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Questions on Product

Q1: What is the core product of Starbucks?

A1: Coffee

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

A2: Actual products of Starbucks were espresso-based drinks

Augmented products were offering gift cards, free internet , power sockets for mobile charging

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

A3:Hand-Crafted Beverages, Pastries & Doughnuts, Fresh Fruit, Espresso Drinks, Filter Coffee etc.

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

A4: Starbucks started 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, Assam black tea, Teavana with Indians roasted Coffee beans to suit Indian customers.

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

A5: Healthy Drinks, Oatmeal, Black-tea

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

A6: Black-tea, Teavana, Iced-Tea, Cold-Coffee

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

A7: TATA group, Swiggy

Questions on Price

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

A1: Grande Latte

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

A2: Drip Coffee

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 .

Starbuck Products prices are higher than the competitive prices and over all expenditure involved . For Example Drip coffee does not involve cost of \$1. It is priced \$2 which is double the total expense.

Questions on Place

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

A1: 24

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

A2: 191 stores

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

A3: Delhi, Bangalore, Pune, Kolkata

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

A4: Weekly songs, App Download from iTunes, Free Wi-fi

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: Social Media

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

A2: Company website, Twitter, Pinterest, G+, Youtube etc.

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

A3: Creating unique and relaxing experience and atmosphere

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

A4: Creating a place that is "**digitally-equipped**" online delivery system

Questions on People

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

A1: Target customers were men and women aged 25 to 40.

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

A2: The target customers will be relatively working and high income, professional , focused in careers.

Q3: What are Starbucks employees called?

A3: Partners of Starbucks.

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

A4: Starbucks trains its employees through regional training centers and remote-training .

Questions on Physical Evidence

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

A1: Decorating with lights , free wifi will lead more customers to get attracted

Q2: What is the Starbucks logo?

A2: The double-tailed mermaid

Q3: Has the Starbucks logo evolved over time?

A3:Yes. The original logo was introduced in 1971.

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

A4: Yes, As per 7 P's framework App, logo or blog are considered as Physical evidence.

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: Key-metrics of Starbuck to measure in-store productivity are

- Café Productivity
- Maintenance Productivity
- Transactions per hour etc.