

# Costa coffee supply chain essay sample

[Food & Diet](#), [Coffee](#)



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## Service Operations Concept ( Alton towers)

Service Concept: Costa Coffee is a British multinational coffeehouse company founded in 1971, Leading retailer, roaster and brand of specialty coffee in the world

Service experience:

1, Relaxing store layout & inviting environment.

2, Costa Express (Vending machine): A quick, convenient way to grab a great Costa coffee on the go

3, Free O2 wifi available

4, wide range of products

5, spread in train stations, airports, hospitals, college.

Service operation:

Service Operation: Coffee club membership, 6, We'll give you 5 points for every £1 you spend. Each point is worth 1p and they soon add up.

Gift card

Wondrous drinks of season:

Service outcome:

Service Value: Comfortable couch like chairs& tables with chairs

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## Five operations performance objectives

Quality

Speed:

Dependability: Do things on time, keep the delivery promises you have made.

Flexibility: Be able to change what to do, be able to vary or adapt the operation's activity to cope with unexpected circumstances or give customers the individual treatment.

Cost: Do things cheaply, to be productive. Produce goods and services at a cost which enables them to be priced appropriately for the market while still allowing for return to

The five competitive objectives:

Quality being right,

Speed Being fast

Dependability Being on time

Flexibility

Cost: being productive

Quality

Quality management

Quality characteristics: Slack et al

Functionality

Appearance: high brand visibility. Costa coffee's brand is

Reliability: Costa has a unique blend we call the Mocha Italia, Grind: Every cup of Costa is made from freshly ground beans; ground to the exact consistency to ensuring perfect extraction of flavors & aroma. We use the Ferrari of grinders-the Mazzer-to ensure the " Perfect Cup" Machine: Costa shops use specially designed Italian espresso machines. They have been tuned & perfected over the last twenty years to achieve high volumes of perfect espresso [the heart of every coffee drink] Hand: the skill of the Barista influences the " Perfect Cup" So they undergo extensive & intensive training at our Coffee Academy to reach the excellence that's Costa

Contact:

Supply chain management:

Approchaches

Capacity:

1, coping zone:

In general, 8: 00~9: 00 a. m, considered as the rush hours within a day

Strategy: coffee club card is launched to

Foster's five forces is used to present the intensity of Costa coffee's market rivalry. In terms of threaten of new entrants: Edmark Café. (Ndubuisi Eluwa) ,

and also the existing competitive rivals like Nero, Starbucks make the coffee's market very intensive. Suppliers have become diverse, for example, Brazil and Indonesia and Italy.

Threat of substitution could be hot chocolate, tea or pearl milk. Power of single is very low so do the switching cost.

According to the analysis of market by Costa coffee, some strategies can be conducted. Demand management:

2, approaches:

existing

CSR:

Costa coffee's rain-forest alliance:

As the largest and fastest growing coffee shop chain in the UK Costa understands the need to incorporate environmental, social, ethical, human rights and customer concerns into the heart of their business operations and core strategy. There's are some reasons why Costa coffee engage in the rain-forest alliance: 1, nowadays, coffee consumers not only just enjoy a cup of coffee, but also be concerned about the goodness of coffee's source. In that case, certification can be a good way to prove it. Secondly, it helps to maintain a good relationship in business. Furthermore, it can increase the awareness of cooperation between Costa's sellers and bean's suppliers.