

Case study about starbucks

Business



The type whose focused mainly on the quality of the service are attracted by adding labor hours and time-saving automated machines to stores. It focused on the quality of its coffee with a Coffee Master training program for its baristas and a new line of ultra premium whole-bean coffees. The type whose focused on the price are attracted by launching a campaign designed to educate consumers that Starbucks wasn't as expensive as they thought it was.

The single-serve packets at all Starbucks stores and grocery stores for 1 \$ each or 9.95\$ for 12 packs. Starbucks started attracting "Brew it at home" customers, partnering with Kraft to launch flavored coffees you can brew yourself. The ace in the hole in Starbucks strategy is Cattle's Best Coffee. It is placed where Starbucks' customers aren't (vending machines, coffee carts, fast-food restaurants). Cattle's Best allows Starbucks to go head-to-head with competitors like McDonald's without damaging its brand.

- Probably, Starbucks now is targeting different types of customers, offering different types of goods and services, with various prices, under different brands. 1- His vision wasn't based on selling only, he wanted to create " Starbucks Providing customers with what he called a Experience" " Third Place". He targeted the wealthier, better educated, and more professional than the average American. 2- Schultz realized that the initial segment were not enough to fuel the kind of growth he wanted so he started targeting a wider segments of customers, as the atmosphere in stores turned into " hustle and bustle " It became a less attractive place

To the traditional customers and appealed more to The new ones. The new breed of customers was less affluent, less educated, and less professional.

Case Study About Cataracts By Leasehold 3- Cataracts is targeting a various segments of customers. To stores. It focused on the quality of its coffee with a Coffee Master training program for its baristas and a new line of ultra premium whole-bean coffees. The type whose so he started targeting a wider segments of customers , as the atmosphere in stores turned into “hustle and bustle ” it became a less attractive place