



# Case Study



## Alpha Coffee and Powerhouse Planning Mission: Grow Success

Owners and operators Carl and Lori Churchill initially founded what would become Alpha Coffee on September 11, 2010, a nod to both Carl's 21-year Army career and the warrior ethos that governs their company. With a passion for great coffee, a commitment to the warrior lifestyle that embraces and hones the skills necessary to overcome adversity, and an unwavering support for the military community, Alpha Coffee currently sells its products online, through other retailers, and at its brick-and-mortar coffee shops in Utah. Alpha Coffee donates over 10% of all proceeds to support veterans, the planet, and the communities it serves.



**Business Name:** Alpha Coffee

**Website:** [www.alpha.coffee](http://www.alpha.coffee)

[facebook.com/alpha.coffee.official](https://facebook.com/alpha.coffee.official)

[instagram.com/alpha.coffee](https://instagram.com/alpha.coffee)

**Industry or Business Type:** Food/Beverage

### Powerhouse Services:

- Project Management
- Website Support
- Marketing Consultancy
- Administrative Support
- Quality Assurance
- Graphic Design (as needed)

### Benefits:

Alpha Coffee needed marketing division management support as well as website assistance as they sought to expand their business to additional locations and vendors as well as strengthen their brand recognition. By working with Powerhouse's remote team solution, Alpha Coffee was able to realize their goal of growing their brand while retaining their family-owned business identity.

## Challenge

As the Churchills sought to grow the Alpha Coffee brand and business while retaining its small, family-owned business identity, they required additional marketing support. Ideally, they needed someone to manage their marketing division, provide overall marketing support, and update their website. While Alpha Coffee already had an in-house graphic designer, the Alpha team looked to the support of Powerhouse's remote team solution to provide the marketing experience necessary to implement a multipronged marketing approach designed to grow their business while retaining the family business values that denote their brand.

## Solution

In October 2021, Powerhouse came alongside Alpha Coffee to assist with marketing support, website redesign, and overall marketing consultation services.



# Powerhouse



- Partnership with *Military Families Magazine*, resulting in Alpha Coffee being featured in the magazine and on social media platforms
- Coordination assistance for the Tillman Honor Run held at the Salt Lake City Alpha Coffee location, resulting in the sixth largest Tillman Honor Run in the country that day
- Streamlined executive team meetings
- Administrative support in formulating agendas, leading to more efficient meetings
- Graphic design support, as needed

By meeting the client at their point-of-need and having the flexibility and willingness to evaluate and reimagine support services, Powerhouse Planning was able to assist Alpha Coffee in reaching its growth goals. In addition, Powerhouse Planning provided the necessary tools and guidance to ensure continued success as Alpha Coffee expands and identifies new goals and benchmarks. When partners can truly visualize and share a mission, success is not only expected—it's virtually guaranteed.

Operating with a total remote team solution, Powerhouse oversaw all marketing concerns for Alpha Coffee, establishing partnerships, working on updating and improving website efficiency and usability, and creating a marketing plan created to help Alpha Coffee reach its growth goals while preserving its core values and brand identity.

## Results

The Powerhouse/Alpha Coffee partnership highlights the shared goal vision that the total remote team solution can bring to the table. By working closely to establish a detailed plan for success, combined with the flexibility to adjust as needed (e.g., Powerhouse brought on a graphic designer when Alpha Coffee's in-house designer needed to go on maternity leave), the total remote team solution works to help businesses reach—and surpass—their goals.

Over the course of the one-year, marketing-focused contract, Powerhouse delivered

- Updated website themes
- Redesigned website with additional efficiency and added tools (e.g., a location map so users can find the nearest Alpha Coffee products or store)
- Media kit designed to build partnerships



*"We absolutely love working with Powerhouse. It is full of amazingly talented individuals. For us, an added benefit is that these individuals happen to be military spouses and veterans. They understand our culture, and they match quite well. We know from personal experience that there are so many military spouses and veterans who would be extremely successful within any company, but because of the challenges of the military lifestyle, and especially moving constantly, they might not be able to share their talents effectively. But with Powerhouse and the ability to work remotely, their talents can be harnessed by a variety of companies. I can't recommend Powerhouse highly enough. They've helped us make huge strides forward, and we love having them as part of our team."*

*- Carl Churchill, Alpha Coffee, Co-founder, CEO, and Chief Coffee Officer*

Powerhouse Planning serves as an affordable, scalable, and targeted resource to assist companies of all sizes in achieving their goals. Our talented freelancers become a team within your team, supporting your company as a whole at no overhead cost to you. Founded in 2012, Powerhouse provides our clients with remote team solutions in the areas of business growth, content creation, and event facilitation while providing careers for military spouses and veterans worldwide. Visit [powerhouseplanning.com](https://powerhouseplanning.com) to learn more.



**Powerhouse**