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Questions on Product

Q1: What is the core product of Starbucks?

A1: Starbucks locations serve hot and cold drinks, whole-bean coffee, micro-ground instant coffee, espresso, caffè latte, full and loose-leaf teas, juices, Frappuccino beverages, pastries, and snacks. Some offerings are seasonal or specific to the locality of the store. Depending on the country, most locations offer free Wi-Fi. Starbucks lifestyle and sophisticated trendy community.

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

A2: The tangible products that are offered by Starbucks includes coffee and tea beverages, whole bean and ground coffee, food items, and coffee-related equipment. In terms of the augmented product, Starbucks offers after-sales service in the form of wireless connections and atmosphere in store, as well as providing customers with some education about coffee and coffee making and an interactive website.

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

A3: Starbucks offers below products

1. Coffee
2. Tea
3. Baked goods
4. Frappuccino
5. Smoothies
6. Other foods and beverages
7. Merchandise (mugs, instant coffee, etc.)

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. Free Wi-Fi is available at all Starbucks stores.

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

A5: Starbucks Refreshers™ beverages brand platform is an evolution of the coffee market using a new breakthrough coffee experience using green coffee extract, resulting in thirst-quenching, delicious, low-calorie refreshment with a boost of natural energy from caffeine and fruit juice.

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

A6: The launch of new products such as Starbucks VIA® Ready Brew, Starbucks® Blonde Roast Coffees and customizable Frappuccino are great examples of how they have experimented with coffee

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

A7: All espressos sold in Indian outlets are made from Indian roasted coffee beans supplied by Tata Coffee. Starbucks also sells Himalayan bottled mineral water

Questions on Price

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

A1: -----

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

A2: -----

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: -----

Questions on Place

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

A1: -----

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

A2: -----

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

A3: -----

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: -----

Questions on Promotion

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

A1: -----

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

A2: -----

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

A3: -----

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

A4: -----

Questions on People

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

A1: -----

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: -----

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

A4: -----

Questions on Physical Evidence

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

A1: -----

Q2: What is the Starbucks logo?

A2: -----

Q3: Has the Starbucks logo evolved over time?

A3: -----

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

A4: -----

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: -----