

Marketing and starbucks

[Business](#), [Marketing](#)



A lot is happening over coffee! Introduction : Cataracts Is the world's largest coffee house and It has already established Itself In the Aslant economies of China and Japan. Its recent move to enter Into the Indian sub-continent is seen as Its market strategy to capture market share In one of the largest emerging economies In the world.

CDC, being the undisputed player In the coffee market (with appear. 60% market share) In India, Is a well established brand. Objective : To analyses whether Cataracts can pose a threat to the established dominant brand CDC In India. Current scenario: The coffee chain market in India is more than RSI. 1000 scores and is growing at 30% Y- o; Y. Cafe Coffee Day is the biggest coffee chain in India.

It has 1550 outlets scattered around Tier-I and Tier-2 cities in India-I Cataracts entered the Indian market in 2011 with a JP with Data Global Beverages and currently operates from 40 stores across India and is fast acquiring the high end customer segment. Methodology of analysis : a) C framework for Cataracts a. Understand the positioning and goals and objectives of Cataracts and CDC b. Understanding the threat that Cataracts pose to CDC and predict future initiatives of each. C. Analyses the market structure, motivation, distribution channels and income level of customers. D.

Climate - Indian coffee consumption market and b) Determine the POP and the POD between Cataracts and CDC c) Brand Strategy Frameworks I) Bull eye II) Color wheelbase III) Brand Resonance Model v) Specific to Cataracts- Nations growth Matrix for strategy of cataracts Marketing and Cataracts By

causeway Cataracts is the world's largest coffee house and it has already established itself in the Asian economies of China and Japan. Its recent move to enter into the Indian sub-continent is seen as its market strategy to capture market share in one of the largest emerging economies in the world.