



BARISTA



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Evolution of a Coffee Café



- ✓ began around 1000 A.D. by Arab traders
- ✓ First called as 'qahwa' (translation: *'that which prevents sleep'*)
- ✓ In **1475** world's first coffee shop opens in Constantinople.
- ✓ The first coffee house opens in Italy in 1654.
- ✓ In first commercial espresso machine is 1905 manufactured in Italy.



Contd.



- ✓ In **1980s** Coffee is now the world's most popular beverage.
- ✓ In **2000s** re-immerge as retail coffee café chains.





Barista- Corporate Profile

- ✓ Established in 1999.
- ✓ Aim of identifying growth opportunities in the coffee business.
- ✓ 'Experiential lifestyle brand'
- ✓ Exists in over 22 cities, 206 outlets, including 17 in the overseas market.
- ✓ Barista Coffee was brought up by Lavazza company in 2007
- ✓ Marked its presence in Sri Lanka and Dubai too





Marketing Mix

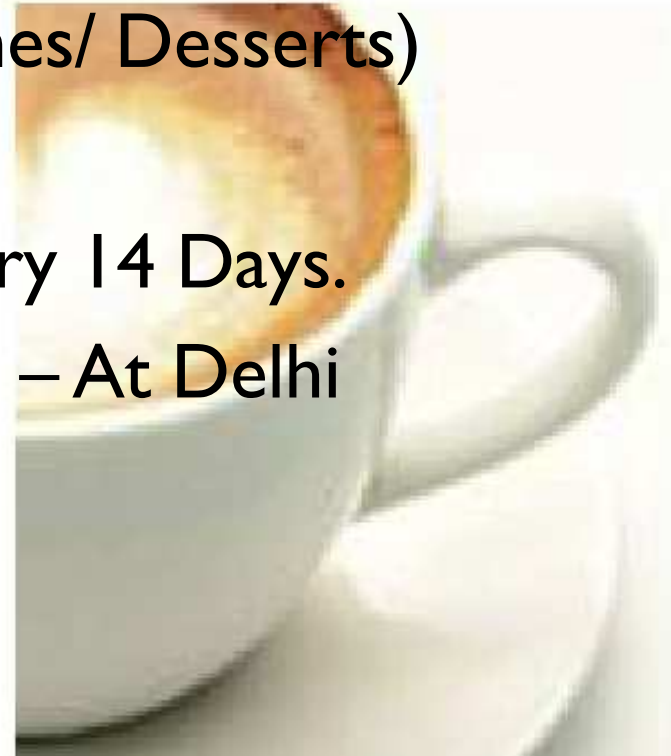
✓ **Product**

- Coffee & Tea (Flavours)
- Refreshing Alternatives (Smoothies)
- Eatables (Sandwiches/ Desserts)

✓ **Quality Sources**

- Quality Check every 14 Days.
- incorporates TQM – At Delhi headquarters

✓ **Merchandising**





Marketing Mix

✓ **Pricing**

- 'Skim Pricing Policy'
- High COGS because of Import duties
- Prices are the lowest they have ever been.

✓ **Process**

- Self- service





Marketing Mix

✓ *Positioning*

- Brand Image- brand for anyone who loves coffee
- Products, People, Place
- Physical Evidence - Logo, Colors, Images, Décor and Architecture, Literature





Marketing Mix

✓ ***Promotions***

- Sponsorships
- Collaborations
- Sales Promotion

✓ ***Distribution***

- Distribution of outlets
- Location
- Selecting a city
- Distribution of Stock



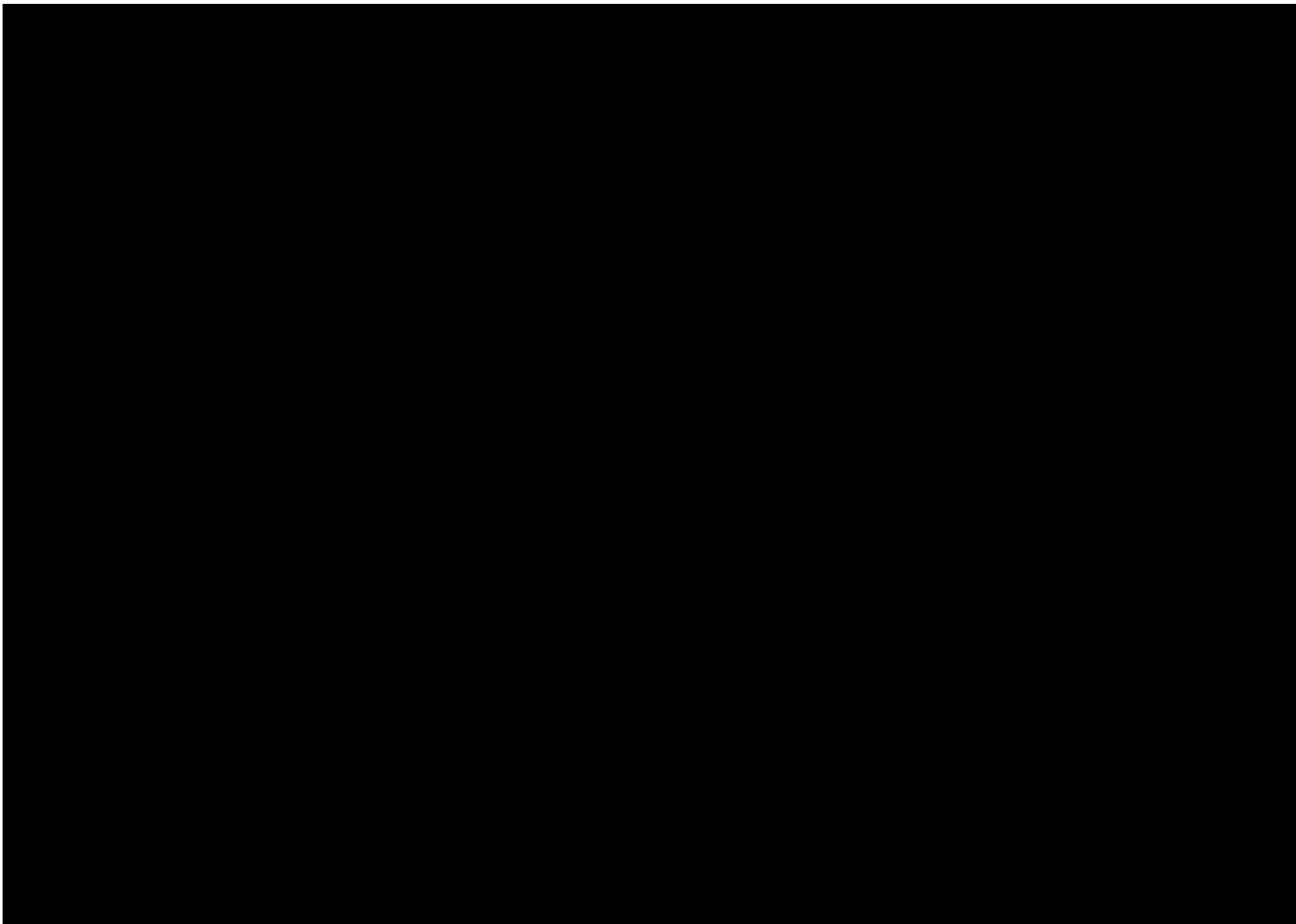


Current Competitive Advantages



- ✓ Strong Brand Image
- ✓ Ambience & Décor
- ✓ Strong base for expansion & growth







Thank You

