

RESEARCH REVIEW ON TOP COFFEE CAFES IN DAR-ES-SALAAM.

THINGS TO CONSIDER.

1. NAME OF THE COFFEE

-MENU

- I. List of coffee menu
- II. List of food (main dish/appetizers)
- III. List of desert

2.CAFE REVIEW AND RANKING

3. CAFE WORKING HOURS; BUSY HOURS

4. CAFÉ LOCATION AND SIGNIFICANCE OF LOCATION

5. SOCIAL MEDIA DATA

- I. Views, likes , followers.

1. KARAMBEZI

Located at sea cliff hotel masaki, Dar-es-salaam.

- Working hours 8:30 am to 10:30pm. Typically time spent is about 45min to 2hr
- Karambezi is rated as 4.5 stars with 2454 google reviews and 2nd out of 356 cafes in Dar es salaam.
- Also known as among the international cafes and restaurant due to its ocean view (Indian ocean) and sea food menu .
- Karambezi is sponsored by coca cola.
- Karambezi involves both take away, dining in and delivery services.

MON	TUE	WED	THU	FRI	SAT	SUN
8pm	- 7pm	- 7pm	- 8pm	-	-	
Not busy	Little busy	Little busy	Not busy	Less busy	busy	busy

Karambazi is among the café with good customer care which led to positive view

Karambezi has got 4926 intagram followers with 1229 posts 37,942 facebook likes

MENU

- *Cappuccino* 5,000
- *Double cappuccino* 5,500
- *Café latte* 5,500
- *Americano* 4,000
- *Chai latte* 4,500
- *Espresso* 4,000
- *Double espresso* 5,000
- *Café macchiato* 5,000
- *Café mocha* 5,000
- *Mocha frostie* 6,500
- *Irish coffee* 8,500
- *Herbal tea* 4000
- *Hot chocolate* 8000
- *Iced tea* 3500

2. BEANTHERE CAFE

Beanthere café is located at haile salaissie road masaki Dar es salaam.

- Working hours 7am – 11pm. Typically time spend is 15min to **1hour**
- Beanthere café is rated with 4.5 stars with 341 google reviews. And as 205 out of 356 cafes in dar es salaam.
- Beanthere café is rated 3.5 of 5 tripadvisors .

- It consist of selling of coffee beans and powder. Also involves in selling of coffee machines and restaurant facilities.
- Beanthere café has both services such dining in , take away and delivery

Beanthere café week statistic .

MON	TUE	WED	THU	FRI	SAT	SUN
5pm	12pm	1pm	1pm	1pm	1pm	12pm
<u>Little busy</u>	<u>Little busy</u>	<u>Little busy</u>	<u>Little busy</u>	<u>Little busy</u>	<u>Busy</u>	<u>Not busy</u>

Bean there café has 4,447 instagram followers 152 posts 715

Facebook likes

MENU.

- *Deja brew* 6,000
- *Espresso'self* 4,000
- *Cortado* 5000
- *Livin' la vida mocha* 7,000
- *White chocolate mocha* 7,000
- *Better late than never* 6,000
- *Capuccin-oh* 5,000
- *Baby-cinno* 2000
- *Americano dreamin* 5,000
- *Hot coco* 8000
- *Red bush latte* 8,000
- *Crimson latte* 7,000
- *Chai latte* 7,000
- COLD BEVARAGE**
- *Ice,ice baby* 7,000
- *Iced cappuccino-oh* 7,000

- *Iced spice tea* 6,000
- *Frosted latte* 7,000
- *Iced caramel macchiato* 10,000
- *Bean there frappe* 10,000
- *Minty pineade* 10,000
- *Cool story blue* 10,000
- *Watermelonade* 10,000
- *Majito* 10,000
- *Fresh juice* 5,000
- *Bottled soda* 2,000
- *Bottle water* 2000
- *Filtered water*

3. MSUMBI CAFE

Msumbi café is located at slipway masaki, dar es salaam.

- Working hours 8:30pm to 8pm.
- Msumbi café is rated with 4.1 stars and 30 google review
- Msumbi café deals with coffee roasting and selling of coffee roasted beans

THE TABLE BELOW SHOWS WEEKLY STATISTICS OF MSUMBI CAFE

MON	TUE	WED	THU	FRD	SAT	SUN
11pm	4pm	11pm	10am	1pm	3pm	4pm
Little busy	#	#	#	#	busy	busy

-

Msumbi café has facebook account with 3,171 likes and insatgram page with 266 followers and 181 posts.

MENU

- Espresso* 5,000
- Doppio* 4,000
- Espresso macchiato* 4,000

<i>Zanzibar coffee</i>	<i>4,000</i>
<i>Americano</i>	<i>4,000</i>
<i>Cappuccino</i>	<i>5,000</i>
<i>Latte macchiato/iced</i>	<i>5,000</i>
<i>Chococcino/iced</i>	<i>5,000</i>
<i>Hot chocolate/iced</i>	<i>4,500</i>
<i>French press</i>	<i>8,000</i>

4. GRANO COFFEE

Grano coffee is located at mlimani city mall mwenge in Dar es salaam.

- Working hours 8am 11pm for the whole week, also the spend time by customers in grano coffee is 1hr to 2hrs.
- Grano coffee is rated with 4.3 stars and 770 google reviews.
- Grano coffee is ranked as 4/5 as among the tripadvisor and 96/356 coffee shops in Dar es salaam.
- The biggest advantage of grano coffee is mlimani city mall .
- Grano coffee has got both negative reviews such as ‘slow services ‘ and also positive reviews from the customers .
- Grano coffee provides both services such as dining in take away and delivery service .

THE TABLE BELOW THE WEEKLY STATISTICS OF GRANO CAFFFEE.

MON	TUE	WED	THU	FRI	SAT	SUN
7pm	2pm	2pm	5pm	7pm	8pm	7pm
<i>Little busy</i>	<i>#</i>	<i>#</i>	<i>#</i>	<i>busy</i>	<i>Less busy</i>	<i>busy</i>

- Grano coffee has got 4,465 followers from 580 posts. And 5,037 likes.

MENU

HOT BEVARAGES

<i>Turkish coffee</i>	4,000
<i>Espresso</i>	4,000
<i>Café latte</i>	6,000
<i>Cappuccino</i>	5,000
<i>Americano</i>	6,000
<i>Mocha</i>	7,500
<i>Filter coffee</i>	7,000
<i>Caramel macchiato</i>	8,000
<i>Hot chocolate</i>	7,000
<i>Black tea</i>	4,000
<i>Herbal tea</i>	7,000

5. CAFÉ ARABICA

- Café Arabica is located at haile selaise road masaki Dar es salaam.
- Café Arabica working hours starts at 7:30am -11pm in Saturday and Friday, 10-11am on Sunday 7:30 am -11pm Monday –Tuesday. Café café Arabica is rated with 5 stars and 20 google reviews.
- Café Arabica is well known for it ginger tea and lemon.

THE TABLE BELOW SHOWS WEEKLY STATISTICS OF CAFÉ ARABICA

MON	TUE	WED	THU	FRI	SAT	SUN
10am	-	10am	4pm	3pm	1pm	10am
Little busy	-	Little busy	Little busy	busy	Little busy	busy

Café arabica has 832 followers in 89 posts.and 150 facebook likes

MENU

- *Single espresso* 3000
- *Double espresso* 5,000

- *Single macchiato* 4,500
- *Double macchiato* 6,000
- *Single cappuccino* 5,000
- *Double cappuccino* 6,500
- *Latte* 6,000
- *Mocha* 6,000
- *Americano* 5,000
- *French press 2 cups* 6,000
- *French press 4 cups* 10,000
- *Zanzibar coffee* 5,000
- *Steamed milk* 5,500
- *Hot chocolate* 6,000
- *Babyccino late* 4,000

6. CAFÉ AROMA

Café aroma is located at haile selaissie road masaki dar es salaam and ali hassan mwinyi , road near the aga khan hospital .

- The advantage of the location is the sea view and aga khan hospital which lead to coming of customers. Also the café is located near the petrol station (*puma petrol station*)
- Café aroma is rated with 4.5 stars with 1173 google review
- Mostly the time spend by the customers is 10min to 11hr
- Café aroma provides both services to the customers.

THE TABLE BELOW SHOWS WEEKLY STATISTICS OF CAFÉ AROMA

MON	TUE	WED	Thu	FRI	SAT	SUN
1PM		1PM	2PM	3PM	1PM	1PM
busy	Closed	Less busy	Busy		Little busy	Little busy

Café aroma has 209 follower in 42 posts Instagram 17,883 facebook likes

MENU

- <i>Espresso</i>	<i>3,000</i>
- <i>Double espresso</i>	<i>4,000</i>
- <i>Americano</i>	<i>4,000</i>
- <i>Cappuccino</i>	<i>5,000</i>
- <i>Espresso macchiato</i>	<i>4,500</i>
- <i>Latte macchiato</i>	<i>4,500</i>
- <i>Café latte</i>	<i>5,000</i>
- <i>Chai latte</i>	<i>5,000</i>
- <i>Turmeric latte</i>	<i>8,000</i>
- <i>Nutela latte</i>	<i>8,500</i>
- <i>Babyccino</i>	<i>2,000</i>
- <i>Café mocha</i>	<i>7,000</i>
- <i>White mocha</i>	<i>7,000</i>

7. KAHAWA COFFEE

Kahawa coffee is located at shoppers masaki and mbezi beach in Dar es salaam . Also has its branch arusha

- The main advantage of plaza is the shopping plaza in those areas
- Kahawa coffee working hr starts from 9am-8:30pm always.
- Kahawa coffee is ranked with 4.3 stars and 213 google reviews
- Kahawa coffee has got both negative and positive reviews. And its ranked as 86/ 356 café in dar es salaam.
- It is rated as 4/5 tripadvisor
- isor. Kahawa coffee has created its app known as kahawa.

THE TABLE BELOW SHOWS WEEKLY STATISTICS OF KAHAWA CAFFEE

MON	TUE	WED	THU	FRI	SAT	SUN
12PM	6pm	5pm	6pm	12pm	1pm	6pm
Busy	Little busy	Little busy	Little busy	busy	Little busy	busy

- kahawa coffee has got 7,143 followers in 1,151 posts intagram page.

MENU

- *espresso* 3,000
- *caffee latte* 3,500
- *cappuccino* 3,500
- *caramel latte* 3,500
- *white/mocha* 4,000
- *Macchiato* 3,500
- *hot chocolate* 3,000
- *Americano* 3,500
- *Mochaccino* 4,000
- *Decaf* 3,500
- *Babyccino* 2,500

8. EPID'OR

Epid'or is located at Haile selaisie Dar es salaam

- Epid'or working hours starts from 8am -10pm for the whole week except for monday to which they are closed.
- It Is very famous due to its years of experience. it has been operating for about 17 years .
- Epidor has a restaurant, bakery and coffee menu.

- Epidor is rated with 4.5 stars and ranked as 7/356 coffee cafes in dar es salaam. The mostly time spendend by customers isn15min to 1hr .

THE TABLE BELOW SHOWS WEEKLY STATISTICS OF EPIDOR CAFFFEE

MON	TUE	WED	THU	FRI	SAT	SUN
	busy	Busy	busy	busy	busy	busy
closed	1pm	1pm	2pm	8pm		5pm

- Epidor has 9,305 follower 142 posts in Instagram page . 3328 facebook likes.
- MENU
- *Espresso* 3,000
- *Dopio* 5,000
- *Lungo* 3,000
- *Café affogato* 7,000
- *macchiato* 4,000
- *cappuccino* 5,000
- *café con leche* 5,000
- *Vienna* 5,000
- *Mocha* 6,000
- *Borgia* 7,000
- *Americano* 4,000
- *Latte* 5,000
- *Black coffee* 3,000
- *Lea*
- *Lebanese coffee* 4,000
- *Lebanese decaf* 6,000
- *Hot chocolate* 5,000
- *Iced latte* 6,000

- *Iced coffee* 6,000
- *Irish coffee* 12,000
- *Black tea* 3,000
- *Tea box today* 4,000
- *Chai latte* 4,000
- *Iced tea* 6,000

9. KAFFEE KOFFEE

Kaffee koffee is located at Kaunda drive, oysterbay, dar es salaam.

- Kaffee koffee it operates for 24hrs a day. Typically the time spented at kaffee koffee is 20min.
- Kaffee is ranked with 4.4 stars
- Kaffee koffee is located near coco beach area ,embassies and busy road which is the source of customers .
- Also the café has a problem In coffee roating machines which led burnt taste.

THE TABLE BELOW SHOWS WEEKLY STATISTICS OF KAFFEE KOFFEE

MON	TUE	WED	THU	FRI	SAT	SUN	
5pm	11am	2pm	11pm	11Pm		7pm	
Little busy	Not busy	Little busy	Little busy	busy		busy	

Kaffee koffee has 12k followers 272 posts in Instagram and 774k likes in facebook.

MENU

- Espresso 3,000
- Americano(house blend with out milk) 5,000
- Cappuchino 5,000
- Kaffee latte 6,000
- Kaffe macchiato 5,000
- Kaffee mocha (with chocolate) 6,000

Caramel latte	6,000
Hot chocolate	8,000
<u>COLD COFFEE</u>	
<i>Cold koffee</i>	6,000
<i>Cold latte</i>	8,000
<i>Cold mocha</i>	8,000
<i>Frappuccino</i>	8,000
<i>Caramel macchiato</i>	8,000

10. ATOM COFFEE HUB

Atom coffee hub is located at mayfair hotel, plaza mwaikibaki road in dar es salaam.

- Atom coffee hub operates from 8am – 8pm during the weekdays and 9am-9pm weekend .
- Atom coffee hub is most like to have customers due to the presence of the mall plaza.
- Atom coffee hub is also involved in selling roasted coffee beans and grounded coffee
- Atom coffee hub is ranked with 4.6stars and 37google reviews .also it is the 170/356 coffee cafes in dar es salaam.

THE TABLE BELOW SHOWS WEEKLY STATISTICS OF ATOM COFFEE HUB.

MON	TUE	WED	THU	FRI	SAT	SUN
1pm	2pm	3pm	4pm	5pm	4pm	7pm
Less busy	Busy	Less busy	busy	Less busy	busy	Less busy

Atom coffee hub has 1,214 instagram follower 45 posts and 499 facebook likes.

MENU

<i>Single espresso</i>	<i>5,000</i>
<i>Doble espresso</i>	<i>8,000</i>
<i>Macchiato</i>	<i>8,000</i>
<i>Latte</i>	<i>10,000</i>
<i>Flat white</i>	<i>10,000</i>
<i>Iced latte</i>	<i>10,000</i>
<i>Piccolo</i>	<i>9,000</i>
<i>Affogato</i>	<i>9,000</i>
COLD BEVARAGE	
<i>Aeropress</i>	<i>9,000</i>
<i>V60</i>	<i>9,000</i>
<i>Chemex</i>	<i>10,000</i>
<i>Syphon</i>	<i>10,000</i>
<i>Cold brew</i>	<i>9,000</i>
<i>Cold drip</i>	<i>10,000</i>
<i>Kalita</i>	<i>9,000</i>
<i>Spanish latte</i>	<i>13,000</i>
<i>Rose latte</i>	<i>13,000</i>
<i>Nutella hot chocolate</i>	<i>9,000</i>
<i>Add tea</i>	<i>5,00</i>

11. THE RIDGE CAFÉ

The ridge café is located at ground floor, raha tower , bibi titi Mohamed tz 11101 upanga Dar es salaam.

- The ridge café opens at 9:30 -9pm on Saturday and Sunday. 7am - 8pm on weekdays.
- The location of ridge café is allocated near Mwalim Julius Nyerere airport .therefore it's a busy road with lots of customers.
- The ridge café deals with selling of medium and strong roasted Arabica coffee beans.
- The ridge café is rated with 4.6 stars and ranked as 56/356 coffee shop in dar es salaam.
- The services provided is such as dining in, take away and delivery

- The ridge café it well known for it service which are performed by the youth

THE TABLE BELOW SHOWS WEEKLY STATISTICS OF THE RIDGE CAFÉ

MON	TUE	WED	THU	FRI	SAT	SUN
11am	11am	11am	10am	2pm	12pm	12pm
busy	Busy	Little busy	Less busy	busy	Less busy	Not busy

- The ridge café has 94 follower 23 posts in Instagram 5,861 facebook likes.

MENU

- Espresso 2,500
- Macchiato 3,000
- French press/ filter 3,500
- Americano 3,500
- Cortado 4,000
- Flat white cappuccino 5,000
- Café latte 5,000
- Flavored latte 5,500
- Mocha frappe 6,000
- Cold brew coffee 5,000
- Hot chocolate 5,500
- African ginger tea 4,000

12. ORCHID CAFÉ

Orchid café is located at 70 haile selassie road, orchid residency masaki Dar es salaam

- Working hours starts at 7am – 11pm.
- Orchid café is allocated near people residency especially foreigners.
- Orchid cafe deals with selling of roasted coffee beans, bakery and restaurant .
- Orchid café is rated with 4.6 stars

THE TABLE BELOW SHOW WEEKLY STATISTICS OF ORCHID CAFÉ

MON	TUE	WED	THU	FRI	SAT	SUN
10am	12pm	12pm	2pm	9pm		7pm
busy	Busy	Little busy	Little busy	Little busy	Less busy	busy

- Orchid café has 810 facebook likes . 87 posts, 4597 instagram followers.

- MENU

<i>Black coffee</i>	3,000
<i>Espresso</i>	3,000
<i>Espresso macchiato</i>	4,000
<i>Doppio</i>	4,000
<i>Cappuccino</i>	5,000
<i>Americano</i>	4,000
<i>Café latte</i>	5,000
<i>Flat white</i>	5,000
<i>Turkish coffee</i>	4,000
COLD BREWS	
<i>Iced coffee</i>	7,000
<i>Iced cappuccino</i>	7,000
<i>Iced Americano</i>	6,000
<i>Iced mocha</i>	8,000
<i>Iced caramel</i>	8,000
<i>Iced latte</i>	7,000

13.KAWA COFFEE HOUSE

Kawa coffee is located at 111 chole road masaki dar es salaam

- Kawa coffee operates starting from 7:30am -7pm weekday 10am-5pm Sunday 9am-8pm Saturday.
- Time spend at kawa coffee house is 15 min
- Kawa coffee deals with roasting, coffee machines sales & services also barista training.
- Kawa coffee house is rated with 4.5 stars with 96google reviews

THE TABLE BELOW SHOWS WEEKLY STATISTICS OF KAWA COFFEE HOUSE

MON	TUE	WED	THU	FRI	SAT	SUN
5pm	3pm	4pm	9am	4pm	11am	12pm
busy	Busy	Little busy	Little busy	busy	Little busy	Not busy

- Kawa coffee house has 414 follower 39 post Instagram, 4.7k facebook likes

14. COFFEE HUB MASAKI

Coffee hub masaki is located at bams singh road masaki dar es salaam.

- Coffee hub masaki operates from 8am-6pm and usually closed on Sunday.
- Coffee hub masaki are specialized in selling coffee roasted beans, coffee shop.
- Coffee hub is rated with 4.9 stars
- Coffee hub masaki provides services such deliver dining in and take away.

THE TABLE BELOW SHOWS WEEKLY STATISTICS OF COFFEE HUB MASAKI.

MON	TUE	WED	THU	FRI	SAT	SUN
1pm	5pm	11am	11am	4pm	12pm	
Little busy	Little busy	Less busy	Little busy	Little busy	busy	closed

- Coffee hub masaki has 1,136 followers ,115 posts Instagram and 71 facebook likes.

CONCLUSION

Generally the information given above based on the best coffee cafes in Dar es Salaam especially masaki area .which is allocated with 61 coffee shops . apart from masaki area also other coffee shops are located in mwenge mlimani city such as grano coffee shop. Upanga such as the ridge coffee. The coffee shops informed above regarding the information given both have their pros and cons in the following aspects as shown below.

CUSTOMER CARE AND TIME OF SERVICE

Good customer care and services is important aspect in build good reputation of a certain business . Most of the customers in Tanzania judges a place due to the kind of care provide by people in charge. To which some café in dar es salaam have not qualify to do so. with reference to the google reviews some coffee shops are said to have poor services such as kahawa café . a customer reviewed '*good food, poor service*'.to which it reduces the credibility of the place . Also other coffee shops with reference to the google review commented on the good service of the place example karambezi café , bean there café and epid'or are said to have a good customer service to influence the coming of customers .

Also apart from customer care also the time of service matter because some of the coffee shops they are complaints from the customers concerning the duration of service which is very slow. with relevance to google review karambezi and kaffee koffee there complaints that they to slow in serving

QUALITY AND QUANTITY OF COFFEE MACHINE AND COFFEE BEANS

Quality and quantity of machines in coffee business matter the most. Because The quality of the machine determines the perfection of the coffee produced . coffee machine includes coffee grinder, roasting machine and espresso machine . most coffee shops in dar es salaam use un favorable coffee machine . example kaffee koffee , orchid café kahawa café and other Which it has affect the taste of the coffee. Also coffee shops that use good coffee machines such as Grano coffee .

In addition to that the quality of coffee green bean is also important. to which most of the coffee shops in Tanzania use Arabica coffee . and the problem comes when the beans of different category are mixed together example when PB are mixed with AAA or AA. This is mostly done by the middle men in coffee auditions and affect the buyer's .

COMPETENCE OF THE BARISTA

Coffee café s in Tanzania is still in blanks. Meaning that the knowledge about coffee business in little and the expertize in the field are not competent enough and very few. So some coffee shops have good machines but the experts are not good enough .

MODE OF ADVERTISIMENT

Mode of advertisement is the key to flow of customers some coffee shops are located in un seen areas to which people do not expect them to be. But due good advertisement modes such the use of internet(Instagram, facebook and twitter), use of celebrities example grano use Hamisa Mobetto, also other coffee shops use

billboards along the road for advertisement. To which some coffee shop are allocated in good areas but due to poor advertisement they fail to promote their coffee shops.

Therefore the above information in the conclusion those are the problems that hinder the coffee shops in dar es salaam. And the most competent coffee shop against luma whale is kawa coffee house which both of them are along chole road masaki In conclusion we rank the coffee shops from the best to the lowest as follows.

1. KARAMBEZI.
2. GRANO COFFEE
3. EPID'OR
4. BEAN THERE CAFÉ
5. KAFFEE KOFFEE
6. ORCHID
7. KAHAWA COFFEE
8. CAFÉ AROMA
9. CAFÉ ARABICA
10. KAWA COFFEE HOUSE
11. MSUMBI CAFÉ
12. ATOM CAFÉ
13. THE RIDGE CAFÉ
14. COFFEE HUB MASAKI

REFERENCES

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<http://cafearoma.com>

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