**Questions on Product**

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

**A1:** Core products are coffee beans and beverages.

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

**A2:** Starbucks offers after sales service in the form and atmosphere in store, provides education about coffee and coffee making with an interactive website.

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

**A3:** Coffee, Tea, Baked Goods, Frappuccino, Smoothies, Starbucks Merchandise, beverages and other food items.

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

**A4:** Starbucks offers products that fits the needs of the locals without compromising their signature brand. Its localization strategy is a mix of local products with innovative store designs.

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

**A5:** Based on climate changes in a particular location, it introduced healthier items like spring range, oat meal etc.

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

**A6:** Green Coffee Extract from a real fruit juice and a boost of natural energy from a new source is an innovation.

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

**A7:** Seattle Seahawks and Seattle Sounders FC are some partnerships.

**Questions on Price**

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

**A1:** Super Venti Flat White is the most expensive coffee.

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

**A2:** Teavana Hot Tea or Short Hot Brewed Coffee is the least expensive 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:** Skimming pricing strategy is followed by Starbucks to maximize the profits, they use research and customer analysis to formulate targeted price increases that capture the greatest amount consumers are willing to pay without driving them off.

**Questions on Place**

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

**A1:** 26 cities.

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

**A2:** 252 stores in India.

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

**A3:** Mumbai, Delhi NCR, Hyderabad, Bengaluru, Chennai, Pune, Kolkata, Chandigarh, Ahmedabad, Surat, Vadodara and Lucknow. These cities are at signalized corners with multiple access points and have easy entry and exit points.

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

**A4:** Brand localization of stores is an innovation.

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

**A5:** Seattle Seahawks and Seattle Sounders FC are some partnerships.

**Questions on Promotion**

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

**A1:** Starbucks uses Multi Channel Promotional Strategy for promotion.

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

**A2:** Starbucks makes use of Starbucks website, Social media channels and in-store displays.

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

**A3:** Third place means giving people another place to settle in apart from home and work.

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

**A4:** Fourth place means digital (creating a place that is digitally equipped with a robust mobile and online delivery system) apart from home, office and store.

**Questions on People**

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

**A1:** Urban and affluent people who can afford higher prices of coffee on regular basis are the primary target.

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

**A2:** Starbucks can provide localized beverages based on target customers and price they can afford.

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

**A3:** Partners.

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

**A4:** By upgrading the current training process for front line employees.

**Questions on Physical Evidence**

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

**A1:** It betters customer experience as they conduct poll to its customer about store design, what they liked and what they would change.

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

**A2:** Starbucks logo has always been two tailed mermaids.

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

**A3:** Yes, logo has been evolved.

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

**A4:** Yes, Starbucks app can be considered as the physical evidence because it has the details of stores that selling the product.

**Questions on Process**

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

**A1:** Starbucks adopted Lean Six Sigma philosophy to improve its productivity.

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

**A2:** Some key metrics are Starbucks café productivity, Roasting plant productivity, Maintenance productivity**.**