

MURRIETA PIVOTS

All businesses in the City of Murrieta have felt the effects of COVID-19 and the stay-at-home orders. Murrieta Pivots offers a question and answer to discuss how they have met the challenges that the pandemic has presented to their businesses.



When Bruce Long first brought Perfecto Coffee to Murrieta through the Murrieta/Wildomar Chamber of Commerce, it was a startup that intended to bring quality gourmet coffee drinks closer to their customers through in-house kiosks. Their customizable premium coffee drinks are made with premium roasted beans, fresh milk, and quality gourmet syrups and are ready for you in under a minute with just a few clicks. As COVID-19 struck, the business plan had to adapt as they were just commercializing.

How deeply has the COVID-19 pandemic affected your business?

We are a new startup and unfortunately, as we entered into our expansion phase, our business along with the whole of the USA and the world was disrupted by the effects of the COVID-19 pandemic on every part of our lives. We have had to be flexible and to reestablish what is key and what is attainable at this time, as the business environment we work in is still unknown as to when and if it may revert to what it was.

Have you applied for and/ or received funding from any of the Federal or State programs such as the SBA's Payroll Protection Program (PPP) or Economic Injury Disaster Loan (EIDL)?

Unfortunately, we did not qualify for PPP, however, we did receive EIDL.

What changes or improvements have you made to your business model since the beginning of the COVID-19 pandemic?

We recognized the need through a different approach to increase access to and recognition of the Perfecto Coffee brand during this COVID-19 shutdown. We determined that the sale of Perfecto Coffee beans could help achieve that. We developed branded packaging for top quality coffee beans that could be sold B2B and B2C. We commenced selling in early July. (Our retail beans are currently being sold at: www.perfectocoffeeinc.com/coffee/)

Also, in response, we decided to create a mobile coffee unit that can help showcase our coffee beans and espresso machine within our local communities as a safer option for coffee drinkers to purchase and consume their favorite coffee beverages. Thus far, the reviews we have received in response to this pivot have been phenomenal.

Regarding our Marketing and Sales Activity Pivots:

- Our marketing approach is multi-pronged, particularly as a result of the current business constraints.
- We just completed the process of launching our new website and social media platforms.
- There was a need to have a mobile capability to showcase the Perfecto Coffee kiosk, the specialized Perfecto Coffee beans and drive the Perfecto brand image in conjunction with choreographed social media activity. Which was just completed this June.
- An overall business review was undertaken in conjunction with the preparation of a simplified costing/pricing model for the Kiosk implementation. The resultant view of the best industry segments and business type/size to approach are:
 - Businesses should have a large number of employees/visitors/members/guests per day.
 - Facility to have a location available for the best placement of the kiosk with the appropriate capabilities for both the special power and water connection requirements.
 - Business to have staffing capability to maintain basic kiosk requirements on a daily basis.
 - Ideal industry segments include - hospitals and large medical practices or shared medical practice buildings; gyms; large companies that provide shared office space across the country; large technology-based corporations; high end senior living communities; universities and colleges.
- We will finalize existing sales opportunities when a return to normal business allows:
 - Prospects for restaurants and medium size businesses that have been stopped due to the COVID-19 shutdown.

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- We have created a specialized business model to meet the cost/benefit requirements of these businesses when the shutdown is over.
- For the coffee bean sales to grow quickly and build the Perfecto Coffee brand recognition, B2B partnerships are being built with existing food distribution companies.
- Strong business relationships through our partnerships - Murrieta Chamber of Commerce, City of Perris, Technology specialists, Distribution Networks.
- Referrals from existing relationships, plus using video testimonials on our website and social media sites.
- Enhanced advertising, particularly through internet and social media strategies.
- Constant research into industry segments and markets for current issues and new solutions and/or products.

Do you anticipate that these changes will make it easier to do business with the public going forward?

Yes, the consumer can individually pick up their own cup and order their own beverage, it leaves them with an opportunity to order and receive their coffee without the assistance of any other human interaction which is ideal for during and post COVID-19.

What investments will you need to make going forward to ensure the survival and growth of your business?

I will continue to invest my personal time, finances and effort building our brand, product, processes and customer base.

Briefly, describe the immediate impact that the COVID-19 pandemic had on your business?

Immediately, our plans to expand in businesses and military bases came to a screeching halt being that our target market is workplace environments.

What is the most important way the citizens of Murrieta and Southwest Riverside County can support your business?

The best way to help support Perfecto Coffee would be through partnerships, networking opportunities and other investments.

To contact Perfecto Coffee, call (949) 842-8813 or visit their website [here](#).

