



# STARBUCKS YUANHUA STORE



## PREFACE

Modern people due to work pressure or life taste, a cup of coffee in hand has become a daily life. With the change of times, in order to pursue high quality, in addition to affordable coffee, Starbucks has become the mainstream of consumers. This group uses Starbucks-Zhongli Metamorphosis stores to study Starbucks' marketing strategies and consumer preferences.

## ARCHITECTURE DIAGRAM

### (PRODUCT)

- Customized products
- Selling coffee peripherals

PRODUCT

### (PRICE)

- Carefully select high-quality coffee beans
- Those who pass the tasting period in the early morning of the day will enjoy a 7% discount

PRICE

- The storefront is located in a place with convenient transportation and crowds
- Maintain a uniform and comfortable environment

PLACE

(PLACE)

PROMOTION

- Sale of coffee prepaid cards
- Regular buy-one-get-one-get-one-free launches

(PROMOTION)

## CONCLUSIONS AND RECOMMENDATIONS

- Customers are most satisfied with the product quality, product innovation, and discount activities of Yuanhua Store, followed by the complete range of goods and the promotion of customers' fashion and taste, and the price of goods is correct and reasonable, and nearly half of them only feel ordinary.
- Customers are most satisfied that the service staff of Yuanhua store have sufficient professional knowledge, followed by the overall environment is neat and clean.
- It is recommended to establish a LINE member group: After the group is established, provide after-sales service and provide event information in a timely manner.