

## References:

1. Starbucks Wiki Page: <https://en.wikipedia.org/wiki/Starbucks>
2. Starbucks in India Wiki Page: [https://en.wikipedia.org/wiki/Tata\\_Starbucks](https://en.wikipedia.org/wiki/Tata_Starbucks)
3. Interviews and news articles:
  - <http://everythingexperiential.businessworld.in/article/We-need-to-look-at-marketing-as-an-experience-rather-than-a-transaction-Deepa-Krishnan-Starbucks-India/05-03-2020-185596/> (March 2020)
  - <https://www.indiatoday.in/education-today/featurephilia/story/meet-starbucks-marketing-brain-growth-india-963235-2017-03-01> (January 2018)
  - <https://brandequity.economictimes.indiatimes.com/news/marketing/for-starbucks-india-it-is-all-about-creating-the-third-place-experience/56140266> (December 2016)
4. <https://stories.starbucks.com/stories/2012/starbucks-announces-beverage-innovation-using-green-coffee-extract-with-sta/>
5. Starbucks India menu (without prices): <https://www.starbucks.in/menu-list>
6. Starbucks CP, New Delhi menu:  
[https://magicpin.in/New-Delhi/Connaught-Place-\(Cp\)/Restaurant/Starbucks/store/1217/menu/](https://magicpin.in/New-Delhi/Connaught-Place-(Cp)/Restaurant/Starbucks/store/1217/menu/)
7. Starbucks Corporation's Marketing Mix (4Ps) Analysis (2019):  
<http://panmore.com/starbucks-coffee-marketing-mix-4ps-analysis>
8. Starbucks India Marketing Strategy (2016):  
<https://www.slideshare.net/Rjrockzcool/starbucks-india-marketing-strategy>
9. Entry of Starbucks in Indian Market (2016):  
[https://www.researchgate.net/publication/316600552\\_Case\\_Study-\\_Entry\\_of\\_Starbucks\\_in\\_Indian\\_Market](https://www.researchgate.net/publication/316600552_Case_Study-_Entry_of_Starbucks_in_Indian_Market)
10. Starbucks Marketing Analysis (2015):  
<https://www.semanticscholar.org/paper/Starbucks-Marketing-Analysis-Katerina/1d21b5743764f3196cddcb95925059695dad6eeb>
11. Strategic Marketing: A Case Study of Starbucks (2015):  
<https://www.slideshare.net/YeeJieNg/bumkt6923grouppresentation>
12. Strategic Analysis of Starbucks Corporation (2014):  
[https://scholar.harvard.edu/files/nithingeereddy/files/starbucks\\_case\\_analysis.pdf](https://scholar.harvard.edu/files/nithingeereddy/files/starbucks_case_analysis.pdf)
13. Other links:
  - <http://science.knote.com/2014/10/28/starbucks-productivity-secrets/>
  - <http://panmore.com/starbucks-coffee-operations-management-10-decisions-areas-productivity>

- <https://www.businessinsider.in/retail/5-ways-Starbucks-entices-you-to-spend-more-money/articleshow/46239542.cms>
- [https://www.business-standard.com/article/companies/starbucks-steps-up-its-india-game-116020301281\\_1.html](https://www.business-standard.com/article/companies/starbucks-steps-up-its-india-game-116020301281_1.html)

## Questions on Product

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

**A1:** It's the "Starbucks lifestyle"

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

**A2:** Actual products of Starbucks are premium coffees&teas, sandwiches, desserts, CDs, packaged coffees&teas, coffee-making equipment, collectibles, ice cream, etc.

The augmented products are free wireless internet, prepaid Starbucks card, Starbucks Duetto Visa, in-store music download.

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

**A3:** Various product categories offered by Starbucks are coffee, Tea, Baked goods, Frappuccino, Smoothies, Other foods and beverages, Merchandise like mugs, instant coffee , etc.

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

**A4:** Starbucks modified it's menu according to the likes of Indian people by solidifying or focusing more on Tea as well as other Indian style product offerings such as Tandoori paneer roll, chocolate rossomalai mousse, chicken kathi roll, etc.

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

**A5:** By producing some snack items which contain exclusively plant-based ingredients.

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

**A6:** Starbucks announced beverage innovation using green coffee extract with Starbucks refreshers beverage platform and they've also added new healthy ingredients in their Spring Range items.

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

**A7:** The deal with PepsiCo for blended coffees, Joint Venture agreement with Dreyers for Starbucks coffee.



## Questions on Price

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

**A1** Sexagintuple Vanilla Bean Mocha Frappuccino is the most expensive coffee there.

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

**A2:** Any Tall coffee as a part of Brewtrobber campaign.

**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:** Star bucks uses "Premium pricing strategy" by setting the prices of products higher than comparable products to boost profits because of their luxury brand image.



## Questions on Place

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

**A1:** 24

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

**A2:** 183

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

**A3:** New Delhi because it is the capital of India and Mumbai as it is the capital of Maharashtra and both the cities tend to attract more customers and tourists than any other city. High population is also a reason for above. These cities have large middle and upper class populations.

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

**A4:** Starbucks connects with its customers by deriving the culture of the particular place where their store is going to be opened. Starbucks integrate local aesthetics into each of its stores.

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

**A5:** Starbucks signed a 50-50 % partnership agreement with Tata Coffee in order to launch Starbucks products in India and in order to distribute products in several Latin American countries, Starbucks signed a deal with PepsiCo.



## **Questions on Promotion**

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

**A1:** Starbucks mainly relied on "word-of-mouth marketing. Company also focused on brand promotion in its marketing mix through channels like online, TV, print ads etc

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

**A2:** Word-of-mouth mostly focuses on providing the best customer experience in order to encourage people to spread positive reviews or words about the business and their experience.

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

**A3:** "Third place" refers to a place which people find away from home or office so they can have some peace and connect with the best version of themselves.

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

**A4:** "Fourth place" is referred as Digital platform which isn't home or work nor the coffee house. They build online communities through storytelling and two way connections through Facebook, Twitter, SMS etc to make this happen.





## **Questions on People**

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

**A1:** - Starbucks focuses mainly on the people with high income, who are high spenders and are in the age group between 25 and 40 years. It also targets the people who are health conscious and Socially active.

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

**A2:** It's the high income and high spending nature of those customers.

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

**A3:** They are referred to as partners.

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

**A4:** Starbucks have developed very learner-centric training programs by treating employees like partners and acting like partners amongst them. Starbucks invests heavily in training it's frontline employees to create exceptional experiences.

## **Questions on Physical Evidence**

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

**A1:** The layout design of Starbucks cafes maximizes workflow efficiency. It also supports a warm and friendly ambiance to match the company's organizational culture to provide a premium customer experience.

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

**A2:** Starbucks logo is the image of a 'twin-tailed mermaid'

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

**A3:** Yes it's has evolved. It's been changed 3 times over the years.

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

**A4:** Yes as the app provides an environment in which the services are delivered and can be observed by the customers. Customers can also interact with the firm which gives a lot of comfort to the business.

## Questions on Process

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

**A1:** Starbucks enabled mobile app transaction, personalized rewards programme for the customers, installation of machines to make the things better and faster, reliable wireless internet connection for remote work, became partners with Tata by implementing 'Six Sigma' methodology behind the science of optimizing retail operations behind Starbucks success.

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

**A2:** Starbucks uses the following methods:-

\*Average order filling duration ( to keep the track of productivity)

\*Weight of coffee beans processed per time( to keep the track of plant roasting productivity)

\*Equipment repair duration ( for maintenance productivity)