

[MUSIC PLAYING]

**NARRATOR:** Week 2, Roxy's Delight Cafe Scenario.

Once upon a time in a bustling city, there was a quaint little cafe named Roxy's Delights. This is Roxanne, the owner of Roxy's Delights. She has always been fascinated by the various components influencing consumer behavior and decided to apply this knowledge to her cafe.

Roxanne meticulously curated the cafe so that every aspect of the cafe's ambiance appealed to her customers' senses. The rich aroma of freshly brewed coffee filled the air, inviting customers to step inside. Soft jazz music played in the background, creating a soothing ambiance. Warm lighting gave the cafe a cozy glow, making it the perfect retreat from the busy city.

As customers entered Roxy's Delights, they were greeted by Roxanne's warm smile and welcoming demeanor. From the plush seating to the rustic decor, each element worked together to shape perceptions and create a memorable experience for the patrons.

Roxanne understood the importance of storytelling in creating a compelling brand narrative. She commissioned local artists to create artwork for Roxy's Delights, each reflecting the cafe's values and ethos.

The logo, a simple yet elegant design, served as a visual representation of the brand's identity. Together, these elements formed a cohesive narrative that resonated with customers. Roxanne knew building brand loyalty required consistently delivering excellent products and exceptional service.

Her coffee has a unique taste because the coffee beans are brewed fresh several times a day. They are sourced from sustainable farms in Brazil, Jamaica, and Hawaii. This ensures that her products meet high quality standards.

She trained her staff, ensuring every customer interaction was positive and memorable. Some customers preferred to sit alone with their laptops, sipping their coffee in solitude. Others came with friends, laughing and chatting over steaming mugs of latte. By understanding these diverse needs and preferences, Roxanne could tailor the offerings at Roxy's Delights to create a space where everyone felt welcome and valued.

Over time, customers came to associate the cafe with great taste, reliability, trustworthiness, and excellence, making it their go to spot for coffee and conversation.