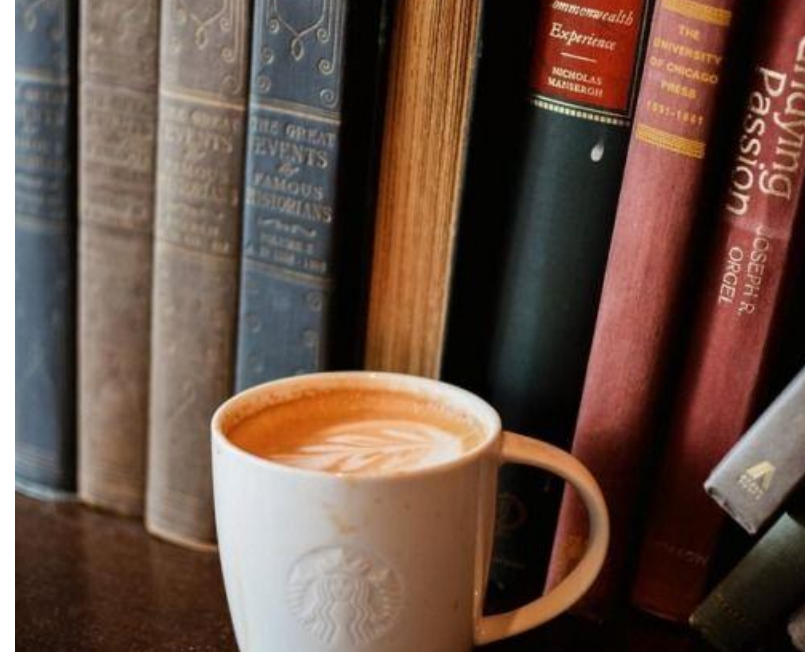




Share library *Books & Coffee*

• Prepared *e*d by
Kolykhalova
Daria
Pavlova Anna
Tsionina Maria



Target audience

- Men and women
- Age 15-30
- They love **reading**, drinking **good coffee**
- They appreciate **cozy atmosphere**
- They like to visit new interesting places
- They appreciate **solitude, peace and quiet**



Competitive advantages

- Books&coffee is a café-library
- Books&coffee is an very cozy place
- We have a large assortment of books. In addition, you can order a book you have chosen in a book menu
- Collaboration with book shops. You can, also, buy a book if you like it.



Books&Coffee

[Главная](#)[О нас](#)[Меню](#)[Книжное Меню](#)[Забронировать столик](#)[Контакты](#)

Уютно ^.^



От всего сердца

Привет! Мы очень рады тому, что ты заглянул :3

Пожалуйста, располагайся поудобнее и знакомься с нами поближе!

Мы рады будем видеть тебя в нашем антикафе!

Выбирай вкусный напиток и любимую книжку и растворишься в атмосфере сказочного уюта!

Books&Coffee

cafe-book
s-coffee.r
u

АДРЕС

ул. Арбат, 1а,
Москва, Россия

ЧАСЫ РАБОТЫ

ПН-ПТ: 12:00–23:00
СБ и ВС: 11:00–00:00

КОНТАКТЫ

+7 (495) 800-00-09
booksandcoffee@yandex.ru

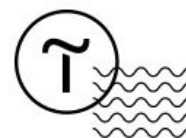
СОЦСЕТИ





Mobile
app

Website of
our main
competitor
doesn't
work
properly



Please renew your subscription



Подключение не защищено

Злоумышленники могут пытаться похитить ваши данные с сайта **bookcoffee.ru** (например, пароли, сообщения или номера банковских карт). [Подробнее...](#)

NET::ERR_CERT_COMMON_NAME_INVALID

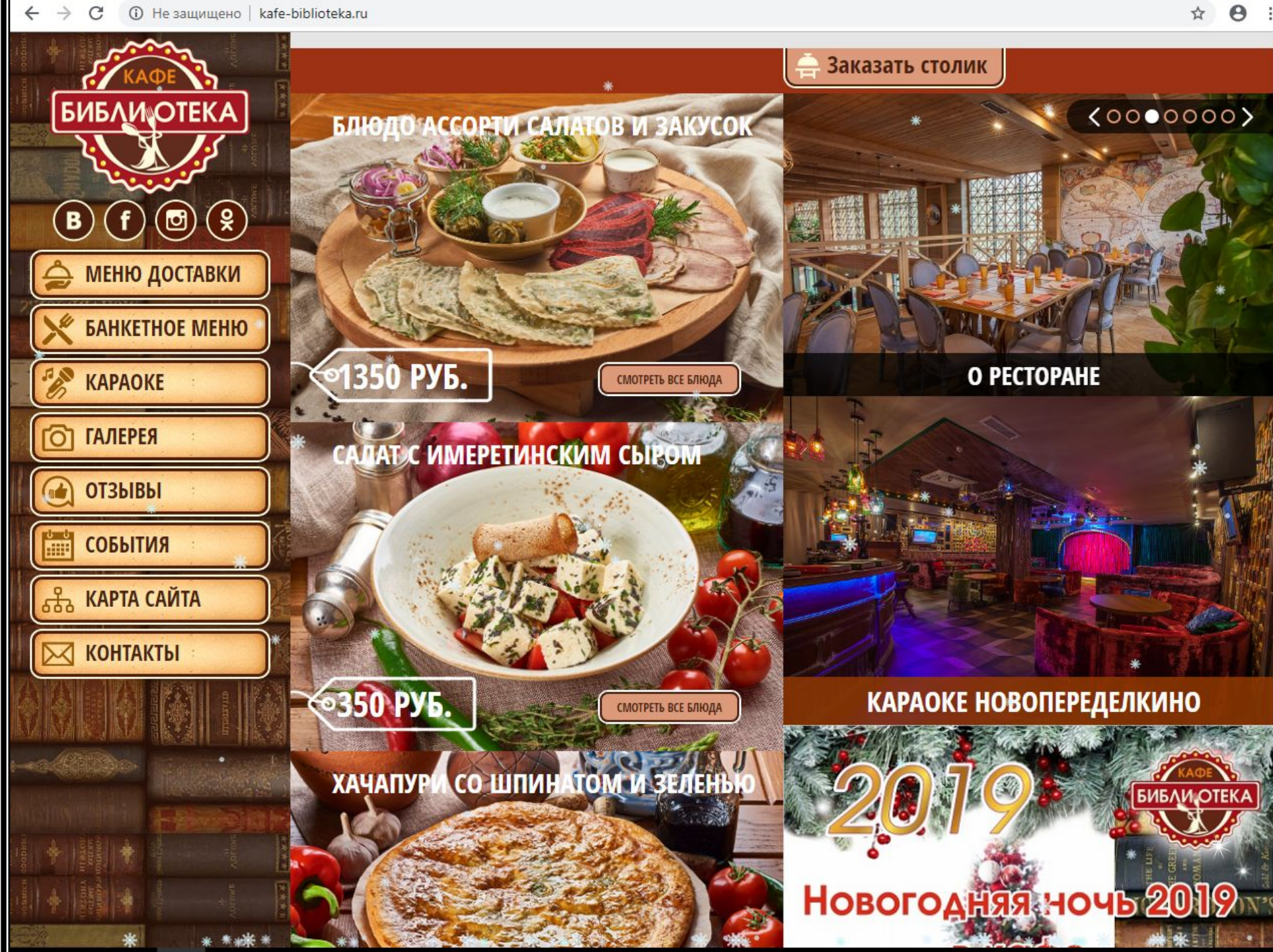
☐ Чтобы улучшить режим Безопасного просмотра, вы можете [отправлять системную информацию и контент страниц](#) в Google. [Политика конфиденциальности](#)

Дополнительные

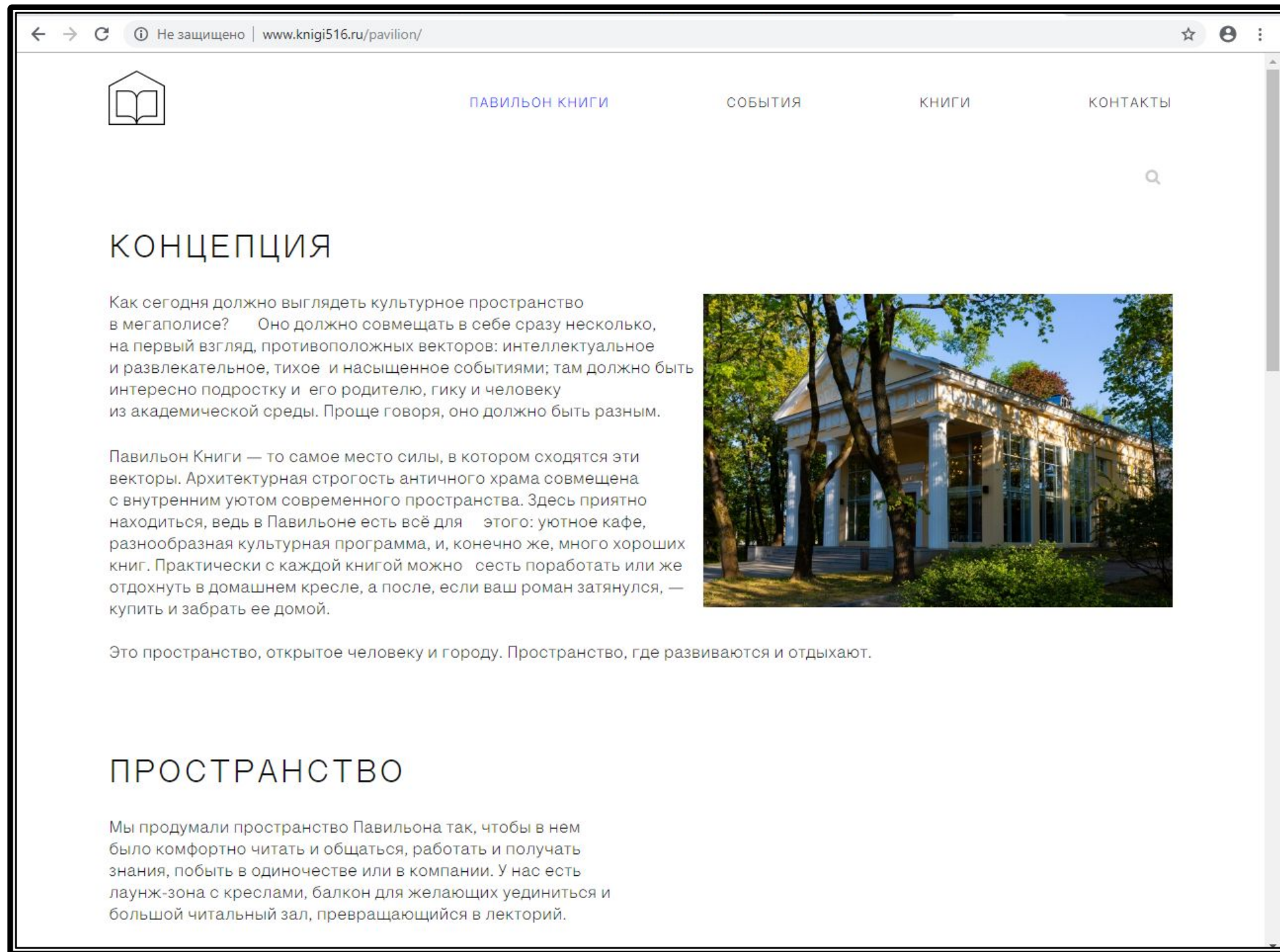
Назад к безопасности

Website of another competitor is extremely colorful and motley

Website is loading for a very

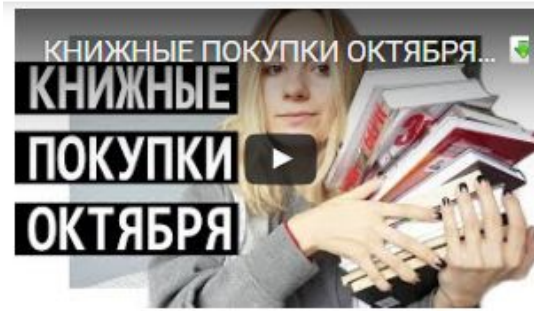


a small
café in
the Book
Pavilion
in the
“VDNH”
but there
is no
informat
ion
about it
on the

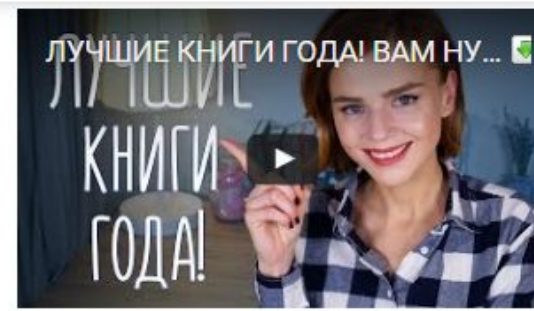


Promotion in social networks

- Advertise with bloggers
- Banners in social networks
- Communication marketing in on café's pages in different social networks



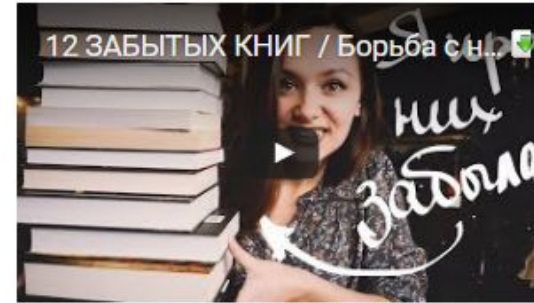
1. ulielie
101,063 подписчиков



2. RedAutumnBooks
73,312 подписчиков



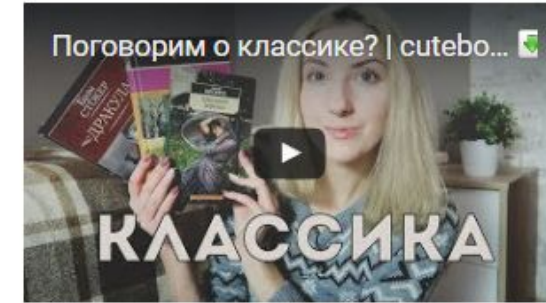
3. UncleShurik
69,432 подписчиков



4. Аля
66,317 подписчиков



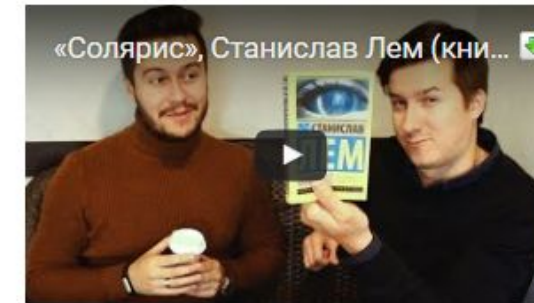
5. Читалочка/Полина Парс
50,778 подписчиков



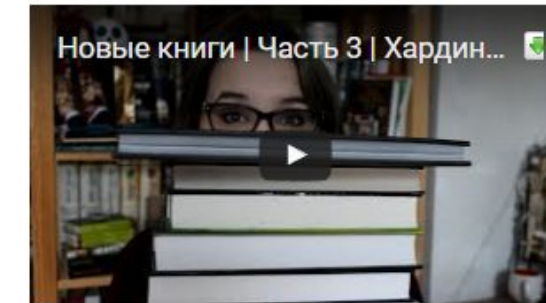
6. cutebookmess
40,413 подписчиков



7. Ольга Миклашевская
51,691 подписчиков



8. KHALETSKY
18,442 подписчиков



9. Теория большого читива
35,778 подписчиков

we won't have profit after a month because our average check is not ~~high enough~~

- wordstat.yandex.ru

1. кафе библиотека 11 306
2. антикафе 154 488
3. книги и кофе 3883
4. кофейня 504579
5. уютное место 7480
6. уютное кафе 16511
7. попить кофе 8499
8. кафе рядом 103419
9. библиотека 5326455
10. отдых в Москве 24070
11. тайм кафе 14819
12. бюджетное кафе 2221

The screenshot displays the Yandex Wordstat interface. On the left, a sidebar shows a list of search groups with their respective counts. The main area displays two search results for 'антикафе-библиотека' and 'уютное местечко Москва'. Below these, a table shows the search results for 'антикафе москва', 'бесплатная библиотека', and 'бесплатный книга читать'.

Search Query	Count	Score	Rank
антикафе москва	128	302.40	144
	100	239.60	111
	75	118.40	94
	15	87.70	84
	5	83.10	83
бесплатная библиотека	97	266.90	166
	75	215.30	152
	15	148.10	83
	5	37.70	37
бесплатный книга читать	103	150.10	77
	100	135.80	75
	75	81.90	62

Lead generation

Wanna get
a free hour?

- Download our app
- Check in
- Get a promo code for free hour in Books & Coffee!

Tap to download!



134 people are already with us!

Please, leave your contact information here:

Your name:

Your phone number:

Your e-mail:

PASSWORD:

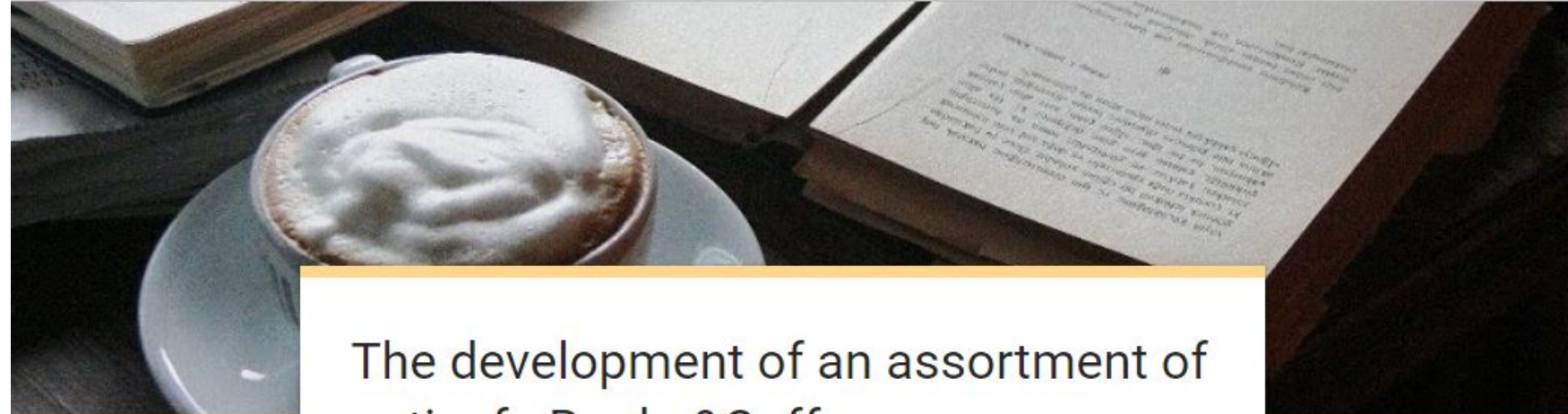
Login

We guarantee confidentiality!

Our questionnaire

What have we found out?

1. People go to the coffee shops at least several times a month
2. Most of respondents spend their free time with friends
3. Most of people like reading
4. Not all people like coffee
5. Most of them prefer tea
6. The most popular deserts are cakes



The development of an assortment of anticafe Books&Coffee

We are students PRUE and we are launching our startup! Please, help us to develop assortment of our anticafe-library! In will take not more than 7 minutes)
We guarantee confedentiality of your personal data

* Обязательно

How often do you visit coffeshops? *

- ☐ every day
- ☐ a couple of times in a week
- ☐ a couple of times in a month
- ☐ less than a couple of times in a months

How do you usually spend your spare time? *

- ☐ Watching films
- ☐ Reading books
- ☐ Needlework
- ☐ Coming together with friends