

## REEL 1

Did you know? Starbucks was originally just a business of coffee beans.

Howard Schultz, who made Starbucks a multibillion dollar company went to college with athletic scholarship, he worked as a bartender and also sometimes sold his blood for money. He got a job as a salesman in a xerox company, but he felt something was missing. Then, he worked for a Swedish company called Hammer. He was given a lot of money, a good house and many expenses covered, but didn't feel satisfied. He came to know about Starbucks which had just 4 stores but was selling huge orders. He tasted and loved their beans. He wanted to work there. After a lot of convincing, he got a job at Starbucks. Then after a year or so, he went to Italy and he was fascinated by the experience of a coffee shop and he was delighted by having a sip of coffee there. No one knew this concept in America, he asked Jerry which was one of the owners of Starbucks to sell coffee in cups, but they thought it was not gonna work out. They started selling just espresso after 8 years. He was so low on money at that time and was depressed for months because he was confused between his loyalty for Starbucks and his love for the concept.

He quotes, "This is my moment, if I don't seize the opportunity, if I don't step out of my comfort zone and risk it all, if I let too much time tick on, my moment will pass." He opened a coffee shop called 'IL GIORNALE', Jerry invested in his company but many entrepreneurs thought it was a very stupid idea. People said that you can't even pronounce it and this concept will not work in America. Out of 242 people he met, 217 said no. But, he didn't give up. He improved his cafe and got investors over the years. Starbucks was getting sold and he bought it somehow and made it a success.

He quotes, "Many of us face critical moments in our life where our dreams seem ready to shatter, you can never prepare for such events but how you react to them is crucial, remember your values, be bold but be fair, don't give in"

## REEL 2

Domino's customer oriented strategy:

Let me tell you an interesting thing about Domino's.

In 2008, Domino's started getting very bad reviews. People were saying that their crust tastes like cardboard and their sauces like ketchup. In a survey, Domino's became the last preference by the customers. Instead of giving out free pizzas, appointing a PR to get their reputation back or hiding bad reviews, the CEO of Domino's accepted the brutal feedbacks and tried to work upon it. They reached out to consumers, took their feedback personally and noted it. In 18 months, they tried every combination of ingredients and chose the best ones. Because of the 30 minute delivery scheme, they were using a lot of frozen vegetables. To improve that, they changed their whole supply chains. Then, the head chef personally delivered some pizzas to the critics. This is how, then eventually people started loving Domino's and they opened many franchises in different countries and customised their toppings according to the regional taste. They raised their stock prices by 14.3% quarterly which is the largest quarterly increase in fast food history, their stock prices rose by 44% in one month. And by the end of quarter, they increased by 75%. In the next 7 years, their stock prices increased by 2000% outperforming Apple, Netflix. Customer criticism. Learning: If you need to spend some effort or money to improve, don't hesitate. Focus on the quality and consumer satisfaction and then consumers will be loyally yours.

## REEL 3

Tesla is spending less budget in advertising than the other competitors but still are growing immensely how?

1. referral program

Tesla is implying a referral program where each customer gets 1000\$ on buying new Tesla or services if they use this referral and bring more customers in. They started improving their referral schemes and it became so popular that they had to give 80 new roadsters for free.

## 2. Unique advertising

They started giving free test ride to press so that they can also introduce their features at almost no cost. Moreover, these unique strategies caught media attention. So, unique strategies give them free press advertising. For example, while launching a rocket by SpaceX, they sent a roadster along with it in the space and it was all over the news. A dashing roadster in space with Earth in the background.

3. Elon Musk is very active on Twitter. He shares tweets about events, launches, business ideas and also responds to customers. Once, a customer suggested him to add a feature in which car automatically moves back and raises the steering wheel once in park in order to keep from hitting the steering wheel repeatedly while getting into and out of the car and wearing it down and Elon Musk replied within 30 minutes that the feature was added via a software release.

## REEL 4

The man who founded KFC was a marvellous example of commitment and determination. I'll tell you, how?

KFC, which is a favourite brand for all the chicken lovers, was founded by Colonel Harland Sanders. He dropped out in 7th standard and worked all day at the farm. He has done many odd jobs including working in a train, selling tires, selling insurance, etc. He always used to cook his mother's recipes. So, he became a cook and dishwasher and then he used to cook and serve in a cereal house and earn from it. Soon, many travellers started coming to his place for food. He tried the fried chicken recipe for the first time in 1936, then he started to cook his fried chicken on the spot for restaurants so that he could open more food chains. He was rejected 1009 times. But with conviction, he kept trying and finally one restaurant agreed and then eventually more of them started serving his recipe. Then he named it KFC and over the years, it grew a lot and now, KFC is one of the top companies in the world with an average revenue of approx 23\$ billion dollars.

## REEL 5

Can you believe that when Coca-Cola got launched in the market, they sold only 9 bottles of Coca-Cola for 5 cents. Today, Coca-Cola is one of the few top companies in the drinks industry. They sell carbonated and non-carbonated drinks. Let's look at some of the excellent marketing strategies that Coca-Cola used all these years.

Coca-Cola associates itself with a happy feeling. Using their ads, they portray that they give a good satisfactory feeling to the consumers. That's how they are not just selling you the product but the positive concept along with it. They started many campaigns to increase their sales out of which some are 'sharing can', 'share a coke' and 'hug me'. Sharing can was a concept in which one can of coke was made in such a way that it can be partitioned in two smaller cokes so that you can share your coke with someone. They surprised their customers and documented their reactions. It was a huge campaign. In the hug me campaign, they built refrigerators saying 'Hug me' and as soon as you hug the refrigerator, it gives you a can of coke. In share a coke campaign, they designed coke bottles written 'share a coke with name' with most popular names of the people in that country and even labels like mom, dad, etc. So that you get that personalised feeling while drinking coke. Using these little innovations and brilliant marketing strategy, Coca-Cola became an enormous company in the drinks industry.