

**KOHL'S® x**

# Chamberlain Coffee

**Intern Shark Tank 2023 - Team Red 18**

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# Agenda

**Slides 3-5: Introduction**

**Slide 6: Consumer Needs**

**Slide 7: First Insight Results**

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**Slides 10-12: Product Line**

**Slide 13: Financial Projections**

**Slides 14-15: Marketing Strategy**

**Slide 16: Questions**

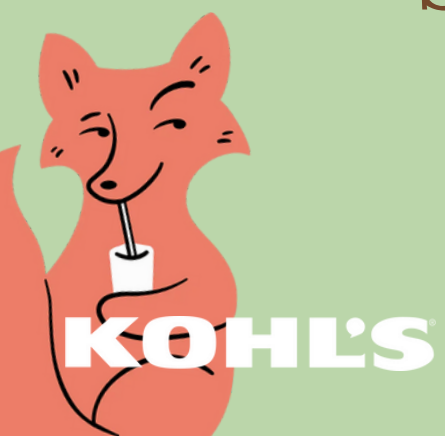
**Slide 17: Sources**





# Chamberlain Coffee

- Founded in 2019 by Emma Chamberlain
- Ethically sourced & high quality coffee and coffee products
- Known for its trendy design and sustainable practice





# Who is Emma Chamberlain?

- 22-year-old Internet Personality WWD named Gen Z "It girl" known for her authenticity, relatability, and influence in fashion.
- Founder of Chamberlain Coffee, podcaster, vlogger, model, Louis Vuitton Ambassador





# Exclusive Product Line



Kohl's X Chamberlain Coffee  
Matcha Crewneck

100% Cotton  
Size: XS-XXXL

Cost: \$7.40  
Retail: \$42.99  
IMU: 82.7%  
EOH units: 4000

Kohl's X Chamberlain Coffee  
Tea Rose Crewneck

100% Cotton  
Size: XS-XXXL

Kohl's X Chamberlain Coffee  
Latte Oversized Tee

100% Cotton  
Size: XS-XXXL

Cost: \$6.70  
Retail: \$27.99  
IMU: 76.1%  
EOH units: 4000



# Exclusive Product Line



## Kohl's X Chamberlain Coffee Oat Oversized Tee

100% Cotton  
Size: XS-XXXL

**Cost: \$6.70**  
**Retail: \$27.99**  
**IMU: 76.1%**  
**EOH units: 4000**

**KOHL'S**

## Kohl's X Chamberlain Coffee White Baby Tee

100% Cotton  
Size: XS-XXXL

**Cost: \$5.95**  
**Retail: \$23.99**  
**IMU: 75.2%**  
**EOH units: 4000**

## Kohl's X Chamberlain Coffee Tote Bag

Canvas Tote Bag

**Cost: \$2.40**  
**Retail: \$15.99**  
**IMU: 85%**  
**EOH units: 4000**



# Wholesale Product Line



Transparent Tumbler &  
Cold Brew Mason Jar  
Retail: \$22.00 & \$16.00

Blend Bags  
(coffee grounds)  
12oz bag



Retail: \$16.00



10x Coffee Pods  
Retail: \$16.00

Cold Brew Singles  
10 pack



Retail: \$16.00



# Chamberlain Coffee in the Competitive Landscape

## Brand Identity

- Digitally native brand
- Premium, innovative, and sustainable option for home-brewed coffee with distinctly playful packaging
  - Aligns with Gen Z values

## Benefits of Collaboration

- Differentiation from direct competitors
- Exclusive apparel to resonate with Gen Z consumers' brand loyalty and drive foot/web traffic



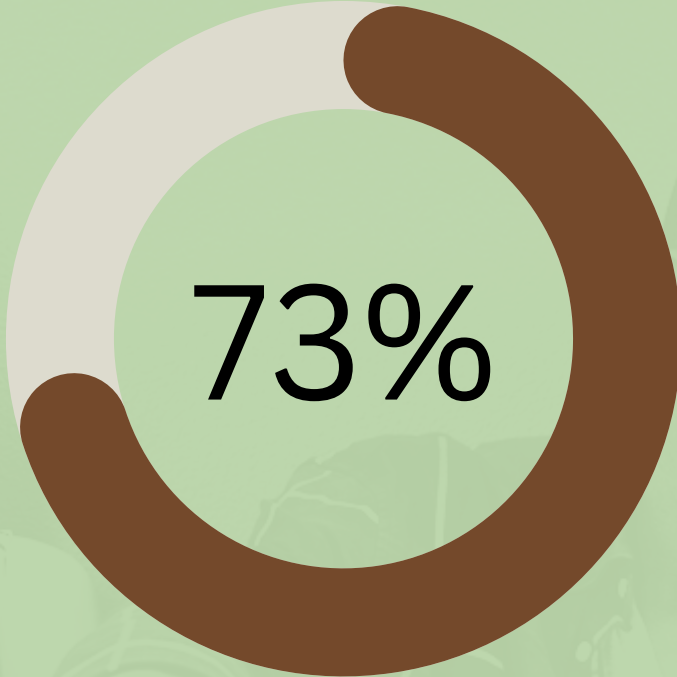


# Consumer Needs



50%

of Gen Z/Millennial  
consumers depend  
on influencer  
recommendations



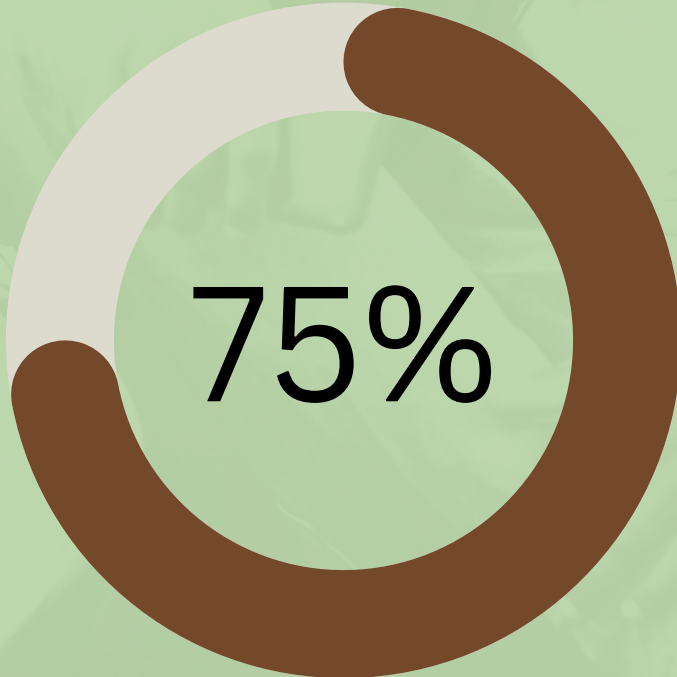
73%

of Americans  
drink  
coffee every day



68%

of Gen Z consumers  
said a wide choice of  
products were the  
most important  
factor when  
choosing where to  
shop



75%

of Gen Z  
consumers are  
willing to pay  
more for  
sustainable  
products

# First Insight Results

**71%** of our consumer is familiar with Emma Chamberlain

**51%** of customers have either tried or bought Chamberlain Coffee

**91%** of our survey participants were either gen z or millenials

**73%** of our consumers are looking to buy oversized lounge tops



# Production and Distribution Strategy

## Logistics

Roll out to **300**  
stores  
**4K** units per  
product  
**24k** units in total

## Omni-Channel Strategy

### IN-STORE

$\frac{3}{4}$  of inventory  
18K Units

### ONLINE

$\frac{1}{4}$  of inventory  
6K Units

## Sourcing

### TNA Process

### 5 Months Out:

Send vendor buy out plan

### 4 Months Out:

Working on sample

### X Factory Date:

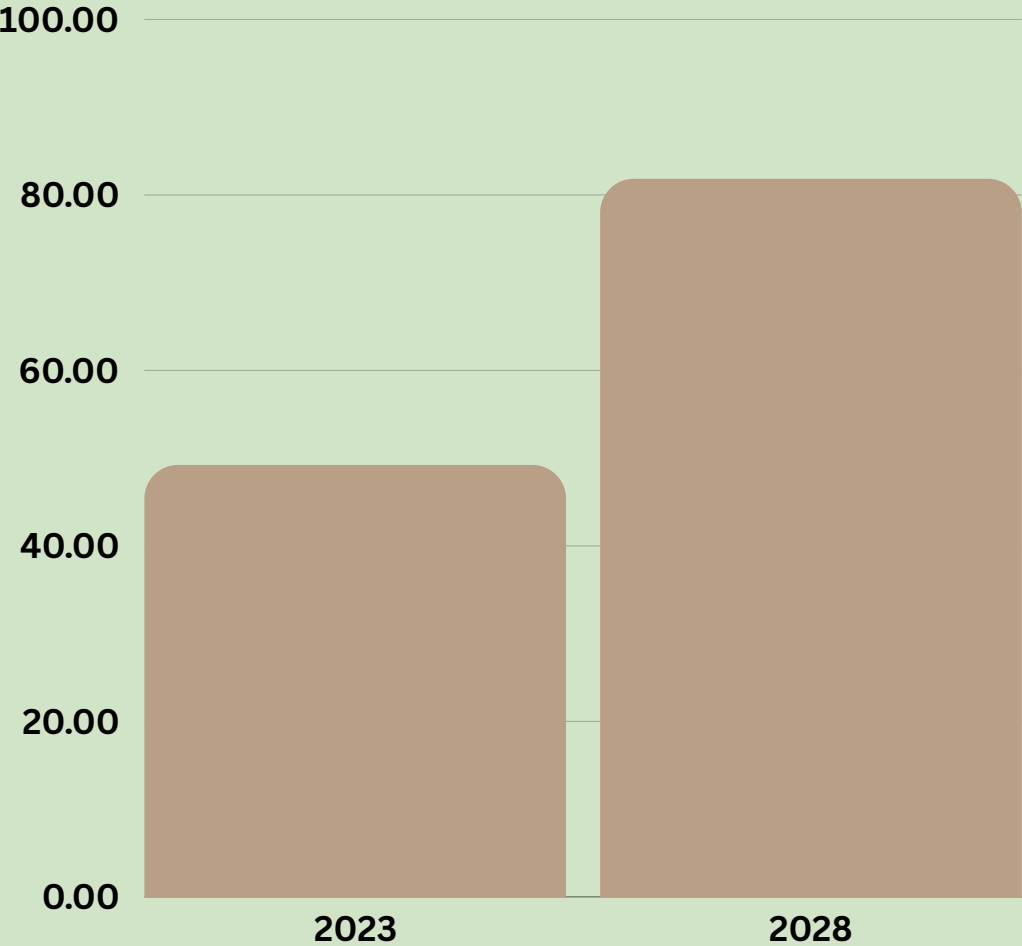
1.5 months out

Additional units in future months will be  
flowed in to replenish the inventory that  
has depleted



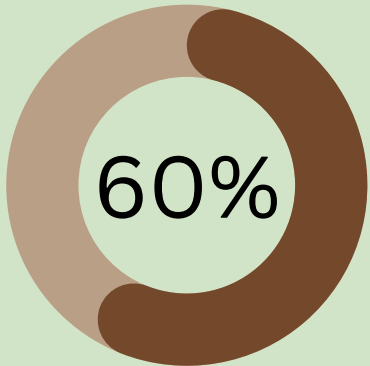
# Financial Projections

## MARKET PROJECTION

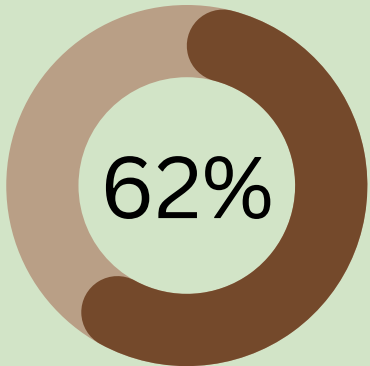


Enterprise Collaboration Market size is expected to grow from \$49.23B in 2023 to \$81.84B by 2028

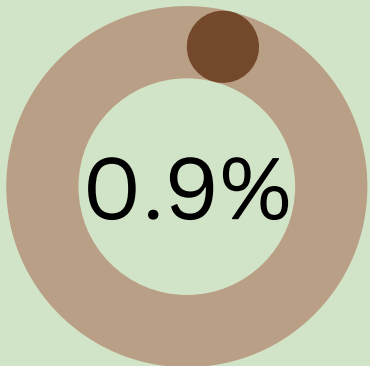
## KOHL'S SALES (PULLED FROM EDW)



YTD profit % average for any SO crewneck

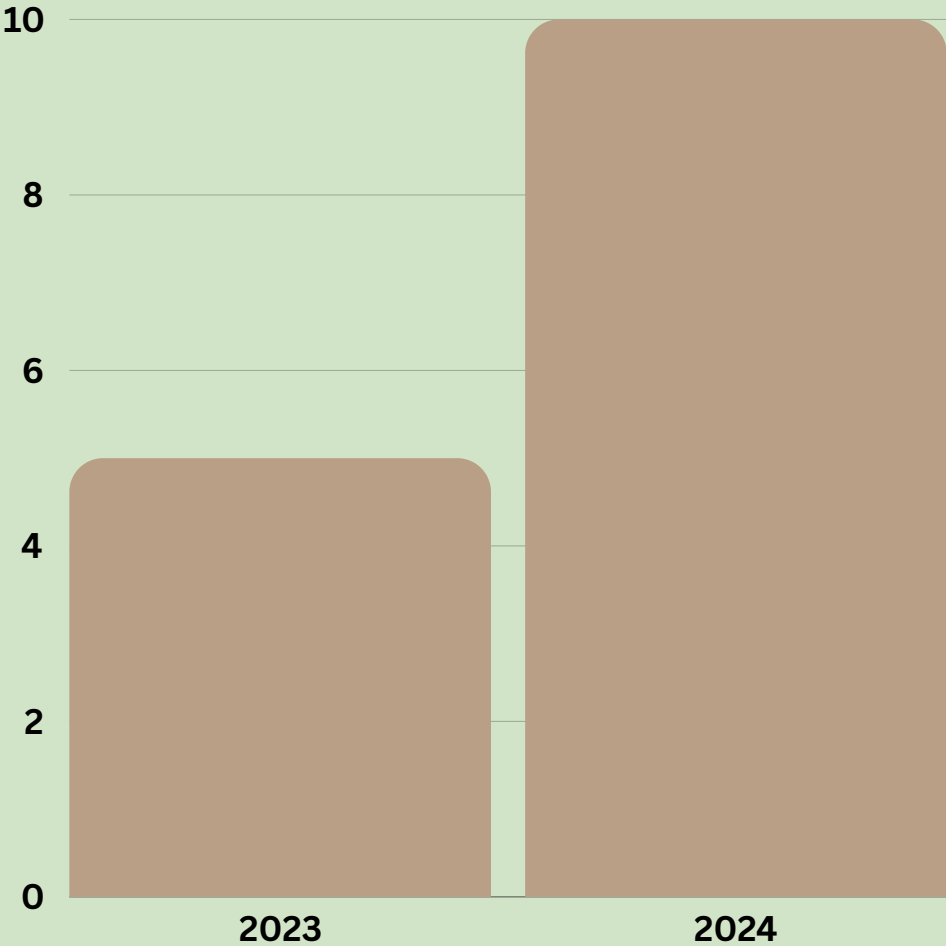


YTD profit % average for any SO oversized tee



Kohl's B&M and ecom coffee sales are very low: opportunity

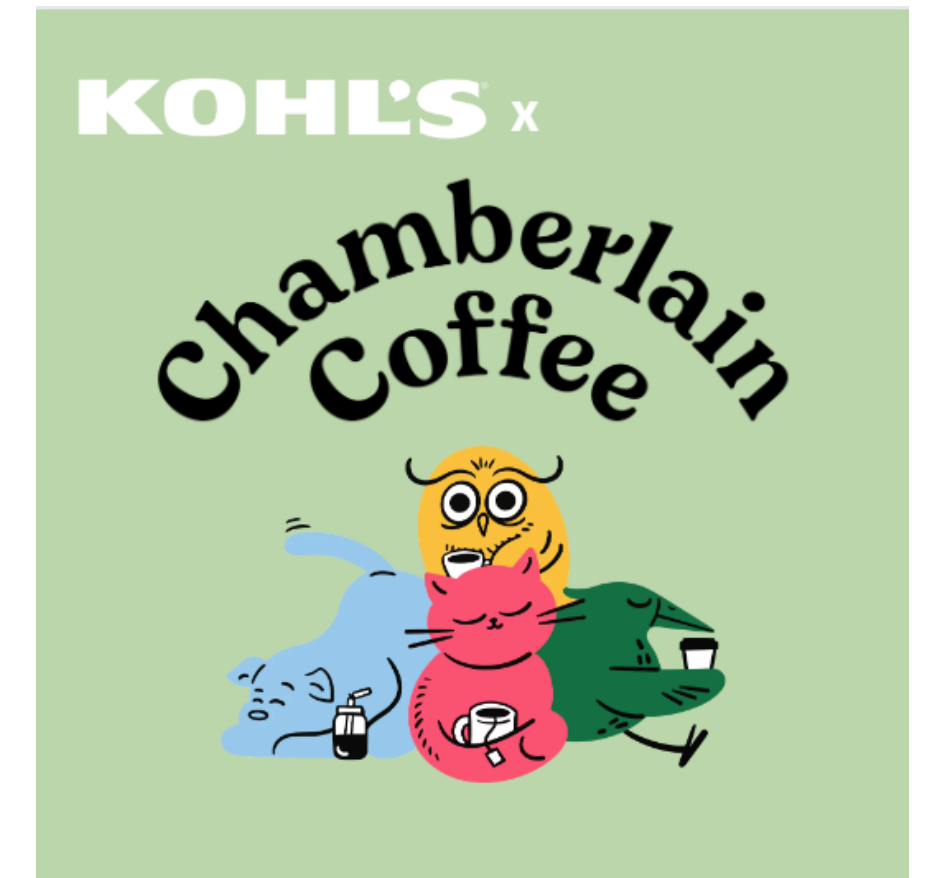
## CHAMBERLAIN COFFEE



Sales revenue is is listed at \$5M and their CEO has expressed plans to double the revenue each year prior to their funding

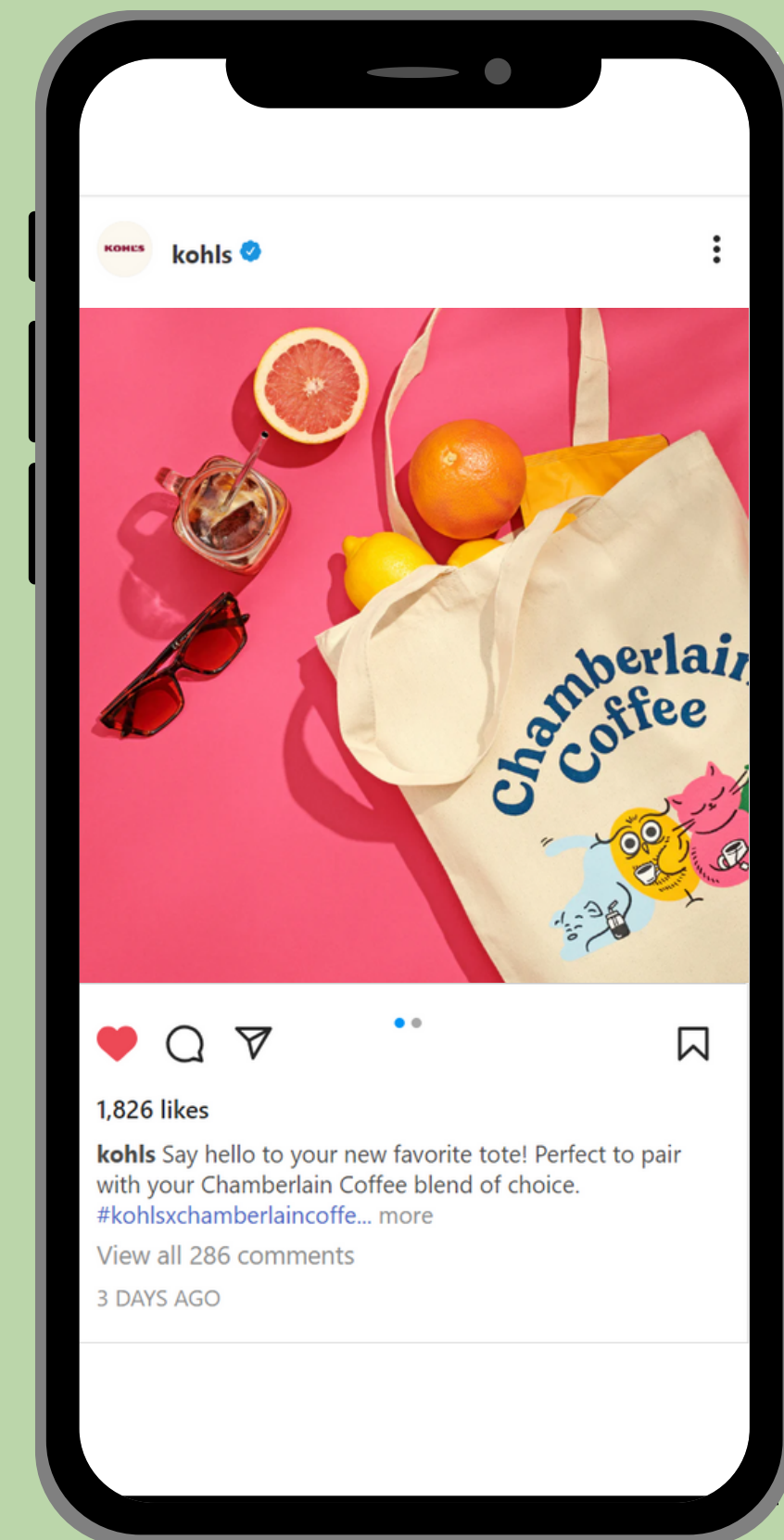
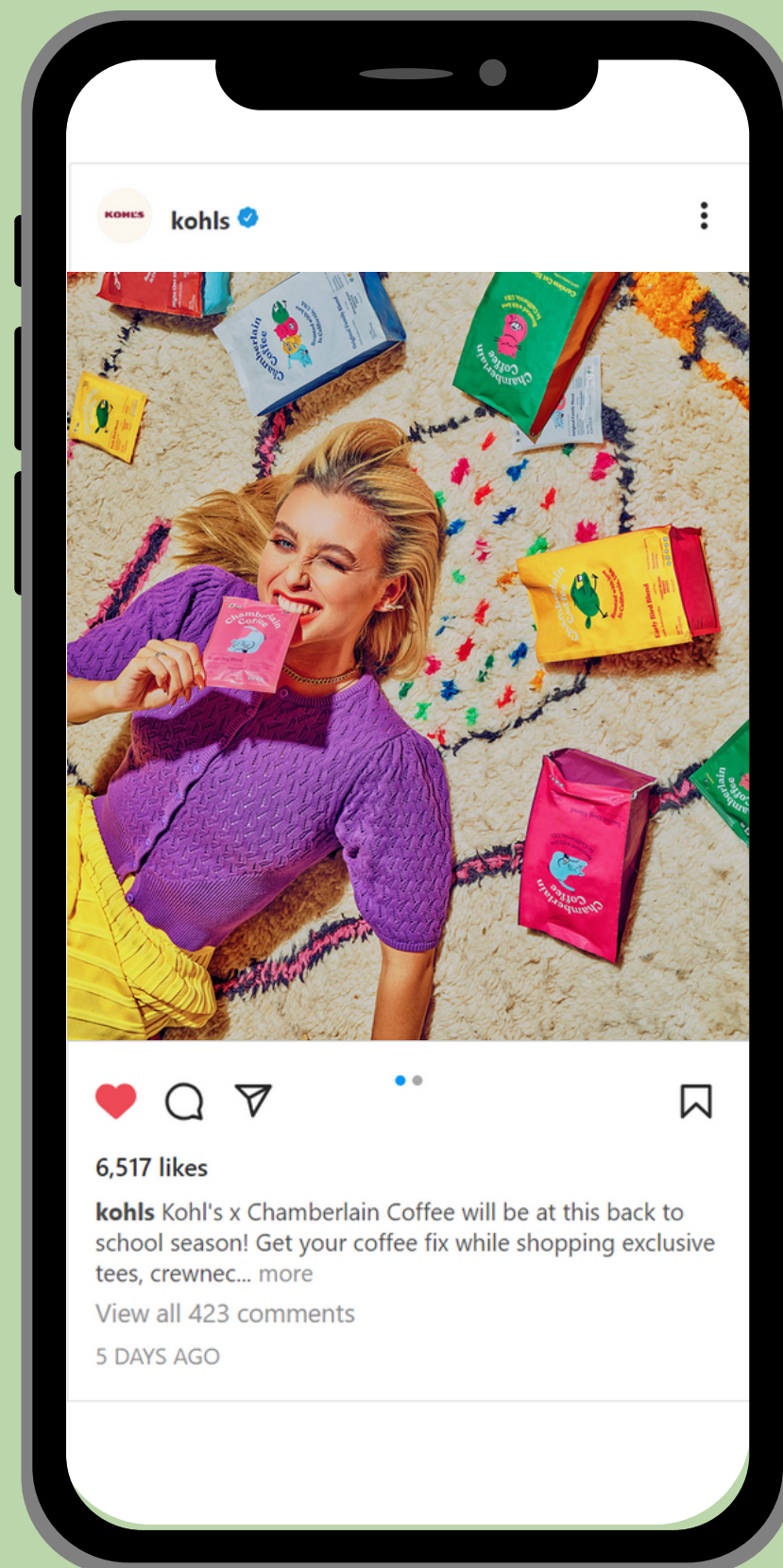


# Marketing Strategy (In-Store)






# Marketing Strategy (Digital)





The background is a solid green color. Scattered across it are several bags of Chamberlain Coffee. The bags are in various colors: white, yellow, orange, and light green. Each bag features the brand name 'Chamberlain Coffee' at the top, followed by a cartoon animal character (a bird, a cat, or a dog) and the text 'Roasted with love In California, USA'. Below the character, the specific blend name is listed, such as 'Original Family Blend', 'Early Bird Blend', 'Careless Cat Blend', 'Social Dog Blend', and 'Night Owl Blend'. Some bags also show a small graphic of coffee beans or a star rating. In the lower-left corner, there is a white ceramic cup filled with a light-colored coffee beverage, topped with a dusting of brown powder.

*Thank you! Questions?*

# Sources

## Sources:

- <https://digitalmarketinginstitute.com/blog/20-influencer-marketing-statistics-that-will-surprise-you#:~:text=Not%20only%20do%2049%25%20of,on%20the%20trust%20of%20influencers..>
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- Kohl's First Insights