

Satisfying needs and wants through an exchange process marketing essay



Marketing - According to Philip Kotler marketing as 'satisfying needs and wants through an exchange process' this means that marketing means selling of goods and services to consumer and satisfying their needs.

Philip Kotler

Starbucks is a coffee shop company. It is one of the most popular coffee shops in U. S. and other countries. Starbucks sell roasted whole beans in the market and gain profit. Starbucks has more than coffee shops in about 40 countries. The company offer coffee drinks and food items, as well as roasted beans, coffee accessories, and teas. Starbucks aim is to be the best brand in all over the world. Starbucks have introduced a coffee named "Frappuccino" for those who don't like to have much coffee. Starbucks has become more than your regular coffee shop. People are stopping by to enjoy a mid afternoon coffee throughout the streets, Starbucks attract regular people to look and have their daily dose of coffee. Frappuccino's which is made with real milk is one of the favourite amongst Starbucks's customers. They have a variety of flavours, traditional chocolate chip, sweet strawberries and cream, smooth vanilla, and chocolate mocha. It is a drink that you can also enjoy in summers with some crushed ice in it. Starbucks is succeeding to attract people with their cup of coffee. Starbucks has launched his Starbucks card for their existing customer with some packages like whenever they order espresso drink they will get free syrup with milk.

Ethical Sourcing

Starbucks coffees want to lead for their best coffee in the world. Starbucks always believe in serving best coffee to their customer. Buying, roasting, and
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serving are the highest quality of star bucks. Starbucks also give there coffee to farmers who help to clean the environment. The knowledge we got from our farmers are helping us to use that same information in our other areas.

Environmental Stewardship

Starbucks is particular about the cleanliness. Coffee is an agricultural product. Starbucks is vulnerable to the effects of climate change. We are keeping in mind about the high standard quality product which will help us reduce our environmental impact. And for future generation we are taking actions like building up tree watering the plants saving energy. These are some factor that we should focus on.

Recycling the cups

Starbucks introduced a new disposable cup. Starbucks are introducing disposable cups was the only option that contain 10% post consumer recycled fibre. other stakeholders are also helping star bucks to make there cups recycle and practising Starbucks, cup manufacturers, recyclers, and other stakeholders to jointly identify the steps required to make our cups recyclable in form and in practice. We planned to take a survey test to know what people think about the recycling cups in markets and it will be a good impact on teenagers.

100% recycling in stores

Starbucks white cup has been main part of the coffee house. At the same time, it has become a major concern among our customers how we are

recycling the cups and that to we can use it afterward. Star bucks are aiming <https://assignbuster.com/satisfying-needs-and-wants-through-an-exchange-process-marketing-essay/>

that they will make it 100% reusable cups within next five years. Starbucks are working on this works from a long time. And they assured that they will do whatever they can to make this happen.

MARKETING

STARBUCKS IS A GREAT COMPANY FOR MARKETING

Starbucks have a good name in market . star bucks do a lot of thing to promote their brand like advertising making website and opening there branches in all over the country. Starbuck have a good customer care service. Customers never complaint to them about the service which they provide.

Starbucks have an advantage that the have a huge marketing online program so everyone can know about it. And it should also change the website design after few months so people should like it and for that they need to hire a professional manager.

Source: <http://ezinearticles.com/? Starbucks-is-a-Great-Company-For-Marketing&id= 4396802>

Marketing Mix

It is a combination of 4 elements product, place, price and promotion

Source http://www.ethno2b.com/four_principles_of_the_mark.gif

When Starbucks marketing their products firms need to create a successful mix of:

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Product - to choose the right product for customers.

Place - to choose the right place to sell the coffee

Price - to choose reasonable price for customer satisfaction.

Promotion - ways to promote the brand

Starbucks marketing mix

PRODUCT

Starbucks have huge varieties of food material. it offers some special pastries, coffee and smoothies to satisfy customer demands . Starbucks also launched cappuccino for the people who love to have coffee at home. They can simply buy the product from market and have the same taste while sitting at home. The Instant via Ready is an instant coffee that has a taste from its regular brewed coffee. Starbucks are offering new varieties in tea- a Full Leaf Tazo Tea Lattes and Tazo Tea Infusions which will attract tea drinkers.

PRICE

Starbucks products are reasonable and they use good quality material.

Starbucks keep in mind about the daily people income and that's why customer doesn't find their prices expensive. And they have a plus point to attract more customers. Price and quality determines the value of the product. Starbucks was expensive and was positioned in accordance with that. They give their best product in the market.

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PLACE

Starbucks is a place where people enjoy coming to, have their coffee, loves to hangout with friends. From my first observation at Starbucks I noted that the character of the space is divided into two categories. First there is the quick and simple transaction, in and out with your coffee; and the second is the use of Starbucks as an office, meeting place. Starbucks says customer should be satisfied. Hence, Starbucks takes into consideration for these consumers.

PROMOTION

Starbucks have started providing star bucks Card to their customer. It is a new way to promote company product and increase the promotion.

Starbucks delivers coffee to their coffee lovers customer in there office without knowing the size of the coffee.

They provide international teas to customer who wants to have while sitting at home. They make tea packets for tea loving customer which will also help in promotion.

Source: http://blogs.indews.com/marketing/starbucks_marketing_mix.php

Market orientation used by Starbucks

It is combination of Marketing concept and product concept

Product concept

Starbucks quality of the product- Starbucks should provide the best quality product to their customers.

Performance and innovation

Marketing concept

consumer needs - need of consumer and company satisfy their needs

Profit

Therefore Starbucks focus on their superior products and their improvements'.

Starbucks Marketing SWOT

Strengths

It is a very reputed brand.

It has a large variety of coffee for their customer and Starbucks has coffee shops in almost all over the world and people do like the taste of the coffee.

The organization has strong ethical values, commitment to the environment, and community activists.

Weaknesses

Starbucks is mostly known for their reputations and

The organization has a strong presence in the United States of America with more than three quarters of their cafes located in the home market. It is

often argued that they need to look for a portfolio of countries, in order to spread business risk.

Opportunities

. Star bucks are very good at taking advantages of opportunities.

. When people enter star bucks coffee we should feel valued and respect.

Threats

Star bucks are the one of the most leading coffee company with a good profit and they have 9000 coffee shops in 40 countries. People use to cop the way they are building up their brand. And there are many competitors all over the world.

Starbucks is very popular in the world and it always launch new dairy product in the market. To maintain there good reputation they have to change their techniques to serve coffee so customers get impressed. Because there are competitors all over so they have to get little alert and people will say at except coffee there is nothing as in a regular coffee shops.

Starbucks need to do something to reduce its weakness. Starbucks have many stores which are of there own and no franchise is there.

Starbucks have the advantage to maintain the atmosphere where people can enjoy. Starbuck can build up opportunities and weakness that will help them to grow at the world market