



DUTCH BROS
Coffee

DUTCH BROS SOUTH KOREA EXPANSION STRATEGY

Creating a High-Energy,
Customizable Beverage
Experience in Seoul



MKTG 305 – Global Marketing

UNITED STATES

SOUTH KOREA

SEOUL

DUTCH BROS
Coffee



PRODUCT OVERVIEW

- U.S.-based coffee brand
- High-energy service experience
- Custom drinks and Rebel energy drinks
- Experience-driven brand



Market Analysis

- Demonstrate the international market opportunity
- Demonstrate how your product fits into the market
- Size of market, trends, industry, growth (charts, sources)
- Graphs work

Target Market

- Gen Z (18–30)
- Students & young professionals
- Urban (Seoul)
- Trend-driven, social media users

Competitive Landscape: Seoul Coffee Market

Market Structure

- Highly saturated market
- Competition split into layers: price, experience, aesthetics

Low-Cost Chains (*Mega Coffee, Compose, Ediya*)

- Fast & affordable & high volume
- Strong commuter/student usage
- Weak brand identity & experience focus

Premium Chains (*Starbucks, Twosome Place, Coffee Bean*)

- Strong brand & “third place” cafe experience
- Higher prices, longer stays
- Efficient service, high store accessibility

Specialty Cafés (*Independent cafés – Hongdae, Seongsu, Hannam*)

- Highly aesthetic & trend-driven
- Strong Gen Z & social media influence
- Fragmented but culturally powerful



Dutch Bros Positioning

- Sits between low-cost chains and premium cafes
- Competes on energy, customization, and brand personality
- Opportunity: introduce a more “social, high energy café experience” segment

SWOT

Strengths

- Unique, high-energy U.S brand image stands out
- Strong appeal to Gen Z/trend driven consumers
- Highly customizable drinks
- Strong potential for viral, aesthetic social media content

Weaknesses

- Low brand awareness
- Drive-thru model doesn't fit Seoul's dense, walkable environment
- May lack premium café atmosphere
Korean consumers value
- Menu may need significant localization

Opportunities

- Seoul's strong café culture & social media-driven trends
- Gap between low-cost chains (cheap/fast) and premium café's
- Ability to leverage K-pop, influencers, and youth culture marketing
- Expansion through high-traffic areas (Hongdae, Gangnam, universities, subway hubs)

Threats

- Oversaturated coffee market with intense competition
- Strong local chains dominating price and convenience
- Established global brands dominating
- Fast moving trends → easy for competitors to copy drinks
- High consumer expectations for quality, design, and brand experience



PESTEL ANALYSIS

Political

- Stable government environment
- Food and franchise regulations
- Import restrictions

Economic

- Large growing coffee market
- High spending power
- Strong price competition

Social

- Strong cafe culture
- Trend driven Gen Z market
- Demand for aesthetic experiences

Technological

- High mobile and digital usage
- Social media driven trends
- App based ordering opportunity

Environmental

- Sustainability expectations
- Pressure to reduce waste
- Eco-friendly brand preference

Legal

- Strict food safety laws
- Labor regulations
- Franchise compliance

MARKETING PLAN – 4 Ps



Product

- Coffee & Rebel energy drinks
- Highly customizable drinks
- Korea-exclusive flavors
- Seasonal “Seoul Drops” tied to trends/pop culture
- Strong focus on fun, social, aesthetic drink experience

Price

- Affordable-mid pricing
- Competes directly with local chains on affordability
- Slight premium for customization and specialty drinks
- Limited edition drinks priced higher for hype and exclusivity

Place

- Walk-up kiosks
- Higher traffic areas (Hongdae, Gangnam, Myeongdong, universities)
- Mobile app ordering for faster pickup
- Limited seating (focus on grab-and-go)

Promotion

- TikTok & Instagram Gen Z focus
- K-pop / local influencer partnerships
- Limited-time drink drops
- Pop-ups in Hongdae, campuses, festivals

Promotion Execution

- Influencer challenges
- Pop-up events
- Viral drink content
- Campaign: Energy You Can Feel



SOCIAL MEDIA EXAMPLE

Graphics work (ads created, simulated, examples)



Go-To-Market Strategy

WE'RE HERE

June 2026

July 2026

August 2026

Sept 2026

Oct 2026

Nov 2026

Dec 2026

Phase 1: Market Entry (Months 1-3)

MARKET ENTRY STAGE

- Secure Seoul flagship location (Gangnam/Hongdae)
- Partner with local suppliers (milk, syrups, logistics)
- Recruit & train staff in Dutch Bros culture
- Launch influencer teaser campaign

Phase 2: Launch (Months 3-6)

LAUNCH STAGE

- Grand opening event & pop-up activations
- Heavy TikTok & Instagram campaigns
- Limited-edition *Korea-exclusive* drinks
- Mobile app & loyalty/rewards rollout

Phase 3: Expansion (Months 6-9)

EXPANSION STAGE

- Open 2-3 additional stores
- Optimize menu based on local preferences
- Expand influencer & digital campaigns
- Potential expansion to another country (Germany/UK)



Goal: Build brand awareness quickly and drive repeat customers

Go-To-Market Approach

Built for flexibility in a global market.



Tariffs & Import Costs



- Imported ingredients may face tariffs
- Increases cost of goods sold

Strategy



- Source locally
- Limit imports
- Regional suppliers



- Inflation or economic downturn can impact discretionary spending

Strategy



- Offer tiered pricing (budget & premium drinks)
- Student promotions to maintain volume

Economic Sensitivity

War / Geopolitics



- South Korea faces ongoing tension with North Korea
- Global conflicts can disrupt supply chains

Risks



- Supply delays
- Currency fluctuations
- Increased import costs



- Avoid “copy-paste” U.S. model

Strategy



- Offer localized flavors
- Adapt store format (less drive-thru, more walk-up)

Cultural Adaptation

Summary

- High-growth market
- Experience gap
- Strong Gen Z fit
- Redefining coffee experience





DUTCH BROS

Protein Coffee

Thank You!

