A

Project Report

On

"**A Marketing strategy of Starbucks**"

Submitted to

G. S. College of Commerce & Economics, Nagpur

Affiliated to

Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

In partial fulfillment for the award of the degree of

Bachelor of Business Administration

Submitted by

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Under the Guidance of

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G.S. College Of Commerce & Economics, Nagpur

Academic Year 2022 – 23

G.S. College Of Commerce & Economics, Nagpur

Academic Year 2022 – 23

CERTIFICATE

This is to certify **JAIPRAKASH LILADHAR BANPELA** has submitted the project report titled **"A MARKETING STRATEGY OF STARBUCKS"** towards partial fulfillment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that he/she has ingeniously completed his/her project as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

DR. PRAGATI PANDEY
(Project Guide)

DR. AFSAR SHEIK PCH
(Co-ordinator)

Place: Nagpur
Date:

G.S. College Of Commerce & Economics, Nagpur

Academic Year 2022 – 23

DECLARATION

  I here-by declare that the project with title **"MARKETING STRATEGY OF STARBUCKS''** has been completed by me in partial fulfillment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

JAIPRAKASH BANPELA

Place: Nagpur
Date:

G.S. College of Commerce & Economics, Nagpur

Academic Year 2022 – 23

ACKNOWLEDGEMENT

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards To DR. SWATI .S. KATHALEY , Principal, G.S. College of Commerce & Economics, Nagpur.

I am extremely thankful to my Project Guide Prof. DR PRAGATI PANDEY for his/her guideline throughout the project. I tender my sincere regards to Co-Ordinater, DR AFSAR SHEIKH for giving me outstanding guidance, enthusiastic suggestions and invaluable encouragement which helped me in the completion of the project.I will fail in my duty if I do not thank   the non-Teaching staff of the college for their Co-operation.

I would like to thank all those who helped me in making this project complete and successful.
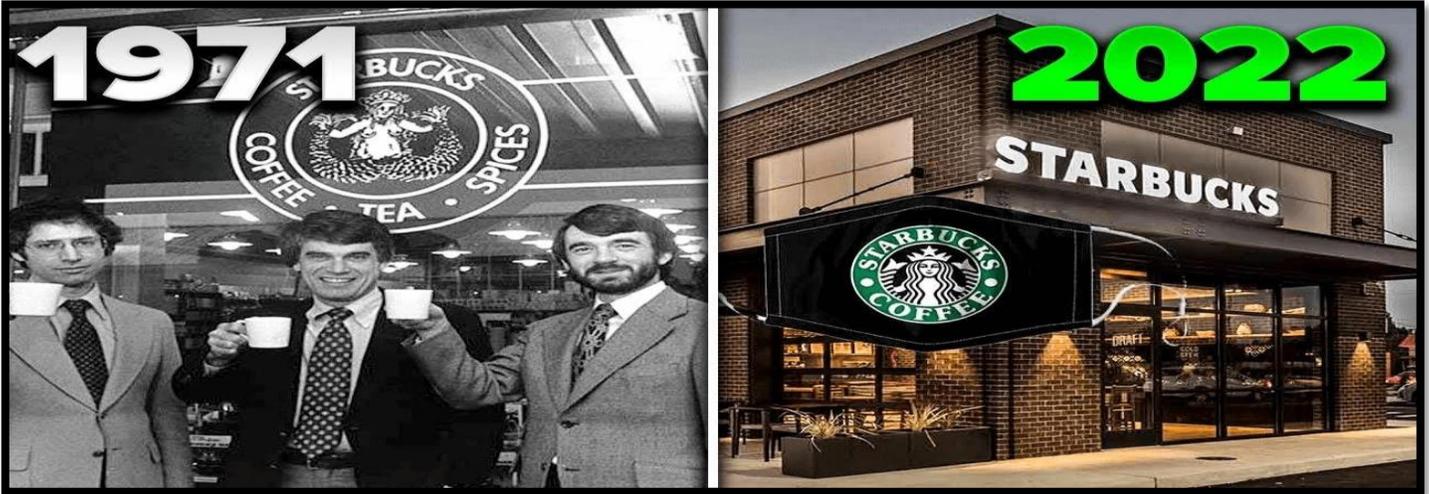
JAIPRAKASH BANPELA

Place: Nagpur
Date:

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INTRODUCTION

Starbucks was founded by Jerry Baldwin, Gordon Bowker, and Zev Siegl, opening its first store in 1971 near the historic Pike Place Market in Seattle. The three Starbucks founders had two things in common: they were all coming from academia, and they all loved coffee and tea. They invested and borrowed some money to open the first store in Seattle and named it "Starbucks" after the first mate, Starbuck, in Herman Melville's classic novel Moby Dick.

Alfred Peet, a coffee-roasting entrepreneur, was a major inspiration to the founders of Starbucks. Peet was a Dutch immigrant who had begun importing fine arabica coffees into the United States during the 1950s. In 1966 he opened a small store, Peet's Coffee and Tea, in Berkeley, California, that specialized in importing first-rate coffees and teas. Peet's success encouraged the Starbucks founders to base their business model on selling high-quality coffee beans and equipment, and Peet's became the initial supplier of green coffee beans to Starbucks. The partners then purchased a used roaster from Holland, and Baldwin and Bowker experimented with Alfred Peet's roasting techniques to create their own blends and flavours.

By the early 1980s Starbucks had opened four stores in Seattle that stood out from the competitors with their top-quality fresh-roasted coffees. In 1980 Siegl decided to pursue other interests and left the two remaining partners, with Baldwin assuming the role of company president.

In 1981 Howard Schultz, a sales representative for Hammarplast, a Swedish company that made kitchen equipment and housewares from which Starbucks bought drip-coffee makers, noticed how large the company's orders were, which prompted him to pay it a visit. Schultz was so impressed that he decided to pursue a career at Starbucks, and he was hired as the head of marketing in 1982. Schultz noticed that first-time customers sometimes felt uneasy in the stores

because of their lack of knowledge about fine coffees, so he worked with store employees on developing customer-friendly sales skills and produced brochures that made it easy for customers to learn about the company's products.

Schultz's biggest idea for the future of Starbucks came during the spring of 1983 when the company sent him to Milan to attend an international housewares show. While in Italy, he was impressed with the country's cafés and discovered that Milan alone boasted 1,500 coffeehouses. Inspired, he thought of doing something similar in Starbucks and envisioned turning a tiny regional operation into a national coffeehouse chain via rapid store expansion. However, Baldwin and Bowker were not enthusiastic about Schultz's idea, as they did not want Starbucks to deviate much from its traditional model of business. They wanted Starbucks to remain strictly a coffee and equipment seller and not turn into a café that served espressos and cappuccinos.

Seeing that he would not be able to persuade Baldwin and Bowker to embrace the café idea, Schultz left Starbucks in 1985 and started his own coffee chain, called Il Giornale, which was an immediate success, quickly expanding into multiple cities.

In March 1987 Baldwin and Bowker decided to sell Starbucks, and Schultz was quick to use Il Giornale to purchase the company with investor backing. He combined all his operations under the Starbucks brand and committed to the café concept for the business, with additional sales of beans, equipment, and other items in Starbucks stores. Under Schultz's guidance, in four years the coffeehouse chain grew from fewer than 20 stores to more than 100. Starbucks entered into a meteoric period of expansion that continued after the company went public in 1992. In 1996 it began opening stores outside North America, and Starbucks soon became the largest coffeehouse chain in the world. By the end of the decade, Starbucks had some 2,500 locations in about a dozen countries.

Schultz announced in 2000 that he was stepping down as CEO but would remain as chairman. By 2007 the chain boasted more than 15,000 locations worldwide but was foundering, and in January 2008 Schultz returned as CEO. He oversaw the closure of 900 stores and implemented an ambitious strategy to secure new avenues of growth, which included acquisitions of a bakery chain and the makers of a coffee-brewing system as well as the introduction of an instant-coffee brand. He also oversaw changes to menu offerings at Starbucks stores; Starbucks had begun selling food in its cafés in 2003. These moves were largely successful, and by 2012 Starbucks had rebounded financially. Schultz again stepped down as CEO and was replaced as CEO by Kevin Johnson in 2017. Schultz continued to be active in the

company, serving as executive chairman until 2018, when he was replaced by Myron Ullman. The world's largest Starbucks, a Starbucks Reserve Roastery, opened in Chicago in 2019. In 2021 Starbucks had a presence in dozens of countries around the globe and operated over 32,000 stores.

During this time, however, Starbucks was also facing various challenges. Notably, workers at several of its stores began to unionize, despite opposition from the company. In addition, the COVID-19 pandemic and related supply-chain issues had a negative impact on sales, especially in China, one of the company's key markets. In 2022 Johnson abruptly departed, and Schultz returned as interim CEO. Later that year Starbucks announced that it had hired Laxman Narasimhan to replace Schultz in 2023.

OVERVIEW OF STARBUCKS

Starbucks was founded in 1971 by Jerry Baldwin, Zev Siegl, and Gordon Bowker at Seattle's Pike Place Market. During the early 1980s, they sold the company to Howard Schultz who – after a business trip to Milan, Italy – decided to convert the coffee bean store Into a coffee shop serving espresso-based drinks. As chief executive officer from 1986 to 2000, Schultz's first tenure led to an aggressive expansion of the franchise, first in Seattle, then across the West Coast of the United States. Schultz was succeeded by Orin Smith who ran the company for five years and positioned Starbucks as a large player in fair trade coffee, increasing sales to US$5 billion. Jim Donald served as chief executive officer from 2005 to 2008, orchestrating a large-scale earnings expansion. Schultz returned as CEO during the financial crisis of 2007–08 and spent the succeeding decade growing the company's market share, expanding its offerings, and reorienting the brand around corporate social responsibility. Kevin Johnson succeeded Schultz as CEO in 2017. In March 2022, Starbucks announced that Schultz would return as CEO in April 2022.[4] By February the following year, it was planned for Laxman Narasimhan to succeed him in April, with Schultz remaining a member of the Board of directors.

In addition to drinks and food, many stores carry Starbucks' official merchandise, such as mugs, tumblers, scoops, and coffee presses. There are also several select "Starbucks Evenings" locations that offer beer, wine, and appetizers. Starbucks-brand coffee, ice cream, and bottled cold coffee drinks are sold at grocery stores in the United States and other countries. In 2010, the company began its Starbucks Reserve program for single-origin coffees and high-end coffee shops. It planned[needs update] to open 1,000 Reserve coffee shops by the end of 2017.[6] Starbucks operates six coffee roasteries with tasting rooms and 43 coffee bars as part of the program. The latest roastery location opened on Chicago's Magnificent Mile in November 2019, and is the world's largest Starbucks location. The company hasbeen subject to multiple controversies related to its business practices. Conversely, its franchise has commanded substantial brand loyalty, market share, and company value.

COMPANY HISTORY

Starbucks was founded in 1971 by Jerry Baldwin, Zev Siegl, and Gordon Bowker at Seattle's Pike Place Market. During the early 1980s, they sold the company to Howard Schultz who – after a business trip to Milan, Italy – decided to convert the coffee bean store into a coffee shop serving espresso-based drinks. As chief executive officer from 1986 to 2000, Schultz's first tenure led to an aggressive expansion of the franchise, first in Seattle, then across the West Coast of the United States. Schultz was succeeded by Orin Smith who ran the company for five years and positioned Starbucks as a large player in fair trade coffee, increasing sales to US$5 billion. Jim Donald served as chief executive officer from 2005 to 2008, orchestrating a large-scale earnings expansion. Schultz returned as CEO during the financial crisis of 2007–08 and spent the succeeding decade growing the company's market share, expanding its offerings, and reorienting the brand around corporate social responsibility. Kevin Johnson succeeded Schultz as CEO in 2017. In March 2022, Starbucks announced that Schultz would return as CEO in April 2022 in an interim role.[4] Later that September, Laxman Narasimhan was appointed to succeed him in April 2023, with Schultz remaining a member of the Board of Directors. Narasimhan assumed the position sooner than planned, in March 2023.
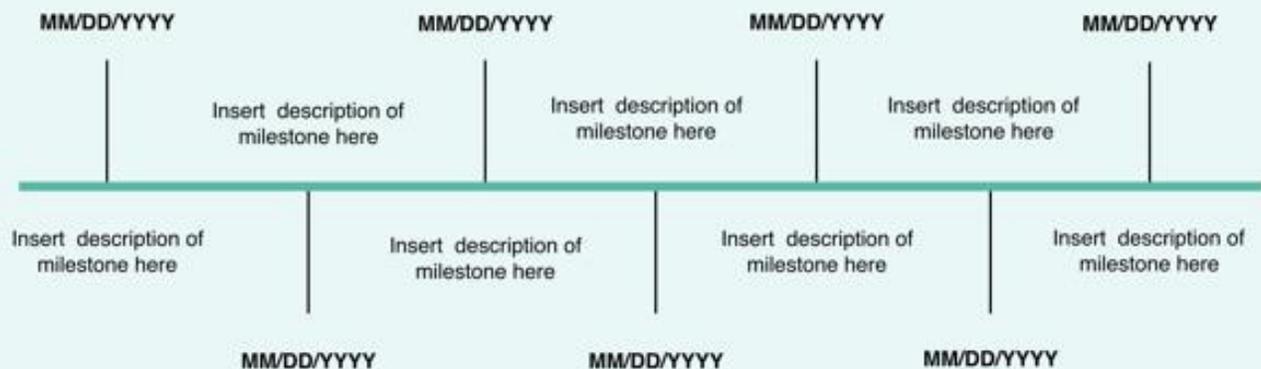
Company Profile

Starbucks Corporation

Logo since 2011

Headquarters at Starbucks Center in Seattle, Washington

Type	Public
Traded as	Nasdaq: SBUX [↗] Nasdaq-100 component S&P 100 component S&P 500 component
Industry	Coffee shop
Founded	March 30, 1971; 52 years ago Pike Place Market, Elliott Bay, Seattle, Washington, U.S.
Founders	Jerry Baldwin Zev Siegl Gordon Bowker
Headquarters	Seattle, Washington, U.S.
Number of locations	35,711 (2022)
Area served	84 countries
Key people	Mellody Hobson (Chairperson) Laxman Narasimhan (CEO)
Products	Coffee beverages · smoothies · tea · baked goods · sandwiches
Revenue	▲ US$32.25 billion (2022)
Operating income	▼ US$4.62 billion (2022)
Net income	▼ US$3.28 billion (2022)
Total assets	▼ US$27.98 billion (2022)
Total equity	▼ US$−8.70 billion (2022)
Number of employees	c. 402,000 (2022)
Subsidiaries	Starbucks Coffee · Ethos Water · Hear Music · La Boulange Bakery · Seattle's Best Coffee · Teavana · Torrefazione Italia · Tata Starbucks (India)
Website	www.starbucks.com [↗]

Definition of marketing strategy:-

A marketing strategy is a long-term plan for achieving a company's goals by understanding the needs of customers and creating a distinct and sustainable competitive advantage. It encompasses everything from determining who your customers are to deciding what channels you use to reach those customers.

Marketing strategies of starbuck :-

1. **Starbucks Social Media Strategy**:-

   Starbucks' social media accounts exhibit distinctive branding, visually appealing content, and interactive posts that enhance user engagement. The diverse content range has eye-catching photography, videos, recipes, articles and more. In addition to the visual appeal, the Starbuck marketing strategy for social media breaks down the stream of content into a series of campaigns.

2. **Digital Expansion**:-

   The Starbucks marketing strategy incorporates digital interactions with customers by implementing new ways to attract digitally registered customers. It offers mobile order services and Wi-Fi sign-ins at its stores. The ability to go cashless with Starbucks cards has further accelerated its business.

3. **Rewarding Marketing Strategies of Starbucks**:-

    The Starbucks marketing mix segments its customers on a socio-economic level. The distinguished offline experience and consistent online marketing efforts have made the brand exceptional.

4. **Starbucks target market:-**

By knowing exactly who its target audience is at any point and catering to a specific set of people, Starbucks has been able to stand apart from its competitors like Costa and Cafe Coffee Day.

Being a premium coffee brand, Starbucks has most of its customers belonging to the upper economic segment. It targets youngsters and people who seek a peaceful space to drink coffee. Its high-end customers fall in the 22-50 age group, both male and female. Thus, the Starbucks target market constitutes.

5. **Clear vision:-**

    It's an essential part of your business that not only acts as a guide to direct you towards your goal, but motivates you to make it happen. Starbucks is successful because it has achieved what it envisioned. If it hadn't been for its clear corporate vision, it would've long strayed from its path and lost its purpose

6. **Easy accessibility**:-

    A place of business is an important part of your marketing mix, and its location can directly impact your sales revenues. Whether you're a brick-and-mortar or a virtual retailer, your company's growth depends upon how accessible are your products and how easy is the shopping experience

7. **Product diversification and personalization**:-

    Because Starbucks has turned a simple coffee into a full-fledged brand with unique names, diverse flavors, and customizations. Product diversification is the second most important reason it is generally preferred over local coffee houses. By targeting people's desire for personalization and providing extensive add-ons, it has successfully positioned itself as a "leading source of the finest coffee."

8. **Brand consistency** :-

    consistency increases your product visibility and allows you to build long-term relationships with your buyers. With it, you can drive customer satisfaction and generate 23% more revenue, comparatively. Starbucks' reputation and sales rely majorly on its brand consistency.

9. **Ethical marketing** :-

marketing is a popular tactic most luxury brands employ to justify   their prices and stand apart from competitors. It allows you to tap into 87% of the market that buys only from eco-friendly companies and help you convert them into long-term customers.

10. **Clear packaging** :-

Your product packaging greatly influences your customer's buying decision. It makes your items more memorable and inadvertently boosts your revenues. Belive it or not, 52% of people would gladly change their brand if they found another with better and more sustainablepackaging..

11. **Social media marketing** :-

Social networks have now become a mainstream media channel for advertising because they're not only cost-effective but surprisingly easy to manage. Almost every other company uses them to engage their audience and periodically boost sales. Some employ standard strategies successfully, while others tailor them to match their brand message to drive maximum results.

12. **Strategic partnership :-**

A strategic partnership is one of the most effective ways to enter a new market. It boosts your exposure and raises your brand value and costs you relatively less than exclusive advertisements. 43% would gladly buy from you if they recognized and trusted your business. That's essentially what happened with Starbucks.

OBJECTIVES OF STARBUSTARBUCKS

VISION STATEMENT:

To be Earth's most customer-centric company; to build a place where people can come to find and discover anything they might want to buy online.

MISSION STATEMENT:

"To inspire and nurture the human spirit – One person, One cup, and One Neighborhood at a time".

QUALITY POLICY:

Starbucks prohibits offering, giving, soliciting or receiving any form of bribe or inducement. There are serious penalties for engaging in this conduct. Partners may offer or accept meals and entertainment if they are reasonable and customary, appropriate, occur infrequently and are not expensive.

The objectives of this project were mainly to study the inventory, cash and receivable at Starbucks Ltd., but there are some more and they are –

- To study The main purpose of our study is to render a better understanding of "marketing strategy of Starbuck".
- To study Where do we do the strategy? When the market changes, Sales and prices change at Starbucks.

Problem Definition

- Starbucks is affected by exchange rates when dealing with international trade if the currency of the country of a coffee supplier falls this enables Starbucks to paid less when importing the goods to their country. So that the saving can be passed along to the customer by cutting down on their coffee consumption are changing to lower-priced which are an opportunity for Starbucks

- Starbucks only purchase the premium quality coffee beans for their product, is the priced that higher than other competitors and this will be giving the competitors a cost advantage over Starbucks so that the sales of Starbuck decreases follow by decreasing profit. This will cause Starbuck to face financing problem.

- Staffing shortages are cutting down store hours.

- Ingredients are missing across the board.

- Mobile orders are causing chaos for employees and customers.

- The company's workers are unionizing.

- The chain is facing backlash for new COVID-19 policy.

Need of study

- To study With the help of research project, I will know which strategy to use in this:

- To study Let me know: by using which strategy she is earning so much profit

- To study Which strategy do you use?

- To study What strategy does the successful Starbucks company use?

LIMITIONS OF STUDY

- We cannot do comparisons with other companies unless and until we have the data of other companies on the same subject.

- Only the printed data about the company will be available and not the back–end details.

- Future plans of the company will not be disclosed to the trainees.

- My whole work is on strategy, which I cannot tell for sure whether she is doing the same thing now or not. I'm just following my mind.

- Lastly, due to shortage of time it is not possible to cover all the factors and details regarding the subject of study. .

RESEARCH METHODOLOGY

Methodology includes the overall research procedures, which are followed in the research study. This includes Research design, the sampling procedures, and the data collection method and analysis procedures. To broad methodologies can be used to answer any research question-experimental research and non-experimental research. The major difference between the two methodologies lies in the control of extraneous variables by the intervention of the investigator in the experimental research.

RESEARCH DESIGN

A research design is defined, as the specification of methods and procedures for acquiring the Information needed. It is a plant or organizing framework for doing the study and collecting the data. Designing a research plan requires decisions all the data sources, research approaches, Research instruments, sampling plan and contact methods.

DATA COLLECTION METHODS

Primary Data

These data are collected first time as original data. The data is recorded as observed or encountered. Essentially, they are raw materials. They may be combined, totalled but they have not extensively been statistically processed. For example, data obtained by the peoples.

Secondary Data

The Secondary data collected has been collected from books, journals, broachers, internet and other secondary sources.

HYPOTHESIS

Hypothesis is usually considered as the principal instrument in research. Its main function is to suggest new experiments and observations. In fact, many experiments are carried out with the deliberate objects of testing hypothesis
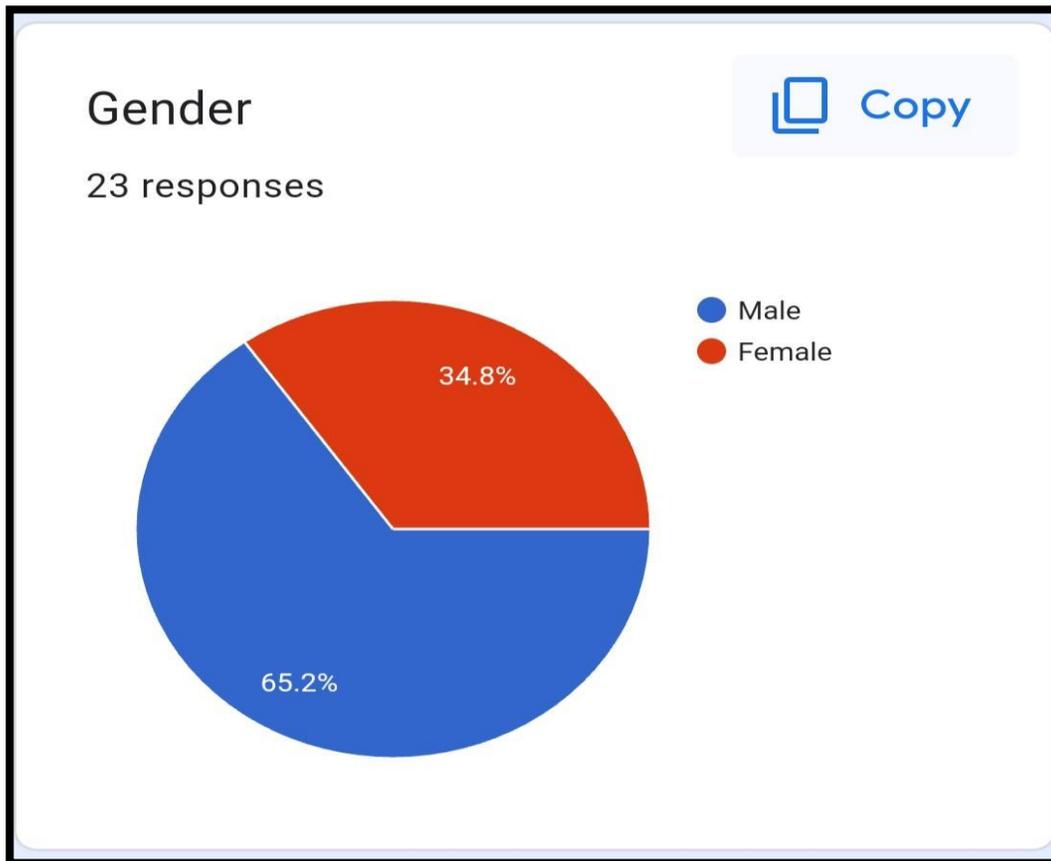
H0: Starbucks do not use any marketing strategy.

H1: Starbucks have a good marketing strategy.

DATA ANALYSIS AND INTERPRETATION: -

Today, with more than 32,000 stores in 80 countries, Starbucks is the premier roaster and retailer of specialty coffee in the world

QUE NO . 1 AGE

Particular	Percentage
Male (in percentage)	65.2%
Female (in percentage)	34.8%
Total	100%

Interpretation:-

A no. of total people responds is Showing in percentage and the male gender is 65.2% and female gender is 34.8%.

**QUE 2. The data of responses of age ?**
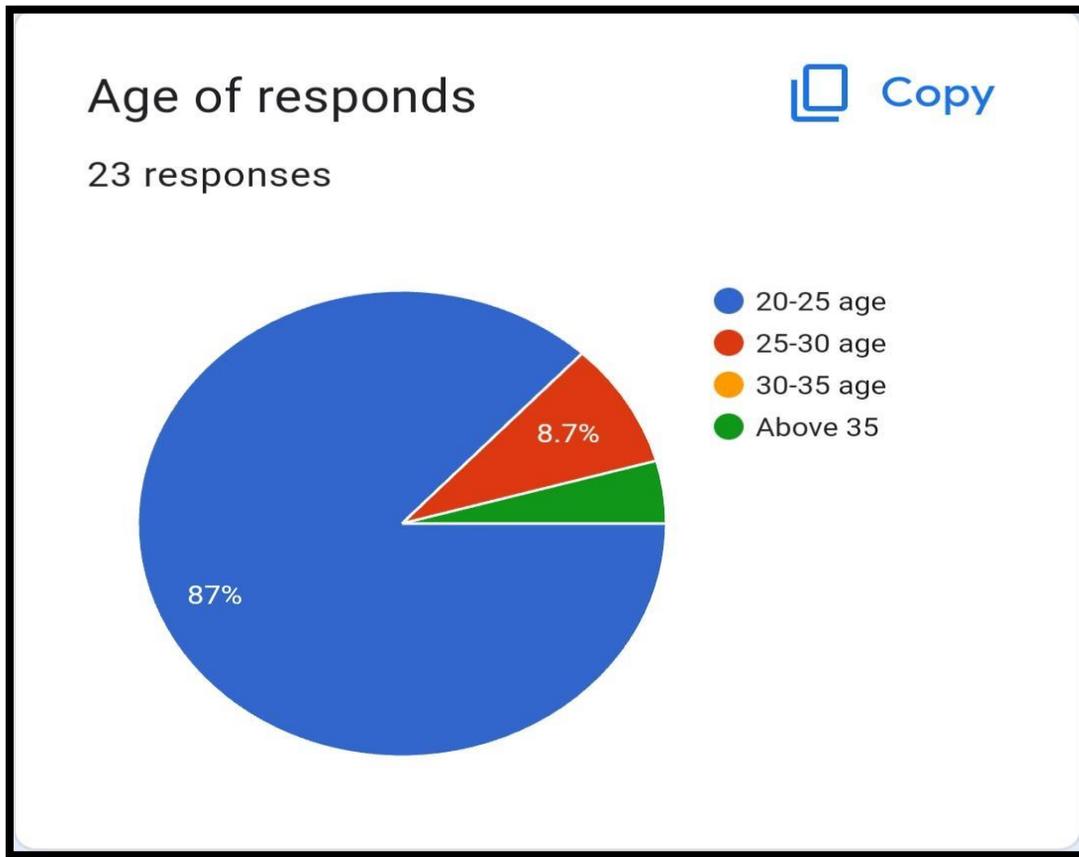
Particular	Percentage
20-25	87%
25-30	8.7%
30-35	--
Above 35	4.3%
Total	100%

Interpretation:-

A total no. of people responds is showing in percentage. A age of 20-25 is 87% and 25-30 age of people is 8.7% . And 30-35 is no responds. A people is above 35 is 4.3%.
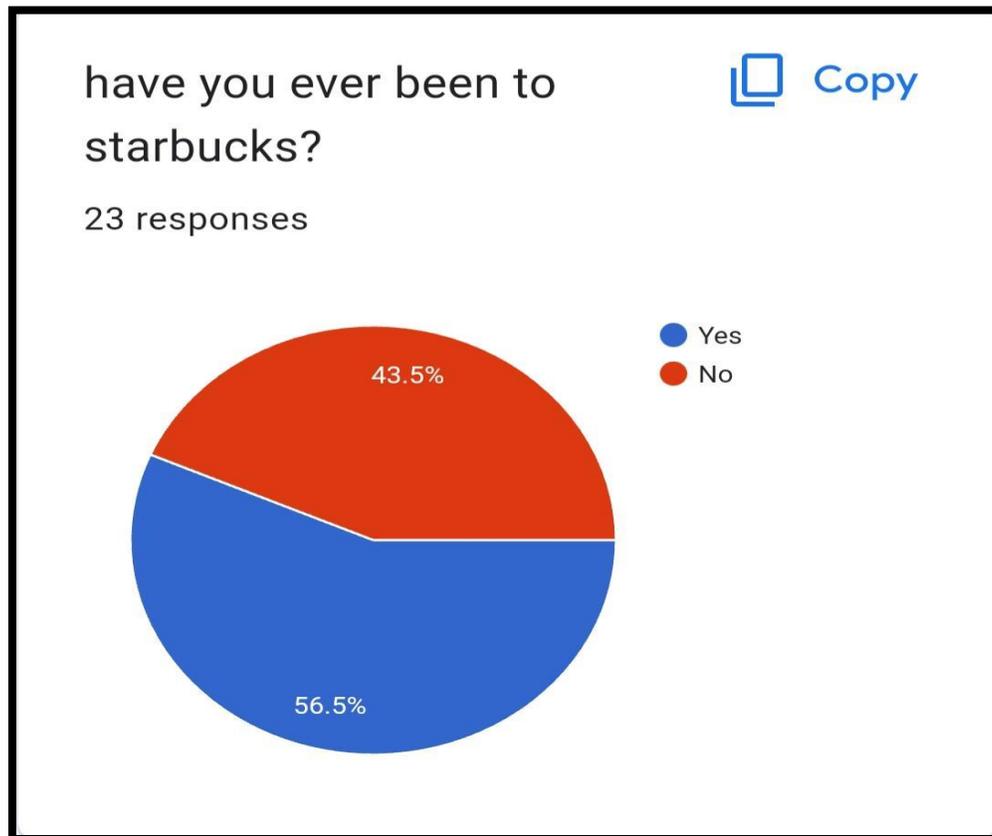
QUE 3 Do you like starbucks ?

Particular	Percentage
Yes	87%
No	13%
Total	100%

Do you like a Starbucks?

23 responses
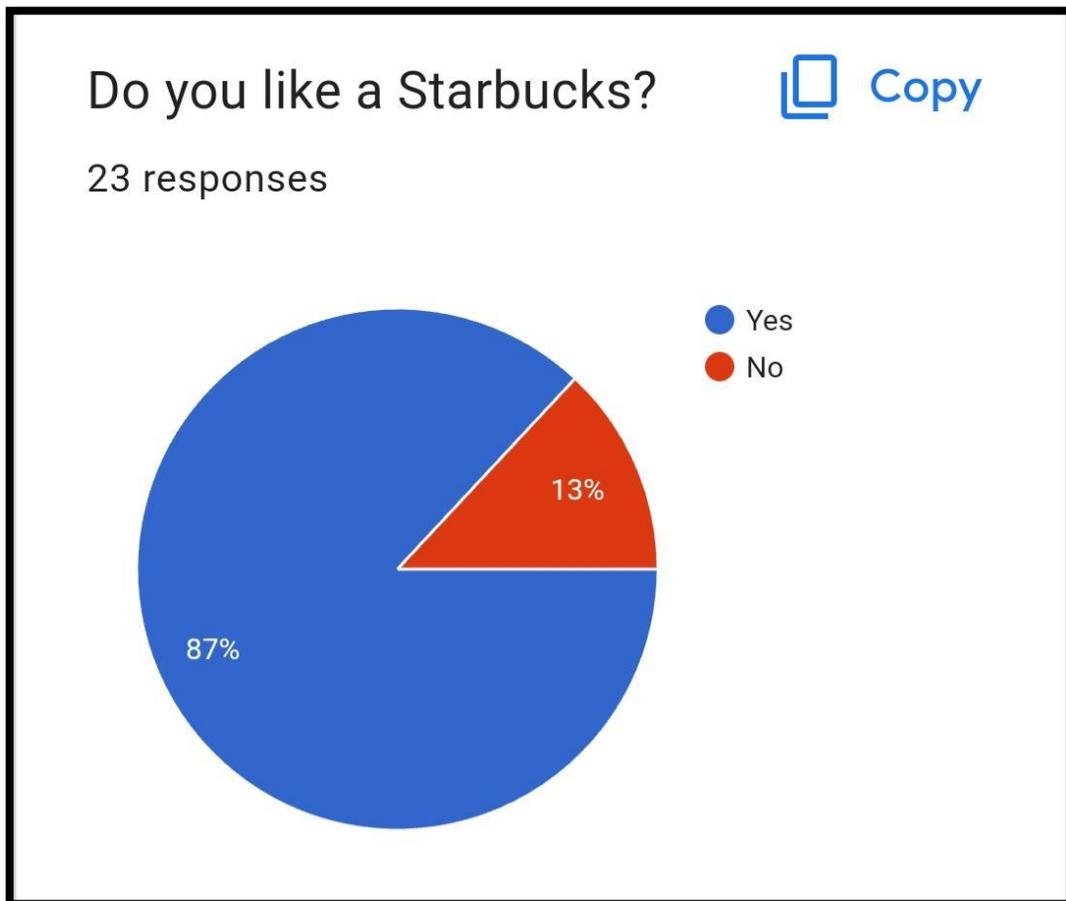
Interpretation:-

A total respond of is showing in percentage the people is like a Starbucks is 87% and people The one who doesn't like Starbucks 13%.

QUE 4 Have you ever been to starbucks ?

Particular	Percentage
Yes	43.5%
No	56.5%
Total	100%

Interpretation:-

A people is have you ever been to Starbucks is 43.5% people is yes and not interested is 56.5% in Starbucks.

5) **Why do you go to starbucks ?**

Particular	Percentage
For coffee	56.5%
For food	13%
For chatting with waiting friends	13%
For other drinks checks (ex hot chocolate / tea)	8.7%
Others (didn't go)	--
Total	100%
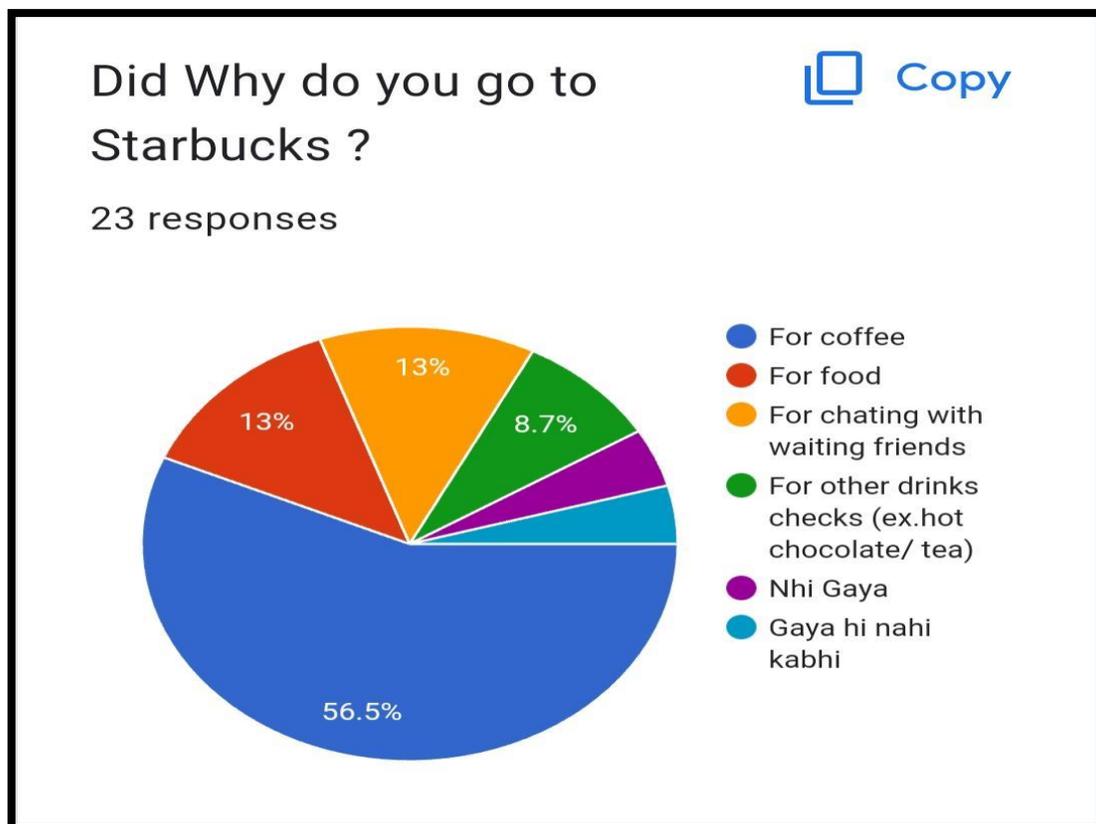
Interpretation :-

A people responds is calculated in percentage most people visit for coffee 56.5%. and food for visit people is 13%. And people chatting with friends is 13% and for other drinks checks visit people is 8.7%.

6) **How do you regards starbucks ?**

Particular	Percentage
A high- end brand	65.2%
An upper -middle brand	21.7%
A middle brand	13%
A lower brand	--
Total	100%

How do you regards Starbucks as a brand?

23 responses

- A high-end brand
- An upper-middle brand
- A middle brand
- A lower brand
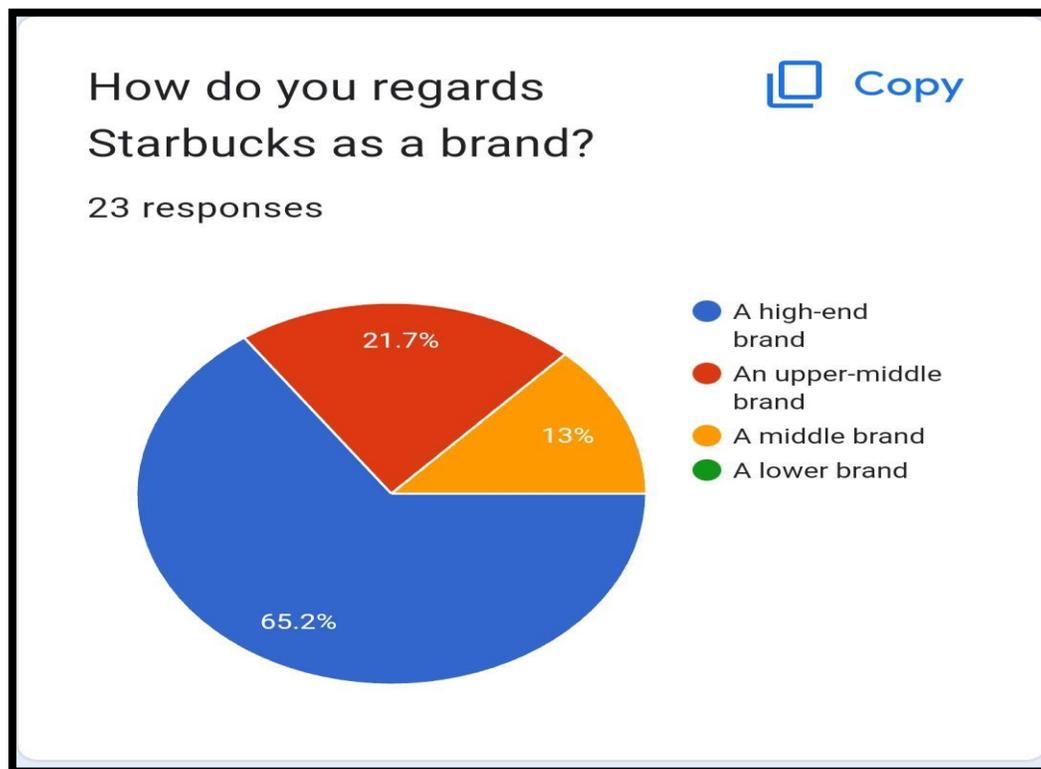
Interpretation:-

A 3 responds a Starbucks as a brand High-end brand is 65.2% and an upper-middle brand is 21.7% and a middle brand is 13% and a lower brand is no responds the people has regards to Starbucks as a brand company is showing in percentage.

7) **What do you like most when you are sitting at starbucks?**

Particular	Percentage
Coffee	30.4%
Service	21.7%
Atmosphere	13%
Overall performance	34.8%
Total	100%
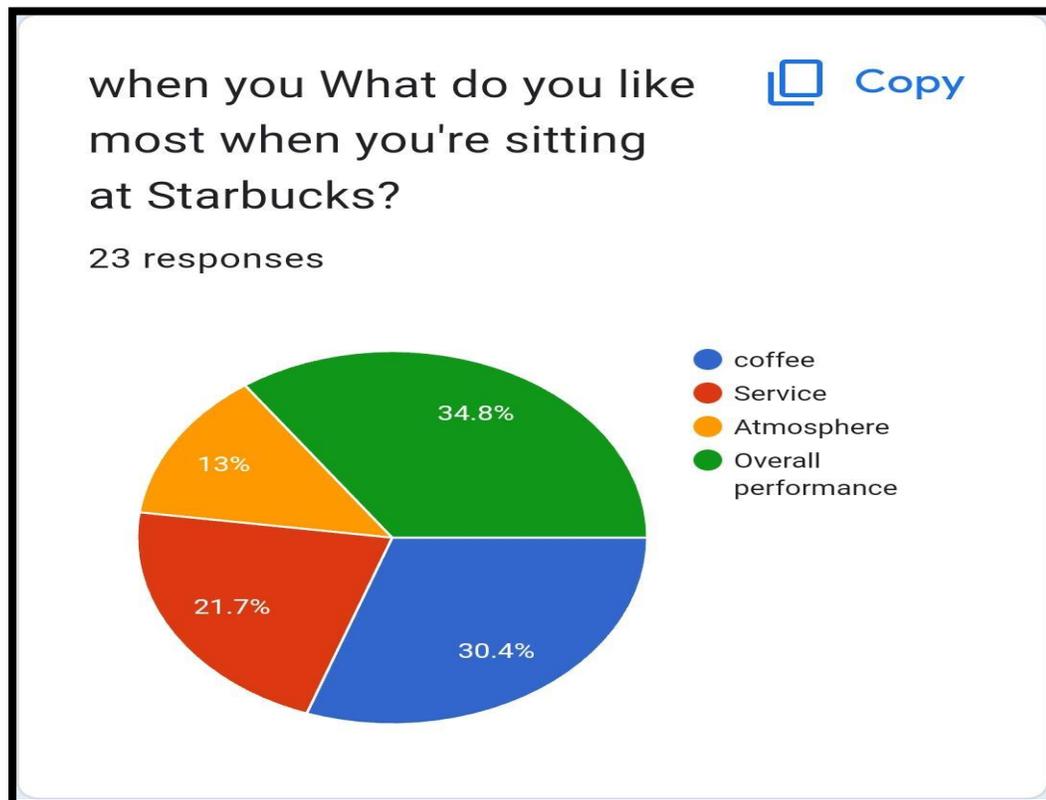
Interpretation:-

A people is respond is showing in percentage . All people has to mostly choose a overall performance is 34.8% Starbuck in overall performance is good .

8) **if you had to starbucks , who would you go with?**

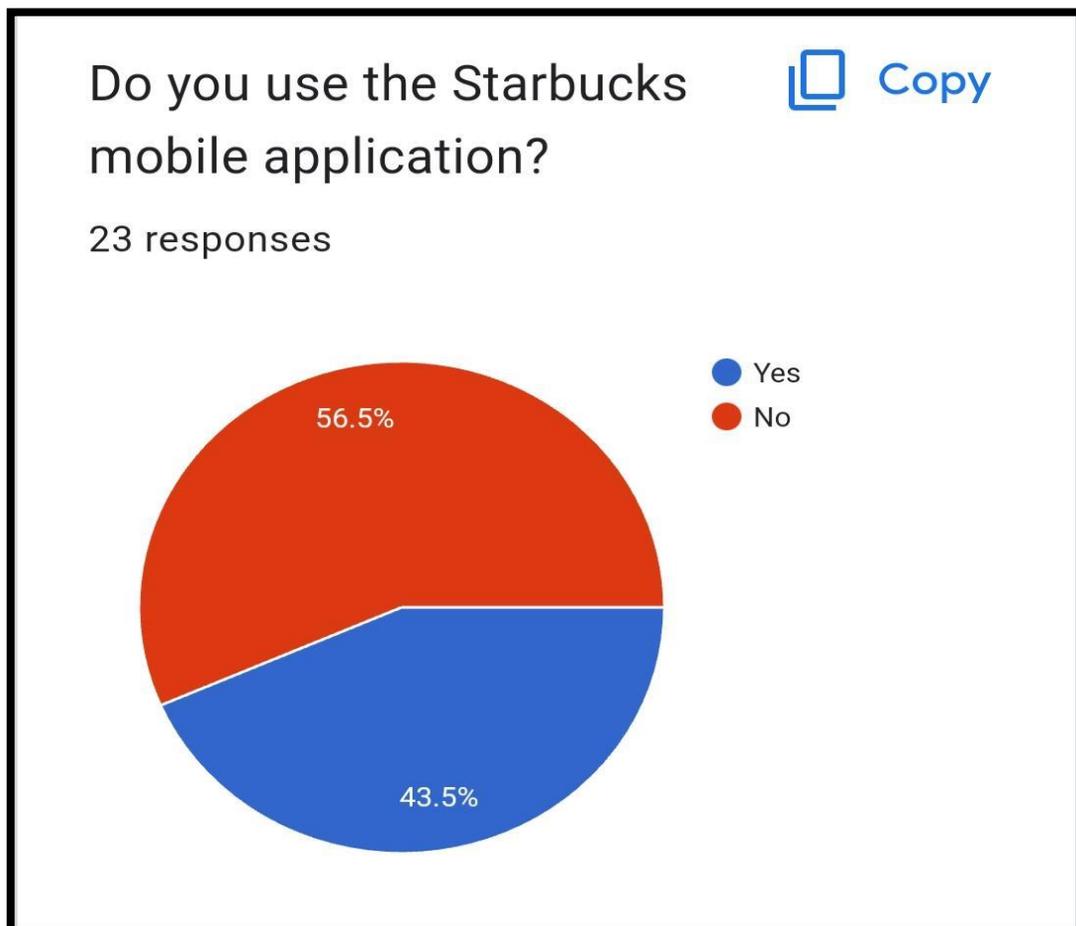| Particular	Percentage
Mom and dad	26.1%
Brother and sister	21.7%
Best friend (male)	13%
Best friends (female)	34.8%
Business client (client/boss)	--
Others	4.4%
Total	100%
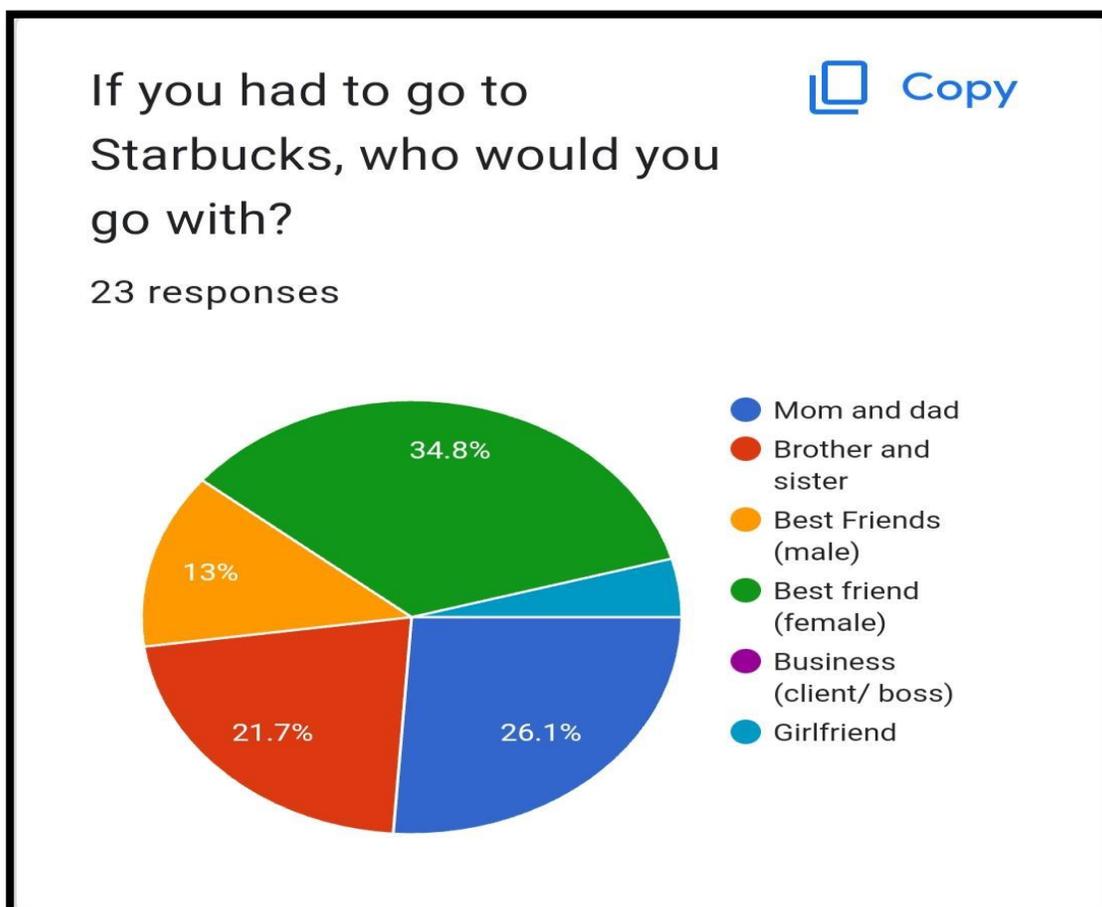
Interpretation:-

A people has mostly choose a (female)best friend is more than other percentage is 34.8% to people mostly went with friends in Starbucks.

9) Do you use the starbucks application ?

Particular	Percentage
Yes	56.5%
No	43.5%
Total	100%

Do you use the Starbucks mobile application?

📋 Copy

23 responses

🔵 Yes
🔴 No

56.5%

43.5%

Interpretation:-

A people Is respond is showing in percentage the mobile application is used is 56.5% people and they don't use starbuck application is 43.5% people.

**10)** **HAVE YOU EVER CELEBRATED YOUR BIRTHDAY AT STARBUCKS ?**

Particular	Percentage
Yes	56.5%
No	39.1%
Others	4.4%
Total	100%
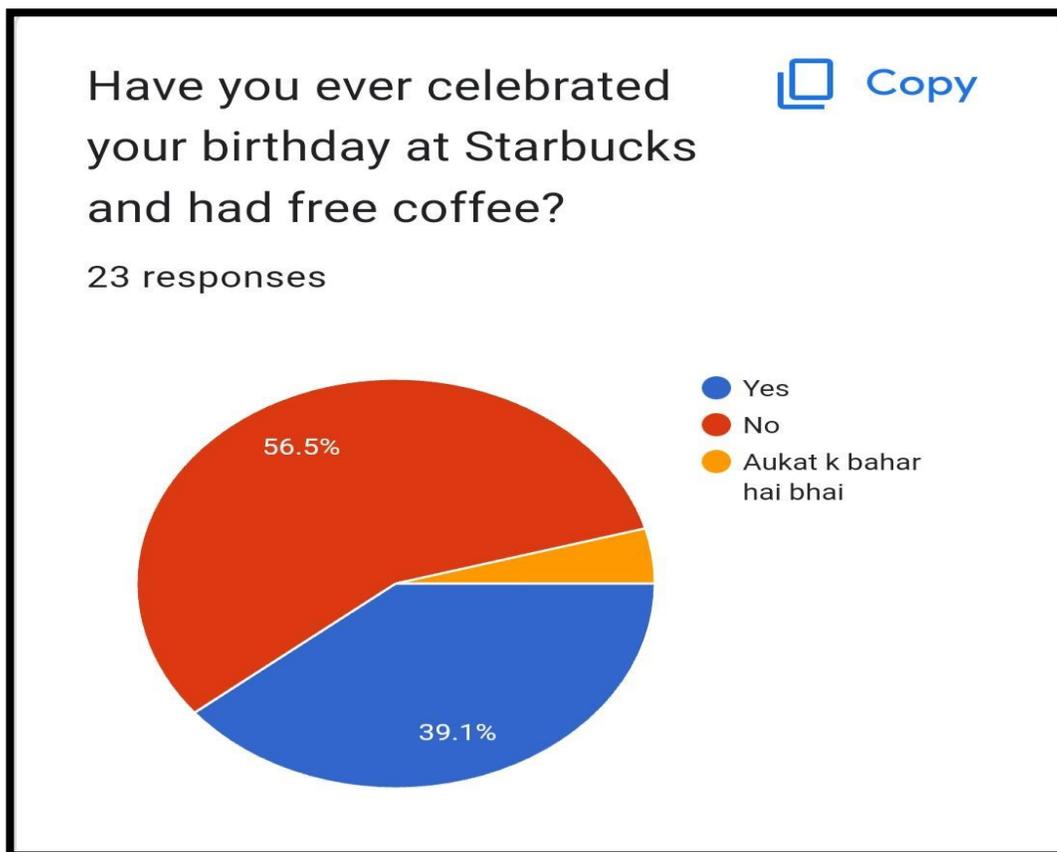
Interpretation :-

A people Is respond is showing in percentage a Men who are interested in going to Starbucks and celebrating 56.5% and Those who are not interested is 39.1% and other is 4.4%.

11) what do you like to drink at starbucks ?

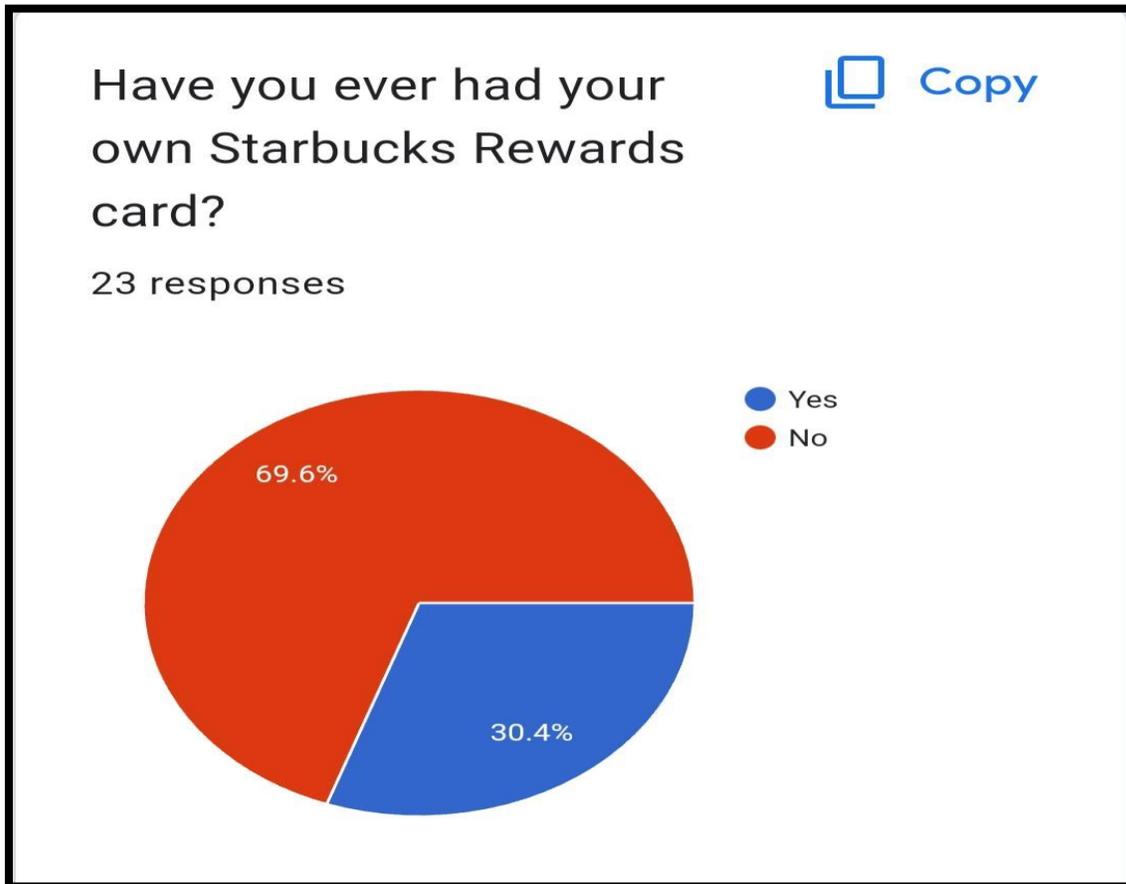| Particular	Percentage
Hot coffee	43.5%
Cold coffee	47.8%
Other opinion	8.7%
Total	100**%**
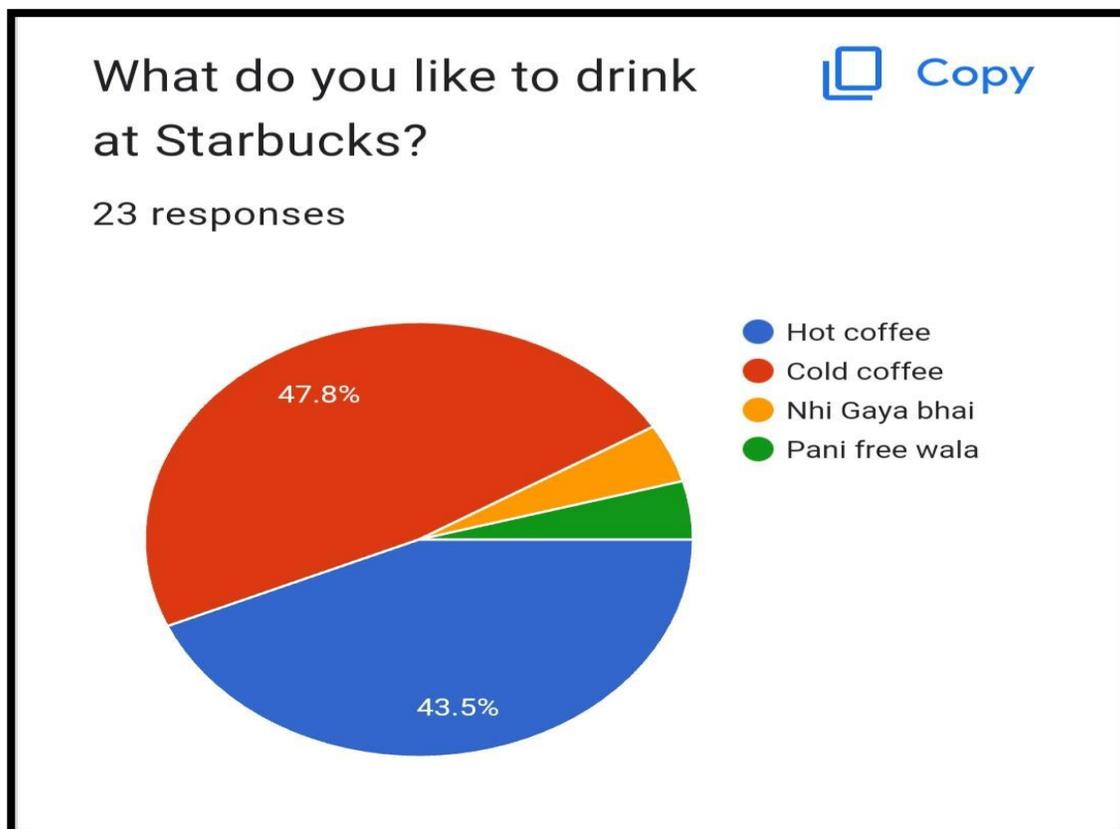
Interpretation:-

A people get drinks hot coffee is 43.5% and cold coffee is 47.8% other opinion is 8.7% in showing in percentage.

12) **HAVE YOU EVER HAD YOUR OWN STARBUCKS REWARDS CARDS?**

Particular	Percentage
Yes	69.6%
No	30.4%
Total	100%

Interpretation:-

A people are showing in percentage. has taken the reward so far, his percentage is 69.6% and the remaining people who have not received it are 30.4%.

HYPOTHESIS TESTING:-

Hypothesis is usually considered as the principal instrument in research. Its main function is to suggest new experiments and observations. In fact, many experiments are carried out with the deliberate objects of testing hypothesis

H0: Starbucks do not have any marketing strategy.

H1: Starbuck have good marketing strategy.

From the above Analysis, it is found that from the above given Hypothesis 1 the alternate Hypothesis i.e., H1 "Starbucks has use good marketing strategy" is found to be True. Hence, accepted whereas null hypothesis i.e., H0 "starbuck do not have any strategy" is rejected.

FINDINGS:-

- Why would Starbucks misspell its customer's name: what would happen?

- Here Finding Out What Strategy They Use At Starbucks

- The Starbucks analyze the strategies then they use them in their marketing.

- How does Starbucks manage such a large company?

- What strategies does Starbucks use to make the company still on top?

CONCLUSION:-

- The said conclusion for this project will be drawn based on the finding and analysis

- Starbucks is leading the market because of its dominating global presence and leadership.

- A consumer's experience at a Starbucks location is arguably different from any other coffee shop because of its intimate atmosphere, welcoming environment, and unmatched service

- Recent scientific evidence confirms that moderate consumption of caffeinated beverages, including coffee, does not lead to dehydration. Advice to abstain from drinking moderate amounts of caffeinated coffee, in order to maintain adequate fluid balance, is unfounded.

- The conclusion is intended to help the reader understand why your research should matter to them after they have finished reading the paper. A conclusion is not merely a summary of your points or a re-statement of your research problem but a synthesis of key points.08-Dec-2022

- Starbucks believe in serving the best coffee possible to all the customers. By using ethical sourcing practices, Starbucks ensure that all of their coffee are grown with highest standards of quality.

- Starbucks' coffee buyers travel from America to all around the world from Latin America, Africa to Asian just to select the best qualities coffee beans. In addition, through signature Starbucks Roast, Starbucks' master roasters bring out the balance and rich flavor of the beans.

- Starbucks Corp (Starbucks) is a specialty coffee retailer. It roasts, markets, and retails specialty coffee. The company, through its stores, offers several blends of coffee, handcrafted beverages, merchandise, and food items.

Suggestions :-

- Starbucks should do a little discus about the high rates .

- Starbucks is popular because it provides a welcoming, ambient space to enjoy its drinks. While comparatively expensive, Starbucks' drinks offer affordable luxury from a coveted brand.

- Starbucks announced that it would start offering almond milk in its stores, noting in the press release that it was one of the most common requests on its "platform for crowdsourcing customer and barista suggestions," called Starbucks Idea.

- I had never heard of the site before, but it is a treasure trove of great—and some admittedly not-so-great—ideas from Starbucks customers around the world.

- The whole goal of Starbucks Idea, according to the FAQ, is to "shape the future of Starbucks," making it the most perfect customer experience possible. The forums aren't a place to complain about bad service at a single store.

- Communication with customers.

- Loyalty programs

- Feedback From customer.

BIBLIOGRAPHY:-

LINKS:

www.starbuks.com

https://iimskills.com

https://iide.comcom

https://www.simpllilearn.com

https://coschedule.com

PREVIOUS RESEARCHS AND JOURNALS:

- **GLOBAL MARKETING STRATEGIES**

- **MARKET ENTRY IN INDIA (BY DOMINIK FISCHER)**

- **MARKETING STRATEGIES CASE STUDIES**

- **STARBUCKS EVOLUTION OF THE COMPANY'S MARKET PLAN.**

Annexture: -

QUE: DO YOU LIKE STARBUCKS ?

     a. Yes

     b. No

QUE: HAVE YOU EVER BEEN TO STARBUCKS?

     a. Yes

     b. No

QUE: DO YOU   GO TO STARBUCKS ?

     a) Yes

     b) No

QUE: HOW DO YOU REGARDS STARBUCKS AS BRAND ?

     a) Yes
     b) No

QUE: WHAT DO YOU LIKE MOST WHWN YOU ARE SITTING AT STARBUCKS ?

     a) Coffee

     b) Service

     C) Atmosphere

     d) Overall performance

QUE: WHOM DO YOU LIKE TO VISIT WITH STARBUCKS ?

     a) Yes
     b) No

QUE: DO YOU USE THE STARBUCKS STARBUCKS MOBILE APPLICATION ?

     a) Yes
     b) No

QUE: Do you like the food items that Starbucks offers?

    a) Yes
    b) No

QUE: you satisfied with Starbucks quality for coffee and food?

    a) Yes

    b) No

QUE: What time do you usually visit Starbucks?

    a) Morning

    b) Afternoon

    c)Evening

QUE: Would like to see more varieties of food at Starbucks?

    a)Yes

    b) No