



SERVICE MARKETING PROJECT

ON

CAFÉ COFFEE DAY

By

Archana, Hardik, Sanjay, Tirthankar
(SIESCOMS)



CAFÉ COFFEE DAY - Table of Index

1. CCD Introduction	02
2. STPD (Segmentation, Targeting, Positioning, Differentiation)	07
3. Perception Mapping	10
4. SWOT Analysis	11
5. Competitors Analysis	12
6. PESTEL (Political, Economic, Social, Technological, Legal, Environmental)	14
7. 7 PCs P's Service Marketing	15
8. Strategies (Distribution, Positioning and Focus	43
9. Porters Five Forces	45
10. SPANCO (Tangible / Intangible)	46
11. Recommendations	47
12. Partners	48
13. Conclusion	49
14. Q&A	50
15. References	51



CAFÉ COFFEE DAY - Introduction

- ✓ Founded in 1996
- ✓ India's largest coffee conglomerate, Amalgamated Bean Coffee Trading Company Ltd
- ✓ Strives to provide the best experience to their guests
- ✓ Pioneer of the café culture and the first to launch the 'coffee bar' concept in India
- ✓ Network strength: 1450+ cafés in 172 cities/towns across India and growing
- ✓ First to roll out the 'coffee bar' concept in India with its first café in Bangalore.
- ✓ Outlets set up are based on the three formats -- cafe, lounge and square.
- ✓ Menu ranges from signature hot and cold coffees to several exotic international coffees, tea, food, desserts and pastries and exciting merchandise such as coffee powders, cookies, mugs, coffee filters, etc. is available at the cafés
- ✓ CCD is present in every nook and corner of the country which includes Vienna, Austria and Karachi and plans to open across Middle East, Eastern Europe, Eurasia, Egypt and South East Asia in the near future



CAFÉ COFFEE DAY - Introduction Continue...

- ✓ In 2010, they clubbed all his businesses (except agriculture) under Coffee Day Resorts Holdings.
- ✓ Existing investors include global PE firms KKR and Co. LP, New Silk Route Partners LLC and Standard Chartered Private Equity have 25% stake
- ✓ Darby Overseas Investments Ltd—the private equity arm of Franklin Templeton Investments, International Finance Corporation and Deutsche Bank Group hold stakes in Amalgamated Bean Coffee Trading Co. Ltd
- ✓ **CCD's SBU**
 - Coffee Day Fresh 'n' Ground
 - Coffee Day Xpress
 - Coffee Day Take away
 - Coffee Day Exports
 - Coffee Day Perfect
 - (FMCG Packaged Coffee) division

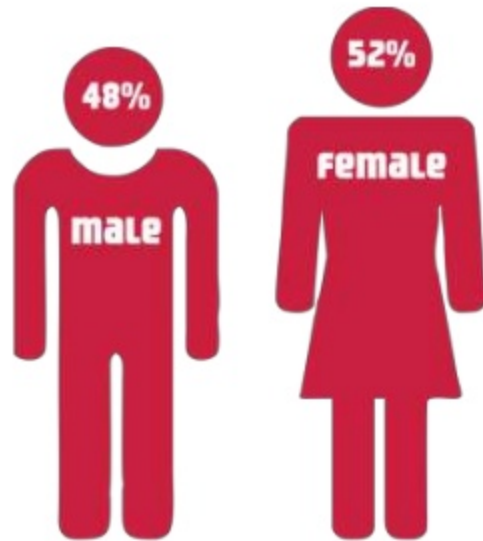


WHY CAFÉ COFFEE DAY

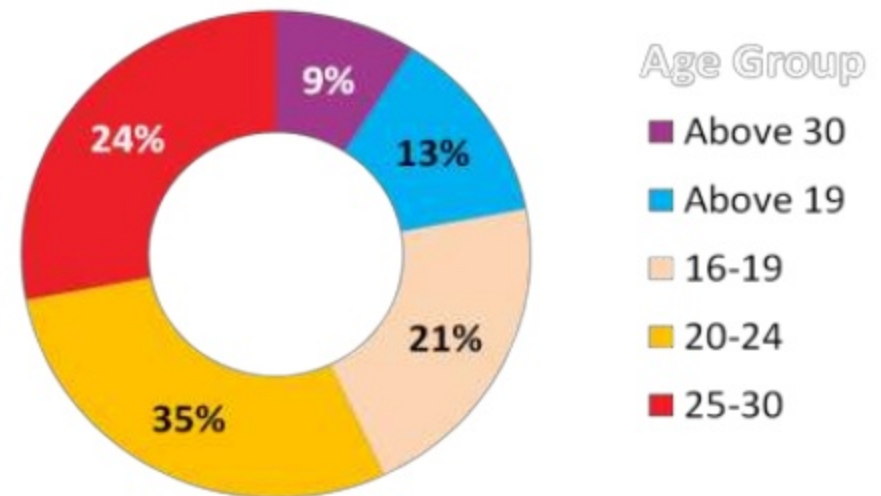
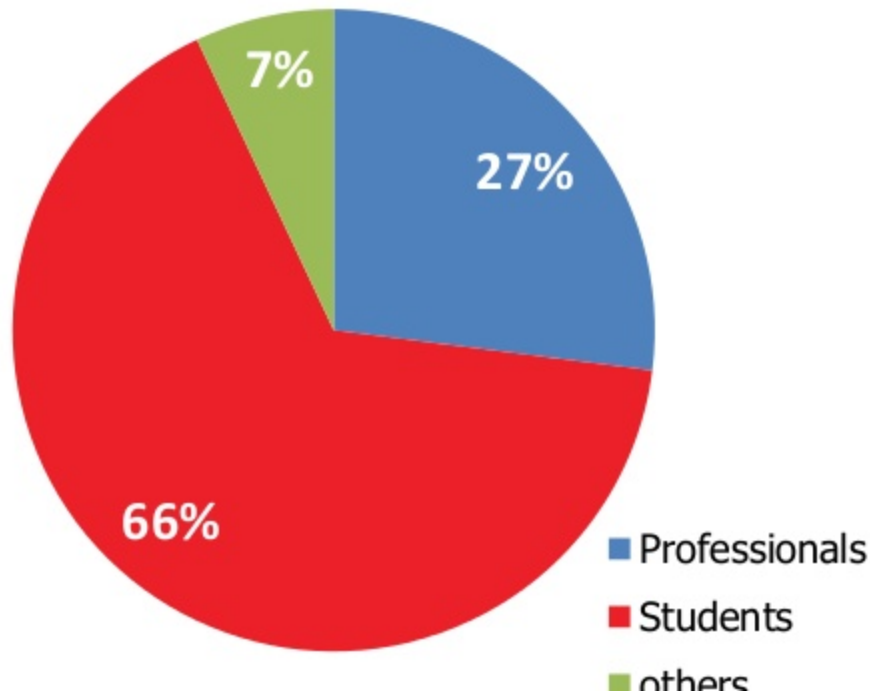
- ✓ Average Footfalls: 300 per café per day
- ✓ Average dwell time at café: 45 minutes
- ✓ Meeting place for 15-45 year olds
- ✓ *A place where :*
 - ✓ Students frequently visit most after "home and workplace/college"
 - ✓ Friends and colleagues meet in groups of 3 or more
 - ✓ One rejuvenates and are free to be themselves rather than a place to be "seen at"
- ✓ The café is also the venue for business meetings (23%), celebrating special occasions (20%) or just plain "Time Pass" (57%).



Key Target Audience



- Major chunk of CCD customers falls within the age group of **20 to 30** which accounts for **57%** of the overall percentage.
- The group comprises of mainly **college going students** and **young working professionals**





S-T-P-D

SEGMENTATION

Café Coffee Day has its main consumer base in the age group of 16-30 years.

TARGETING

- Middle class and upper middle class youth
- Students, House wives, executives and youngsters
- People who value a great cup of coffee
- CCD seeks to target not just the youth but anyone who is "young at heart".

POSITIONING

- "Third Place" away from the home and college or workplace for the young and the young at heart.
- Coffee Bar
- Fun Place
- Home and Workplace
- Medium Price Brand

DIFFERENTIATION

- 1481 outlets in 200 cities
- Strong and Stable Parentage
- Right Locations
- Place a cafe in every possible location where some business can be generated.
- To be present in educational institutions and corporate campuses



POSITIONING STRATEGY

POSITIONING OF DIFFERENT OUTLET

Café Coffee Day

- Coffee lovers
- Youth
- A place for Hang out

The Lounge

- Premium Cafe

The Square

- Exclusive for Coffee lover



REPOSITIONING CCD

- Changing the logo to a 'Dialogue Box' - with the words Café Coffee Day, symbolizes a perfect place to 'relax and dialogue'



New Logo



- Tagline : a lot does happen over coffee!!



Perception Mapping





SWOT Analysis

STRENGTHS

- Largest retail chain of cafes
- ISO 9002 certified company
- Quality and taste
- Youth oriented brand
- Reduction in cost (Own Production)
- USP of brand - Highly affordable brand

WEAKNESS

- Weak brand image and lacks strength to maintain brand loyalty
- Poor ambience and decor. (Prime space - advertising and promotions)
- Wrong site selection – Losses

SWOT

OPPORTUNITY

- Fastest growing industries in Asia.
- Preferred for informal meetings.
- Gone international

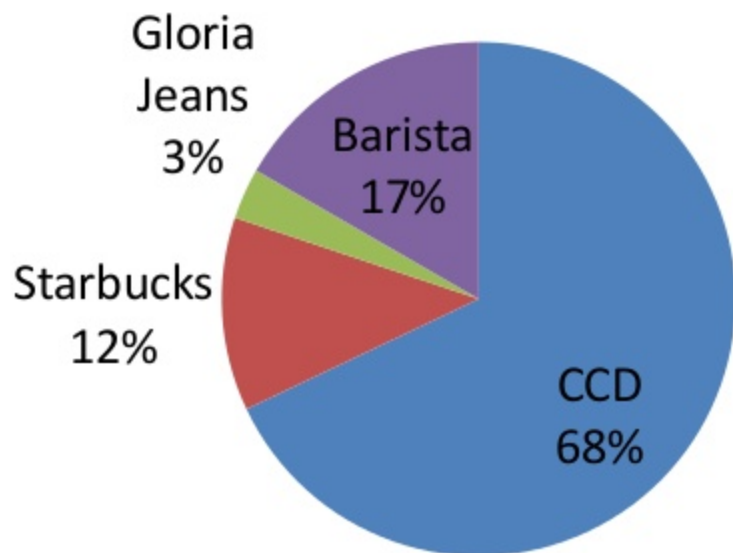
THREAT

- Competition with established and International other coffee cafes like Barista, Starbucks, Costa Coffee, Coffee Mochas, Gloria Jeans, Coffee Bean & Tea Leaf and Illy Café.
- Hukka Parlours.

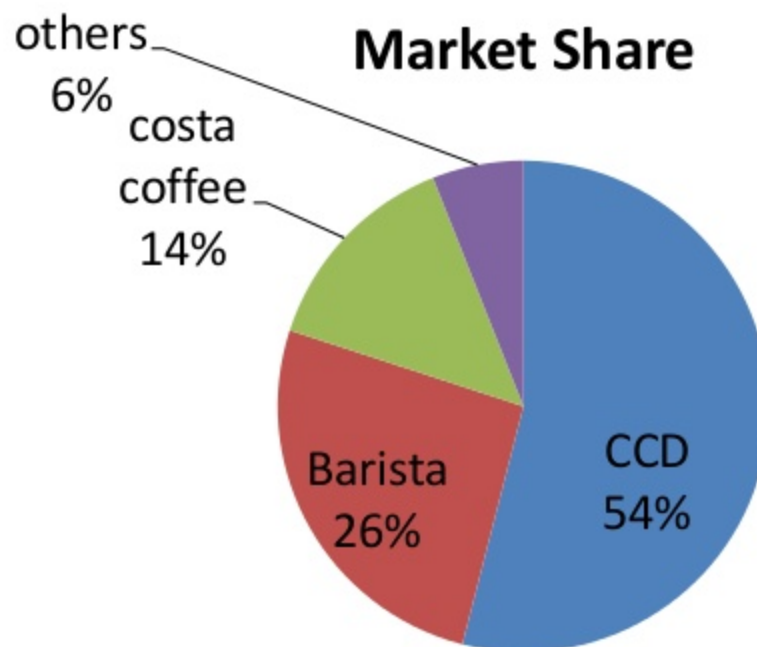


Competitor Analysis

Share of mind



Market Share





Competitors

Direct Competitors:

- Barista
- Cafe Mocha
- Costa Coffee
- Beyond Coffee
- Gloria Jeans
- Minerva Coffee Shop

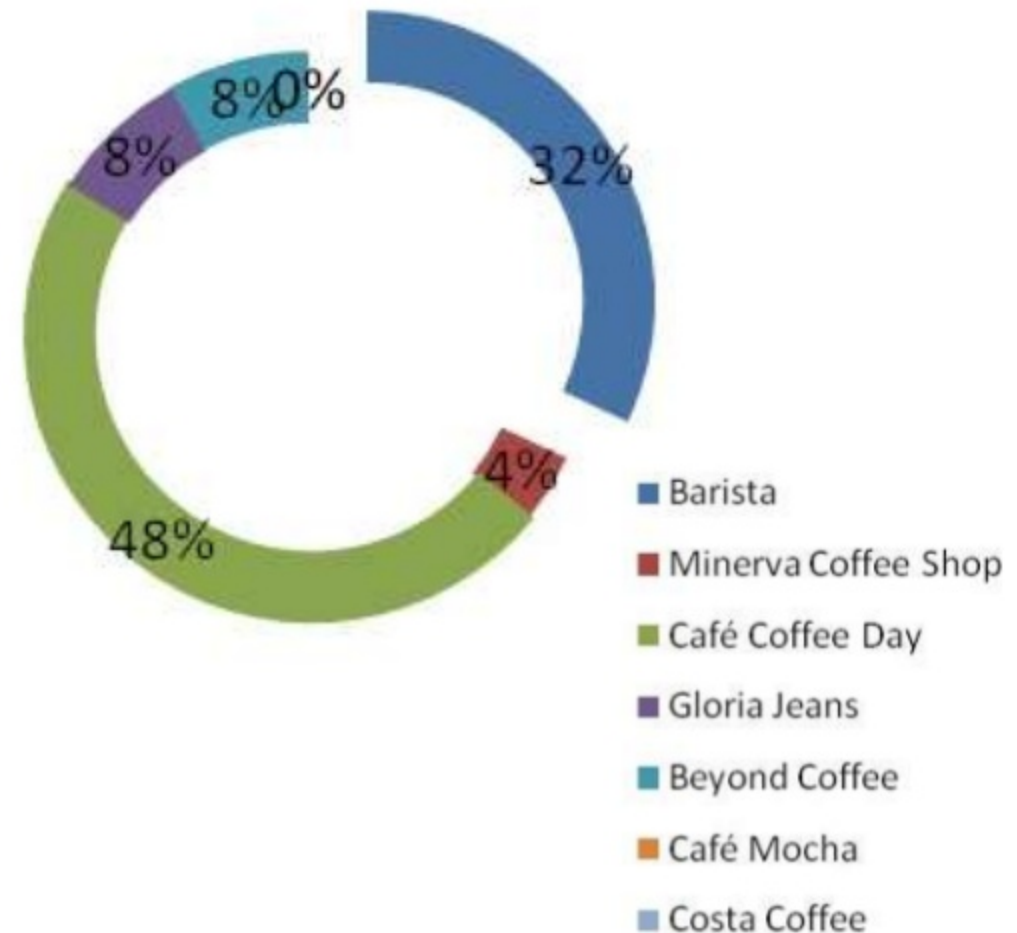
Indirect Competitors:

- McDonald
- Haldirams

Global Competitors:

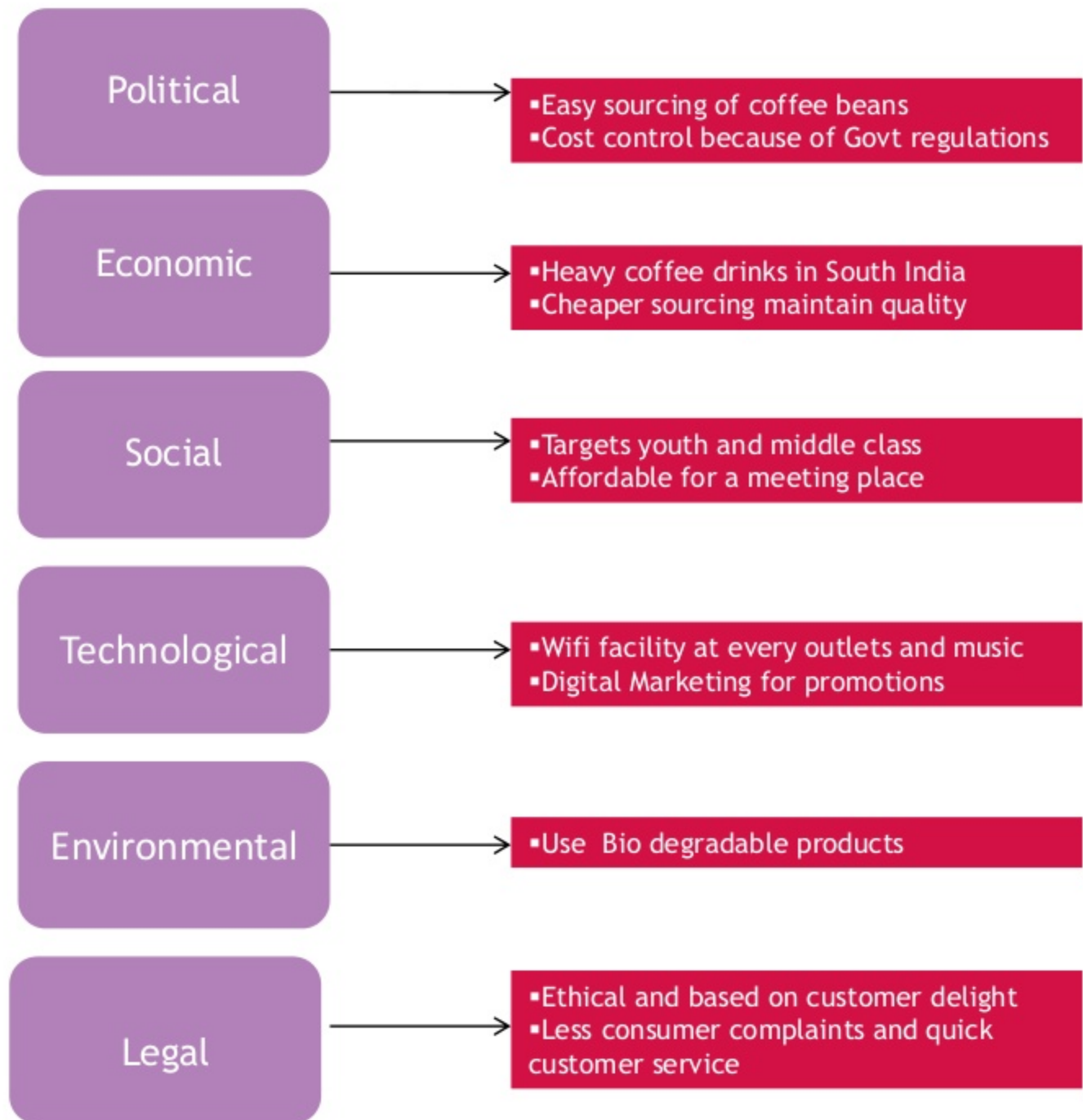
- Star Bucks

Competitors Analysis





PESTAL





7 P's of SERVICE MARKETING

PRODUCT

PRICE

PLACE

PROMOTION

PHYSICAL
EVIDENCE

PEOPLE

PROCESS

SERVICE PRODUCT

Core Product

- Experience

Supplementary services

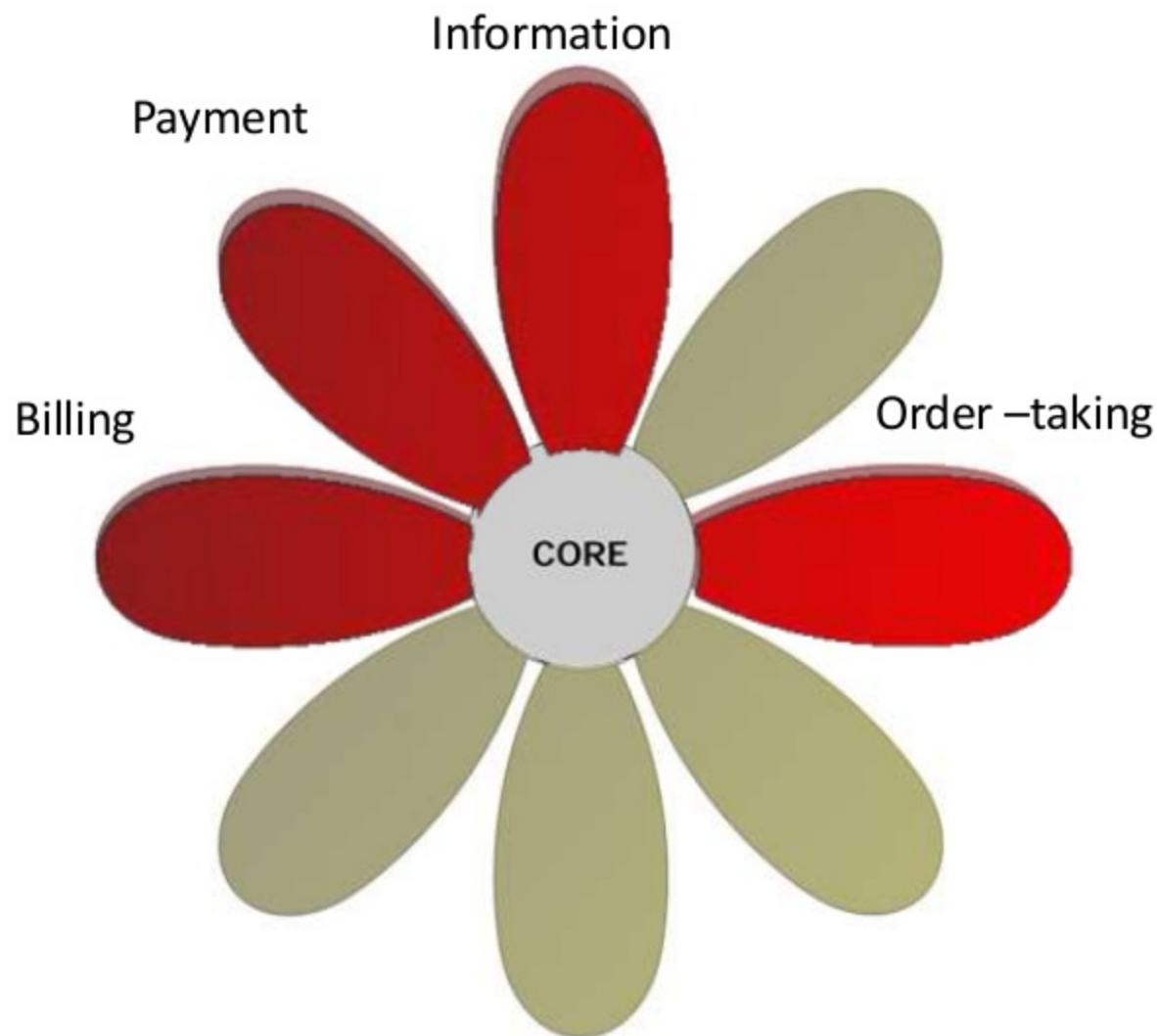
- Wide range
- Merchandising
- Ambience

Delivery

- Hospitality (Lounge & Square)
- Price of the product



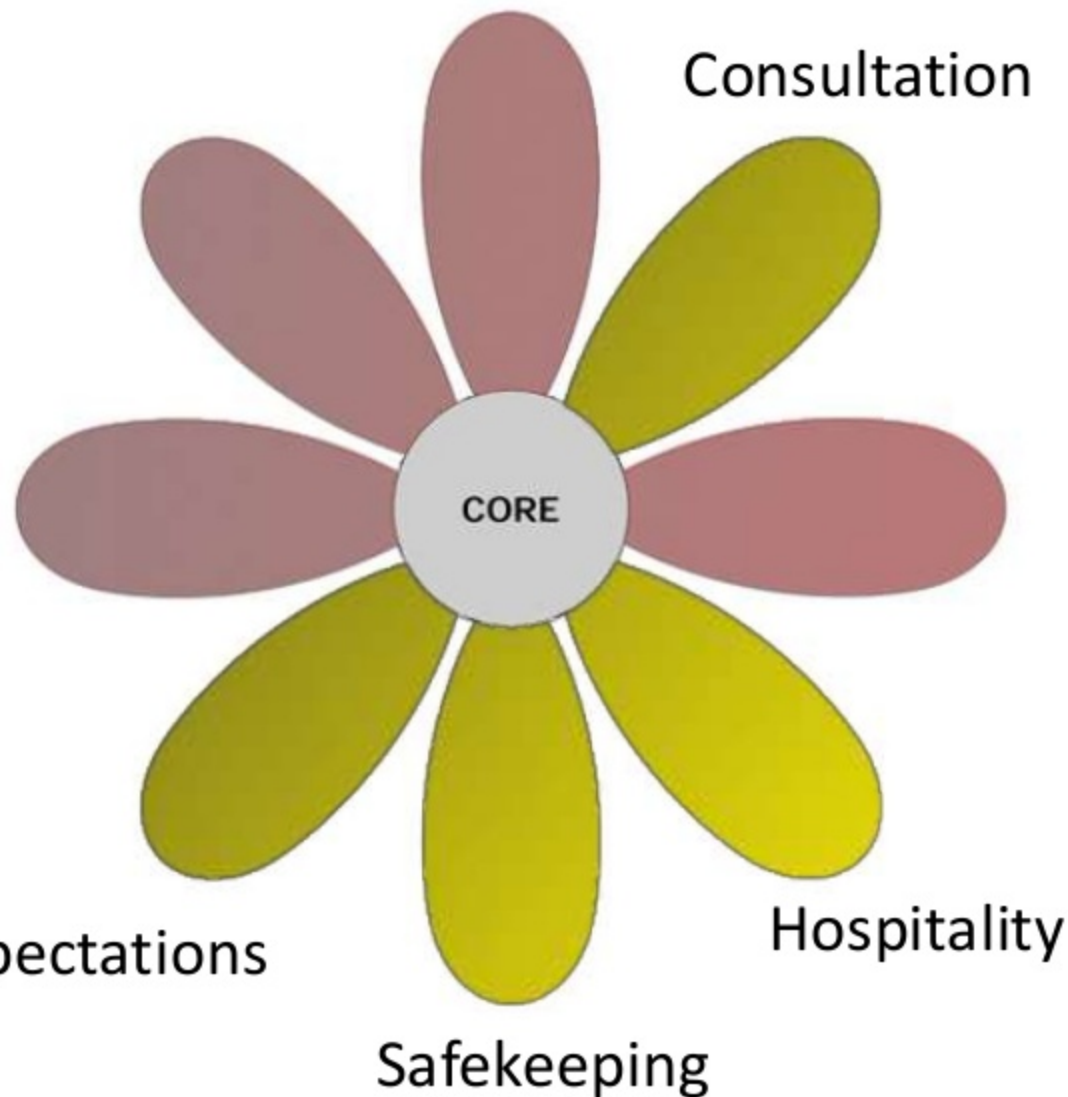
SERVICE FLOWER



Facilitating Services

- Information
 - Menu
 - Website
- Payment
 - Credit Card
 - Cash
 - Privilege Card
- Billing - at the counter
- Order Taking
 - Assisted by the attendee

SERVICE FLOWER



Enhancing Services

- Consultation
 - Assistance
- Hospitality
 - Food & Beverage
 - Music
 - Wi-Fi
 - Washrooms
- Safekeeping
 - Credit Card Security
 - Parking
- Expectations
 - Happy Hours
 - Privilege Cards



PRODUCT PORTFOLIO

← Product Mix Width →

Food and Beverage		Non Food Items	B2B
Food	Beverage		
Deserts	Coffee	Coffee Powder	Bulk/ Corporate Orders
Snacks	Tea	Coffee Machine	Catering Services
Cakes	Chocolate Shakes	Cups & Mugs	Coffee Vending Machines
Sundaes	Frappe	Chocolate and cookies	Advertising Space
Heavy Foods (in Lounges)	Fruit Shakes & Lemonades	Apparel & Accessories	
		Gift Cards & Vouchers	

↑
Product Line Length
↓



SERVICE MARKETING MIX OF CAFÉ COFFEE DAY

PRODUCT

PRICE

PLACE

PROMOTION

PHYSICAL
EVIDENCE

PEOPLE

PROCESS