

Situation Analysis

TheCaseSolutions.com

SWOT Analysis

TheCaseSolutions.com

Marketing Goals and Objectives

- Physical Plant
- Employee Engagement
- New products
- Establish national dominance
- Expand globally

TheCaseSolutions.com

Marketing Strategy

Primary Goal: Secondary Target: Market: (Who are we selling to?) (What are we selling?) (Where are we selling?)

Key words: go to the store and buy it, market a local store

TheCaseSolutions.com

Executive Summary

Mission

"To improve and sustain the bottom right - one person one cup - and one neighborhood at a time"

TheCaseSolutions.com

Trouble Brews at Starbucks

TheCaseSolutions.com

Marketing Strategy

Global Branding Strategy

- Quality
- Location Hubs
- Learning opportunities
- Accessibility

TheCaseSolutions.com

Marketing Strategy

Product Strategy

- New products
- Full line of products
- Global markets
- Convenience

Marketing Strategy

Pricing Strategy

- Value-based pricing (VBP)
- Psychological pricing

Marketing Strategy

Direct to Retailer Supply Chain Strategy

- Reduce on the supply chain opportunities
- Reduce the cost of the distribution for direct supply chain
- Locality

Marketing Strategy

Integrated Sales Promotion Strategy

- Advertising
- Publicity
- Personal selling
- Sales promotion
- Direct response
- Interactive
- Relationship marketing
- Word of mouth
- Referrals
- Partnerships
- Co-branding
- Cause-related marketing
- Event marketing
- Experiential marketing
- Interactive marketing
- Mobile marketing
- Search engine optimization
- Social media
- Video marketing
- Web 2.0
- Web 3.0
- Web analytics
- Web content management
- Web design
- Web development
- Web hosting
- Web marketing
- Web optimization
- Web security
- Web services
- Web strategy
- Web usability
- Web analytics
- Web content management
- Web design
- Web development
- Web hosting
- Web marketing
- Web optimization
- Web security
- Web services
- Web strategy
- Web usability

Marketing Strategy

Marketing Mix

- Product
- Price
- Promotion
- Place

Structural Issues

- Interdependence
- Evolution
- Stability

Tactical Marketing Activities

- Implementation
- Control
- Organization
- Culture

Marketing Strategy

Marketing and Control

- Formal Controls
- Informal Controls
- Employee Self-Selection
- Evolution
- Marketing Audit

Conclusion

QUESTIONS??



Trouble Brews at Starbucks



TheCaseSolutions.com

Executive Summary

Mission-

"To inspire and nurture the human spirit –
one person, one cup and one
neighborhood at a time"



TheCaseSolutions.com

Situation Analysis

Internal

- Moving away from core values;
- Falling stock price;
- Losing market share;
- Declining employee morale;
- Strong brand recognition;
- Continued expansion.



Customer

- **Who** are our current and potential customers?
- **What** do customers do with our products?
- **Where** do customers purchase our products?
- **When** do customers purchase our products?
- **Why (and how)** do customers select our products?
- **Why** do potential customers not purchase our products?



External

PEST Analysis

- Globalization
- Prices and supplier relationships
- New consumer movements
- Internet access



Porter's 5 Forces

- McDonald's and Dunkin' Donuts
- Energy drinks, Soda or other restaurants
- Low switching costs
- Coffee beans
- Full breakfast and boutique shops

TheCaseSolutions.com

SWOT Analysis

Strengths

- Good work environment
 - *Luke from Starbucks
- Quality customer experience
- Brand recognition and equity
- Quality of Product



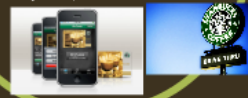
Weaknesses

- High coffee prices
- High calorie/fat content
- Experience is a commodity
- Length of time to produce order
- Lack of traditional advertising mediums



Opportunities

- Grow global market
- Customer convenience
- Product development
- Expansion into retailers
- Technology (apps, wifi)
- Healthy food/drink choices



Threats

- Other/Cheaper coffee prices at competitors
- Cheaper alternatives at supermarkets
- Dependent on supply chain
- Economic downturn



TheCaseSolutions.com

Competitive Advantage

- Relational Advantages
- Product Advantages
- Organizational Advantages

Strategic Focus

- Capitalize on high traffic stores
- Go back to basics
- Take advantage of external opportunities

TheCaseSolutions.com

Marketing Goals and Objectives

- Physical Plant
- Employee Engagement
- New products
- Establish National Dominance
- Expand globally

TheCaseSolutions.com

Marketing Strategy

Primary (and Secondary) Target Markets

- Men and women, age 25-40 who have a higher disposable income
- Young adults, age 18-24 who are working to maintain a “cool” image

TheCaseSolutions.com

Marketing Strategy

Overall Branding Strategy

- Quality
- Location Hubs
- Licensing agreements
- Accessibility



TheCaseSolutions.com