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Questions on Product

Q1: What is the core product of Starbucks?

A1: STARBUCKS EXPERIENCE IN OUTLET

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

A2: PREMIUM COFFEE DRINKING EXPERIENCE WITH GREAT AMBIENCE(WIFI,STARBUCK CARD,IN HOUSE MUSIC)

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

A3: -COFFEE , SMOOTHIES, EXPRESSO

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

A4: POSITIONED BASED ON STRONG VALUES AND BELIEVES

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

A5: - THEY COMMIT WITH HIGH QUALITY PRODUCTS TO ENGAGE ON HEALTHY PRODUCTS

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

A6: - TO ENGAGE MORE WITH CUSTOMER STARBUCK MOBILE TRUCK,HANDCRAFT SODAS

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

A7: - DUE TO THE CURRENT LEGAL FRAMEWORK, STARBUCKS WOULD HAVE COME TO INDIA WITHOUT A PARTNER; INSTEAD, IT CHOSE TO ENTER INTO THE VENTURE WITH TATA

Questions on Price

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

A1: -SUPER VENTI FLAT WHITE

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

A2: -TIVENNA HOT TEA

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: 28 CITIES

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

A2: 252 STORES

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

A3: - MORE THAN 8 CITIES THOUGH COFEE IS NOT SOLD MORE THAN WEST

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

A4:- ALLOW BRAND IN LOCALIZATION

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

A5: SEATTLE SEA HAWKS AND SEATTLE SOUNDERS FC ARE SOME PARTNERSHIPS

Questions on Promotion

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

A1: VISUALIZE , CREATE, AUTOMATE IS USED FOR PROMOTION

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

A2: SOCIAL MEDIA CHANNEL

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

A3: -TO PROVIDE PEOPLE ANOTHER PLACE TO SETTLE

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

A4: -ONLINE DIGITAL MARKETING,

Questions on People

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

A1: TIER 3 PLACES ARE TARGET CUSTOMER

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

A2: -AFFORDABLE PRICE PRODUCTS

Q3: What are Starbucks employees called?

A3: -PARTNER

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

A4: -UPGRADE TRAINING TO FRONT LINE EMPLOYEES

Questions on Physical Evidence

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

A1: TO EXPLORE AND UPGRADE THE AMBIENCE BY ASKING CONSUMERS

Q2: What is the Starbucks logo?

A2: TWO TAILORED MERMAIDS

Q3: Has the Starbucks logo evolved over time?

A3: -YES

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

A4: -YES , THAT ENROUTE TO STARBUCK PROFIT

Questions on Process

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

A1: -SIX SIGMA WAS ADOPTED TO IMPROVE PRODUCTIVITY

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

A2: -MAINTENANCE, CAFÉ PRODUCTION