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**Questions on Product**

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

**A1:** -Starbucks serves hot and cold drinks, whole-bean coffee, micro-ground [instant coffee](https://en.wikipedia.org/wiki/Instant_coffee), [espresso](https://en.wikipedia.org/wiki/Espresso), [caffe latte](https://en.wikipedia.org/wiki/Caffe_latte), full and loose-leaf [teas](https://en.wikipedia.org/wiki/Tea), juices, [Frappuccino](https://en.wikipedia.org/wiki/Frappuccino) beverages, [pastries](https://en.wikipedia.org/wiki/Pastries), and snacks.-----------

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

**A2:** the products are lower calorie and sugar free skim milk, raw sugar , agave syrup , Soy milk ,high fructose corn syrup , coconut milk ,almond milk , oat milk ,ethos water , green coffee , Energy drinks, Seasonal coffee ,Barrel-aged coffee ,Electricity and Wi-Fi----------

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

**A3:** the products are Low calorie and sugar free products,Non-dairy milk offering, Ethos Water, Instant coffee and coffee capsules, coffee makers and single-use capsules ,alcoholic drinks, Fruit juices ,fruit beverages, and sodas , Energy drinks, Seasonal coffee ,Barrel-aged coffee ,Electricity and Wi-Fi-------------

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

**A4:** 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-----------

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

**A5:** By offering lower-calorie and sugar-free versions of the company's offered drinks that use skim milk, and can be sweetened by a choice of natural sweeteners (such as raw sugar, agave syrup, or honey), artificial sweeteners (such as Sweet'N Low, Splenda, Equal), or one of the company's sugar-free syrup flavors,by providing the ethos water also by selling salads and baked goods without high fructose corn syrup or artificial ingredients,By serving Coconut milk,Oats milk and almond milk will big parts of removing carbon emission,Also fruit,Juice etc------------

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

**A6:**  By making Starbucks the first to bring green coffee extract innovation to customers on a global scale. Starbucks Refreshers™ beverages are a breakthrough innovation that deliver thirst-quenching refreshment from real fruit juice and a boost of natural energy from a new source, green coffee extract.---------------

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

**A7:** Aeroplane ,Apple Inc , MSNBC ,Kraft Foods ,Arizona State University ,PepsiCo ,Spotify ,Disney, Uber eats ,Lyra Health Inc etc--------------

**Questions on Price**

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

**A1:** The Caramel praline latte is Starbucks' most expensive ever coffee, cost is up to 365 of of venti

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

**A2:** least expensive coffee is Brewed coffee that is 185 short------------

**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. this pricing strategy takes advantage of the behavioral tendency of people to purchase more expensive products on the basis of the perceived correlation between high price and high value-----------------------------------------------

**Questions on Place**

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

**A1:** Nagpur,Siliguri,Zirakpur,Ludhiana,Jalandhar,Statue of Unity etc-----------

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

**A2:** 252 Numbers of stores in India-----------

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

**A3:** - Cities with high income. well known places like Metro Cities and others--------------------

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

Starbucks places its ordering counter toward the middle or back of the store to ensure that customers walk past the store's seating area

Starbucks uses lighting to guide customers through the store.

Starbucks has a thin strip of counter between the customers and its coffee machines, which makes the ordering process feel more inviting.

Starbucks places advertising between the ordering counter and the counter where you pick up your coffee and pastries

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

**A5:** Aeroplane ,Apple Inc , MSNBC ,Kraft Foods ,Arizona State University ,PepsiCo ,Spotify ,Disney, Uber eats ,Lyra Health Inc etc ---------------

**Questions on Promotion**

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

**A1:** Experience is one of the key defining pillars of Starbucks.it provides good experience to customers. That is their primary means of promotion. word of mouth ------------

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

**A2:** The star bucks follow this. they provide good experience to customers. Intern those customers inspire others to come to Starbucks for that experience.

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

**A3:** -third place experience which is away from your home or office. Here you can connect  and be the best version of yourselves. And going forward there will be space for all kinds of players and experiences but only the best will be able to survive------------------------------

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

**A4:** Digital is the '4th Place' after home, work and coffee house for Starbucks. -----------------------------

**Questions on People**

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

**A1:** The people of 25 and 40 years of age with highincomes

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

**A2:** they target high income people because they follow premium pricing strategy.

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

**A3:** Partners

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

**A4:** to give them knowledge about their history. And how to their customers. And proper utilization of time

**Questions on Physical Evidence**

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

**A1:** The layout design of Starbucks cafés maximizes workflow efficiency. It also supports a warm and friendly ambiance to match the company’s organizational culture. This layout strategy does not maximize space utilization for tables and seats because Starbucks’ focus is on premium customer experience, which involves higher prices for more leg space in the cafés. In this decision area of operations management, Starbucks prioritizes customer experience over space utilization

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

**A2:** Starbucks logo is known as Siren

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

**A3:** Yes

**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 physical evidence because from this app Starbuck sell their products and provide good experience to their customers.

**Questions on Process**

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

**A1:** Lean Production

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

**A2:** transactions per labor hour, Average order filling duration, Equipment repair duration