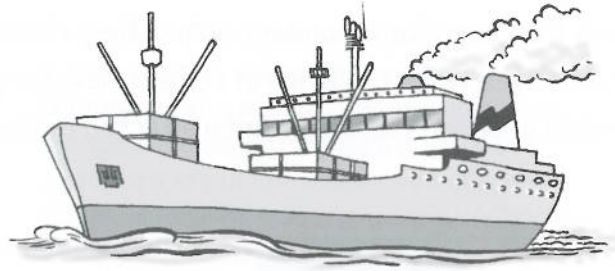


# Role cards



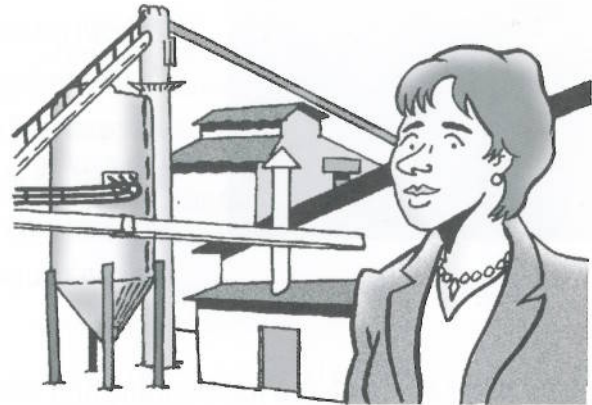
## Shipping companies

You buy the bags of green coffee beans from the coffee exporter, load them on to your ship, and transport them to the UK, where you sell them to coffee roasters. You have to pay highly skilled personnel to operate your ships. There are risks involved, and you have to take out insurance for the ships and their cargoes, as well as paying for fuel. You also need to pay fees for using the ports, and taxes for importing coffee.



## The Roasters

You buy the green coffee beans from a shipping company and mix the different varieties of bean to get a blend. You roast the beans and process them to make 'instant' coffee, then package it into jars and sell it to retailers. It is a very competitive business, and so you have to spend large amounts of money to advertise your brand to the public and to provide attractive packaging. You constantly need to invest money to improve the taste of your blend and keep ahead of the competition.



## The Retailers

You buy the instant coffee from a wholesaler (the roaster), store it until you need it, label it with the price, put it on display, and sell it to the customer. You have to pay high business rates to sell your goods at a busy location. You have to make your shop attractive, which means expensive decoration, and you need to train and pay a large sales force to provide a good service to the customer.

