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**Questions on Product**

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

**A1:** Coffee

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

**A2:** Tea, coffee, baked goods, drinks, beverages.

Augmented products - Merchandise (mugs, instant coffee, Music) Starbucks card and readable items like magzines

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

**A3:** Coffee, Tea, Baked goods,frappuccino, Smoohies, Starbucks Merchandise and Other food items and beverages.

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

**A4:** It introduced Indian flavour in their menus like a Tea called teavana, himalyan water and indian dishes like Twist or a Reshmi Kebab Roll with premium price

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

**A5:** As indians have a habit of eating something with their Tea/Coffee so they introduced indian dishes like Twist or a Reshmi Kebab Roll in their menu along with other tried and tested muffins and sandwiches

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

**A6:** Teavana® Shaken Iced Tea

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

**A7:** All espressos sold in indian outlets are made from indian roasted coffee bean which is supplied by tata coffee and Himalayan mineral water bottle

**Questions on Price**

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

**A1:** Super Venti Flat White

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

**A2:** Espresso

**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:** Premium pricing strategy as it aims to display the quality and experience associated with a product and never compromises with the quality of the product

**Questions on Place**

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

**A1:** 24

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

**A2:** 219

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

**A3:** many cities in india tend to have a starbucks store as they are high trafic and high-visibility area

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

**A4:** The flagship store in Pune has copper elements because the city has a history with copper. It can be noted that no two Starbucks stores look similar, and the flagship ones are where a lot of local inspiration can be seen.

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

**A5:** Starbucks has partnerships with TATA Global beverages called TATA Starbucks Ltd. in order to enter in india

**Questions on Promotion**

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

**A1:** Public relation, Word of mouth, marketing and Communication

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

**A2:** By providing the best experience to the customers and communication so that they spread positive words about them

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

**A3:** Third Place in context meant by starbucks is to give the best enviroment for socialization and relaxation so that when a customer enters the commercial premises or the virtual space, they instantly feel relieved

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

**A4:** It means they are adding one more dimension which is digital like online delivery system

**Questions on People**

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

**A1:** They target middle to upper-class men and women with mainly age group between 25 to 44

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

**A2:** All stores are near offices and colleges prices depending on the places

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

**A3:** Partners

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

**A4:** leaders at Starbucks have created a new hire training program that utilizes the 70/20/10 approach. This means that 70 percent of partner training happens through on-the-job experience, 20 percent of training is acquired from feedback and mentorship from coaches, and 10 percent is learned through online e-learning modules.

**Questions on Physical Evidence**

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

**A1:** The flagship store in Pune has copper elements because the city has a history with copper. It can be noted that no two Starbucks stores look similar, and the flagship ones are where a lot of local inspiration can be seen. which makes them different and look innovative and helps in marketing

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

**A2:** The Starbucks logo was designed that featured a two-tailed mermaid, to reflect the sailing traditions of the first coffee merchants.

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

**A3:** Yes It has gone through two previous shifts, most dramatically in 1987, 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, It provides a quality product depending on the need of the customer. It has a very excellent marketing strategy of word of mouth and a very stromg experience and good communication plus its marketing and uniquiness with design of store depending on different location for which the city is famous considering in all sense it is considered part of Physical evidence in the 7Ps framework

**Questions on Process**

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

**A1:** Lean Six sigma methodology -

* Consumerism – marketing and ways how business tailor to customer experience
* The Art and Science of Persuasion and Admiration
* Change from Practicality to an ‘Experience’ – the Experience should be efficient, personalized, honest
* Operation without waste of time and resource for producer as well as consumer

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

**A2:** The key metrics that starbucks uses to measure in-store productivity are

* Quality Management
* Process and capacity design
* Location Strategy
* Layout Design and Strategy
* Job Design and Human Resources
* Supply chain management
* Inventory management
* Scheduling
* Maintenance