karthik kp

data analytics

**case study 3**

**starbucks**

**References:**

1. Starbucks Wiki Page: <https://en.wikipedia.org/wiki/Starbucks>
2. Starbucks in India Wiki Page: <https://en.wikipedia.org/wiki/Tata_Starbucks>
3. Interviews and news articles:
   * <http://everythingexperiential.businessworld.in/article/We-need-to-look-at-marketing-as-an-experience-rather-than-a-transaction-Deepa-Krishnan-Starbucks-India/05-03-2020-185596/> (March 2020)
   * <https://www.indiatoday.in/education-today/featurephilia/story/meet-starbucks-marketing-brain-growth-india-963235-2017-03-01> (January 2018)
   * <https://brandequity.economictimes.indiatimes.com/news/marketing/for-starbucks-india-it-is-all-about-creating-the-third-place-experience/56140266> (December 2016)
4. <https://stories.starbucks.com/stories/2012/starbucks-announces-beverage-innovation-using-green-coffee-extract-with-sta/>
5. Starbucks India menu (without prices): <https://www.starbucks.in/menu-list>
6. Starbucks CP, New Delhi menu: <https://magicpin.in/New-Delhi/Connaught-Place-(Cp)/Restaurant/Starbucks/store/1217/menu/>
7. Starbucks Corporation’s Marketing Mix (4Ps) Analysis (2019): <http://panmore.com/starbucks-coffee-marketing-mix-4ps-analysis>
8. Starbucks India Marketing Strategy (2016): <https://www.slideshare.net/Rjrockzcool/starbucks-india-marketing-strategy>
9. Entry of Starbucks in Indian Market (2016): <https://www.researchgate.net/publication/316600552_Case_Study-_Entry_of_Starbucks_in_Indian_Market>
10. Starbucks Marketing Analysis (2015): <https://www.semanticscholar.org/paper/Starbucks-Marketing-Analysis-Katerina/1d21b5743764f3196cddcb95925059695dad6eeb>
11. Strategic Marketing: A Case Study of Starbucks (2015): <https://www.slideshare.net/YeeJieNg/bumkt6923grouppresentation>
12. Strategic Analysis of Starbucks Corporation (2014): <https://scholar.harvard.edu/files/nithingeereddy/files/starbucks_case_analysis.pdf>
13. Other links:

* <http://science.knote.com/2014/10/28/starbucks-productivity-secrets/>
* <http://panmore.com/starbucks-coffee-operations-management-10-decisions-areas-productivity>
* <https://www.businessinsider.in/retail/5-ways-Starbucks-entices-you-to-spend-more-money/articleshow/46239542.cms>
* <https://www.business-standard.com/article/companies/starbucks-steps-up-its-india-game-116020301281_1.html>

**Questions on Product**

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

**A1:** Starbucks is an American multinational world’s largest coffee house chain headquatered at Seattle. The core product of Starbucks is The Starbucks lifestyle, sophisticated, trendy, with community environment. coffee with WIFI/meeting rooms, customized experience, exotic, rewards are the products of Starbucks.

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

**A2:** The actual products are physical goods like premium coffees and teas, sandwiches, desserts, CDs, packaged coffees and teas, coffee making equipment, collectibles, Ice cream etc along with Starbucks brand with comfortable store layout.

The augmented products are free WIFI prepaid Starbucks card, Starbucks Duetto visa (credit card and reward), in-store music download.

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

**A3:** Starbucks beverages were divided in to 11 categories. Brewed coffees, Frappuccino blended coffee, Frappuccino blend juice, Drink extras, Tazo tea, classic favourites, vivanno nourishing blends, Frappuccino light blended coffee, Frappuccino blend crème, expresso iced, expresso hot, Brewed coffees. The products offered are hot and cold drinks, whole-bean coffee, micro-ground instant coffee, expresso, full and loose-leaf teas, juices, Frappuccino, beverages, pastries, and snacks. Some products are seasonal or specific to the locality.

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

**A4:** -----------A joint venture with TATA coffee Ltd Asia’s largest coffee grower. Expresso sourced from India will be the hallmark product of Starbucks. Coffee beans and Tea are brought from Indian farmers in order to develop local agro economy. Indians tend to take more cream in coffee. Mixing of skim milk is not an option as dieting is not common to all moreover think as being cheated of money.

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

**A5:** ------------Starbucks adapt to organically grown coffee as more consumers tend to relay on organic products. Brings Green coffee extract innovation to customers on global scale that deliver thirst quenching refreshments from real fruit juice, delicious, low calorie refreshments with boost of natural energy from caffeine made with green extract from 100% Arabica beans which is available in Raspberry, Pomegranate, Strawberry, Lemonade and Orange Melon which is in ready to drink form.

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

**A6:** --------------- Most south Indians like spices like black glove and ginger. Non south are generally non coffee drinkers but experience various flavours. Bringing WIFI invites youth generation as they are socially gathering provides a place to sit, chat at affordable rates.

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

**A7:** --------------Starbucks entered in to partnership with **Apple** to collaborate on selling music in ambient environment, with **Arizona university** by providing scholarship to Starbuck employees, with **Pepsi-co** to market and distribute Starbuck products, with **Ubereats** to deliver beverages at customer doorstep, with **TATA coffee** on India as Starbucks “A TATA Alliance” to operate outlets in India.