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“Over a cup of coffee, we bring people together. It’s time to celebrate what Starbucks has been, who we are and a reimagining of who we’re going to be.”

Howard Schultz, founder



Product



Experience



Innovation

STRONG BRAND RECOGNITION

In 2023, the company had 38,038 stores worldwide, showcasing its robust global presence. This extensive reach is backed by strong customer loyalty, which is attributed to the high quality of its products and the wide range of menu items it offers.

CUSTOMER SERVICES

Go with the audience’s needs, helping customers have an easy, fast, enjoyable experience in-store and online.

Chooses casual and informal chats with customers to capture the overall mood, understand their experience with the store, and gather valuable feedback.

Invites people in both stores and digital spaces to be part of the conversation.

GLOBAL PRESENCE

Adapts to local tastes and preferences

Designs visually appealing content that is easy to understand and reflects the target audience's background, ensuring they will enjoy and benefit from the messages on board.

Root Strengths



WHO WE ARE?



Starbucks' Greener Stores are Accelerating the Global Movement Towards a More Sustainable Future.

Grande

Competition

WHOM WE ARE COMPETING?

Other products

Price

Quality

Mobile app

Website

Retails

STARBUCKS

Ethically sourced ingredients and a wide range of menu items result in consistently excellent coffee.

Higher prices

High-quality products and services

yes

yes

38,038 stores are located worldwide.

Tim Hortons

Coffee, donuts, muffins, cookies, pastries, bagels, and Greek yogurt mixed with berries.
With the "Tims At Home" line, products can be stored by the target group at home.

Affordable

Nothing is "good" but everything is "fine"

yes

yes

There are almost 5,000 quick-service restaurants spread across 14 different countries.

McDonald's

Provides both hot and cold beverages made from premium beans.

Very affordable (any size premium-roast coffee for only \$1)

Nothing is "good" but everything is "fine"

yes

yes

15,000 locations across the world

Independent Coffeehouses

Unique blends of coffee and delicacies

Affordable

More personal service experience

no

no

Relies heavily on word-of-mouth recommendations and benefits from being widely available online via third-party delivery services.

Target Audience / Market

- desperate need for togetherness
- lives in a world that is highly disconnected
- needs great work environment
- needs somewhere embraces diversity
- needs Free Wifi

WHAT DO WE KNOW ABOUT THEM?



AFFLUENT CONSUMERS

- Focus on individuals earning \$90,000 and above.

ACTIVE SUBURBANITES

- Urban and suburban populations with busy lifestyles who often stop for coffee during their daily routines.

HEALTH-CONSCIOUS INDIVIDUALS

- Educated, diet-conscious individuals.

DIGITAL ENTHUSIASTS

- Frequent users of smartphones and the Starbucks app for ordering and payment.

INNOVATION SEEKERS

- Embrace change and innovation by choosing delivery options through partnerships like Uber Eats and increased drive-thru locations.

ECO AND SOCIAL ADVOCATES

- Environmentally and socially conscious who are involved in sustainable coffee production and community enhancement programs.

"With every cup, with every conversation, with every community – we nurture the limitless possibilities of human connection."

Laxman Narasimhan, CEO

Consumer Insight

HOW THEY HAVE BUILT A GLOBAL BRAND ?

- They focus on creating a strong emotional connection with customers.
- The aim is for customers to view Starbucks as a second home where they can relax and take a break from their busy lives.
- The company's values include creating a culture of warmth and belonging, being present, and delivering their best.

Benefits

- High-Quality Products
- Variety & Personalization
- Community and Social Experience
- Sustainability Commitment
- Employee Engagement

Functional Benefits

- Easy to access stores
- Reliable product experience.
- A diverse menu options

Emotional Benefits

- Creates a third place between home and work where people can gather, relax, or work.
- Make consumers feel valued and understood.
- Meets various consumer needs.

Values

- Creating a culture of warmth and belonging where everyone is welcomed.
- Acting with courage, challenging the status quo, and finding new ways to grow our company and each other.
- Being present, connecting with transparency, dignity and respect.
- Delivering our very best in all we do, holding ourselves accountable for results.
- We are performance-driven through the lens of humanity.

GENERATE LONG-TERM RETURNS

Consumers believe in credibility and social responsibility projects.

PERSONA: Values the company's consistent performance and appreciates its dedication to ethical practices and community support, which aligns with his personal values.

GIVE MORE THAN WE TAKE

Eco-conscious customers are drawn to Starbucks because of its commitment to sustainability. They feel good about their choices, knowing that Starbucks is dedicated to reducing its environmental footprint and promoting green practices.

PERSONA: Chooses Starbucks because of its sustainable initiatives. She uses a reusable cup and loves sharing Starbucks' environmental efforts with her social media followers.

CONTRIBUTE POSITIVELY

Customers appreciate that Starbucks is more than just a coffee shop; it's a community hub that actively contributes to local initiatives and fosters a sense of belonging.

PERSONA: Chooses Starbucks for his meetings because he admires their local community support. The store feels like a welcoming space where he can connect with others and work on local projects.

ENSURE THE FUTURE OF COFFEE FOR ALL

Customers feel a deeper connection to their favorite beverage knowing that Starbucks is committed to ethical sourcing and supporting coffee farmers. This assurance makes their coffee experience more meaningful and enjoyable.

PERSONA: Takes pride in knowing that her favorite Starbucks blend is ethically sourced. She often shares stories about Starbucks' farmer support programs with her friends, enhancing her own coffee enjoyment.

UPLIFT THE EVERYDAY

Customers view their Starbucks visit as a daily ritual that adds a touch of joy and comfort to their lives. Whether it's a morning pick-me-up or an afternoon treat, Starbucks helps them feel uplifted and ready to tackle the day.

PERSONA: Starts every morning with a Starbucks cold brew. This simple routine not only energizes him but also gives him a small moment of pleasure that sets a positive tone for his day.

BRIDGE TO A BETTER FUTURE

Starbucks employees are part of a mission to create a brighter future. They receive continuous training and development opportunities and work in a supportive environment.

PERSONA: Started part-time during college, appreciates the career advancement programs at Starbucks. She feels a sense of pride knowing she's contributing to a company that invests in her future and her community.

Personality

Welcoming
and Inclusive

Authentic and
Respectful

Human-Centered
Performance

Courageous and
Innovative

Reasons to Believe (RTBs)

PRODUCT CLAIMS

HIGH-QUALITY INGREDIENTS

High-quality Arabica beans, known for their superior flavor and aroma

COST-EFFECTIVE PROCESSES

Optimizing supply chain to manage costs effectively while maintaining competitive pricing.

TRADEMARK COFFEE MIXES (FRAPPUCHINO) AND DELICACIES

THIRD-PERSON ENDORSEMENT

POSITIVE REVIEWS

Numerous customer reviews and testimonials highlight the positive experiences and quality service

STARBUCKS PRIDE

Devon (he/they), a store manager helping to create safe environments for trans partners and customers

OUR EMPLOYEES – WHO WE CALL PARTNERS

Well-being and success and to create a culture of belonging where everyone is welcome

PROCESS SUPPORT

ETHICAL SOURCING AND C.A.F.E. PRACTICES

Coffee and Farmer Equity (C.A.F.E.) Practices program, which evaluates farms on criteria related to product quality, economic accountability, social responsibility, and environmental leadership.

SUSTAINABLE STORE OPERATIONS

Commitment to build and operate 10,000 Greener Stores globally by 2025, incorporating energy-efficient technologies and sustainable materials. Water-Saving Technologies

WASTE REDUCTION AND RECYCLING

Recycling and Composting Programs FoodShare Program

BEHAVIORAL RESULTS

STARBUCKS REWARDS PROGRAM

High levels of repeat purchases and customer loyalty driven by the convenience and rewards of the Starbucks app.

HEALTHIER MENU OPTIONS

Collaborations with nutritionists to develop and test healthier menu items that meet high nutritional standards.

BEHAVIORAL VALUES

CRAFT. We delight in the rigor of the details—no matter what our job is.

COURAGE. We embrace difficult conversations, with respect, to make us all better.

BELONGING. We actively listen and connect with warmth and transparency.

JOY. We take pride in our work and have fun while doing it.

Discriminator

STARBUCKS IS A SECOND HOME WHERE CUSTOMER CAN RELAX, TAKE A BREAK FROM THEIR BUSY LIVES, AND ENJOY A MOMENT OF PEACE.

Brand Essence

ONE PERSON, ONE CUP AND ONE NEIGHBORHOOD AT A TIME

COMMITMENT to every person, every cup, and every neighborhood makes us a close friend and family member in your daily life.



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