

Comparative the brand barista vs café coffee day



It all began around 1000 A. D. when Arab traders began to cultivate coffee beans in large plantations. They began to boil the beans creating a drink they called 'QAHWA' which translates to 'that which prevents sleep'. The drink has become widely popular, and need for coffee beans grew. The brief timeline for the growth of coffee, cafés and

Everything related is given below:

First discovery of coffee berries.

Legend of goat herder Kalid of Ethiopia, who notices goats are friskier after eating

Red berries of a local shrub. Experiments with the berries himself and begins to

feel happier.

The first coffee trees are cultivated on the Arabian Peninsula. Coffee is firstly roasted

And boiled by Arabs making 'QAHWA'. The first coffee house opened in Italy in 1654.

b. The Coffee Café day Industry

The Coffee Café day organization is currently one of the biggest and fastest growing

Sectors (business) in INDIA. The industry consists of a mix of individual cafés, hotel cafés and retail café chains.

Individual Cafés:

The main bulk of revenue earned, individual cafés, run mostly by families and friends. It is a relatively unorganized sector. There is millions of such cafés

Around the world, and they are provided customers by friendly homely, casual experience.

These cafés are mainly in Europe, where every little town or village and city has local

Cafés, where people gather together for enjoy the party; get to gather and major things conversation over coffee.

2. THE BARISTA INDUSTRY

Barista coffee was establishes in 1999 with the aim of identifying growth opportunities in the coffee business. More significantly, barista believes they have quickly to spot a latent need waiting to be

Trapped. Coffee lover person seek a complete experience. One that combines intelligent positioning with the right product mix and carefully designed

Cafés. In other words, customers seek an “ experiential lifestyle brand”.

a. Marketing Mix

Coffees & Teas Refreshing

Eatables

Coffee with Milk Smoothies Sandwiches

Cappuccino

Cafe Mocha

Caffe Latte

Guava

Mango

Grape

Paneer Tikka

Cheese & Tomato

Chicken Tikka

Smoked Chicken

Black Coffee Granitas Rolls

Espresso Italian

Esperano™

Americano

Blue Curacao

Lime Ice

Mixed Fruit Tango

Guava Crush

Kadhai Planer Roll

Chicken Masala Roll

Dessert Coffees Milk Based Pastas

Latte Bianco

Cafe Borgia

Strawberry Freeze

Mocha Freeze

Espresso

Tangy Tomato Pasta

Creamy Chicken Pastas

Cold Coffees Iced Tea Other Food

Brrrista™

Brrrista Frappe

Brrrista Blast™

Iced café Mocha

Lemon

Peach

BBQChicken Croissant

Coffee Add-ons Other Drinks Desserts

Various Flavours

Chocolate Fudge

Whipped Cream

Espresso Shot

Ice Cream Scoop

Ginger Fizz

Kinley Water

Walnut Brownie

Mocha Excess

Chocolate Excess

Dark Temptation

Chocolate Mousse

Chocolate Chip Muffin

Almond Raisin Muffin

Apple Cake

Teas

Assam

English breakfast

Darjeeling

Earl Grey

Distributed.

b. Merchandise

Tiramisu Flavors

Coffee Mugs

Blue Curacao

Barista French Press

Barista Coffee Beans

Printed T-Shirt

Toffee & Mouth freshener

Process:

The food and beverages order and delivery process at same in cafe coffee day and Barista is based on self- service, where a customer goes up to the counter to place his order, and goes back to the counter to pick his delivery himself.

c. Human Resources

Barista and cafe coffee day's growth has sparked of a greater need for more and more human resources. This poses a challenge for both cafes to ensure that their employees are all across the country well trained and provide consistent service at every outlet.

Recruitment & Selection:

Barista currently opens a new outlet somewhere in the country every 10-12 days. The

Spurt of growth can only be successful if they have the right people working for them.

The high expansion means that more staff is needed immediately at the Counter Staff

And Field Staff Level. This is only possible is Barista uses the correct recruitment and

Selection policy

3. STUDY ON CAFÉ COFFEE DAY

a. Corporate Profile

It was in the golden soil of Chikmagalur that a traditional family owned a few acres of

coffee estates, which yielded rich coffee beans. Soon Amalgamated Bean Coffee Trading

Company Limited, popularly known as Coffee Day was formed. With a rich coffee

Growing tradition since 1875 behind it coupled with the opportunity that arose with the

deregulation of the coffee board in the early nineties, Coffee Day began exporting coffee

To the connoisseurs across USA, Europe & Japan. In the calendar year 2000, Coffee Day

exported more than 27000 tonnes of coffee valued at US\$ 60 m to these countries and,

for the second time in its short career of 7 years retained the position as the largest coffee

exporter of India.

Coffee Day Comprises of the following Sub Brands

Coffee Day – Fresh & Ground

Café Coffee Day

Coffee Day – Vending

Coffee Day – Xpress

Coffee Day – Exports

Coffee Day – Perfect

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Café Coffee Day currently owns and operates 1050 cafes in all major cities in India. And two cafe out of the INDIA It is a

part of India's largest coffee conglomerate named cafe Coffee Day, Rs. 200 crore ISO 9002 certified company. Coffee Day's most unique aspect is that it grows the coffee it serves.

Achievement

Coffee – Winner of Platinum, Gold, Silver and Bronze medals at the India

Barista Championship 2002

Product or cafe menu

Coffees & Teas Refreshing Alternatives Eatables

Hot Coffee Granitas Melting Moments

Espresso

Espresso Americano

Macchiato

Cappuchino

Café Latte

Chococinno

Café Mocha

Irish coffee

Blood Orange

Cool Blue

Pineapple Crush

Emerald Ice

Ruby Surprise

Banana n' Walnut Cake

Banana Chocolate Mousse

Banana Caramel pie

Chocolate Doughnut

Cookies

Marble Cake

Pineapple Getaux

Chocolate Cake

International Coffee Smoothies Ice Creams

Colombian Juan Valdez

Ethiopian Qahwah

Kenyan Safari

Mango Colada

Strawberry Colada

Vanilla

Chocolate

Seasons Best

Cold Coffee Cremona's Quick Bites

Sweet Mint

Cold Sparkle

Brandied Banana

Tropical Iceberg

Iced Eskimo

Litchi

Ginger Spice

Pina Colada

Samosa

Puff

Pizza

Croissant

French Fries

Kathi Roll

Wraps

Biryani

Sandwiches

Kulcha

Burger

Pasta

Masala Sandwich

Coffee Add-ons Cool Refreshers

Honey

Flavored Syrups

Red Eye

Whipped Cream

Scoop of Ice cream

Chocolate Sauce

Fruit Juices

Mineral Water

Teas

Assam Tea

Masala Chai

Lemon ' n Ice Tea

Kashmiri Qahwah

Apple n Cranberry ice tea

Merchandising:

At Café Coffee Day merchandise has started more as a sentimental thing than as a revenue stream. They wanted to reward coffee lovers and they started selling mugs. People wanted to wear something that reminded them of the cafe so they designed T-shirts and sold thousands of those. But soon it has become a serious business. 5 per cent of their revenue comes from the merchandising.

Café Coffee Day sold lots of young merchandise by its stores:

Caps

T-Shirts

Bags

Mugs

Coffee Filters

Coffee Powders

Coffee Mints

Pens

Order Process:

The Café Coffee Day is based on self-service, where the customers go to the counter to place their order. Whereas they are delivered by own, where they wait for some time for the customer to pick up the order but if the customers take too if long then the order delivered on customer table.

Locations:

Café Coffee Day looked to cater to their target market by strategically located outlets.

Their outlets are generally located in High Street/ Family Entertainment Centers.

Considering their generic appeal, there are Barista outlets located in and around Malls,

Cinemas, Colleges, Offices, etc. This endorses their brand image of a café that appeals to coffee lovers of all ages.

c. Human Resources

With the boost in the number of their retail outlets, Café Coffee Day had to concentrate

On the quality and quantity of their human resource in order to meet up with the set

Standards. They make sure that the employees all across the country are well trained and

provide consistent services at every outlet.

Recruitment & Selection:

It is the process of differentiating between applicants in order to identify those with a

greater likelihood of success in a job. The role of selection in an organization's

Effectiveness is crucial for at least two reasons; first work performance depends on

Individuals and second because of the costs incurred in hiring individuals is enormous for

An organization.

1. Psychometric tests, Behavioural Intelligence Test, Logical thinking and Comprehension

Test.

2. Application blank.

3. Personal Interview, Operations Interview, Regional Manager Interview.

For Area Manager:

4. SURVEY ANALYSIS

a. Taste & Quality of Products

The first parameter that respondents were asked to rate was the taste and the quality of

the products available at both Barista and Café Coffee Day. Essentially these products are

Coffees, Other Drinks (like Granitas, Cremosas etc.), eatables and desserts.

Finding out how customers feel about the taste and quality of products offered, could

help both these organizations improve their share, by adapting and improving their

products.

Prices

Customer's perception of prices plays a very important role in a service sector industry.

Because of the intangible nature of a service, prices are often regarded as approximate

indicators of quality.

Pricing policy affects the cafés revenue directly. The higher the price, the larger the profit

margins, but the lower the price, the higher the market share. In a retail café chain

though, volumes are what count- that's why the more competitive the price is, the better

For the firm.

b. Comparative Rating – Order Time

Order Time is the time taken from when the customer wants to place an order, till when

The order process is completed. The order process largely affects the order time.

Café Coffee Day scored higher than Barista.

Some respondents attributed Café Coffee Day's faster order time to the fact that they had

More staff on hand than Barista (in a café of the same average size). to their taste

Availability

The availability of products is essential to ensure customer order fulfillment it. People visit cafés primarily because they serve coffee and eatables. These are their

basic products, without which the café itself would cease to exist. That's why it is

essential for cafés to make sure the food and drinks they have on their menu are available

to customers when they place their order.

For the purpose of this survey, respondents were asked to rate the availability of the

coffee, drinks, eatables/ snack and desserts of their choice.

c. Comparative Rating – Coffee of Choice

Making the coffee of choice available to the customer poses a different sort of problem to

cafés. While a plain black coffee or milk- based coffee is always available, the flavored

coffees, which are not ordered very often, may be unavailable due to insufficient supply

caused by varied demand. Considering coffee is their core product, both cafés performed

exceptionally well. Barista was marginally ahead of Café Coffee Day,

5. CONCLUSION

Barista

1. Average taste & quality of products:

According to the market survey, other than their Dessert, Barista got only an

average rating for the taste & quality of their products. Considering their strong brand image of being the coffee- lover's traditional café, they have not

performed up to expectations in this area.

2. Perceived as an expensive brand:

Customer perceptions of Barista's prices and value for money are quite negative. Even though the prices of Barista and Café Coffee Day are almost identical, Barista is still perceived as the more expensive brand.

a. Café Coffee Day

1. Weak brand image:

The Café Coffee Day brand, although clearly a youth- oriented brand, lacks the power and strength expected to maintain brand loyalty. The brand doesn't

project a clear image to customers about what Café Coffee Day is all about.

This could prove as a deterrent during future national and international expansion.

2. Inefficient human resources:

According to the market survey, Café Coffee Day's staff received only an average rating for their behavior and service. Café Coffee Day needs to work

hard at this aspect, especially considering they are a service sector organization that is looking at large expansion.

b. RECOMMENDATION & SUGGESTIONS

Barista

- € Barista has an extremely strong brand image, but they need to work hard on

improving their customer perception of being an expensive brand. Barista and

more expensive brand.

- € That's why my first recommendation for Barista is, to carry out a promotion

campaign to ensure that their target market is well aware of their current low

prices. This would help change customer perception and turn Barista into an affordable brand.

Café Coffee Day

- € Café Coffee Day has done extremely well so far to project itself as an affordable youth-oriented brand. But there are still certain areas where their brand needs to be much stronger.

- € With regard to the physical evidence associated with the brand, Café <https://assignbuster.com/comparative-the-brand-barista-vs-caf-coffee-day/>

Coffee Day needs to do a lot of work if they hope to catch up with Barista.

My first recommendation for Café Coffee Day is to clean up the décor at every outlet, wherever unnecessary advertising is taking place.