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**Questions on Product**

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

**A1:** -------Coffee beans and Beverages-----

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

**A2:** Actual Product-Coffee beans and Beverages,Frappuccino@coffee and non coffee blended beverages,smoothies.

Augmented Products-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:** The product categories offered by starbucks are coffee,Tea,Bakedgoods,Frappucino,Smoothies,Starbucks Merchandise

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

**A4:** Star Products in India has some Indian style product offerings such as Tandoori Paneer Roll,Chocolate Rossomalai Mousse, Malai Chom Chom Tiramisu,Chicken kathi Roll and in Gujarat more vegetarian options.

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

**A5:** -Teavana,India Spice Majesty Blend of full leaf Assam Black Tea infused with cinnamon,cloves,pepper,star anise and ginger.

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

**A6:** Apart from usual products offered internationally ,Starbucks in India has some Indian style product offering such as Tandoori Paneer Roll,Chocolate Rossomalai mousse,Chicken Kathi Roll etc

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

**A7:** In India Tata Starbucks, In Singapore Starbucks began selling Himalayan bottled mineral water at its outlets in Singapore and also began retailing its products on board all flights of Vistara,a joint venture between the Tata Group and Singapore Airlines.

**Questions on Price**

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

**A1:** The most expensive coffee that starbucks CP sells is Espresso Caramel Praline Latte,short cup is 285 INR and Venti Cup is 365 INR.

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

**A2:** The least expensive coffee that Starbucks CP sells is Espresso Macchiato,solo cup is 165 INR and Dopplo is 180INR.

**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:** ------Penetration 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:** 28 cities

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

**A2:** On January 2022,Starbucks operates 252outlets in 28 cities of India.

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

**A3:** Delhi and Delhi NCR(Noida and Gurgaon)have a total of 25 outlets. Bangalore has 16, Chennai 5,Hyderabad has 7 and 3 outlets in Kolktta. Major tend in metropolitan cities.

Starbucks stores across the world have this whole feeling of having values from the neighbourhood and fit into local culture beautifully.It keeps its basic global business model. For instance ,their flagship store in Hyderabad is designed with elements of Hyderabadi pearls. The flagship store in Pune has copper elements because the city has a history with copper. No two starbucks stores looks similar and the flagship ones are where a lot of local insipartion can be seen.

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

**A4:** Store design,or brand localization,is just one of the creative ways. Starbucks connects with its customers,integrating local aesthetics into each of its stores. The company ‘s design studios are strategically located so that designers can better understand their communites. In Times Square, you may discover a theatrical feel inside each store,in the South,designers might pull inspiration from a weathered barn or blues music and at a store near the beach,colors borrowed from lapping ocean may be the latest inspiration.

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

**A5:** In India they have partnership with TATA group. In China, they have partnership with Sequoia Capital. In Singapore they have tie up with Singapore airlines.

**Questions on Promotion**

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

**A1:** Primary means of promotion are interpersonal relations and communications.

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

**A2:** Starbucks go by executing 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. The companies also advertises its products through television,print media and internet.

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

**A3:** Third place means creating experience away from office and home.Here customer can connect and be the best version of ourselves.Customer can stay for the warmth and return for the human connection.

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

**A4** . “Fourth Place “ in the context of the marketing strategy of starbucks means “Digital for us” after home,work and our coffee house.Starbucks build online communities through story telling and two way conversations through facebook,Twitter,emailers,SMS and microsites in specific campaigns with interactive content.

**Questions on People**

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

**A1:** The target audience of Starbucks is middle to upper class men and women. It’s the percentage of the general public who can afford their higher priced cups of coffee on a regular or daily basis.

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

**A2:** The target age of Starbucks market is 22 to 60,with the teen audience growing steadily. Even the 50 and 60 year olds rely on their smartphones to make their lives easier. Starbucks obliged in 2015 with its app for mobile orders and payments ,and it was a huge success.

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

**A3:** Partners

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

**A4:** Starbucks philosophy is that “ Treat employees like partners,and they act like partners has helped them develop a very learner centric training programs .Starbucks realizesthat their partners are the extension of their brand and value. The company believes that their product is not just coffee,but the coffee shop experience and culture.

**Questions on Physical Evidence**

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

**A1:** -Every Starbucks Store layout is different .Its designed according to local inspiration. For example,Hyderabad is designed with elements of Hyderabadi Pearls.The flagship store in Pune has copper elements because the city has a history with copper.

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

**A2:** The mythological creature that resembles a mermaid in the center of the Starbucks Logo is actually a Siren.

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

**A3:** Yes, Starbucks logo evolved over time.

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

**A4:** Yes,because these stores give offers and points to collect free beverages if redeemed. This all is done on their app. Advertisement and Payment is also done through app.

**Questions on Process**

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

**A1:** Starbucks adopted a improvement philosophy to improve its productivity are

* + - 1. They created ‘Third Place’
      2. Star bucks created Fourth Place
      3. Mobile app transaction

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

**A2:**