



STARBUCKS

COFFEE

Coffee & Eatery

MKTG2005



STARBUCKS COFFEE

WHAT IS STARBUCKS ?

- COFFEE AND MORE
- FOUNDED IN 1971 IN SEATTLE BY JERRY BALDWIN, ZEV SIEGL AND GORDON BOWKER
- PRESENT IN OVER 80 COUNTRIES OVER THE WORLD





DEMOGRAPHIC SEGMENTATION

GENDER

- WOMEN
- MEN

JOBS

- ENTREPRENEURS
- STUDENTS

EDUCATION

- STUDENTS -> UNIVERSITY LEVEL & HIGH SCHOOLERS

AGES

- 18-60 (INCLUDING MARRIED/UNMARRIED)

INCOME

- HIGH/MEDIUM LEVEL (AROUND \$90,000)

- Age: 12% is 12-24. 65 and up: 0.169
- Women: 0.516%. Men: 0.484%.
- Attended College: 19.3% Graduated College Plus: 27.52%



GEOGRAPHIC SEGMENTATION

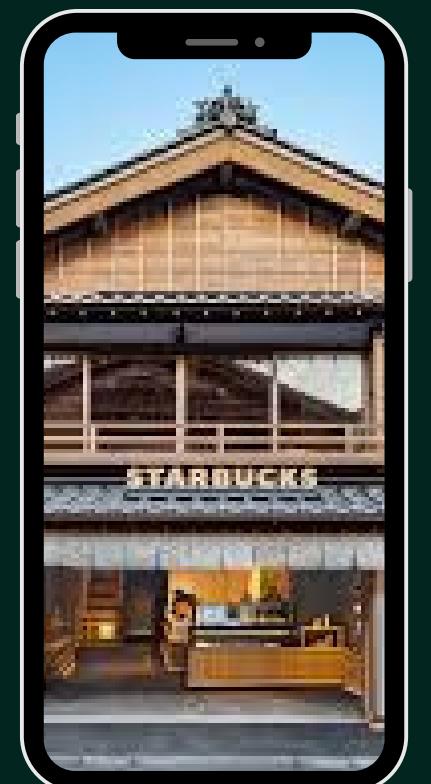
URBAN vs RURAL

Starbucks usually targets urban areas which have higher footfall and more disposable income

LOCAL CULTURE

Its localization strategy is a mix of local products with innovative store designs, so they are able to fully adapt to the culture of the location

STARBUCKS



JAPAN

MANGO
PASSIONFRUIT



FRAPPUCCINO

HOT PUMPKIN
SPICE



LATTE

CLIMATE

It promotes hot beverages in Colder Climates or cold weather and Cool, Refreshing beverages in hotter Climates or hot weather



GEOGRAPHIC SEGMENTATION

ECONOMIC CONDITIONS

The pricing of the products depends on the country's economic condition so that they can keep footfall while making profits.

REGIONAL PREFERENCES

The company changes its menu based on the local tastes and preferences.

INDIA



TANDOORI SOYA
CHAAP WRAP

HONG KONG



CHOCOLATE EGG
TART

JAPAN



SAKURA JASMINE
SOY LATTE



PSYCHOGRAPHIC SEGMENTATION

VALUES

- ECO-CONSCIOUS > SUSTAINABILITY INITIATIVES
- LOCAL PRODUCT > PROMOTE SEASONAL PRODUCT
- HEALTH CONSCIOUS > NUTRITIONAL INFO

PERSONALITY

- EXTRAVERTS > FRIENDLY ATMOSPHERE
- INTROVERTS > QUIET CORNER AND SOFT LIGHT
- NOVELTY SEEKERS > NEW DRINKS AND PROMOTIONS

MOTIVATIONS

- EXPERIENCE SEEKERS > NEW PRODUCT HOST EVENT
- BRAND LOYALIST > LOYALTY PROGRAM
- QUALITY SEEKERS > RIGOROUS QUALITY STANDARDS





BEHAVIORAL SEGMENTATION

RETAIL STORE TYPES: DIFFERENT RETAIL STORE TYPES TO CATER CUSTOMERS' NEEDS

STANDARD STORE



- Frequent customers
- Provide standard service and products
- Typical store

PICK-UP ONLY STORE



- For pick-up customers
- Provide pick-up only option
- efficiency and fast

PREMIUM STORE

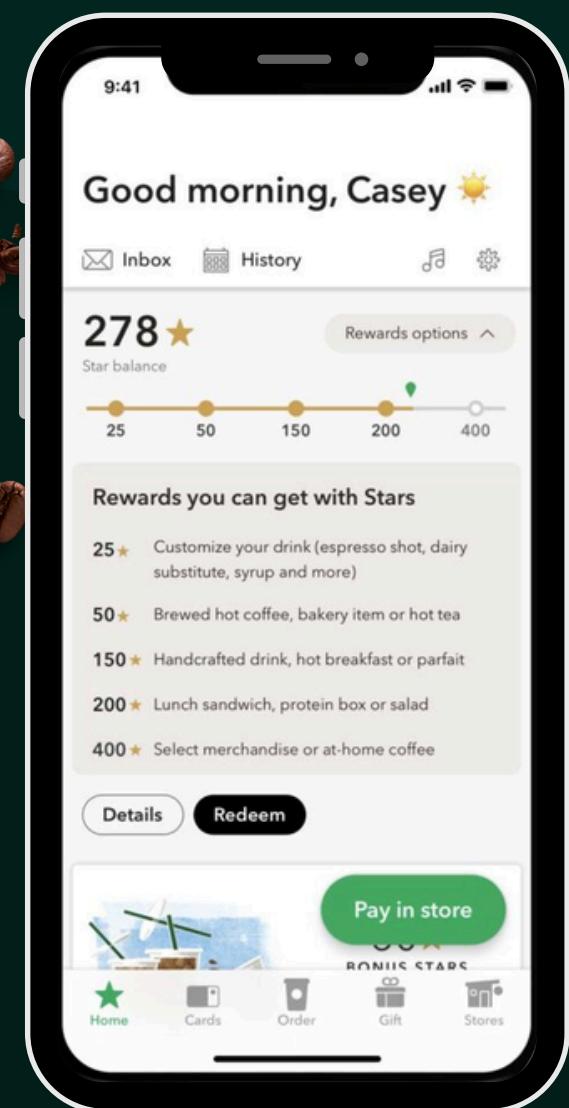


- For customers prefer premium experience and products
- Provide premium products
- exclusive tastings



BEHAVIORAL SEGMENTATION

DIRECT MARKETING: APPLICATION FOR COLLECTING CUSTOMER DATA



EARN REWARD PROGRAM

- Order on the phone
- Collect customers purchased history
- Provide personalized promotions (reward, gift, coupon)

MOBILE APPLICATION



EMAIL NOTIFICATION

SEND EMAIL TO TARGET CUSTOMERS

- Customer who frequently purchases the same category of products
- Receive related promotions email



OUR STARBUCKS PROJECT



WONG Pak Yee, TAHANI Nisrine, KHAN Sheza Ijaz, GODEFROY Alexandre Daniel, GARG Shriya



VIRTUAL REALITY X CATERING

CUSTOMER EXPERIENCE

- Virtuals menu > Customers can view dishes in 3D before ordering
- Immersive Atmosphere > Creation of virtual environments

EVENTS AND PROMOTIONS

- Immersive Tastings > Tasting events
- Collaboration with Celebrity Chefs

STAFF TRAINING

- Service Simulations > Service scenarios with difficult customers or busy periods





VIRTUAL REALITY X CATERING EXAMPLES

BAPTISTE & BOOTLE INAMO
KABAQ SODEXO TREE BY NAKED
HONEYGROW SUBLIMOTION



FLAVOR LABS

"STEP INTO FLAVOR, SIP INTO REALITY"

IMMERSIVE COFFEE JOURNEY

- Grow your own coffee
- Harvest the coffee cherry
- Make them into coffee beans
- Select premium coffee
- Experience the coffee

THE BREWMASTER'S QUEST

- Be a part of Starbucks' Legacy
- Become the next crowd favourite

PERSONALIZED BREWS

- Your Taste, Your Brew
- Select flavor profile
- Experiment like never before

THIS ISN'T JUST COFFEE

IT'S AN
EXPERIENCE





NEW TARGET SEGMENTS FOR STARBUCKS' VR EXPERIENCE

1. TECH-SAVVY MILLENNIALS & GEN Z (18-35 YEARS OLD)

- Early adopters of VR and digital experiences.
- Engaged in gaming, metaverse platforms, and online social spaces.
- Expect brands to offer immersive and interactive experiences.

2. REMOTE WORKERS & DIGITAL NOMADS

- Seeking new ways to work, socialize, and relax remotely.
- Interested in virtual coworking spaces and networking events.
- Prefer experiences that combine convenience with community

3. ECO-CONSCIOUS & EXPERIENCE-DRIVEN CONSUMERS

- Prefer digital alternatives to travel and in-person events.
- Enjoy unique, engaging brand experiences over traditional loyalty programs.
- Attracted to sustainability-focused innovations in retail.





HOW STARBUCKS CAN ENGAGE THESE SEGMENTS



1. IMMERSIVE VR CAFÉ & SOCIAL HUB

- Create Starbucks-branded virtual spaces in platforms like Meta Horizon, VRChat, and Roblox.
- Offer virtual meetups, study groups, and live events with influencers

2. EXCLUSIVE VR-ONLY REWARDS & PERSONALIZATION

- Gamified experiences: Virtual coffee-making challenges, interactive barista training.
- VR-exclusive Starbucks NFTs & digital collectibles, redeemable for real-world rewards.
- Personalized avatars with Starbucks-themed accessories.

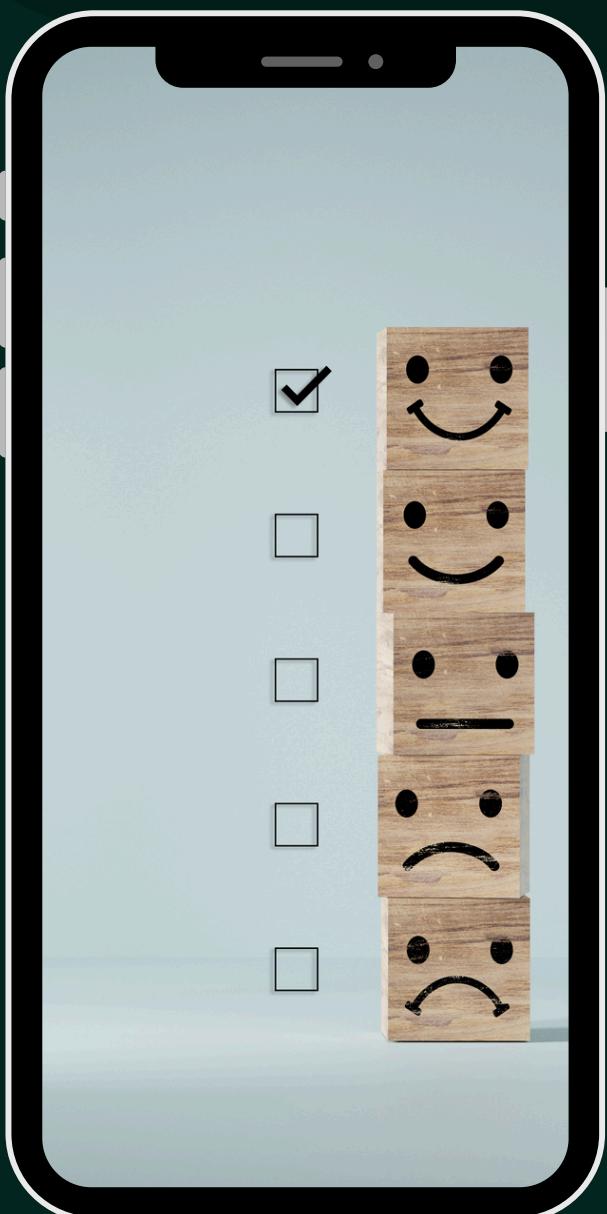
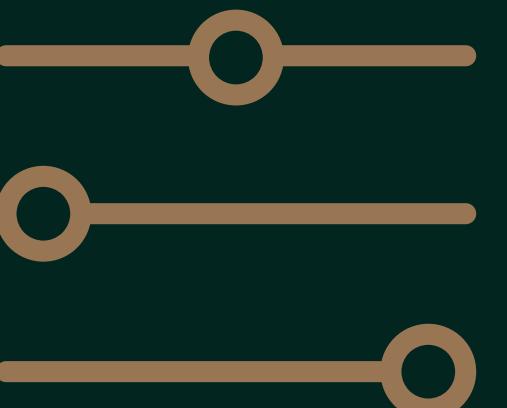
3. VIRTUAL COFFEE TASTINGS & INTERACTIVE EXPERIENCES

- Host guided coffee tastings with Starbucks baristas in VR.
- Introduce limited-edition virtual drinks that can be redeemed in physical stores.
- Offer meditation and relaxation sessions in VR Starbucks lounges.



ADVANTAGES

- ALLOWS PEOPLE TO CUSTOMIZE THEIR ORDERS -> NOT HAVING TO FOLLOW THE LIMITATIONS OF A MENU
- OPTIONS IN THE MENU MIGHT NOT BE MEETING YOUR EXACT NEEDS/DESIRSES
- KNOW THE EXPERIENCE OF HAVING TO CREATE THE COFFEE WITHOUT HAVING THE PRESSURE OF ACTUALLY MAKING IT
- HAVE MORE CONTROL OVER THE ORDER





ADVANTAGES

- IF YOU CHANGE YOUR MIND ABOUT YOUR ORDER HALF WAY THROUGH (A LOT OF FREEDOM)
- MORE TIME TO THINK ABOUT THE ORDER
- BRINGS IN PEOPLE WHO LOVE VR (OR TECH IN GENERAL)
- MORE CUSTOMERS
- IN GENERAL -> CUSTOMERS WOULD BE MORE SATISFIED

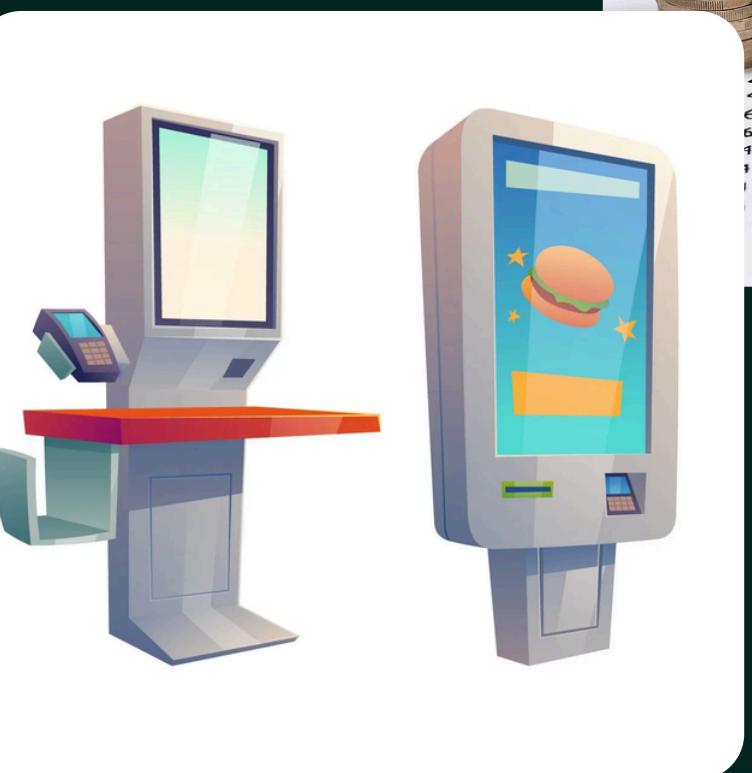




POTENTIAL CHALLENGE 1

HIGH INITIAL INVESTMENT COSTS

- 1. Expensive Internet of Things (IoT):**
 - Kiosk
 - Virtual Reality (VR)
- 2. Application update to fetch the new features**
- 3. Establish new retail store type**
 - Flavor Labs (well-trained staff, lab equipment, design)



POTENTIAL CHALLENGE 1 CONT'D

HIGH OPERATION COSTS

- Hiring professional IT employee
- Maintenance of software & hardware
(repair and regular checking of IoT)



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POTENTIAL CHALLENGE 2

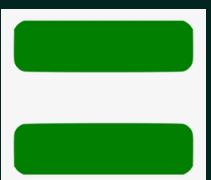
ADOPTION

Uncertainty about customer adoption:

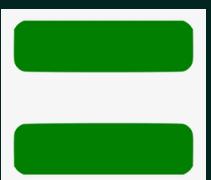
a new market segment



New features (VR, labs experiences)



Unsure it could fulfill the customers' preferences



Difficult to retain loyalty customers





THANKS

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