



COFFEE

Mid Valley Megamall & The Gardens

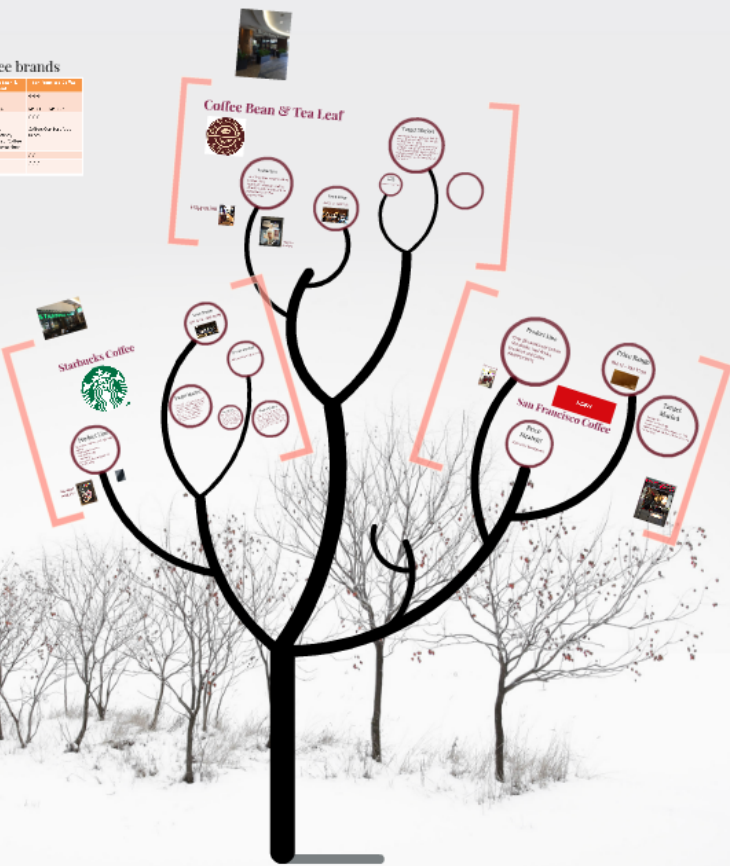
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Comparison of three brands

Brand	Starbucks	Coffee Bean & Tea Leaf	Blue Bona
Year	1971	2004	1992
Headquarters	Seattle, WA	San Francisco, CA	San Francisco, CA
CEO	Howard Schultz	David Gohmert	David Gohmert
Revenue	\$22.5 billion	\$1.2 billion	\$1.2 billion
Employees	250,000	10,000	10,000
Market Cap	\$100 billion	\$1 billion	\$1 billion
Stock Price	\$140	\$100	\$100
Market Share	33%	1%	1%

Conclusion
 Starbucks is the market leader in the coffee industry, followed by Coffee Bean & Tea Leaf and Blue Bona. Starbucks has a strong brand identity and a large customer base, while Coffee Bean & Tea Leaf and Blue Bona are smaller, local brands. Starbucks has a higher revenue and market cap than the other two brands, while Coffee Bean & Tea Leaf and Blue Bona have similar revenue and market cap. Starbucks has a higher stock price than the other two brands, while Coffee Bean & Tea Leaf and Blue Bona have similar stock prices. Starbucks has a higher market share than the other two brands, while Coffee Bean & Tea Leaf and Blue Bona have similar market shares.



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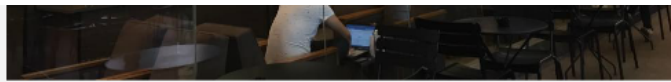
Group Members: Kendra, Char Lian, Wing Yan, Wen Qin, Tzi Xin, Angel





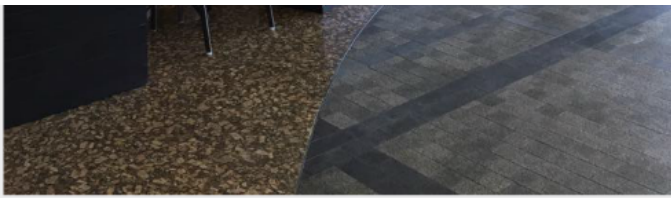
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Starbucks Coffee





Coffee Bean & Tea Leaf



Product Line

-Over 30 varieties of coffee and 20 varieties of tea

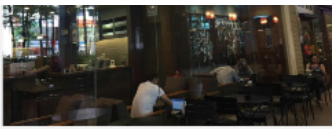
st and cakes
UCINOS



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, students hangout 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.