**Questions on Product**

**Q1:** What is the core product of Starbucks?

**A1:** coffee, tea, baked goods, Frappuccino, smoothies, other food and beverages, mer-chandise (mugs, instant coffee, etc.) are the core product of Starbucks.

**Q2:** What are the actual and augmented products of Starbucks?

**A2:** actual products are like Starbucks Brand coffees, coffee making machine and augment product are like free Wi-Fi to customers and cards.

**Q3:** What are the various product categories offered by Starbucks?

**A3:** -------------

**Q4:** How has Starbucks adapted its product offering to suit the Indian market?

**A4:** Starbucks adapted product suit the Indian market are Tandoori Paneer Roll, Chocolate Rossomalai Mousse, Malai Chom Chom Tiramisu, Elaichi Mewa Croissant, Chicken Kathi Roll and Murg Tikka Panini to suit Indian market.

**Q5:** How has Starbucks introduced healthy products in its range?

**A5:** by stopped using cow milk and baked goods with out high fructose corn syrup and artificial Ingredients. And started serving coconut milk, almond milk, oat milk.

**Q6:** Mention an innovation by Starbucks with regard to an existing product.

**A6:** ---------------

**Q7:** What are some partnerships that Starbucks has entered, from the point of view of product?

**A7:** Kraft Foods, PepsiCo, Uber Eats are some partnerships that Starbucks has entered.

**Questions on Price**

**Q1:** What is the most expensive coffee that Starbucks in CP sells?

**A1:** the most expensive coffee in cp sells is flat white.

**Q2:** What is the least expensive coffee that Starbucks in CP sells?

**A2:** Caramel praline latte

**Q3:** Which of the following pricing strategies does Starbucks follow? Justify your answer.

* Economy pricing strategy
* Penetration pricing strategy
* Skimming pricing strategy
* Premium pricing strategy

**A3:** premium pricing strategy.

**Questions on Place**

**Q1:** How many cities in India have at least one Starbucks store?

**A1:** There are 24 cities.

**Q2:** What is the total number of Starbucks stores in India?

**A2:** There are 219 stores in India.

**Q3:** Which cities in India tend to have a Starbucks store? Why?

**A3:** in Elphinstone Building, Horniman Circle, Mumbai. Starbucks opened its roasting and packaging plant to supply its Indian outlets in Kodagu, Karnataka in 2013.

**Q4:** Mention an innovation by Starbucks with regard to its store strategy.

**A4:** --------

**Q5:** What are some partnerships that Starbucks has entered, from the point of view of the place?

### A5: Kraft Foods, PepsiCo, Disney are the partnerships of Starbucks entered in the point of view of the place.

**Questions on Promotion**

**Q1:** What is the primary means of promotion for Starbucks?

**A1:** the primary means of Starbucks Advertising, Sales promotions, Public reations.

**Q2:** How does Starbucks go about executing its primary means of promotion?

**A2:** Starbucks became popular primarily through word-of-mouth marketing. word-of-mouth usually focuses on providing the best customer experience in order to encourage people to spread positive words about the business.

**Q3:** What is meant by ‘Third Place’ in the context of the marketing strategy of Starbucks?

**A3:** the meaning of ‘Third Place’ is, where they want their consumes or customer to come for coffee,stay for warmth( a feeling of excitement or affection) and return for the human connection.

**Q4:** What is meant by ‘Fourth Place” in the context of the marketing strategy of Starbucks?

**A4:**   third-place strategy, Starbucks is now adding one more dimension: digital.By digital, the implication here is not only about reaching out to a "digitally-savvy audience", but also about creating a place that is "digitally-equipped" with a robust mobile and online delivery system. Starbucks calls it the fourth place.

**Questions on People**

**Q1:** What are the primary target customer segments for Starbucks?

**A1:** Their primary target customer is the younger generation of age 16-40years(They will also target the tourists who will be visiting India) and Primary target customer are youngboth male and female from the ages of 16-38.

**Q2:** What is the connection between the target customer segments for Starbucks and its choice of price and place?

**A2:** price of coffee is felt as a barrier in the South and the North. (Starbucks products were priced at a premium and the per capita income in India is lower compared to other markets where it is already present, there is immense need to offer products at locally competitive price.) Increasing Health Consciousness among consumers.

**Q3:** What are Starbucks employees called?

**A3:**  They call their employees as their partners and treat each other with respect and dignity.

**Q4:** Mention an innovation by Starbucks with regard to its employee training.

**A4:** the company maintains its human resource capacity through training and retention strategies that include relatively high compensation.

**Questions on Physical Evidence**

**Q1:** How does the Starbucks store layout contribute to its marketing strategy?

**A1:** -------------------

**Q2:** What is the Starbucks logo?

**A2:** the Starbucks logo is an image of a "twin-tailed mermaid, or siren as she's known in Greek mythology.

**Q3:** Has the Starbucks logo evolved over time?

**A3:** the Starbucks logo evolved over time from brown with "twin-tailed mermaid” in 1971–1987 and In the second version, which was used from 1987 to 1992, her breasts were covered by her flowing hair, but her navel was still visible. The fish tail was cropped slightly, and the primary color was changed from brown to green and  the third version, used between 1992 and 2011, her navel and breasts are not visible at all, and only vestiges remain of the fish tails.

**Q4:** Can the Starbucks app be considered part of physical evidence in the 7 Ps framework? Justify your answer.

**A4:** yes, the Starbucks app be considered part of physical evidence in the 7 Ps framework i ,e product, place, price, promotion, process, people and physical evidence.

**Questions on Process**

**Q1:** What is the process improvement philosophy that Starbucks adopted a decade ago to improve its productivity?

**A1:** --------------------------------------------

**Q2:** What are some of the key metrics that Starbucks uses to measure in-store productivity?

**A2:** ---------------------------------