



# **SERVICE MARKETING PROJECT**

**ON**

# **CAFÉ COFFEE DAY**

**By**

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# CAFÉ COFFEE DAY - Introduction

- ✓ Founded in 1996
- ✓ India's largest coffee conglomerate, Amalgamated Bean Coffee Trading Company Ltd
- ✓ Strives to provide the best experience to their guests
- ✓ Pioneer of the café culture and the first to launch the 'coffee bar' concept in India
- ✓ Network strength: 1450+ cafés in 172 cities/towns across India and growing
- ✓ First to roll out the 'coffee bar' concept in India with its first café in Bangalore.
- ✓ Outlets set up are based on the three formats -- cafe, lounge and square.
- ✓ Menu ranges from signature hot and cold coffees to several exotic international coffees, tea, food, desserts and pastries and exciting merchandise such as coffee powders, cookies, mugs, coffee filters, etc. is available at the cafés
- ✓ CCD is present in every nook and corner of the country which includes Vienna, Austria and Karachi and plans to open across Middle East, Eastern Europe, Eurasia, Egypt and South East Asia in the near future



# CAFÉ COFFEE DAY - Introduction Continue...

- ✓ In 2010, they clubbed all his businesses (except agriculture) under Coffee Day Resorts Holdings.
- ✓ Existing investors include global PE firms KKR and Co. LP, New Silk Route Partners LLC and Standard Chartered Private Equity have 25% stake
- ✓ Darby Overseas Investments Ltd—the private equity arm of Franklin Templeton Investments, International Finance Corporation and Deutsche Bank Group hold stakes in Amalgamated Bean Coffee Trading Co. Ltd
- ✓ **CCD's SBU**
  - Coffee Day Fresh 'n' Ground
  - Coffee Day Xpress
  - Coffee Day Take away
  - Coffee Day Exports
  - Coffee Day Perfect
  - (FMCG Packaged Coffee) division



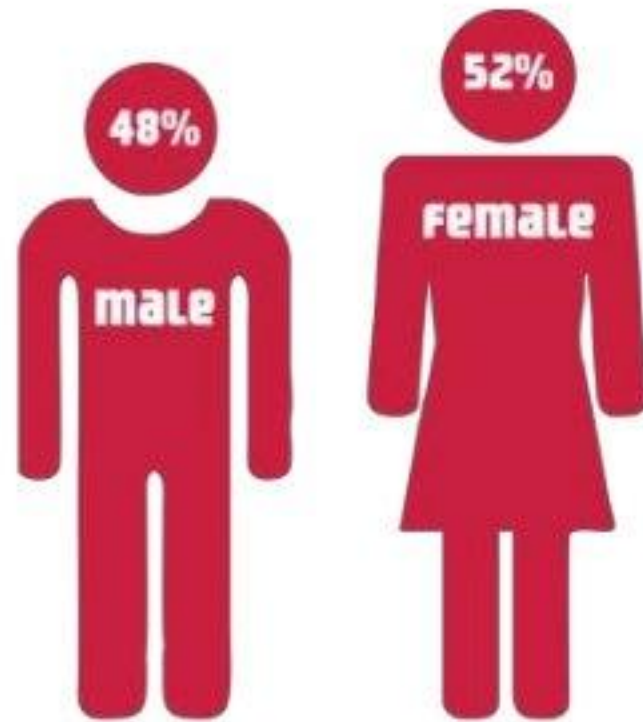


# WHY CAFÉ COFFEE DAY

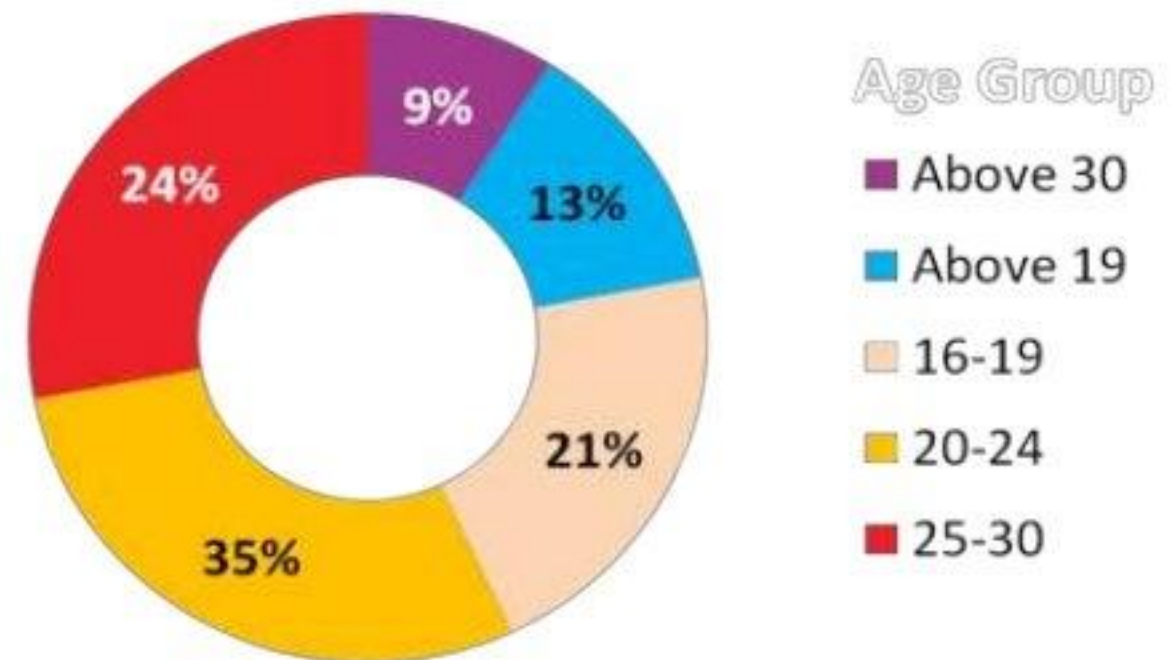
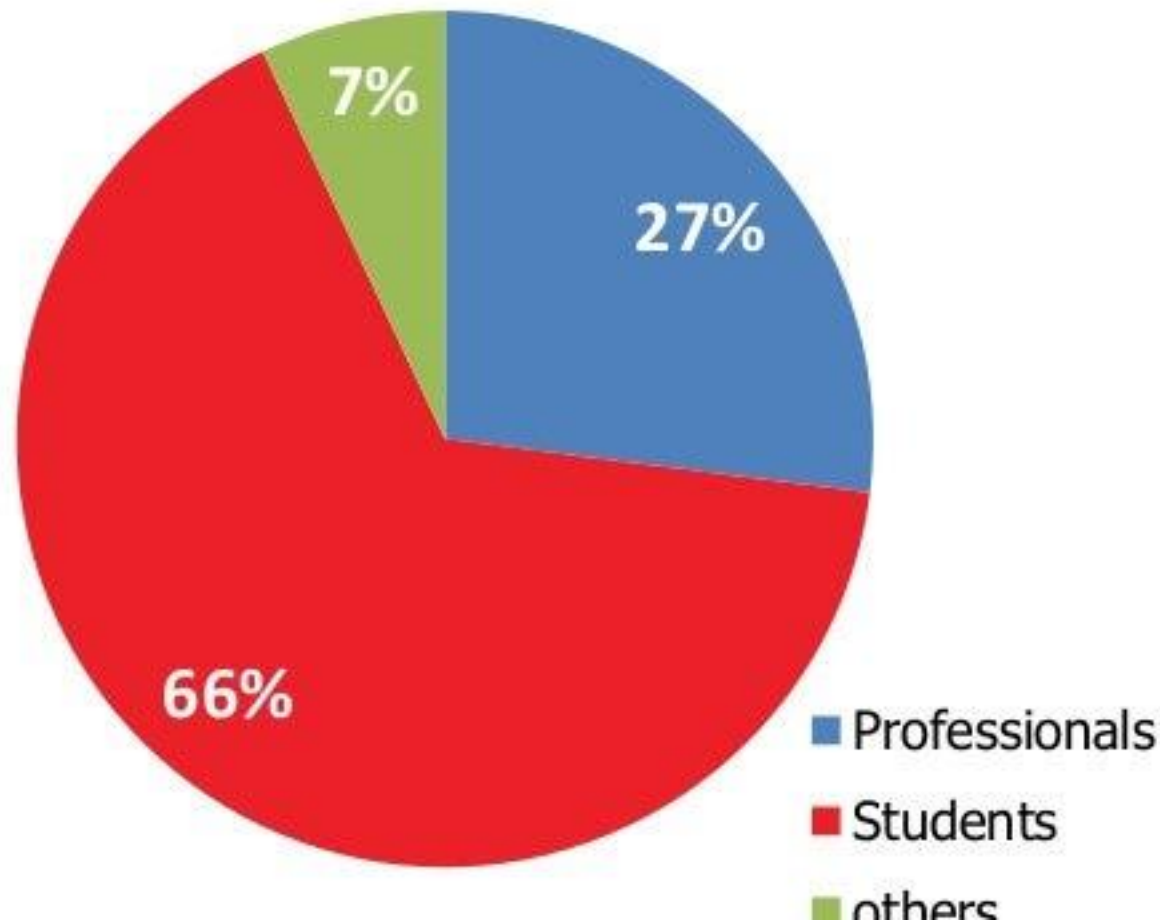
- ✓ Average Footfalls: 300 per café per day
- ✓ Average dwell time at café: 45 minutes
- ✓ Meeting place for 15-45 year olds
- ✓ *A place where :*
  - ✓ Students frequently visit most after "home and workplace/college"
  - ✓ Friends and colleagues meet in groups of 3 or more
  - ✓ One rejuvenates and are free to be themselves rather than a place to be "seen at"
- ✓ The café is also the venue for business meetings (23% ), celebrating special occasions (20%) or just plain "Time Pass" (57%).



# Key Target Audience



- Major chunk of CCD customers falls within the age group of **20 to 30** which accounts for **57%** of the overall percentage.
- The group comprises of mainly **college going students** and **young working professionals**







# S-T-P-D

## SEGMENTATION

Café Coffee Day has its main consumer base in the age group of 16-30 years.

## TARGETING

- Middle class and upper middle class youth
- Students, House wives, executives and youngsters
- People who value a great cup of coffee
- CCD seeks to target not just the youth but anyone who is "young at heart".

## POSITIONING

- "Third Place" away from the home and college or workplace for the young and the young at heart.
- Coffee Bar
- Fun Place
- Home and Workplace
- Medium Price Brand

## DIFFERENTIATION

- 1481 outlets in 200 cities
- Strong and Stable Parentage
- Right Locations
- Place a cafe in every possible location where some business can be generated.
- To be present in educational institutions and corporate campuses



# POSITIONING STRATEGY

## POSITIONING OF DIFFERENT OUTLET

### Café Coffee Day

- Coffee lovers
- Youth
- A place for Hang out

### The Lounge

- Premium Cafe

### The Square

- Exclusive for Coffee lover





# REPOSITIONING CCD

- Changing the logo to a 'Dialogue Box' - with the words Café Coffee Day, symbolizes a perfect place to 'relax and dialogue'



**New Logo**



- Tagline : a lot does happen over coffee!!



# Perception Mapping







# SWOT Analysis

## STRENGTHS

- Largest retail chain of cafes
- ISO 9002 certified company
- Quality and taste
- Youth oriented brand
- Reduction in cost (Own Production)
- USP of brand - Highly affordable brand

## WEAKNESS

- Weak brand image and lacks strength to maintain brand loyalty
- Poor ambience and decor. (Prime space - advertising and promotions)
- Wrong site selection – Losses

## SWOT

## OPPORTUNITY

- Fastest growing industries in Asia.
- Preferred for informal meetings.
- Gone international

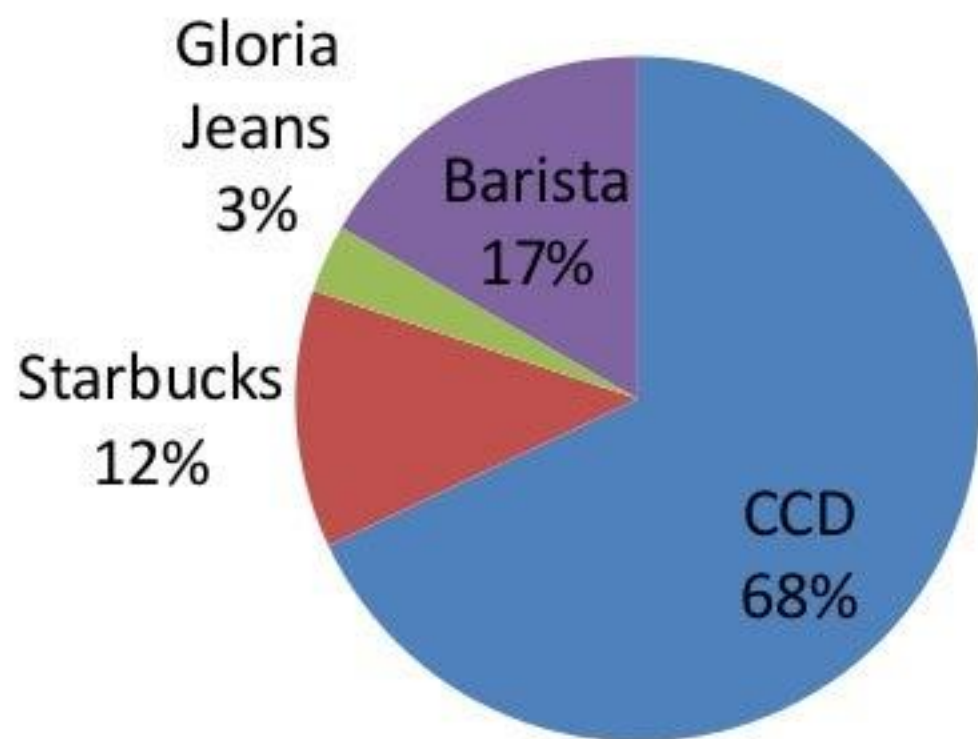
## THREAT

- Competition with established and International other coffee cafes like Barista, Starbucks, Costa Coffee, Coffee Mochas, Gloria Jeans, Coffee Bean & Tea Leaf and Illy Café.
- Hukka Parlours.

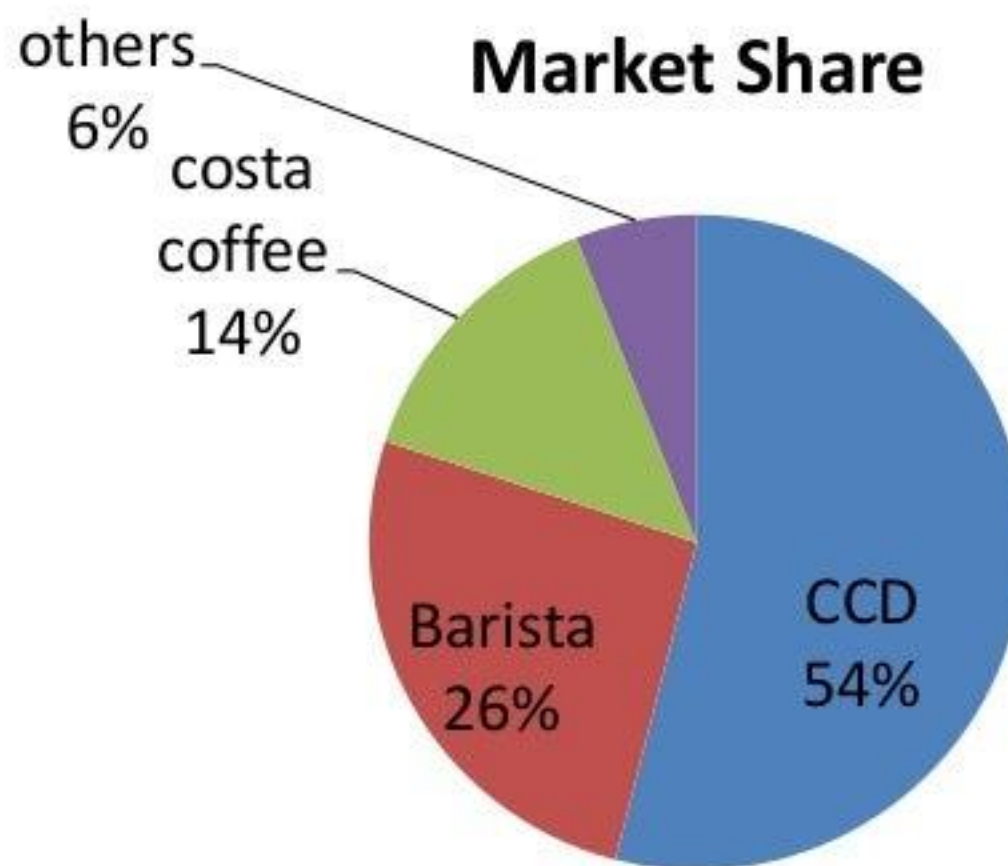


# Competitor Analysis

**Share of mind**



**Market Share**







# Competitors

## Direct Competitors:

- Barista
- Cafe Mocha
- Costa Coffee
- Beyond Coffee
- Gloria Jeans
- Minerva Coffee Shop

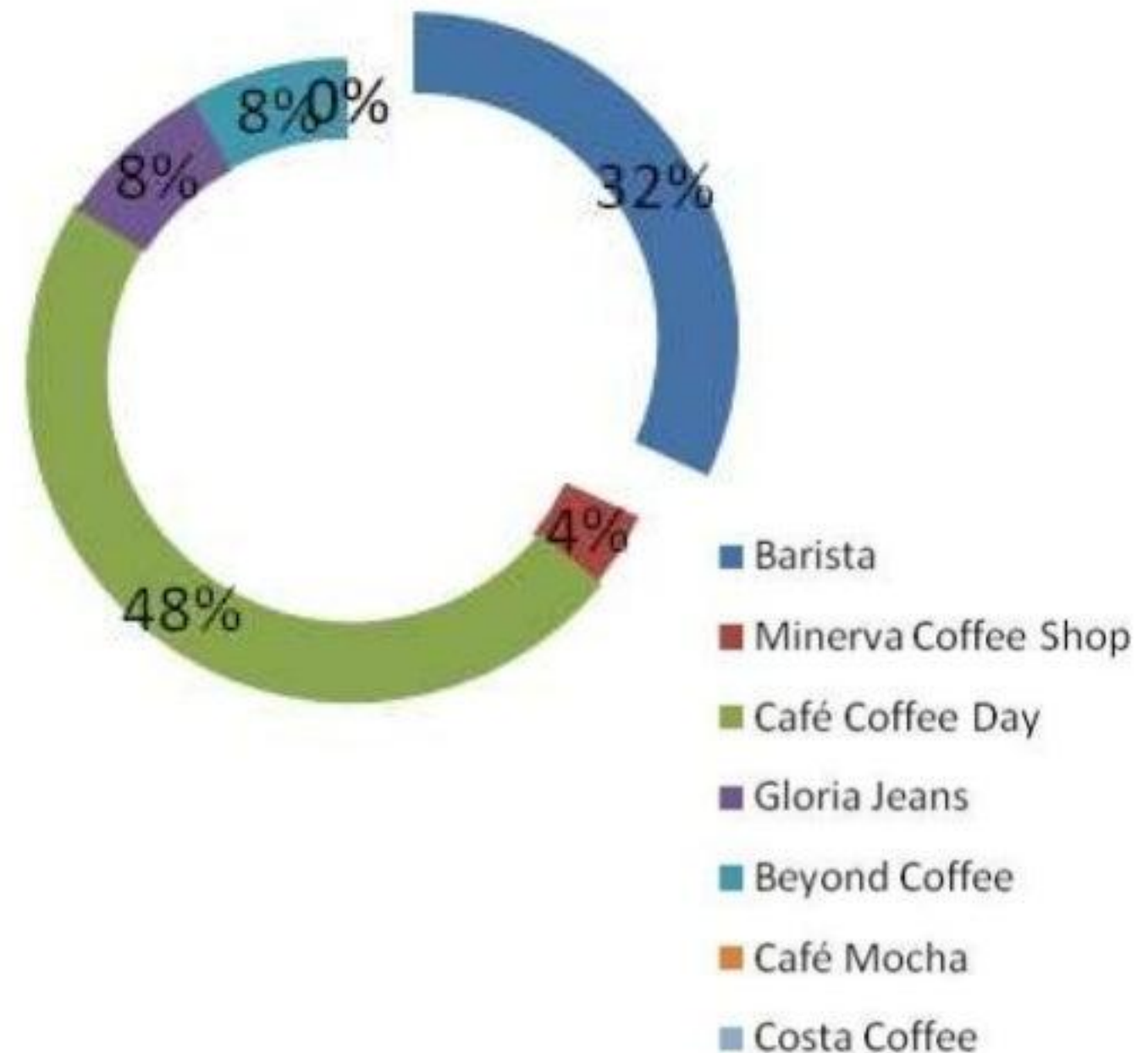
## Indirect Competitors:

- McDonald
- Haldirams

## Global Competitors:

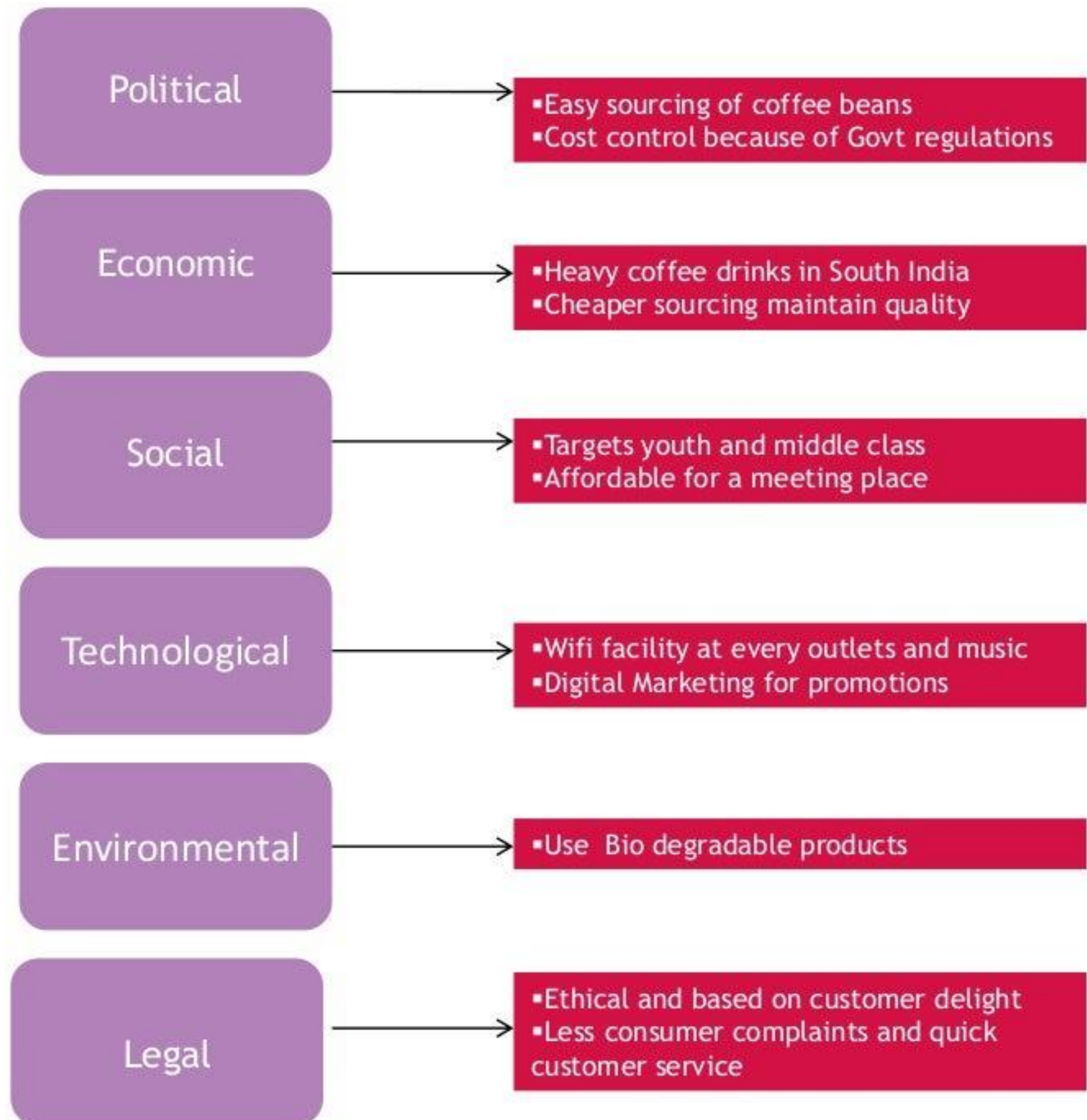
- Star Bucks

## Competitors Analysis





## PESTAL







# 7 P's of SERVICE MARKETING

PRODUCT

PRICE

PLACE

PROMOTION

PHYSICAL  
EVIDENCE

PEOPLE

PROCESS

# SERVICE PRODUCT



## Core Product

- Experience

## Supplementary services

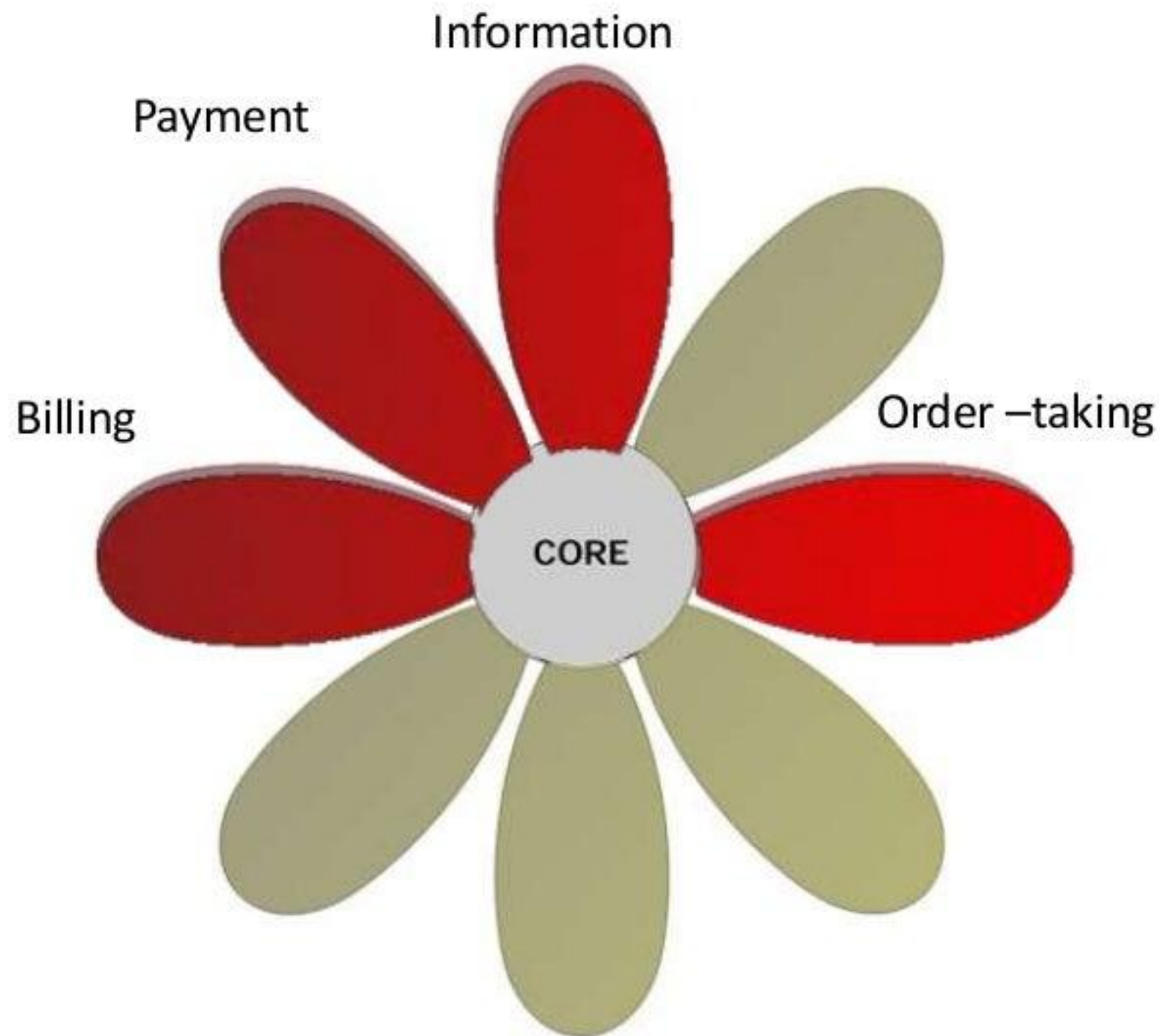
- Wide range
- Merchandising
- Ambience

## Delivery

- Hospitality (Lounge & Square)
- Price of the product



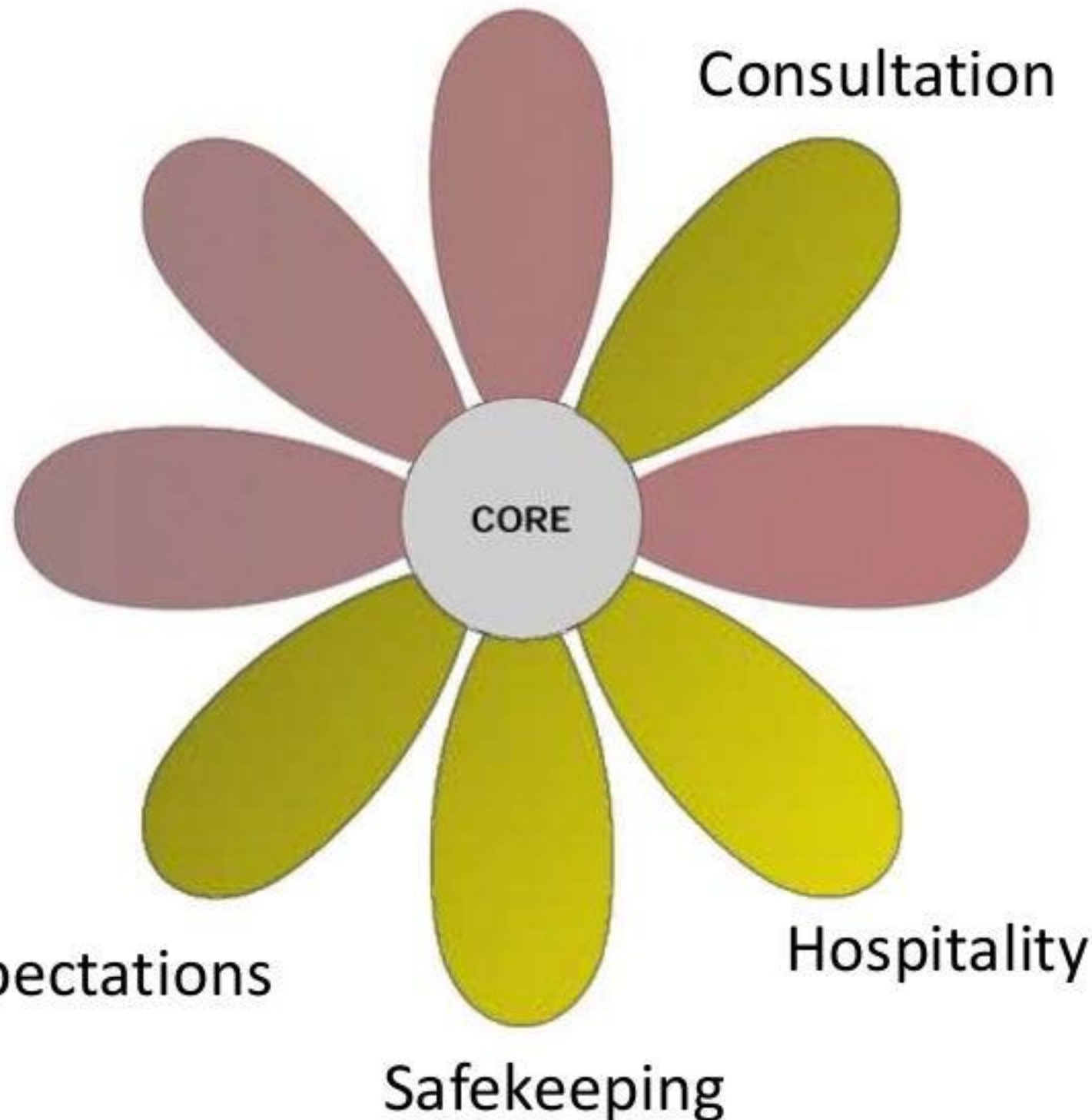
# SERVICE FLOWER



## Facilitating Services

- Information
  - Menu
  - Website
- Payment
  - Credit Card
  - Cash
  - Privilege Card
- Billing - at the counter
- Order Taking
  - Assisted by the attendee

# SERVICE FLOWER



## Enhancing Services

- Consultation
  - Assistance
- Hospitality
  - Food & Beverage
  - Music
  - Wi-Fi
  - Washrooms
- Safekeeping
  - Credit Card Security
  - Parking
- Expectations
  - Happy Hours
  - Privilege Cards





# PRODUCT PORTFOLIO

← Product Mix Width →

Food and Beverage		Non Food Items	B2B
Food	Beverage		

Deserts

Coffee

Coffee Powder

Bulk/ Corporate  
Orders

Snacks

Tea

Coffee Machine

Catering  
Services

Cakes

Chocolate Shakes

Cups & Mugs

Coffee Vending  
Machines

Sundaes

Frappe

Chocolate and  
cookies

Advertising  
Space

Heavy Foods  
(in Lounges)

Fruit Shakes &  
Lemonades

Apparel &  
Accessories

Gift Cards &  
Vouchers

Product  
Line Length



# SERVICE MARKETING MIX OF CAFÉ COFFEE DAY

PRODUCT

PRICE

PLACE

PROMOTION

PHYSICAL  
EVIDE

PEOPLE

PROCESS