

## Customer

Mug and Bean (Pty) Ltd  
Ben Filmlalter CEO

## Industry

Dining Entertainment: Family Restaurant

## Challenge

1. Define customer value proposition
2. Design a unique communication strategy
3. Agency liaison

## Solution

### → Strategic Marketing Intervention Solutions

- ✓ Strategic assessment: Insight and Analysis
- ✓ Communication strategy
- ✓ Strategic marketing plans
- ✓ Liaison with communication agency (JWT)

