**Questions on Product**

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

**A1:** - COFFEE BEANS & BEVERAGE

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

**A2:** **Actual product**: Brand Name ,Quality Level ,Packaging ,Design, Features.

**Augmented Product**: After-sales service, Warranty, Installation, Delivery & credit.

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

**A3:** Brewed Coffees,Frappucccino Blended Coffee, Frappucccino Juice Blends,Drink Extras,Espresso-Hot, Frappucccino Light Blended Coffee,Tazo Tea,Vivanno Nourishing Blends,Espresso-Iced, Frappucccino Blended Crème,Classic Favourites.

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

**A4:** India has indicated that most people go to a café to socialize and form stronger personal and business relationships, and not merely for drinking coffee. Realizing this trend, Starbucks has customized its store ambience along with customization of its product offerings.

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

**A5:** Social Marketing: Coffee & Farmer Equity(C.A.F.E) Practices

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

**A6:** Teavana Oprah Chai Tea, Teavana Shaken Iced Tea, Fizzio Handcrafted Sodas, Digital Tipping, Shake to Pay, Mobile Order and Pay, Starbucks Mobile Truck, Evolution Fresh Smoothies.

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

**A7:** Nestlé

**Questions on Price**

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

**A1:** The most expensive Starbucks coffee served was a Super Venti Flat White.

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

**A2:** The absolute cheapest Starbucks drink is a short hot brewed coffee or Teavana hot tea.

**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:** Skimming pricing strategy (due to newly entry in business)

**Questions on Place**

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

**A1:** 26

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

**A2:** 252

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

**A3:** Mumbai, Delhi NCR, Hyderabad, Chennai, Bengaluru, Pune, Kolkata, Chandigarh, Ahmedabad, Surat, Vadodara and Lucknow

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"The stores are a fusion of the signature Starbucks warm and welcoming design and the city's local culture and craftsmanship, serving as an extension of the neighbourhoods we serve,"

**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

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

**A5:** Starbucks is proud to be a community partner with the Seattle Seahawks

**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**

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

**A2:** Starbucks predominantly **uses its website, social media channels and in-store displays** to promote the brand and the products. It also uses sales promotions, events, direct marketing, print media, and PR in an integrated manner to multiply the impact of its promotions

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

**A3:** In the third place  the idea is to make customer service not only satisfactory but excellent

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

**A4:** The fourth place by digital, the implication here is not only about reaching out to a "digitally-savvy audience", but also about **creating a place that is "digitally-equipped" with a robust mobile and online delivery system**.

**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**

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

**A2:** Its target demographic is urban and affluent, often on-the-go white-collar professionals looking to take their caffeine fix with them to the office**.**

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

**A3:** Employee partners.

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

**A4:** The Starbucks Experience is typicallytaught to groups of new hires at regional training centers, or in-store in more remote markets. Each store also has a learning coach another partner who has shown a passion for training and teaching who guides new hires through the Barista Basics hands-on training program

**Questions on Physical Evidence**

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

**A1:** By analysing the psychographics of customers. The personal qualities of a person, such as personality, attitude, interests, opinions, values, lifestyles and behavior. For example, Customers are café-goers (lifestyle) who appreciate gourmet coffee (attitude) and the contemporary look and feel of the restaurant (behavior).

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

**A2** :A mysterious, nautical figure called to them, as sirens do.

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

**A3:** Starbucks'logo has gone through two previous shifts, most dramatically in 198**7**

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

**A4:** Yes, Customers often use needed the physical aspects of a business **to help them to judge the quality of the services the company provides**. Physical evidence includes the space in which the service takes place and the tangible items that customers take with them as proof of a purchase.

**Questions on Process**

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

**A1:** **:** lean Six Sigma implementation.

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

A2: Starbucks’ operations management use various productivity criteria based on the area of operations. Some notable productivity measures in the company are as follows:

1. Average order filling duration (Starbucks café productivity)
2. Weight of coffee beans processed per time (roasting plant productivity)
3. Equipment repair duration (maintenance productivity)

<http://www.indianjournalofmarketing.com/index.php/ijom/article/view/79919>

https://www.joshmeah.com/blog/starbucks-marketing-strategy-15-extremely-actionable-ideas-for-restaurant-marketing