

# Cafe Coffee Day

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**Abstract-** *The coffee market in India has been growing thanks to the demand for able to drink coffee and has become a neighborhood of an individual's daily consumption basket. thanks to changing cultures, consumers are getting conscious of domestic and foreign brands, which are boosting the consumption levels. The export promotion schemes and other subsidies by the GOI, and increasing trend of eating out including the rising share of young population has driven the market. Well-established cafe chains, like Cafe Coffee Day (CCD) and Barista, enhanced their pan-India presence within the latter a part of the review period. In 2010, Cafe Coffee Day and Barista had 970 and 200 stores, respectively, and that they aim to continue expanding within the next few years. Meanwhile, several relatively new players, like Costa Coffee, coffee berry, Gloria Jean's and Java Coffee, try to determine an edge in Indian coffee retailing. Both these factors drove on-trade consumption of fresh coffee beans in 2010, with volumes growing by 12%. On-trade sales have emerged because the primary sales channel for fresh coffee beans, within the absence of any appreciable off-trade consumption.*

**Keywords-** Average, Business, brand, Café coffee day, Consumption, Customers, Marketing, Price, Product, Strategy.

## Literature Review

*The customer will believe the product when the product is good at quality and through the experience which they had at there location. Now a days customers are not just influenced by the price there are the other factors that drive them towards the store.*

## I. INTRODUCTION

Café coffee day is initial supported in 1996 .It is India's largest low conglomerate, Amalgamated Bean low mercantilism Company Ltd. It strives to produce the simplest expertise to their guests .The Pioneer of the restaurant culture and also the initial to launch the coffee bar thought in Asian country .The restaurant low day network strength: 1450+ cafés in 172 cities/towns across Asian country and growing up to now. it's to roll out the coffee bar thought in Asian country with its first restaurant in Bangalore. retailers came upon square measure supported the 3 formats -- restaurant , lounge and sq.. Its menu ranges from signature hot and cold coffees to

many exotic international coffees, tea, food, desserts and pastries and exciting merchandise like low powders, cookies, mugs, low filters, etc. is offered at the cafes. CCD is gift in each nook and corner of the country which has Vienna, European country and city and plans to open across Near East, japanese Europe, Eurasia, Egypt and South East Asia within the close to future restaurant low day. In 2010, they clubbed all his businesses (except agriculture) beneath low Day Resorts Holdings. The prevailing investors embody world letter corporations KKR and Co. LP, New Silk Route Partners LLC and customary hired non-public Equity have twenty fifth stakeholders. The Darby Overseas Investments Lt the non-public equity arm of Franklin Templeton Investments, International Finance Corporation and Deutsche Bank cluster hold stakes in Amalgamated Bean low mercantilism Co. Ltd.

## II. OBJECTIVES

- To establish the snap shots of restaurant occasional day.
- To establish wherever the restaurant occasional day is out there.
- To perceive the STDP of restaurant occasional day.

## Need and importance of the study

- To study the attention and perception of client towards the new product.
- To know the standard of a specific product compare to different merchandise.
- To know the worth of the merchandise primarily based on sure attributes.
- To know from individuals , what quantity time occasional creame can desire prepare.

## An area wherever :

- Students oft times visit most when when and workplace/college.
- Friends and colleagues meet n teams of three or additional.
- One rejuvenates and area unit absolve to be themselves instead of an area to be seen.

- The restaurant is additionally the venue for business conferences (23% ), celebrating special occasions (20%) or simply or simply Passl (57%)

**III. SCOPE OF THE STUDY**

To be the sole workplace for dialogue over a cup of low. To be the most effective restaurant chain by providing a world category low expertise at cheap worth. The offerings square measure designed in such a fashion that one can't be corn while not the opposite, there square measure the new low or cold low combos with delectable desserts and special low and chow combination for a gaggle of 4 or additional.

**Limitation**

- The data that is collected from the sources of the sample wherever the client much involves and just like the restaurant low day.
- As the information isn't created by form thanks to deficiency of your time for the study.
- As the client belt of restaurant low day is large ,the investigator couldn't meet all {the clients, the purchasers, the shoppers} to gather data therefore the investigator has got to take the sample of the prevailing customer to grasp the flexibility of the demand.

**IV. RESEARCH METHODOLOGY**

The data which is collected is a secondary data. Secondary data will be collected through The Bureau of Census and articles from websites.

**Snap shots of cafe coffee day**

- Average Footfalls: 300 per café per day
- Average dwell time at café: 45 minutes
- Meeting place for 15-45 year old

**A place where**

- Students frequently visit most after —home and workplace/collegel
- Friends and colleagues meet n groups of three or more
- One rejuvenates and are liberal to be themselves instead of an area to be —seen atl

- The café is additionally the venue for business meetings (23% ), celebrating special occasions (20%) or simply plain —Time Pass (57%).
- Major drunk of CCD customers falls within the age bracket of 20 to 30 which accounts for 57% of the general percentage.
- The group comprises of mainly college going students and young working professional. for fresh coffee beans, within the absence of any appreciable off-trade consumption.

**STPD**

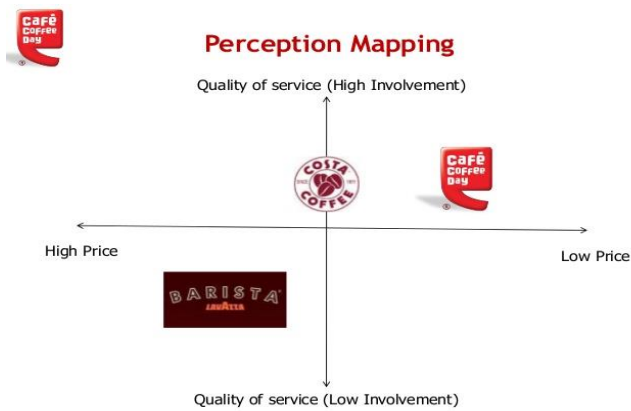
<p><b>Segmentation:</b></p> <ul style="list-style-type: none"> <li>• Café coffee day has its main consumer base in the age group of 16-30 years.</li> </ul>	<p><b>Targeting:</b></p> <ul style="list-style-type: none"> <li>• Middel class and upper middle class youth.</li> <li>• Students, house wives, executives and youngsters.</li> <li>• People who value a great cup of coffee.</li> <li>• CCD seeks to target not just the youth but anyone who is "young at heart".</li> </ul>
<p><b>Positioning:</b></p> <ul style="list-style-type: none"> <li>• "Third place" away from the home and college or workplace for the young and the young at heart.</li> <li>• Coffee bar</li> <li>• Fun place</li> <li>• Home and workplace</li> <li>• Medium price brand</li> </ul>	<p><b>Differentiation</b></p> <ul style="list-style-type: none"> <li>• 1482 outlets in 200 cities</li> <li>• Strong and stable percentage</li> <li>• Right locations</li> <li>• Place a café in every possible location where some business can be generated</li> <li>• To be present in educational institutions and corporate campuses</li> </ul>

**Re-positing of CCD**

Changing the brand to a Dialogue Box‘ - with the words Café Coffee Day, symbolizes an ideal place to relax and dialogue‘

**Tagline :** tons does happen over coffee!!

**Perception of CCD mapping**



**SWOT- Strength, weakness, opportunity, threat**

<p><b>STRENGTH:</b></p> <ul style="list-style-type: none"> <li>• Largest chain of coffees.</li> <li>• ISO 9002 certified company.</li> <li>• Quality and attractive .</li> <li>• Youth oriented brand.</li> </ul>	<p><b>WEAKNESS:</b></p> <ul style="list-style-type: none"> <li>• Weak brand image and lacks of strength to take care of brand loyalty.</li> <li>• Poor ambuence and decor.</li> <li>• Wrong site selection.</li> </ul>
<p><b>OPPORTUNITY:</b></p> <ul style="list-style-type: none"> <li>• Fastest growing industry in Asia.</li> <li>• Preferred for casual meetings.</li> <li>• Gone international</li> </ul>	<p><b>THREAT:</b></p> <ul style="list-style-type: none"> <li>• Competition established and International other coffee cafe like barista Starbucks, Costa coffee, Gloria jean.</li> <li>• Hukksparlour.</li> </ul>

**V. SERVICE MARKETING MIX OF CCD**

**SERVICE PRODUCT**

**Core Product**

- Experience

**Supplementary services**

- Wide range
- Merchandising
- Ambience

**Delivery**

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

**Psychology pricing**

Pricing the product as Rs 69, 79, 59 etc. rather than in the multiples of ten to give a feel that the product less priced

**Location pricing:**

On the basis of outlets, prices have been positioned

- Café
- Lounge
- Square

**Combo pricing:** Clubbing up two or more products on special occasions

**Premiums pricing:** Adding things like cream, chocolate sauce and positioning as a premium coffees

**Value based pricing:** Providing different variants in terms of prices by altering the quantity to give a sense of affordability

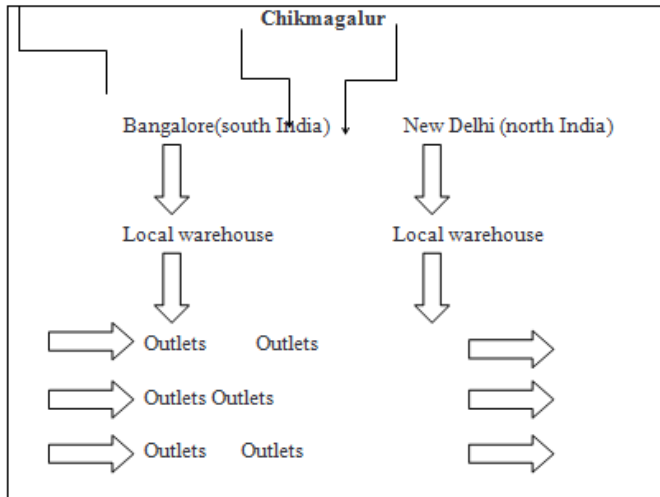
**Place**

- Strategically located outlets
- Kiosks in offices
- Coffee machines in college canteens
- Café Coffee Day Store- Coffee parlors where people can enjoy the coffee have eatables and hangout with friends
- Café Coffee Day Square- a singular Café where sort of single origin coffee brews from coffee growing countries are available
- Café Coffee Day Lounge- Premium café from Café coffee day target selected growth.

**People**

- Dressed in a particular uniform
- Soft spoken, friendly behavior
- Customer Engagement Activities –
  - Special Offers on Occasions (Birthday, Valentine day, Friendship day etc.)
  - Online Contests
  - Happy Hours

### Process of CCD



### Recommendation

1. To enhance the interiors and ornamentation.
2. To own a lot of and a lot of tie-ups.
3. Solely fifty nothing or but fifty which individuals realize restaurant occasional Day quality of service, ambience, evaluation and site to be superb that proves that also restaurant occasional Day have to be compelled to do heap of preparation so as to satisfy its customers.
4. It ought to introduce a feedback kind system so as to grasp concerning the purchasers satisfaction level.

### Partners

- Samsung
- Intel
- Face book
- HeroHonda
- Nike
- Airtel
- Apple
- Yamaha
- Cadbury
- Raymond
- Yahoo
- VISA

### Advertising

- Teli Brahma
- Cafe chronicle
- DSN screens
- Radiowala

- Wi-Fi/Bluetooth
- Cafe newspaper
- Television screens

### FINDINGS

- Students visit restaurant occasional day additional
- Age cluster of 20-25 visit restaurant occasional day additional. they're the potential customers.
- 39% of the respondents visit restaurant occasional day once in an exceedingly week.
- 57% individuals can visit for the refreshment purpose.
- 73% of the respondent feel employees od CCD friendly.
- Some can respond for the promotional activities for restaurant occasional day.

### Suggestions

- Organize atleast few promotional activities so as to design additional relation among the purchasers.
- Maintain information base and supply some coupons for additional involvement of the purchasers.
- Wish the regular customer for any occasion on the behalf of café coffee day.
- Play sensible music for relaxation.
- Increase variety of locations.
- Provide fastservice .

### VI. CONCLUSION

1. C.C.D. is that the quickest restaurant among the country.
2. The most challenger without Barista.
3. That restaurant low day is reaching to go international.
4. The other major things concering service promoting is that customers offers top priority to the standard of the services / products and atmosphere.
5. It's providing powerful competition to its competitors by satisfying its customers with nice restaurant expertise.
6. Tons will happen over coffeel message has touched the hearts of youngsters UN agency square measure the larges.

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