Abstract

As a global brand, Starbucks has succeeded in gaining its well-known coffee shops all around the world, famous for its quality. In order to sustain the brand, the Company believes in the values of building a company with a soul, and not to lose its values and principles along the way of growing in the global market.

In 2001, Starbucks International opened its operation on a joint-venture basis with a local company, and named itself PT. Sari Coffee Indonesia. In its third year of operation, Starbucks Indonesia wants to keep improving itself to reach its prominent position in the local market, amongst its many competitors, local and global brands.

This project is based on Starbucks Indonesia’s vision – to establish and maintain Starbucks Coffee as Indonesia’s finest specialty coffee retailer. To achieve this mission, several surveys were conducted to achieve several findings to support this project: Starbucks Customer Survey, General Customer Survey, and Competitor Survey. The results led to a series of marketing analyses and concluded in a Marketing Program that can be applicable to the company during the period of 2004 – 2006. The marketing program will be started with a study to learn the extract of their customers’ behavior, in order to gain the adequate knowledge to design a proper marketing program well targeted to its customers.

Keywords: Marketing Program, Market Research, Coffee, Coffee Shop, Barista