

Starbucks marketing mix

[Business](#), [Company](#)



Below is a table for you to apply the elements of marketing mix (7Ps) to your selected business organisation. Starbucks Product and service -Starbucks stores offer a choice of regular or decaffeinated coffee beverages, a special "coffee of the day," and a broad selection of Italian-style espresso drinks. In addition, customers could choose from a wide selection of fresh-roasted whole-bean coffees.

When you walk into the Starbucks, you notice they are promoting specialty drinks or products within the store. For example they promote their new coffee by giving free samples to their customers and that maximise the publicity of the product and generate revenue for the business. Packaging Creative and innovative packaging is what Starbucks does so that they can be seen and get noticed in the crowded market of coffee. For Example they redesign the packaging of their coffee to recreate the shopping experience and quickly identify the coffee by roast.

The new packaging of their coffee gets the attention of new customers because customers can choose what kind of coffee you want just by looking at the package (different colour, message). Price -Price and pricing is one of the most important elements of the marketing mix, as it is the only mix, which generates a turnover for the organisation/business. In July 2013 Starbucks decided to raise the price of their beverage by 1%, they claim that the price increase is due to rising labour and non-coffee commodity costs.

Starbucks raise prices to maximize profits from these price insensitive customers who now depend on their strong gourmet coffee. Rather than trying to compete with cheaper chains like Dunkin, Starbucks uses price

hikes to separate itself from the pack and reinforce the premium image of their brand and products. Place -Starbucks takes a thoughtful and strategic approach when choosing their store locations, carefully considering many factors including community demand. We are always looking for great locations to both better meet the needs of our current customers and to reach new ones.

They did research on different areas before utting a store there, based on things like demand, traffic and parking, they may conclude multiple stores will serve customers better. People The baristas (employees) are the foundation of Starbucks. " When it comes to providing Starbucks customers an exceptional experience, our baristas are as important as the quality of the coffee that we serve". <http://www.starbucks.com/> Baristas really are the face of Starbucks. They are an important part of their customers' day, and experts in handcrafting delicious, perfect beverages.

Connecting nd creating the moments that make a difference in each person's day. Processes Starbucks uses coffee from different origin. I will choose one of them and describe the process from the supplier to the customer. Decided to take a look at the Ethiopian coffee, as his name says it came from Ethiopia, it is a medium-bodied coffee who offers soft, velvety notes of dark chocolate, subtle hints of peppery spice, and sweet, mandarin-like citrus for a balanced and approachable taste in the cup.

From Ethiopia to the Starbucks manufacturer where the coffee is roasted packages and directly end to their stores where the coffee is available for customers. Physical evidence Starbucks provides information on its products,

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business partnerships, and career opportunities on its website. The famous Starbucks Logo (which is green and features a partially nude siren) has stayed largely unchanged since its origin, However it has been altered to adjust to international sensibilities. Starbucks uses white cups with their green logo on it, it comes with different sizes.

It was specially design to resist heat, mainly because they serve hot beverage. It also comes with a lids. Branding The Starbucks brand has amazingly been able to create a reputation for itself as a very hip and mainstream coffee hub. People of all ages, including adults and young teens, are flocking to this coffee franchise to enjoy all the different caffeinated and specialized drinks it has to offer. Over the years, the Starbucks brand has cleverly re- branded its products and coffee cups in order to cater for a more modern generation and the company has benefit from it as a result.