



STARBUCKS

COMPANY BACKGROUND

Starbucks is an American multinational chain of coffeehouses and roastery . It is the premier roaster and retailer of specialty coffee in the world. Starbucks is the world's largest coffeehouse chain.





Market Segmentation of Starbucks

Demographic

- Age: 22–60 years old
- Gender: male and female
- Occupation: professionals, employees, and students
- Life-cycle stage: single people, married couples, older married couples with children, youngest child under and over six

Behavioral

- Provides a place suitable for work, formal and informal meetings. Enjoying a premium quality coffee with a relaxing ambience
- Regular morning customers
- Starbucks uses email marketing and push notifications within their mobile app to offer happy hour events
- Convenience through app
- Gamification strategy fueled by exclusive customized offers

Geographic

- Region: Latin America, US, Canada, Middle East, Europe, China, Africa, Asia, and the Pacific Region
- Density: Urban
- Starbucks targets “Busy Suburbs”

Psychographic

- Lifestyle: reformer, aspirer, explorer, achiever, mainstreamer and etc.

Successful or not?

Starbucks is able to **differentiate** itself with excellent store ambiance, tasty coffee, giving importance to societal and environmental initiatives, and gaining profits in the process. While other coffee shops may offer a comparable product at a lower price point, **Starbucks' target audience is willing to pay a premium for a superior product and experience.**

So, in a nutshell? Starbucks' segmentation and STP strategy can be compared to that perfectly brewed cup of coffee. Every detail, every flavor note, carefully thought out.





Recommendation

- Offer more exclusive rewards and benefits: Starbucks should develop more loyalty program that offers exclusive rewards and benefits to their frequent customers.
- Expand healthy menu options: Continue to expand their range of healthier menu options, including low-calorie drinks, plant-based alternatives, and nutritious food choices to attract health-conscious consumers.
- Continue to innovate coffee offerings: This could include limited edition or seasonal offerings to keep customers excited and engaged.



Invest more in data gathering for successful expansion and implementation of strategies

1. **Provide feedback:** Starbucks heavily relies on customer feedback to improve its products and services. As a consumer, we can provide feedback on our experience at Starbucks, including the quality of the products, the cleanliness of the store, and the friendliness of the staff.
2. **Participate in surveys:** Starbucks conducts surveys to gather information about its customers' preferences and opinions. By participating in these surveys, it can help Starbucks better understand its customers and tailor its products and services to meet their needs..
- 3 .**Use of Third-party Marketing Firms:**

Thank you!

References:

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