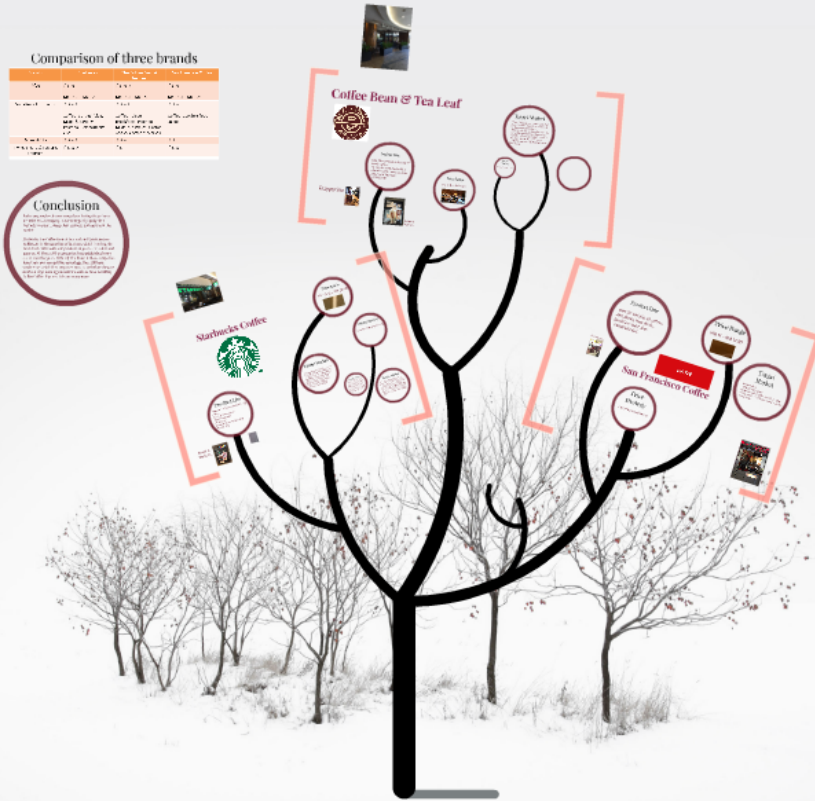


Keurig and Green Mountain Coffee Roasters



TheCaseSolutions.com



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



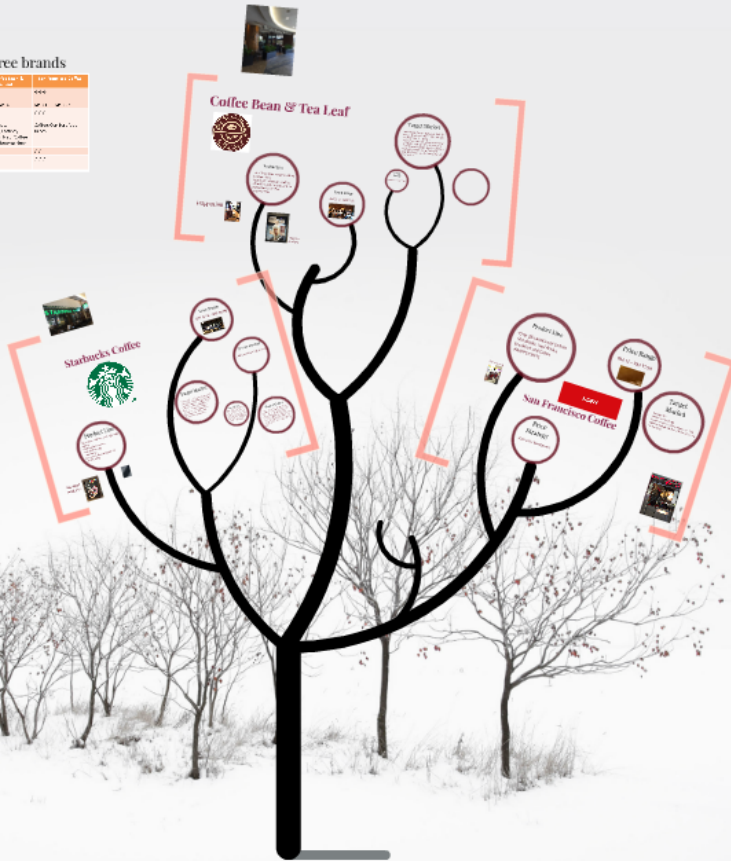
Keurig and Green Mountain Coffee Roasters

Comparison of three brands

Brand	Price	Quality	Customer Service
Keurig	High	High	High
Green Mountain	Medium	Medium	Medium
Starbucks	Low	Low	Low

Conclusion

The conclusion of the case study is that Keurig and Green Mountain Coffee Roasters are the best brands for coffee drinkers who value quality and customer service. Starbucks is a good option for those who prefer a lower price point and a more casual atmosphere.



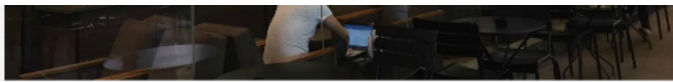
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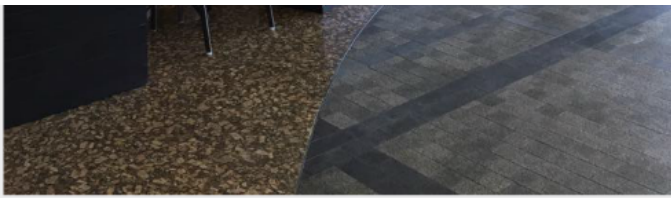
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Starbucks Coffee





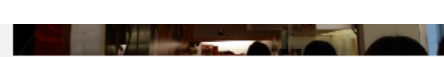
Coffee Bean & Tea Leaf



Product Line

-Over 30 varieties of coffee and 20 varieties of tea

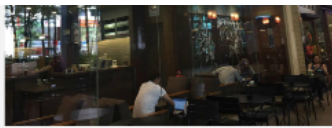
st and cakes
UCINOS



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.