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café Ardmore

A business strategy proposal for Ardmore Designs to launch **café Ardmore** in London, leveraging its existing success in homeware and furniture products, including fragrances. This expansion aims to meet the increasing demand for culturally enriching hospitality experiences by offering an authentic Ardmore-African themed venue. Strategic collaborations play a key role in realising this vision.

Ardmore Designs : Background/ Evaluation of Current Global Activities

Assessing its current expansion activities to understand its position in the global market.

Company's Vision

is to establish itself as a globally renowned luxury African brand, driven by its dedication to skill, creativity and pride in every aspect of work.

Company's Values

represent dedication to nurturing enduring relationships with its artists, communities, and customers, grounded in mutual respect and dignity.

Brand Expansion - Introducing New Product lines & Boutique stores

Since its expansion in 2012, Ardmore Ceramics has evolved into Ardmore Designs, a multifaceted lifestyle brand that translates bold ceramic designs inspired by African culture and rich flora and fauna of the continent onto fabrics, homeware and furniture.

In 2010, Ardmore first launched its experimental design collections, featuring luxury lifestyle items such as the Qalakabusha sofa. The brand's growth continued with the launch of the exquisite Bedroom Collection and the opening of its first standalone store in Newlands, Cape Town. In 2024, Ardmore was successful in opening its Airport Boutique store at Johannesburg's O R Tambo International Airport in South Africa, showcasing unique gifts and souvenirs collections. (Ardmore Designs, s.d.)

Ardmore Design's global presence expanded with products available in stores across the globe like in the UK, US, Greece, Germany, Belgium, France, Sweden, Namibia, and the Netherlands. (Writer, 2018) Its work continues to be showcased at museums and galleries worldwide, reflecting the brand's growing recognition and influence in the luxury design industry.

Collaborations

Through successful collaborations with luxury brands like Hermes, where it launched two scarves, and Cole and Son, which resulted in its expansion into a wallpaper collection, Ardmore has gained global recognition.

Expanding its collaborations with the hospitality sector, Ardmore has showcased its work at prestigious hotels like Mount Nelson in Cape Town and the luxury cruise Crystal Serenity in 2024. These partnerships have led Ardmore to have an impact on tourism, offering a rich cultural experience to travelers. Moreover, it has opened gates for further expansion into the hospitality industry.

Ardmore's Presence in London

The Patrick Mavros flagship store in London hosts an Ardmore event every year, showcasing its latest collections, contributing to the exposure of Ardmore to a broader international audience.

Sales

Ardmore Design have demonstrated excellence in business-to-business sales and partnerships with boutique hotel stores, established retailers, and international brand partners. A significant part of its sales is generated from its e-commerce platform. (Writer, 2018)

Brand Stretch Strategy

A strategic proposal for Ardmore Design's brand stretch into **Café Ardmore**

Through analysing the industry and market trends, this strategy aims at expanding Ardmore's business by entering the hospitality industry with the launch of "Cafe Ardmore" in 2025. This plan aligns with the objective of leveraging the brand's strong identity of an authentic African luxury interior brand and tapping into the growing demand of culturally-themed experiential cafes that tell a story. The expansion aims to establish a branded cafe in London, capitalizing on Ardmore's strong recognition in the city and its partnership with Patrick Mavros, London. By tapping into culinary experiences, Cafe Ardmore can expand into a lifestyle beyond traditional retail settings and offer consumers a new opportunity to interact with the brand.

This strategy also involves partnering with City of Splash known as "We, the home of culture", which is a music festival that honours the influence of Caribbean and African culture in the UK. From the traditional sounds of Afrobeats, Dub, and Dancehall, its vision is "to create a space for the community to unite, connect and create history. (City Splash, s.d.). Their vision aligns closely with the vision of Ardmore designs. This collaboration encourages the artists of City of Splash to provide the music for café Ardmore, curating a space that celebrates the synergy between African culture, art and music.

To promote the brand and its partnership further, the aim is to create a merchandise line for the City of Splash festival on the year of Café Ardmore's launch in 2025. Featuring tote bags, scarves, and hats branded with Ardmore Designs. Additionally, the festival venue will be themed to reflect the distinctive style of Ardmore Designs, with a hint of their prints, enhancing brand visibility and overall experience for festival attendees with a taste of Africa.

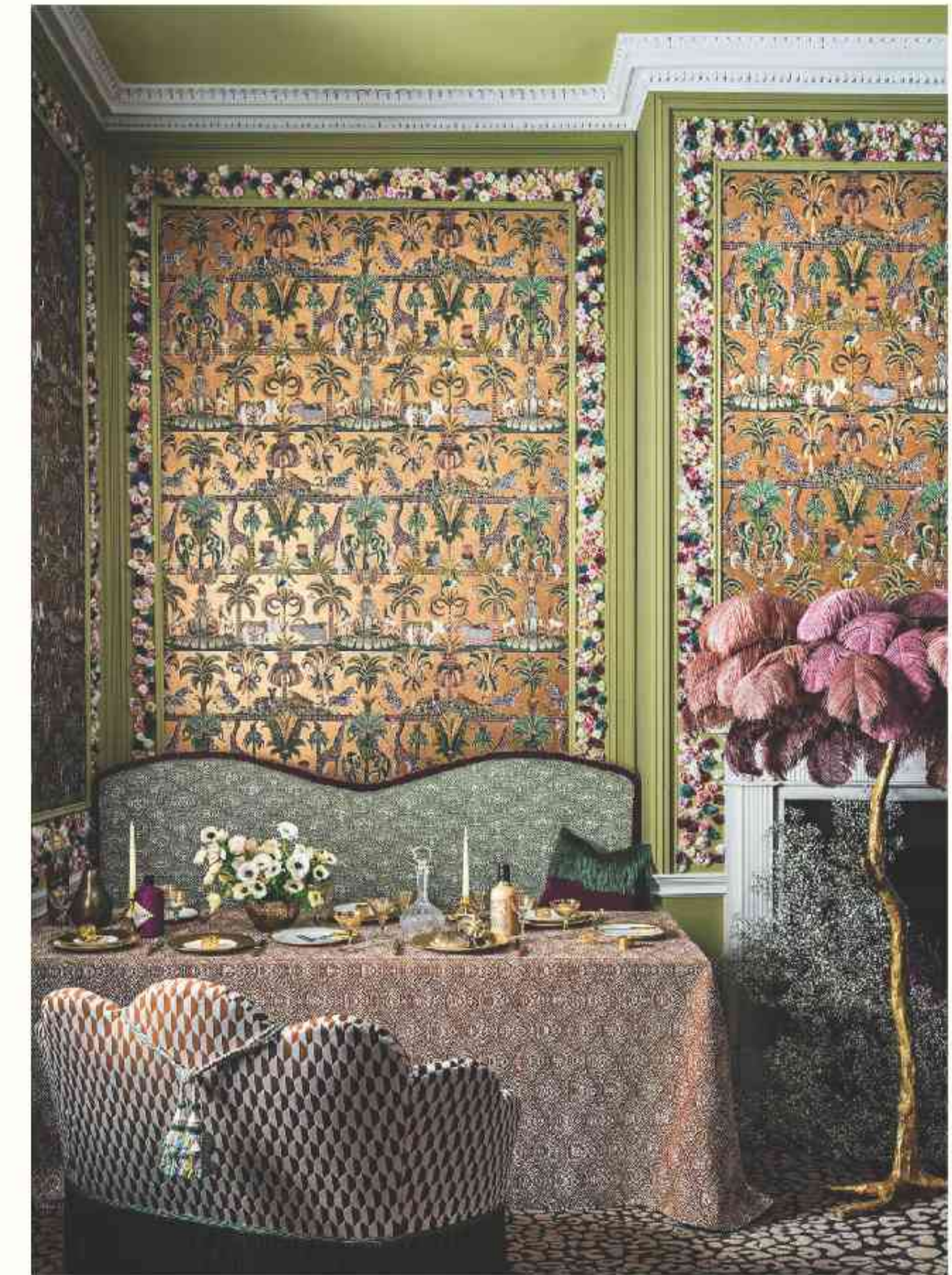


Fig 1. Cafe interior inspiration (Ardmore Designs, s.d.)

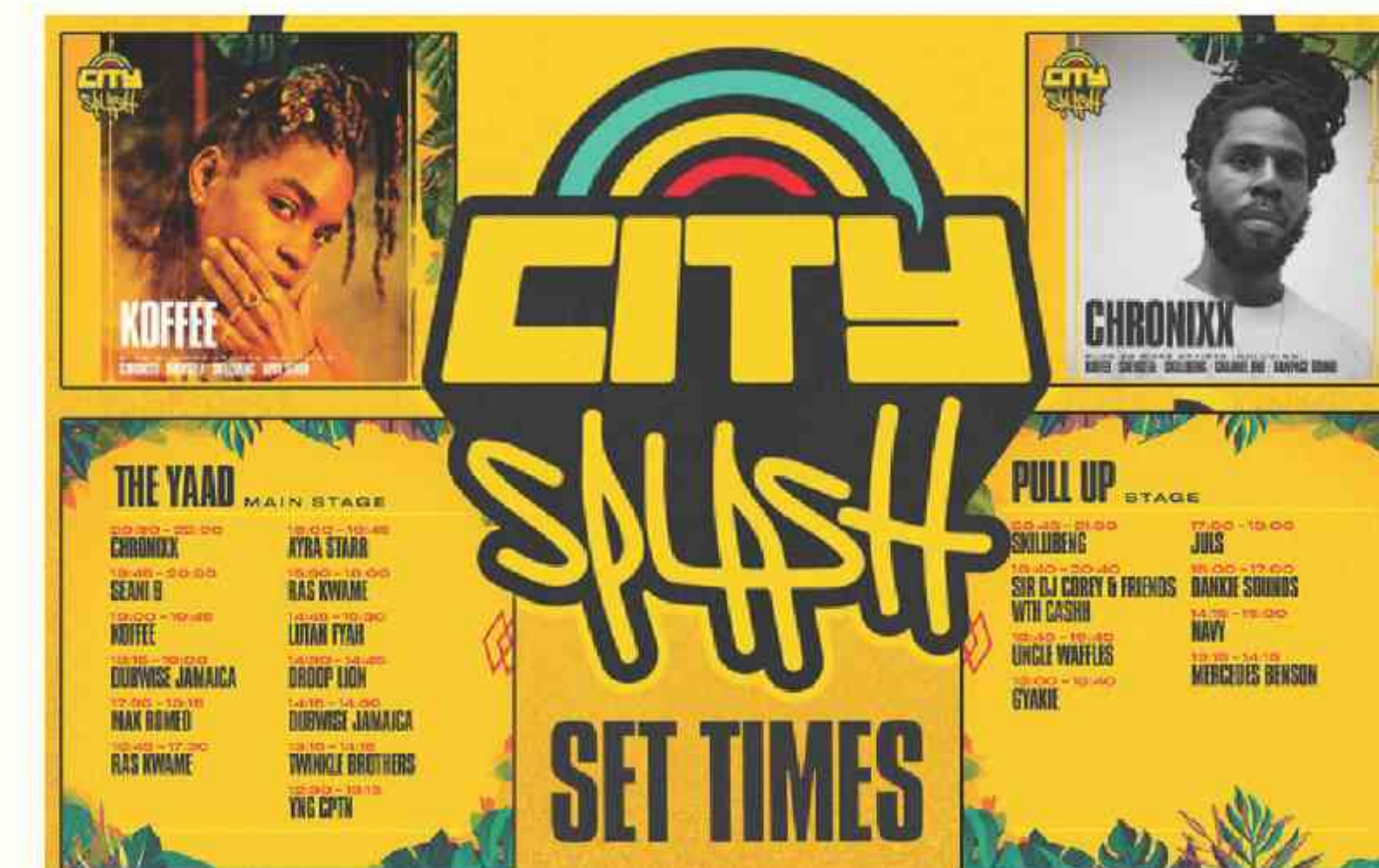
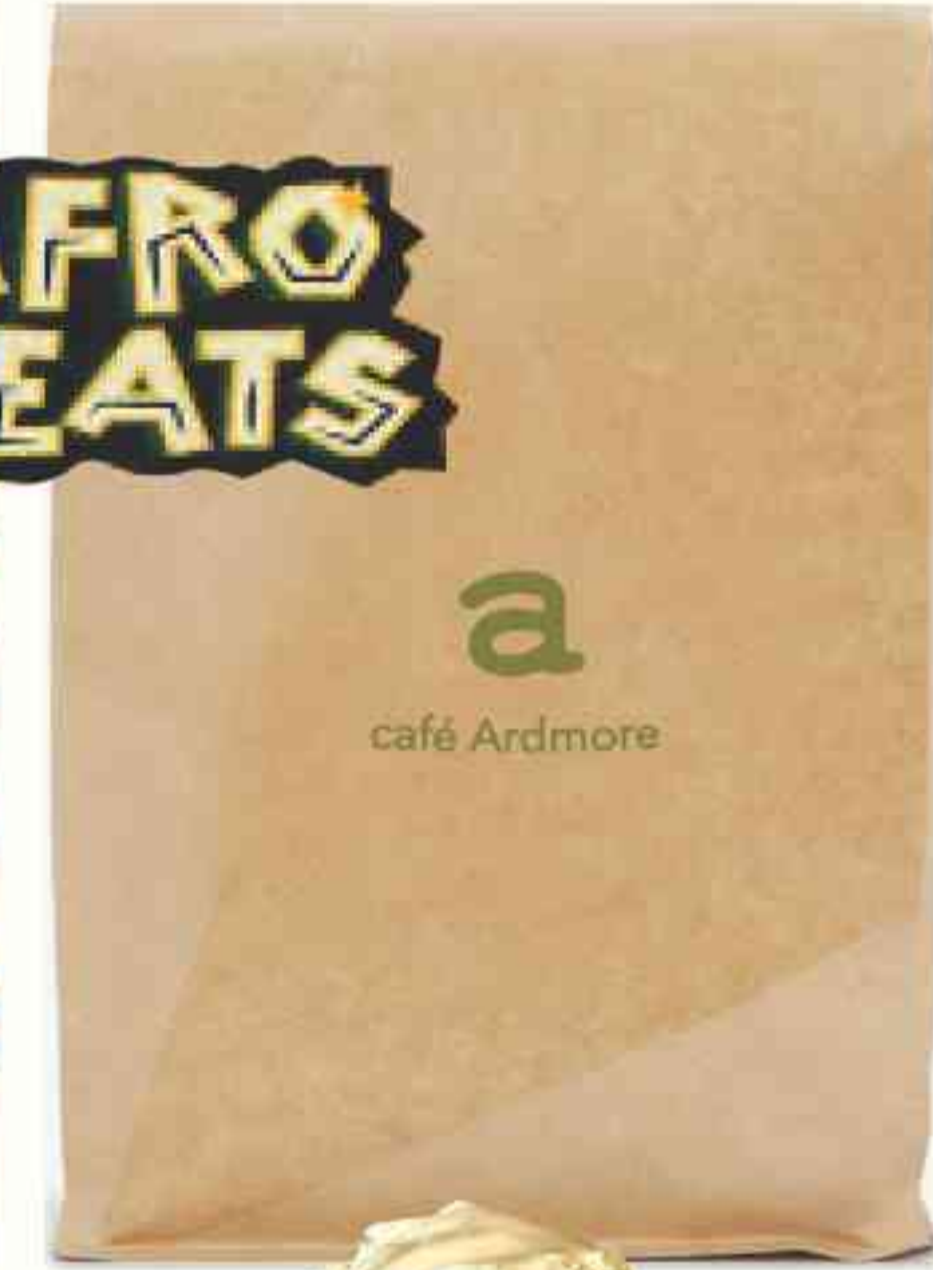


Fig 2. City of Splash music fest (City Splash, 2023)

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Malva, a sweet pudding originating from South Africa



Hertzoggie (A South African delightful pastry)



a x
café Ardmore



Merchandise

The Vibrant African Community & Its Influence in London

London serves as a prominent hub for African culture and an impact outside the African continent. With a rich history and culture dating back centuries, the city's evolution has been notably influenced by the contributions of Africans, from trade to arts. African-originating gold coins served as the currency of Britain for hundreds of years. A thriving and vibrant African population greatly contributes to the allure of London on the world stage. London is also increasingly showcasing African art, fashion, music and literature, attracting global attention. There is a diverse presence of African population including like communities from Ethiopia, Nigeria, Cape town, and therefore, engaging their attention and offering cultural opportunities for them in London will be essential for upholding the city's prominent status with a continent like Africa, that is significantly rising.



Fig 3. The Africa centre in London

"This is a significant moment for Afrobeats and the diverse sounds of Africa, as the UK is one of the main hubs of the music outside of the continent."
(Clashmusic, s.d.)

The demand for cafes in London

- With an affluent population and a tourist-heavy city, London's demand for cafes is flourishing, evident in its abundance of unique chains and independent artisanal cafes. (Ibisworld, 2024)
- The market for hot drinks has been witnessed with a significant increase with consumer expenditure on coffee, cocoa and tea more than doubling. (Statista, 2024)
- Cafe growth is driven by specialist coffee and sustainability, where customers are willing to pay a premium price for high-quality offerings by independent cafes. (Ibisworld, 2024)

Product

- offers a range of high-quality specialty coffee featuring organically grown beans from South Africa including both popular Robusta and Arabica beans.
- a variety of teas, pastries and light snacks that are also inspired by African flavours, including Hertzoggie, the traditional South African delightful pastry, which is a cross between a tart and biscuit and features a coconut and apricot jam filling. Malva pudding, which is a sweet pudding, originating from South Africa.
- a display Ardmore's merchandise, including tote bags, scarves, jewellery box, collectibles and homeware products.

Place

- Cafe to be situated in South Kensington, the vibrant heart of London's art district, and located near Patrick Mavros, where it showcases its collections annually, to boost sales.
- This location is adjacent to affluent centres of art and interiors such as Chelsea.
- This strategic location not only connects customers to the brand but also celebrates its presence in London for so many years, connecting visitors and locals deeply to the brand and its cultural history.

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Price

- The pricing strategy at Ardmore Cafe reflects the premium quality of its products and the elevated ambiance of the cafe. Coffee prices start from £9.50 per cup, while pastries start from £16.50, positioning the brand at the top of the premium pyramid.

4Ps

- Actively engaging audience on social media platforms by creating visually appealing content and including UCG as a part of their promotional strategy.
- Collaboration with local artists
- Partnership with City of Splash by transforming the festival into an Ardmore-themed event for a day, complete with branded merchandise and decor, the cafe extends its reach to a new audience.
- Through merchandise sales which allows festival-goers to take home a piece of the Ardmore merchandise.

Promotion

Market Analysis of Cafe Industry

Immersive Environment

In 2024, cafes have transformed into experiential hubs, offering customers unique experiences. This trend sees them as event venues, hosting live music sessions, workshops, and more. Cafe interior designs trends range from minimalist to vibrant and artistic, creating an immersive setting. Customers seek social settings that resonate with their cultural and aesthetic preferences, driving the demand for cafes that go beyond traditional coffee stops. (Capper, 2024)

Local and Global Culinary Offerings

Cafes influenced and inspired by merging local and global flavours to provide diverse offerings, is a notable trend for 2024. This includes incorporating diverse coffee brewing techniques from all around the world and offering a range international culinary options, providing consumers with various cultural experiences. (Capper, 2024)

Cafe Collaboration with art and culture

A survey reveals that 15% of diners in UK, US and Canada are interested in seeing an art exhibition hosted at their local cafe or restaurant, indicating a growing demand for conceptual experiences. (WGSN, s.d.)



Fig 4. Ralph Lauren cafe merchandise (WGSN, s.d.)



Fig 5. Hermes pop-up cafe in London (Livingetc, 2018)

Luxury Retail expansion into the Cafe Industry

Retailers are increasingly incorporating freshly brewed coffee and confectionery as a part of their retail strategy, positioning them alongside fashion and furniture products. (WGSN, s.d.)

Launching food venues is noticed to be an excellent brand stretch for clothing, interior, and accessories brand. Post pandemic, brands are reimagining retail experiences to provide unique experiences to its target consumers. This strategy can foster instinctive brand awareness and can boost future purchases, considering the close location of these food venues to their products and stores. (Ludmir, 2024)

Competitive Analysis : Case Study of Burberry's Norman Cafe & Cafe Kitsune

Burberry's Norman's Cafe pup-up to reach the masses

Burberry's acquisition of the Norman's cafe and collaboration with TfL to rename tube stops into "Burberry street" during the London fashion week, 2023, kicked off a new series of event called the Burberry streets, that aims at celebrating "the art of discovery and exploration". (Dazed Digital, 2023) Norman's cafe, being a quintessential British cafe that offers classic egg and chips is a go-to place for British masses. The cafe resonates with Burberry's image of peculiarly British. The brand being the epitome of British luxury, has always tried to distance itself from the "masses", but this collaboration highlights Burberry's ability to transcend traditional luxury boundaries and connect with diverse audiences. (Fogden, 2023). By examining and redefining luxury in 2023, it's about emphasising the the ability to bridge traditional luxury with "cool modern appeal"

This strategy can highlight the ability for Café Ardmore and its collaboration to turn the City of Splash music festival into an Ardmore themed venue, to maintain its prestigious status while engaging with the masses to celebrate the rich African culture.

Maison Kitsune to Cafe Kitsune

Maison Kitsune, a French record label studio expanded its brand into clothing and in 2013, with Café Kitsune. Café Kitsune, now has a global presence, known to be a popular French branded café. The music at the café is sponsored by its own record label, and interiors inspired by its understated clothing collection. (WSGN, s.d.) This case study exemplifies the brand stretch potential of Ardmore Designs into a branded café.










Fig 5. Burberry acquiring Norman's Cafe (Dazed Digital, 2023)



Fig 7. Cafe Kitsune logo (WSGN, s.d.)

Business Model Canvas for Cafe Ardmore

<p>Key Partnerships </p> <ul style="list-style-type: none"> ● Suppliers of Robusta and Arabica beans from South Africa ● City of Splash music festival for music collaboration and ● Interior designer Alexander Waterworth, to design the interior layout of the cafe. ● Artists of Adrmore to create furniture, tableware and the merchandise line ● Patrick Mavros London for cross promotion. 	<p>Key Activities </p> <ul style="list-style-type: none"> ● Coffee brewing and menu planning ● Food preparation and pastry baking ● Hosting cultural events and music ● Cafe Ardmore merchandise design and retailing merchandise, including a range of Ardmore products. ● Logistics for sourcing and transporting products to London from South Africa, managing inventory and customer service. ● Marketing 	<p>Value Propositions </p> <ul style="list-style-type: none"> ● Positioning the cafe as a lifestyle destination of authentic African culture, art, and music, which focus-cultural immersion. ● With expertise in handcrafted interiors, offering original stories that are converted into hospitality, with a contemporary inspiration that goes beyond traditional art and craft. (Halsted cited in Doherty, 2015) ● Immersion into the rythm of Africa, with curated African music, elevating the ambience with the popular Afro beats. ● Experiencing the world of Ardmore Designs with access to exclusive merchandise collection. ● Located in the vibrant heart of art and culture in South Kensington, offering tourists and locals a perfect stop to immerse themselves into the culture. ● Sustainable practices, especially with local artists and the african community. 	<p>Customer Relationships </p> <ul style="list-style-type: none"> ● Personalized customer service. ● Loyalty programs for regular customers. ● Exciting engagement through social media and culture events. 	<p>Customer Segments </p> <ul style="list-style-type: none"> ● Coffee enthusiasts seeking unique experiences at cafes. ● African Art and music enthusiasts ● Interior and homeware enthusiasts, who appreciate Ardmore Designs and value local artistry. ● Locals and tourists exploring London's culinary scene.
<p>Cost Structure </p> <ul style="list-style-type: none"> ● Cafe staff wages and benefits. ● Cost of coffee beans, ingredients. ● Rent and utlity charges for the space ● Import duties from South Africa to London, custom charges, shipping, storage etc. ● Marketing, promotion and social media campaigns. ● Production costs for merchandise. ● Creating handcrafted crockery and cutlery for the cafe. 		<p>Revenue Streams </p> <ul style="list-style-type: none"> ● Cafe sales ● Merchandise sales ● Ardmore Designs sale, through brand placement ● Collaborative partnerships 		

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