

Assignment 2

Conversation between Complex Data and Home Universe

Complex Data [CD]: So, it sounds like Home Universe has been using Data Churn for a while now. Is that correct?

Home Universe [HU]: That is correct. We have a few licenses that we bought 3–4 years ago, and our team has been using the tool to analyze data and generate insights.

CD: So, it's been 4-5 years of using, also in those years there are so many new technologies which are easy to use, so compare to other, I think that Home Universe is difficult tool to use.

HU: It is a difficult tool to use, I must admit, but the team has learnt how to make the most of it.

CD: As you told that it's difficult tool to use, so is it affect your team?

HU: It does not affect us much. We have trained a team of five people on how to use Data Churn effectively.

CD: What will happens if one of your member's quits the team. And what will be the situation after that?

HU: Not much. The requests pile up only when one of the five members quits our organisation and we are waiting for a new member to be trained on Data Churn.

CD: Don't you think that your team members don't like to work on data churn ?

HU: Yes, our team members certainly do not like using Data Churn and tend to quit within 12–18 months.

CD: As you previously told that it is difficult tool to use so is it time consuming and Costly?

HU: It takes 4–6 weeks of training for a new team member to use Data Churn competently. So, that is at least 1.5 months of salary incurred as training cost. In addition to that, we also make a separate payment for the new team member to complete certain training projects, certifications and quizzes provided by Data Churn, which costs about a month's salary of a team member. So yes, our training cost is quite high. And so far in this year, we have trained six new members because of employee attrition.

CD: Do Data Churn offer any service for training programs for new member?

HU: Data Churn offers services as well, wherein they provide us one of their trained employees as an additional team member when one of our team members leaves and we are in the process of training a new one. But they charge really high rates for it, which is about three times what we pay our team members. So, we either use that option to handle heavy workloads when we are short-handed, or we pay overtime for the existing trained team members.

CD: Normally we can see that the overtime pay rates are slightly higher in most of the companies? Is it the same case in your company also?

HD: Yes, our overtime pay rate is double the normal salary. But even with overtime pay, the existing team members are not willing to do the extra work, which leads to further attrition.

CD: Got it. But when you employ contractors from Data Churn, who do not know your data as well as your team members, does that not affect the quality of the work?

HU: Absolutely, data knowledge is key to our work. So, when we employ Data Churn contractors, the quality of their analysis and insights is not as good as what our team members would produce because the former do not have in-depth knowledge of our data. Because of this, our existing team members need to review their work, which leads to duplication of effort.

CD: I can understand that it sounds really bad for team and your company. In that case I can help you out, we have a solution for this situation. Will you be more comfortable to hear about our product data analytics tool 'Data Fire' It has the capability to make the process very fast and also it is easy to use. Would you like to know about it.?

HU: Tell me about it! I keep getting escalations every other day from the heads of various departments that my team is not functioning optimally. I wish I could get some peace of mind at times. Data Churn is certainly not helping our case!

CD: So, what if I say that we have a data analytics tool which not only make your process easy and also it can handle's a massive load and also it will provide the insights in less time, So I think that it suits yours all the necessary requirement. Isn't

HU: It definitely does. Our business is becoming more and more data driven, and all the departments are highly reliant on us to provide on-time quality insights. Else, their decisions are delayed or are sub-optimal. Just last week, the Head of Marketing was on my case on the phone, talking about how their marketing campaign was delayed by more than two weeks during the peak season because my team could not share insights on which stores are to be targeted for the campaign.

CD: It sounds like Data Churn is causing employee attrition, high training costs, high overtime costs, high contractor costs, low-quality output, duplication of effort and delays, thus affecting critical business decisions. Is that a fair summary?

HU: Looks like Data Churn is indeed a pain in the neck!

Assignment 3

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Questions on Product

Q1: What is the core product of Starbucks?

A1: Starbucks life style , sophisticated, trendy and community

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

A2: Actual products : premium coffees and teas, sandwiches, desserts, CDs, packaged coffees and teas, coffee-making equipment, collectibles and ice-creams.

Augmented products: Free wireless internet, prepaid Starbucks card, Starbucks Duetto visa and in-store music download

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

A3: Brewed coffees, Frappuccino Blended coffee, Frappuccino juice Blends, Drink extras, Espresso-hot, Frappuccino light Blended coffee, Tazo tea, Vivanco Nourishing blends, Espresso ice, Frappuccino blended creme and Classic favorites.

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

A4: Starbucks adapted its product offering to suit the Indian market by keeping their price competitive in Indian market as compared to its competitors.

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

A5: Starbucks had announced beverage innovation by using g the reen coffee extract with Starbucks refreshers beverages platform.

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

A6: Starbucks started an innovation with regard to an existing product which is they recently introduced its first new beverages, and it was plant-based milk alternatives starred in all three: the Almond milk Honey Flat White, Coconut milk Latte and the Oat milk Honey Latte.

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

A7: Starbucks partnerships has entered, from the point of view of product are KEXP and, Seattle International Film Festival

Questions on Price

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

A1: The most expensive coffee that Starbucks in CP sells is Cortado (chocolate / vanilla/ hazelnut) - Flight(All three) at Rs.490

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

A2: The least expensive coffee that Starbucks in CP sells Caffe' Vienna at Rs.195

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: The pricing strategies followed by Starbucks is It follows Skimming pricing strategy and Premium pricing strategy. "The premium pricing" and "Price skimming" strategies so that they can increase their profits. Starbucks targets the consumers with lower price elasticity for demand. And by this they also helps to increase their profit margin.

Questions on Place

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

A1: Starbucks stores in India as per the data till now 19 Cities are operating 157 outlets.

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

A2: The total number of stores of Starbucks in India are 200 Stores across 13 cities.

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

A3: In India the cities tend to have a Starbucks store are Mumbai, Delhi NCR, Hyderabad, Chennai, Bengaluru, Pune, Kolkata, Chandigarh, Ahmedabad and Surat. Because these cities comes under the main cities of India.

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

A4: The Innovation by Starbucks with regards to its store strategy is that their stores are visually appealing and have a 'cool' factor attached to them. They are also provide the free WIFI to their customers ,also some great music, and great service, and also they have warm atmosphere and provide an environment of community meeting spot, which forms a wider part of the 'Starbucks Experience'

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

A5: There are some partnerships that Starbucks has entered, from the point of view of the place are like Mary's Place, Seattle Seahawks, Seattle Sounders FC, Seattle Theatre Group (STG), United Way of King County, University of Washington, and Wellspring Family Services.

Questions on Promotion

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

A1: The primary means of promotion for Starbucks is that they are mainly focused on Mouth publicity promotion by their Exciting customers.

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

A2: Starbucks go about executing its primary means of promotion by executing on Mouth publicity by making sure that their existing customer can have a great experience and have a wonderful time at Starbucks, and by this can they can get new customers when the existing customers tells about the Experience they had at Starbucks.

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

A3: The 'Third Place' in the context of the marketing strategy of Starbucks means that the lifestyle at home, workplace, and even social places and the third place is more relaxed environments. Environments where everyone can feel more comfortable and came to visit. again and again to socializing.

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

A4: The 'Fourth Place' in the context of the marketing strategy of Starbucks is referring to their mobile application because as we can see that people are spending a lot of time on their mobile phones. So Starbucks thinks that their app for online delivering system and for social media.

Questions on People

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

A1: The primary target customer segment for Starbucks is men and women whose age is in between 25 to 40 and also who are working, so these people can contemporary and willing to shell out a few extra dollars for a specialty drink

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

A2: The main connection between the targeted customer segment for Starbucks and its choice of price and place is we can say that they are targeting the young people who have are high earning people and also people of rich families. So, that they can use their premium pricing strategy to get the better revenue. And also they want their location to be near in that area and also in shopping malls. Where those people visit on regular basis.

Q3: What are Starbucks employees called?

A3: The Starbucks Employees are called as “Starbucks employees Partners”

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

A4: The Innovation by Starbucks with regards to its employee training is to upgrade its current training process for the frontline employees so that they could make Starbucks training not only more consistent across all of its store locations but also they can make it more efficient and cost-effective by supporting instructor-led training and social learning via videos.

Questions on Physical Evidence

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

A1: The Starbucks store layout contribute to its marketing strategy by providing Comfortable chairs, Story design and Cozy corner

Q2: What is the Starbucks logo?

A2: The Starbucks Logo defines as The siren was born from a 16th-century Norse Woodcut of, you guessed it: a two-tailed mermaid. Terry Heckler was the first designer and original sketch artist to make a contribution for the Starbucks logo following the 1987 buyout of the new Starbucks Coffee

Q3: Has the Starbucks logo evolved over time?

A3: The Starbucks Logo evolved over time as follows :- First logo 1971 - they start by selling coffee beans in Seattle's pike place market then the Second logo 1987 - they added hand crafted espresso beverage to the menu then the Third logo 1992 - they become a publicly trended company then at last the Forth logo 2011 -they make 40 years and begin the next chapter in our history.

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

A4: Definitely Starbucks app can be considered part of physical evidence in the 7 Ps framework

The first 7 Ps is People - Employees including barista , training to inculcate Starbucks culture, customers. Then the 2nd Ps is Processing - Standardized yet allow room for customization by customer and the remaining Ps are Product, price, place, Promotion – High quality beverage, Higher price, clusters store, promotion through direct employee customer contact, sponsor parties.

Questions on Process

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

A1: The process improvement philosophy is the lean Six Sigma implementation ensures

Starbucks's success. And the process is as follows:- First Defining the problem and end objective Then Measure current data like levels of performance Then Analyzing current data Then Find Solution Then Responding to customer feedback And lastly Continually working for improvement

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

A2: : The Key metrics that Starbucks uses to measure in-store Productivity is :-

Starting from Revenue growth followed by Global comparable-store sales growth, U.S. comparable-store sales, Active rewards members, New store openings and Comparable-store sales guidance.

Assignment 4

5Ws + How analysis for the 6 entities in WalStore Operations

	Supplier	Warehouse Transporter	Warehouse	Warehouse-to-store transporter	Store	Customer
What?	<p>What type of goods are selling by supermarket?</p> <p>What are the types of contracts they have?</p>	What type of transportation modes they have?	What is the roll of warehouse?	What type of goods they transports to the superstores?	<p>What is the size of the buffer supply area?</p> <p>What kind of goods they receives from the transporters ?</p>	<p>What type of examine done by customers?</p> <p>What type of goods quality want by customers?</p>
How?	How are the supplier producing their goods in supermarket?	How they are transporting their goods?	How warehouse is helpful for Supermarket?	How are the schedules arrived at?	<p>how do you distinguish that what type of goods you have to keep on shelves?.</p> <p>How do you maintain</p>	How is the store layout optimized?

					the goods in the buffer supply area?	
Who?	Who take a different goods from the supplier?	Who are the transporters ?		Who transport goods from warehouse to the superstores?		Who are the main source of supermarket for revenue?
When?		When they plans to transport their goods?	When do the warehouses receive goods from the transporters?	When they transport goods?	When do supermarket Replenish their goods?	When do they visit the store?
Where?	Where are the suppliers located?		From where suppliers are distributing their goods ?		Where do stores get their goods?	

Which?		Which prominent routes are used by the transporters for navigating between the suppliers and the warehouses ?	Which type of factors are affecting to the warehouse e?	Which type of transportation they use to move goods from warehouse to superstores?		
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