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Questions on Product

Q1: What is the core product of Starbucks?

A1: core product of Starbucks is food and beverage.

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

A2: Actual product of Starbucks are the different variety of coffee, food, tea and many more which are sold at there outlets.

Augmented product of Starbucks is the value, experience they give to there customers, which makes them visit Starbucks again and again.

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

A3: the following are the main categories of Starbucks products:

1. Coffee
2. Tea
- 3.baked goods
- 4.Frappuccino
- 5.smoothies
- 6.other foods and beverages
- 7.Merchandise

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. All espressos sold in Indian outlets are made from Indian roasted coffee beans supplied by Tata Coffee. Starbucks also sells Himalayan bottled mineral water.

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

A5: In January 2008, Starbucks began a "skinny" line of drinks, 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.

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

A6: Starbucks in 1997 started the use of non-dairy milk in the range of their products

Example: soy milk, oat milk, almond milk.

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

A7: The **coffee bean partnership** helped Starbucks create a cost structure that was comparable to its local rivals. It ensured consistent quality control, and allowed Starbucks to avoid paying 100% import taxes.

This kept costs comparable to local competitors and offered a competitive advantage.

Sourcing agreement between **Starbucks corporation** and **TATA coffee** which provides Starbucks access to premium coffee bean like ROBUSTA AND ARABICA.

Questions on Price

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

A1: Caramel Java chip (price differs as per cup size)

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

A2: Espresso Shot

Which is for 55 bucks only .

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 uses a 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: 24 cities in India have atleast one Starbucks store.

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

A2: As of April 2021, Starbucks operates 219 outlets in 24 cities of India.

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

A3: Cities which has most prime and strategic location, Starbucks tend to open a store at that place.

Because such places have high-traffic, high visibility which helps them target their potential customers.

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

A4: Starbucks keep their stores interior according to the places culture where the store is present.

Example: suppose, if a store of Starbucks present in Pune they use copper in there interior designing.

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

A5: -----

Questions on Promotion

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

A1: Starbucks became popular primarily through word of mouth marketing.

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

A2: In this promotion strategy, word of mouth marketing, Starbucks provide best services, experience to there customers, which in turn encourages them to spread positive words about the business.

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

A3: 'coffee house' is Meant by 'third place' in context of the marketing strategy of Starbucks.

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

A4: 'social media i.e. digital world' is meant by 'fourth place' in the Context of the marketing strategy of Starbucks.

Questions on People

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

A1: The target audience of Starbucks is middle to upper-class men and women. It's the percentage of the general public who can afford their higher priced cups of coffee on a regular or daily basis.

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

A2: People of higher class generally live in the famous and prime locations of the cities. These are the locations which are most visible throughout the state and most of the important buildings and offices of the state are also present here.

Thus, the number of people visiting these locations is very high.

Starbucks tend to open their store in this type of locations so that they can get their target customers, who are ready to shell money in return for quality and service.

Q3: What are Starbucks employees called?

A3: Starbucks employees are called partners and each of them is treated with respect and dignity.

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

A4: -----

Questions on Physical Evidence

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

A1: Starbucks stores are designed keeping in mind the customer background and culture in a region.

This layout strategy makes their customers more comfortable and relaxed in their stores. Thus in this way they are to create a good ambience in their stores and in this way it helps in contributing to their marketing strategy.

Q2: What is the Starbucks logo?

A2: The famous twin-tailed siren on Starbucks' logo was inspired by Greek mythology. According to these stories, it was assumed that sirens were creatures that lured sailors in order to attack and devour them off the coast of an island in the South Pacific.

Q3: Has the Starbucks logo evolved over time?

A3: The logo has been significantly streamlined over the years. In the first version, the Starbucks siren was topless and had a fully visible double fish tail.

In the second version, which was used from 1987 to 1992, her breasts were covered by her flowing hair, but her navel was still visible.

In the third version, used between 1992 and 2011, her navel and breasts are not visible at all, and only vestiges remain of the fish tails.

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

A4: -----

Questions on Process

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

A1: Schultz returned as CEO in 2008. He retrained all employees in the fundamentals of Starbucks customer service, even going so far as to close all US locations to do so. Schultz cut \$581 million in non-customer facing areas. He personally spoke to stores nationwide, brought in consultants, started a new advertising initiative, hired a chief technology officer to revamp the Starbucks website, switched its coffee to whole-bean, ground-on-site Pike Place Roast, improved the breakfast sandwiches, replaced old computers and registers, closed underperforming stores, optimized the supply chain, introduced a rewards card, reduced store book and CD collections, replaced several upper-level managers, re-designed store layouts, introduced merit pay for executives, successfully debuted an instant coffee brand, and doubled annual purchases of fair trade coffee

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

A2: -----