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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:** Beverages and Snacks Augmented Products: Wifi, Chairs, Lights, Music, free deliveries, Starbucks card and readable items like magazine-----------

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

**A3:** Coffee, Tea, Baked goods, Frappuccino, Smoothies, Other foods and beverages, Merchandise (mugs, instant coffee, etc.) -------------

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

**A4:** By introducing Indian flavour in their menus : Tea called Teavana & Himalayan water, introduced Indian dishes like Konkani Twist or a Reshmi Kebab Roll in their menu along with other tried and tested muffins and sandwiches and keeping its price competitive.-----------

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

**A5:** Indians have the habit of eating along with coffee/tea. So, Starbucks has introduced Healthy Indian dishes like Konkani 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® Oprah Chai Tea---------------

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

**A7:** TATA Coffee Ltd--------------

**Questions on Price**

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

**A1:** Caramel Java Chip---------

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

**A2:** Normal Coffee ------------

**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 -------------------------------------------------

**Questions on Place**

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

**A1:** Gurgaon, Noida, Mumbai, Pune, Bangalore , Chennai, Hyderabad, Kolkata, Chandigarh, Zirakpur, Amritsar, Ludhiana, Ahmedabad, Surat, Vadodara, Statue of Unity, Lucknow, Kanpur, Muzaffarnagar ( Mansoorpur ), Kochi, Bhopal, Indore, Jaipur, (City having only one store are Zirakpur, Ludhiana, Vadodara, Statue of Unity, Kanpur, Muzaffarnagar ( Mansoorpur )) -----------

**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:** ----New Delhi-----------------

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

**A4:** The layout and decor of the room, the attention given by the staff, music emitted from speakers ... All details are carefully studied so that conferring the enclosure a gifted theatrical touch of a differentiating effect about the way of doing things the competition. -----------------

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

**A5:** --Starbucks has partnered Tata group to enter in India-------------

**Questions on Promotion**

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

**A1:** Word-of-mouth marketing, Advertising, Sales promotions, Public relations.

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

**A2:** By focusing on providing the best customer experience in order to encourage people to spread positive words. -------------------

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

**A3:** ‘third place’ experience, where they want their consumers to come for the coffee. ------------------------------

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

**A4:** Digital Marketing-----------------------------

**Questions on People**

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

**A1:** 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:** --Price is as per the place-----------------------------

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

**A3:** Partners-----------------------------

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

**A4:** On-demand instructor-led training that’s the same every time. And Enable social learning between stores --------------------------------------------------------

**Questions on Physical Evidence**

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

**A1:** --The layout and decor of the room, the attention given by the staff, music emitted from speakers ... All details are carefully studied so that conferring the enclosure a gifted theatrical touch of a differentiating effect about the way of doing things the competition-----------------

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

**A2:** - The original Starbucks logo was the image of a “twin-tailed mermaid”, or siren. Greek mythology has it that sirens lured sailors to a shipwreck off the coast of an island in the South Pacific, also sometimes referred to as Starbuck Islands -----------------

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

**A3:** ---Yes---------------------------------

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

**A4:** Yes. They focus on Building Customer relanship For example: The layout and decor of the room, the attention given by the staff, music emitted from speakers ... All details are carefully studied so that conferring the enclosure a gifted theatrical touch of a differentiating effect ---------------------------

**Questions on Process**

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

**A1:** --------------------------------------------

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

**A2:** --Six sigma Methodoly-------------------------------