



**Thecasesolutions.com**  
**BACKGROUND**

1. Thecasesolutions.com is the business model of Tchibo.
2. Tchibo opened the first Tchibo store in 1974. It was operating since then.
3. Around 1978, Tchibo started with their small products.
4. In 2007, Tchibo started their own website.
5. In 2008, Tchibo started their own website for their "your thinking" marketing plan.
6. In 2009, Tchibo started their own website for their "your thinking" marketing plan.
7. In 2010, Tchibo started their own website for their "your thinking" marketing plan.

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Conclusion:

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Online Experience  
Non-Store Experience

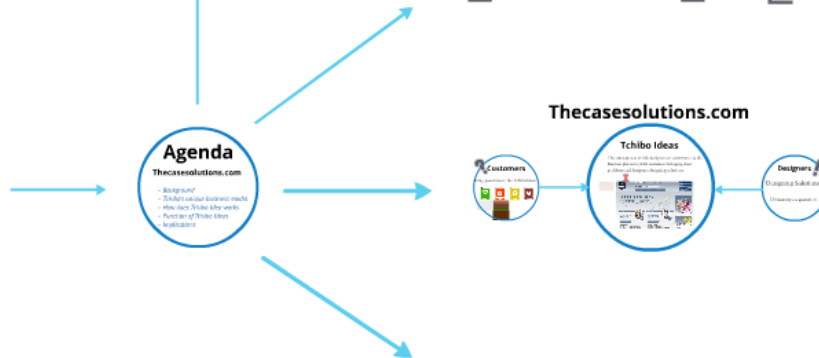
*Tchiboidea's role in Tchibo's business*

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Source of information that customer needs  
Basis of the proposition "a new world every week"

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Tchibo's "Your thinking" marketing plan



*How can Tchibo Ideas support Tchibo's marketing plan?*

Tchibo Ideas platform could reduce marketing costs (especially marketing research cost) while maintaining its image from an old-fashioned company to a more innovative company.

Source: Marketing and Advertising Research Institute

*How can Tchibo Ideas support Tchibo's marketing plan?*

**Segmentation**

German market:

- Psychographic: materialistic
- Interest and activities: Consumption (Education)
- Interest: membership

*How can Tchibo Ideas support Tchibo's marketing plan?*

**Targeting customers?**

Targeting the customers who reach their products:

- 1. Tchibo Ideas: 3000-2000
- 2. 10000 members
- 3. 10000000
- 4. 75% subscription
- 5. 8721 customers
- 6. 177000000
- 7. 22000000

Conclusion: Tchibo Ideas is a good marketing plan for Tchibo.

**Marketing as annual report 2008**

Marketing is the process of creating, communicating, and delivering value to customers. It is the process of identifying, anticipating, and satisfying customer needs and wants through the creation and exchange of products and services.

*regard as a communication channel*  
A supplement way of Tchibo's weekly copies



- Users have to approach other closer to their customers to know their needs and to understand how to improve their products.
- In these days, each customer has their own thought about the brand, and more of them are going to be the part of the brand. **CONSUMER THEORY**



*Tchibo*  
-----Ideas-----

**Tchibo  
Ideas:  
Leveraging  
the  
creativity  
of  
customers**

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# Agenda

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- *Background*
- *Tchibo's unique business model*
- *How does Tchibo Idea works*
- *Function of Tchibo Ideas*
- *Implications*

# Thecasesolutions.com *BACKGROUND*

1. The business began in 1949, based on coffee service.
2. 1955, Tchibo opened the first German coffee shop. By 1958, it was operating more than 77 stores.
3. Around 1970, Tchibo started to offer small products.
4. 2007, “Tchibo idea” initiative was born.
5. 2008, Thibo Ideas was launched as one of the first “crowdsourcing” innovation platforms in Germany.
6. 2010, more than 8,000 active members on the platform.

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Competitors:

1. In the coffee market: Nestlé and Kraft.
  2. In the coffee shop market: McDonalds’ McCafé and Starbucks.
  3. In the non-food market: retailers ranging from apparel to grocery stores.
  4. Indirect competitors that had a similar business model with Tchibo.
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Coffee Experience

Coffee Shop Experience

Non-food Experience

*Tchiboldea's role in Tchibo's business*

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Special feature of Tchibo's business model



**Tchibo** direct

## Tchibo's "Phases"

Heute schon die Artikel der nächsten Woche bestellen!





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**Customers**

Bring questions to the Tchibo Ideas



WORKSHOP  
TESTEN  
VOTING  
UMFRAGE

**Tchibo Ideas**

The concept was to link designers to customers via the Internet platform, with customers bringing their problems and designers designing solutions.



**Designers !**

Designing Solutions

University cooperation