

Dunkin donuts essay



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1. How does Dunkin' Donuts build long-term customer relationships? To build strong, profitable, long-term customer relationships, Dunkin's Donuts has developed marketing strategies and plans. The firm must determine how to best create value for its chosen target market. So, the firm should connect with his customers to establish and strengthen customer relationships.

•Target Market: International coffee and donut retailer Positioning: Dunkin' Donuts serves its donuts or coffee for customers, who are concerned about affordable (cheap product), accessible (convenient locations) with high quality products (quality control) 2. What is Dunkin' Donuts value proposition? Visit a Dunkin' Donuts store and visit the company's website. Based on the information presented in the video and the information and experiences gathered in the store and online, evaluate how well the company's value proposition is conveyed through its marketing communications If its website is any indication, Dunkin' Brands, which today has a portfolio of three complementary brands: Dunkin' Donuts, Togo's (the California sandwich shop) and Baskin-Robbins (the largest and one of the most-loved ice cream chains in the world), has no intention of abandoning its focus on high-quality, affordable food and beverages on the go. Each of their brands appeals to a different time of day, working together to offer great food and great value to their customers.

The company combines the strength of its brands by housing two or three in a single storefront, completely redefining the quick service experience for their clientele. With a focus on " how Dunkin' Donuts keeps busy Americans fueled and on the go... the ad campaign is a fun and often quirky celebration of life, showing Americans embracing their work, their play and everything in

between, accompanied every step of the way by Dunkin' Donuts. " Visually, the ad campaign comes to life through a set of interactive icons that represent the campaign tagline - " America Runs on Dunkin'. The icons help to drive the concept that Dunkin' Donuts' freshly-made coffee and baked goods energize Americans from all walks of life so they can keep the country running on their dedicated hard work and positive outlooks. The campaign pays homage to those who embody the spirit on which America was founded. 3.

How is Dunkin' Donuts growing its share of customer? List companies and brands with which you have relationships. How much do you like Starbucks? Compare brands and companies Starbucks Starbucks offers it a European-inspired " home away from home" alternative, complete with familiar green umbrellas, outdoor and indoor cafe seating and an extensive menu. Starbucks, with its wireless connections, comfy chairs, contemporary fixtures and up-to-date musical ambiance, offers the perfect " gathering place" atmosphere, whether you're an entrepreneur conducting business, a college student surfing the internet, or a hip guy or gal, looking for a " third home" to hang out and read the paper. Unlike Dunkin' Donuts, Starbucks does not franchise to individuals In my opinion, Starbucks is superior to Dunkin Donuts.

Why? Well, there are a few reasons. Atmosphere - Even though I almost never stay in either store to enjoy my drink, I prefer the atmosphere and decor in Starbucks over Dunkin Donuts. This is not because Starbucks is a great environment, but it is nice. Dunkin' Donuts, on the other hand, feels like something stuck from 1980s. •And lastly. I understand that adding

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cream/sugar or having the employees do it for you are a matter of preference, but I love to add my own ingredients.

I would rather take the extra 15 seconds to make sure the drink is exactly as I want it instead of relying on someone to screw it up somehow by putting too much or not enough of cream/sugar.