

Marketing mix in cafe coffee day assignment



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Page no-1 Kcb id-13480 MBA ASSIGNMENT ASSIGNMENT TITLE Abstract In hospitality industry there is much kind of outlets like hotels and resorts, restaurants, bar, coffee shop these are the place is serving food and beverage here I am going to give my research about coffee shops which providing like hot and warm coffees and quick bites to the customers. I did my research work on Indian coffee shop company who having more than 900 cafe in 91 major cities in India and 4 cafe in overseas. INTRODUCTION COMPANY PROFILE Cafe coffee day is favorite and largest coffee shop chain in India . his coffee shop is one of the part of amalgamated bean coffee trading ltd. (ABCTCL), it is commonly known as a cafe coffee day. Coffee day is opened first cafe in 1996 on brigade road in Bangalore, and today coffee day company has the largest cafe retail chain in India with 895 cafes across 71 major cities in India. And this is a 300 core ISO 9002 certified company. Coffee day has international customers who are love coffee countries like America, Europe, and Japan and coffee day has 75 percentage of coffee bean production as well.

Coffee day has six different divisions include cafe coffee day. * Coffee day fresh n Ground(354 coffee bean and powder retail outlets) * Coffee day Xpress (341 coffee day kiosk) * Coffee day Take away (7000 vending machines) * Coffee day Exports * Cafe coffee Day * Coffee day Perfect Cafe coffee day is known as a CCD this short word very famous in college students and school students this is one of the pioneered cafe concept in India in 1996 by opening a first cafe . n 19th century the coffee drinking habit was restricted to the intellectual, the need for a relaxed and fun “ hangout” for the emerging urban youth in the country was clearly seen. And

it's very perfect land mark for meetings and especially for students who wants to do their studies with their group and having fun and cafe coffee day giving very good land mark in Indian Major and coffee day being in very important role in Indian tourism industry Cities.

Recognizing the potential that lay ahead on the horizon, cafe coffee day embarked on a dynamic journey to become large organized retail cafe chain with a distinct brand identity of its own Cafe coffee day in the past 13 years 1996 1st cafe| v 2001 14 cafes in 6 cities| v 2005First cafe open in Europe (Vienna)| v 2006First cafe open in Pakistan| v 2008607 cafes across 98 cities in| v FutureTargeting to middle east and 19 more cafe in Pakistan and 6 more cafe in Vienna. | +