

Kerstin Bergerer (A)

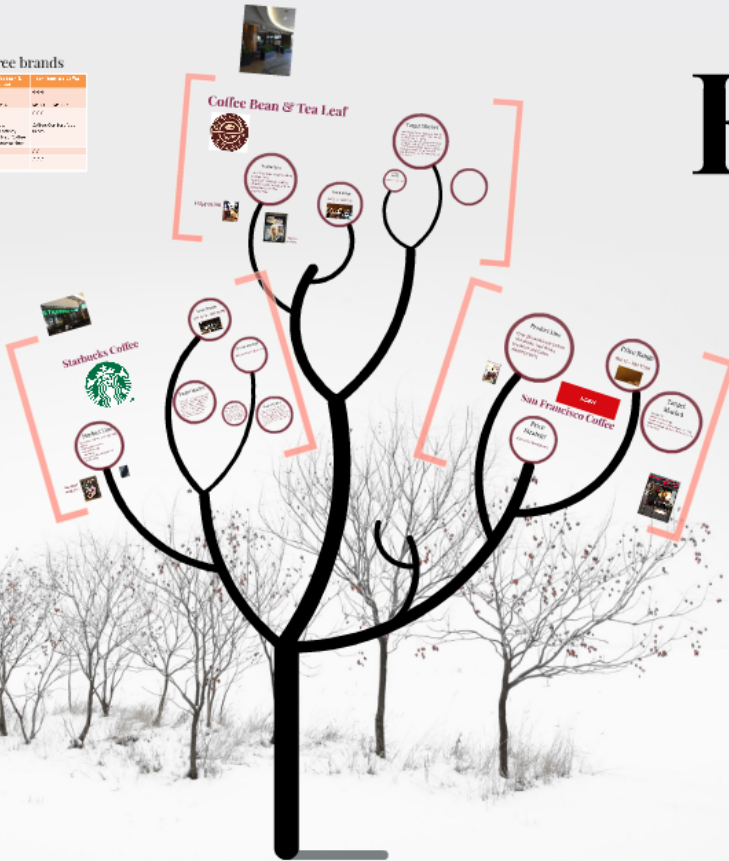
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Comparison of three brands

| Brand | Starbucks | Blue Bunch | Blue Bunch | Blue Bunch |
|--------------|-------------------|--------------------|--------------------|--------------------|
| Year | 1971 | 1992 | 1992 | 1992 |
| Headquarters | Seattle, WA | San Francisco, CA | San Francisco, CA | San Francisco, CA |
| CEO | Laxman Narasimhan | John G. Soderstrom | John G. Soderstrom | John G. Soderstrom |
| Revenue | \$10.2 billion | \$1.1 billion | \$1.1 billion | \$1.1 billion |
| Employees | 250,000 | 10,000 | 10,000 | 10,000 |
| Market Cap | \$100 billion | \$1 billion | \$1 billion | \$1 billion |
| Stock Price | \$100 | \$10 | \$10 | \$10 |
| Dividend | Yes | No | No | No |
| ESG Score | 75 | 60 | 60 | 60 |

Conclusion

The analysis of Starbucks, Coffee Bean & Tea Leaf, and Blue Bunch reveals that Starbucks is a market leader with a strong brand identity and a focus on customer experience. Coffee Bean & Tea Leaf and Blue Bunch are smaller players in the market, with Blue Bunch focusing on organic and fair-trade products. Starbucks' success is attributed to its consistent quality, diverse product offerings, and strong marketing strategy. The analysis also highlights the importance of brand identity and customer experience in the coffee industry.



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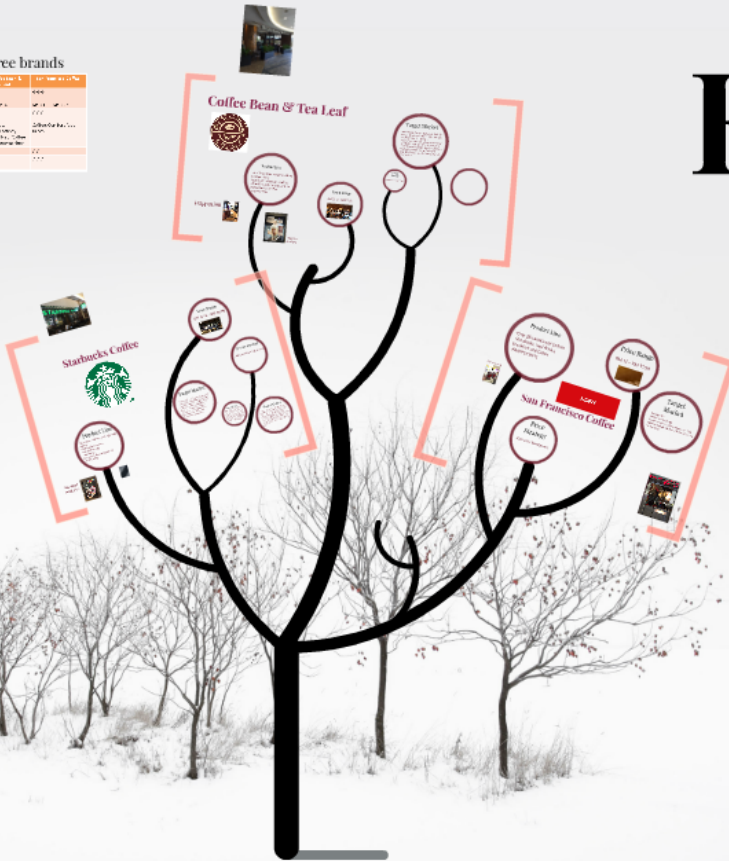
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Comparison of three brands

| Brand | Starbucks | Blue Bona | Blue Bona |
|---------------|----------------|-------------------|-------------------|
| Year | 1971 | 2004 | 2004 |
| Headquarters | Seattle, WA | San Francisco, CA | San Francisco, CA |
| Revenue | \$20.1 billion | \$1.1 billion | \$1.1 billion |
| Employees | 250,000 | 10,000 | 10,000 |
| Market Share | 33% | 1% | 1% |
| Stock Price | \$100 | \$100 | \$100 |
| Profit Margin | 15% | 15% | 15% |

Conclusion

The conclusion of this case study is that Starbucks is a dominant player in the coffee market, while Blue Bona is a smaller, emerging brand. Starbucks' success is due to its strong brand identity, consistent quality, and extensive store network. Blue Bona's success is due to its focus on high-quality, locally sourced coffee and a strong community presence. Both brands have a clear competitive advantage in their respective markets.



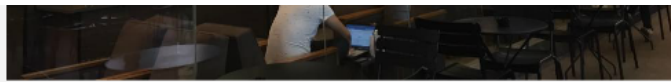
Group Members: Kendra, Char Lian, Wing Yan, Wen Qin, Tzi Xin, Angel





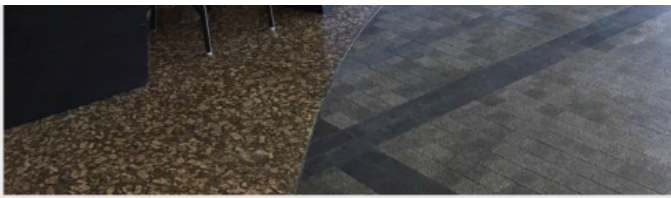
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Starbucks Coffee





Coffee Bean & Tea Leaf



Product Line

-Over 30 varieties of coffee and 20 varieties of tea

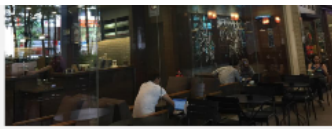
st and cakes
UCINOS



San Francisco Coffee

Price
Strategy

-Competitor-based pricing



Starbucks Coffee



Product Line

- More than 30 blends and single-origin coffees
- Hand-crafted espresso
- Blended beverage
- Fruit Juices
- Desserts (Cakes and pastries)
- FRAPPUCINO

Seasonal Products:



Price Range

RM 13.55 – RM 20.00



Pricing Strategy

Value-based pricing strategy

Target Market

-Urbanites who are between the ages of 17 to 44 and also those influenced by media and 'coffee culture'. The target market for Starbucks is not gender specific yet it shares a variety of characteristics, including a high income bracket, an awareness of social status and environmental consciousness.

Target Market

-Focus on the working class; it can be seen that their stores are mostly nearby companies, offices, malls, bookstores and universities. This allows them to have a large number of customers who are working adults - where they have the opportunity to meet up with their client or customers at a cafe (often they meet to work, discuss or students to get for coffee houses like this for a conducive study environment.

Target Market

-Environmental friendly consumer have also become their target market in the recent years. Instead of using plastic or paper cups for the drinks people purchase, they encourage customers to bring their own Starbucks tumbler and get an additional discount for every drink they purchase with their Starbucks tumbler. They also provide napkins made from recycled paper.