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**Questions on Product**

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

**A1:** Coffee

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

**A2:** actual product is coffee but augmented product is coffee capsule

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

**A3:** Coffee, low calorie and sugar free product, nondairy milk offering, Ethos water, Instant coffee and coffee capsules, Alcoholic drink, Fruit juice, sodas, Energy drinks.

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

**A4:** Apart from the usual products offered internationally, Starbucks in India has some Indian-style product offerings such as Tandoori Paneer Roll, Chocolate Rossomalai Mousse, Malai Chom Chom Tiramisu, Elaichi Mewa Croissant, Chicken Kathi Roll and Murg Tikka Panini to suit Indian customers. All espressos sold in Indian outlets are made from Indian roasted coffee beans supplied by Tata Coffee. Starbucks also sells Himalayan bottled mineral water.

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

**A5:** The Starbucks added healthy products in range they are varying their field of expertise.

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

**A6:** Teavana tea

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

**A7:** TATA,

**Questions on Price**

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

**A1:** Caramel macchiato and caramel mocha

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

**A2:** Espresso

**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, this pricing strategy takes advantage of the behavioral tendency of people to purchase more expensive products on the basis of the perceived correlation between high price and high value.

**Questions on Place**

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

**A1:** Nagpur, Siliguri, Zirakpur, Ludhiana, Jalandhar, statue of unity, vapi, Kanpur, thiruvanthampuram

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

**A2:** 252

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

**A3:** New Delhi, Maharashtra, Gujrat and Bangalore because this all cities are developing cities and moreover there are very residence there.

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

**A4:** the innovation by Starbucks with regards to its store strategy is they design their store with culture and comfort of citizens.

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

**A5:** Seattle seahawks

**Questions on Promotion**

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

**A1:** Starbucks became popular primarily through word-of-mouth marketing. In the marketing mix, word-of-mouth usually focuses on providing the best customer experience in order to encourage people to spread positive words about the business.

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

**A2:** Starbucks predominantly uses its website, social media channels and in-store displays to promote the brand and the products. It also uses sales promotions, events, direct marketing, print media, and PR in an integrated manner to multiply the impact of its promotions

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

**A3:** Sales promotions are used in Starbucks Rewards, which is a program involving freebies that customers can avail after purchasing a certain amount of the company’s products.

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

**A4:** public relation, maintaining the relation with public by giving some offers and etc. that the existing customer bring more customers.

**Questions on People**

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

**A1:** the primary targeted customers segment for Starbucks is middle to upper class people who afford their products.

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

**A2:**

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

**A3:** Barista

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

**A4:** The Barista Basics Training programme aims to provide new barista with the skills and the knowledge needed to work efficiently at the restaurant. As long as the customers are concerned, Starbucks is a customer centric company.

**Questions on Physical Evidence**

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

**A1:** Starbucks offers customers an inviting atmosphere. It has adopted a new approach to store designs.

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

**A2:** The famous twin-tailed siren on Starbucks' logo was inspired by Greek mythology.

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

**A3:** yes, Starbucks logo evolved over a period of time evolution of star bucks logo starts in 1992 and last evolution in 2011.

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

**A4:** we can’t say that actually because the Starbuck app doesn’t have any physical existence.

**Questions on Process**

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

**A1:** lean SixSigma implementation ensures Starbuck's success. It was introduced in early 2000.

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

**A2:** Average order filing duration, weight of coffee beans processed per time, equipment repair duration.