CEO. The basketball player is also a hall of Famer and a successful businessman. O’ Neil had won NBA championships 4 times and is a very influential sports personality in the United States. Having a degree of Ph.D. in Leadership and Education and the name ranked among one hundred most creative businessmen, his partnership with FORTO Coffee suggests positive future business prospects. He is interested in the product because of its energy shots, great taste, and organic nature and is very excited to be a part of America’s number 1 coffee brand. The founder and CEO of the FORTO Neel Premakumar describe the business as “FORTO is made for people who crave strong coffee to keep alert and highly productive throughout the day and on-the-go, but may not have the time for brewing and slowly sipping traditional coffee (FORTO, n.d.).

The sales method of Coffee is supplying the product at retail stores throughout the country. The product is available at more than 50,000 such stores and supermalls. Also, the product can be purchased at all the major online forums including Amazon and eBay.

The product is also promoted on the internet in the form of a website. FORTO coffee has its registered website which contains all the information related to products and services. The partnership with Dr. Pepper that is a vertically integrated company and provides all varieties of beverages for every consumer usage occasion and the group is varied terrific according to the CEO of FORTO Coffee. According to him, the partnership among Dr. Pepper is intended to scale the Forto’s distribution in around one lac store all around the country(“This former Nestle exec became master of the cold brew coffee shot,” n.d.).

**References**

This former Nestle exec became master of the cold brew coffee shot. (n.d.). Retrieved November 14, 2019, from New York Business Journal website: https://www.bizjournals.com/newyork/news/2018/06/27/former-nestle-exec-became-master-of-cold-brew-shot.html