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**Questions on Product**

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

**A1:** The core product of starbucks is Starbucks lifestyle, Sophisticated, trendy, community

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

**A2:** Actual products: Brand: Starbucks, Logo: Green twin mermaid with white layout,Premium coffees. Teas etc, elegant yet comfortable store layout, collectibles : mugs, thermos, coffee making equipments

Augmented products; wifi, prepaid starbucks card, instore music download, Duetto Visa

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

* **A3:** Coffee,Tea,Baked Goods,Frappuccino,Smoothies,Starbucks Merchandise (Mugs, Instant coffee etc) Other food items and beverages.

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

**A4:** Starbucks have introduced Tata’s branded tea called Teavana and Himalayan water beverages to add to the products.

Also, 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.[[](https://en.wikipedia.org/wiki/Tata_Starbucks#cite_note-menu-38)

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

**A5:** In 2015, Starbucks added the sugar-free natural sweetener, Truvia, to its condiment bars; increased the range of flavours of sugar-free syrups to three and introduced coconut milk as a second non-dairy alternative in addition to soy milk. Refresha and Yogurt Frappuccino range; reducing salt and offering fruit as well as displaying nutritional information on menu boards and online

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

* **A6:** Teavana® Oprah Chai Tea, Teavana Shaken Iced Tea, Fizzio Handcrafted Sodas, Digital Tipping, Shake to Pay, Mobile Order and Pay, Starbucks Mobile Truck, Evolution Fresh Smoothies.

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

**A7:** 1. Tata Global Beverages, , which has a joint venture with the Seattle-based coffee giant starbucks and TATA group, 50-50 partnership between the two firms.

1. [partnership between Starbucks](https://money.cnn.com/2018/05/07/news/companies/nestle-starbucks-deal-coffee-alliance/index.html) and [Nestlé](https://www.cnn.com/2019/07/16/business/nestle-chocolate-no-added-sugar/index.html). Together, the two companies have launched new Starbucks products, like coffee beans and [Nespresso pods](https://www.cnn.com/business/live-news/stock-market-news-today-021319/h_728aea3aa10c0093deedc5cd8fba2b35)

**Questions on Price**

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

**A1:** The most expensive Starbucks coffee served was a Super Venti Flat White **$148.99**

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

# **A2:** Starbucks Brewtober is on, Rs 100 coffee is back on October 6

**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:** Starbucks follow Premium pricing strategy and Skimming pricing strategy. strategies to increase their profits. Starbucks targets consumers with lower price elasticity for demand. Like on the case regarding China and Russia, Starbucks is considered as luxury goods, associated with Western influence and a chic lifestyle. By creating a more loyal consumer base, Starbucks “captures consumer surplus from consumers with a willingness to pay a higher price.” The loss in sales due to the increase in price is usually a lot less than the increase in profit margin from higher rates. Also, Starbucks increases the price of a tall latte, for example, to motivate people to upgrade. This also helps increase their profit margin

**Questions on Place**

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

**A1:** 24 cities in india have atleast one starbucks store

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

**A2:** total number of Starbucks stores in India **are 219**

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

**A3:** **Mumbai, Delhi NCR, Hyderabad, Chennai, Bengaluru, Pune, Kolkata, Chandigarh, Ahmedabad, Surat, Vadodara and Lucknow have Starbucks store through a network of over 2,000 passionate partners (employees)**

**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 communities.

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

**A5** Starbucks is proud to be a community partner with the Seattle Seahawks. The product is the latest to emerge from a 2018 partnership between **Starbucks and Nestlé**. Starbucks entered the Indian market in October 2012 through **a 50/50 Joint Venture with Tata Global Beverages**.

**Questions on Promotion**

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

**A1:** Use a Multi-Channel Promotional Strategy. 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

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

**A2:** The Starbucks uses word of **mouth marketing** for promoting its products among customers Promotion. Starbucks **uses a large variety of channels to market their product from social media to TV spots and ads**. 

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

**A3** a third place **environment where everyone is welcome** and we can gather, as a community, to share great coffee and deepen human connection. In the third place, the idea is **to make customer service not only satisfactory but excellent**

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

**A4:** The fourth place

By digital, the implication here is not only about reaching out to a "digitally-savvy audience", but **also about creating a place that is "digitally-equipped" with a robust mobile and online delivery system**.

**Questions on People**

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

**A1:** The coffee chain giant targets premium customer segment only i.e. individuals who are willing to pay extra for the quality of products and services

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

**A2:** The demographic segmentation by Starbucks is **between 25 and 40 years of age with high incomes (middle to upper-class men and women)**, the second target group is 18 to 24 year of age and belongs to richer families

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

**A3:** Starbucks Employees Are Called “Partners” Starbucks believes in calling all employees partners **because the term fosters a sense of equality and shared vision**. In the company's words: “we are all partners in shared success.”

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

**A4:** Barista training programs teach students how to grind and brew coffee as well as prepare various coffee-based and other types of drinks. ... The training generally includes **procedures for customer service, cash register operation and inventory**

**Questions on Physical Evidence**

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

**A1:** Starbucks stores are meticulously designed to make customers stay longer, buy more, and return for another visit. Starbucks has been able to incorporate the needs of customers and their own goals to create unique, comfortable, consistent and sustainable stores all over the world.Store layout plays important role in marketing strategy

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

**A2:** The **double-tailed mermaid**

**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:** 7Ps of Starbuck which stand for product, price, place, promotion, process, people, and physical evidence

**Place/distribution channels of Starbucks**

Starbucks offers most of its products through Starbucks cafés. It operates in 80 countries and has over 32,646 stores

**Starbucks has developed a number of apps** (Starbucks App for iPhone, Starbucks App for Android, and Starbucks App for Windows) for busy customers who would like to walk in select stores and go straight to their coffee! It is also partnered with Uber Eats and Just Eat to deliver coffee, snacks, food items, and other beverage in many U.S. cities, the UK, and beyond.

**Starbucks app be considered part of one of the 7P Place/distribution channels .**

**Questions on Process**

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

**A1:** **lean Six Sigma implementation**

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

**A2:** **Some notable productivity measures in the company are as follows:**

* Average order filling duration (Starbucks café productivity)
* Weight of coffee beans processed per time (roasting plant productivity)
* Equipment repair duration (maintenance productivity)

**6 Metrics Highlight Starbucks'**

Revenue growth. Starbucks' revenue for its first quarter of fiscal 2019 rose 9% year over year. ...

* Global comparable-store sales growth. ...
* U.S. comparable-store sales. ...
* Active rewards members. ...
* New store openings. ...
* Comparable-store sales guidance.