

Just who is the starbucks customer

Business



The company wanted to expand but the customers urged for the quality of food. The company tried to capture new customers but forgot that their products were bought by their traditional customers. Once the Starbucks old buyers lost their feel, faith, and the attachment with the company, their paths diverged. Starbucks now was no more a place to visit where customers could have a healthy talk. It became a place where people could purchase items and move on. So, the Starbucks experience changed, and with that changed the Starbuck customer.

3. A kid would get bored by playing with the same toy over and over again. The same phenomenon applies to the customers and the products they buy. People want something new and unique. This was an uphill task the company had to face in order to re-attract their old customers and regain their present buyers.

For this purpose, they gave a new look to their company, not by expanding the number of stores, rather by expanding, introducing, and diversifying their products. They cheapened the prices of the coffee and worked to improve the quality of their items so that they could again reach the hearts of their customers. They realized that by not changing much of their terms and conditions, they could do a lot for the betterment of their consumers as well as for the company itself.

4. This is a question that can certainly take Starbucks to the peak since its emergence or can bring it to a halt for the years to come. The company has just faced downfall and is again trying to get on their feet. If the owners and the responsible people take necessary steps to bind the company together, only then can it come out of the sorrows of defeat else the worst could be a complete shut down for the Starbucks company.

Starbucks will not be able to enjoy the same comfort level and revenue from its costumers. It's simply because their quality has gone down, irrespective of the steps they are taking now, and because of the competition in the market. Their competitors are also here to make a profit and whoever grabs the majority of the market shares, will come out as the winner in the end.