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## **Questions on Product**

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

**A1:** Hot and Cold Coffee is the core product of Starbucks.

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

**A2:** The basic strategy was to sell the company's own premium roasted coffee along with freshly brewed espresso-style coffee beverages and their augmented product they provide after-sales service in the form of wireless connections and atmosphere in store as well as providing customers with some education about coffee.

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

**A3:** There are various products offerings to the customers like "Non-dairy milk offerings, Ethos water, Coffee makers and coffee capsules"

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

**A4:** Starbucks corporation and TATA coffee announced plans to begin opening Starbucks location in India. In 2012 Starbucks announced a 50:50 joint venture with TATA beverages.

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

**A5:** Yet another addition to their healthy options is the Savoury Quinoa Oatmeal which is served along with bell peppers and roasted walnuts. The power packed meal of oats and quinoa can make for a healthy meal.

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

**A6:** Coffee makers and Coffee Capsules.

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

**A7:** There are partnerships with TATA on 50:50 partnership regarding their product.

## Questions on Price

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

**A1:** Approx. 700rs of one.

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

**A2:** 215 rs

**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 follows the Premium pricing Strategy

Because In the marketing mix context, 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. The company's coffee products are more expensive than most competing products, such as McDonald's Premium Roast. Through this pricing strategy, Starbucks maintains its high-end specialty image. Still, the company strives to develop and actually provide high quality products and satisfactory customer experience in its coffeehouses. This part of the marketing mix directly relates to Starbucks Corporation's generic competitive strategy, in helping the business maintain its premium brand image.



## Questions on Place

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

**A1:** There are at least 6 cities in India have Starbucks Store.

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

**A2:** Currently there are Total 171 stores in india.

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

**A3:** -----

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

**A4:** Store design, or brand localization, is just one of the creative ways Starbucks connects with its customers, integrating local aesthetics into each of its stores.

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

**A5:** After Starbucks detailed the roadmap for its entry into the Indian market on Monday, among the first to see an impact was Tata Global Beverages. Shares of the company, which has a joint venture with the Seattle-based coffee giant, jumped more than 10% on the Bombay Stock Exchange the next day. The increase reflected investor confidence in the prospects of Tata Starbucks, the 50-50 partnership between the two firms.



## **Questions on Promotion**

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

**A1:** Starbucks uses a large variety of channels to market their product from social media to TV spots and ads. It's their mix of marketing media that makes their brand recognizable, and it's the consistent message that comes across every time that makes them stand out.

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

**A2:** The Starbucks has adopted a brand differentiation strategy through product uniqueness and product differentiation in order to promote its products.

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

**A3:** Considering Oldenburg's theory and Starbucks' successful business model, more and more, consumer/customer experience strategists consider the idea of the third place, which includes the user experience, generally thought of in technological terms – for systems, applications, websites.

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

**A4:** It means the Digital world.





## Questions on People

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

**A1:** Starbucks,, main target market is **men and women between the ages of 25-44.**

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

**A2:** -----

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

**A3:** Starbucks employees partner.

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

**A4:** Training the Barista.

when Starbucks saw a decline in its net income by 28%, it was struggling amidst a stuttering economy along with its rapid growth and increased competition from cheaper rivals. When the company was experiencing a slow demise, Howard Schultz, took on as the CEO at Starbucks on January 7, 2008. He wanted to turn around the business at Starbucks by providing customers with a distinctive 'Starbucks Experience' and building on Starbucks legacy of innovation, which was only possible with an excellent training program. When in February 2008, Starbucks closed its 7,100 U.S. stores for three and half hours; the objective was to have its baristas retrain on how to make the perfect espresso.

## Questions on Physical Evidence

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

- **A1:** Artisan stores echo the industrial past of urban markets, taking inspiration from the Modernism of the 1930s. This motif celebrates simple materials like exposed steel beams, masonry walls, factory casement glass and hand-polished woodwork in a creative gathering place for culture and the arts.
- Regional Modern embodies a trend-setting style that is comfortable and welcoming. We use bright, loft-like, light-filled spaces punctuated with regionally inspired furniture and culturally relevant fabrics to create a calm and contemporary respite from the clamor of the fast-paced world.
- Concept stores are unique environments created by our designers to explore innovations within the coffeehouse. We call them our “design sandboxes”. That sense of exploration is extended to everyone who visits, through daily coffee and tea cuppings, artistic events and community gatherings.

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

**A2:** An image of a siren from a 16th century Nordic woodcut.

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

**W3:** Yes, when Starbucks turned a brown woodcut into a green and black image. It dropped "tea" and "spices" from the text and changed the siren from a 16th-century Norse woodcut to a more stylized black-and-white graphic.

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

**A4:** Yes, Aims to address the 7Ps of Starbuck which stand for product, price, place, promotion, process, people, and physical evidence.



## Questions on Process

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

**A1:** The six sigma strategy adopted by Starbucks for more productivity.

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

**A2:**

1. Design of Goods and Services. Starbucks emphasizes premium design for its goods and services. The premium character is linked to the company's broad differentiation generic strategy, along with its premium pricing strategy.

2. Quality Management.

Starbucks also uses the premium character in quality management. For instance, the company carefully sources its coffee beans from coffee farmers who comply with Starbucks quality standards.

3. Process and Capacity Design. Process and capacity efficiency is one of the contributors to Starbucks' success. The company's processes are highly efficient, as observable in its cafés.

4. Location Strategy. Starbucks' location strategy focuses on urban centers, especially those with large middle and upper class populations. Most of its cafés are in densely populated areas.

5. Layout Design and Strategy. The layout design of Starbucks cafés maximizes workflow efficiency. It also supports a warm and friendly ambiance to match the company's organizational culture.