



Student Name: Waleed Ahmed

Student ID: 2422947

Module Name: Marketing Management

Module Code: LCMB7024

Lecturer's Name: Dr Jayalakshmi Gopalkrishnan

Work Count: 2750

Term 1

Table of Contents

1. Introduction	3
2. Brand Extension	3
3. STP for the New Brand Extension	5
1. Segmentation	5
2. Targeting	6
3. Positioning	7
Positioning Statement	7
Perception vs. Competitors	7
4. Customer Personal Profile	8
5. Marketing Mix Strategy	9
1.Product	9
3. Promotion	10
4. Place	10
5. Process	11
6. People	11
2. Price	11
7. Physical Evidence	12
6. Conclusion	12
References	14

1. Introduction

As a global leader in the specialty coffeehouse industry, Starbucks Corporation is distinguished by its premium coffee, handcrafted beverages and a well curated set of food items. Starbucks was founded in 1971 in Seattle, Washington, with a powerful brand identity of quality, community, and the development of a “third place” a welcoming environment between home and work (Bodkin, 2023). Coffee, teas, pastries and light meals form its major product portfolio whose focus is on ethical sourcing, sustainability, and customer personalization. Starbucks brand stands for innovation, sophistication and social responsibility, and it continuously changes to adapt to the rapidly changing preferences of its global clientele (Volle, 2022).

This report aims to develop a novel brand extension for Starbucks, in line with its premium brand image, and creating a new and unique experience for the customers. Introduction of the 'Starbucks Burgers' would diversify the company's food offering within a new category of gourmet, health conscious burger options to its existing and potential customer base (Liu et al., 2021). In this report, the brand extension will be developed using segmentation, targeting and positioning strategies, the creation of a detailed customer persona, and a full marketing mix strategy which will utilize Starbucks' well established brand equity while also addressing the emerging needs of the consumers.

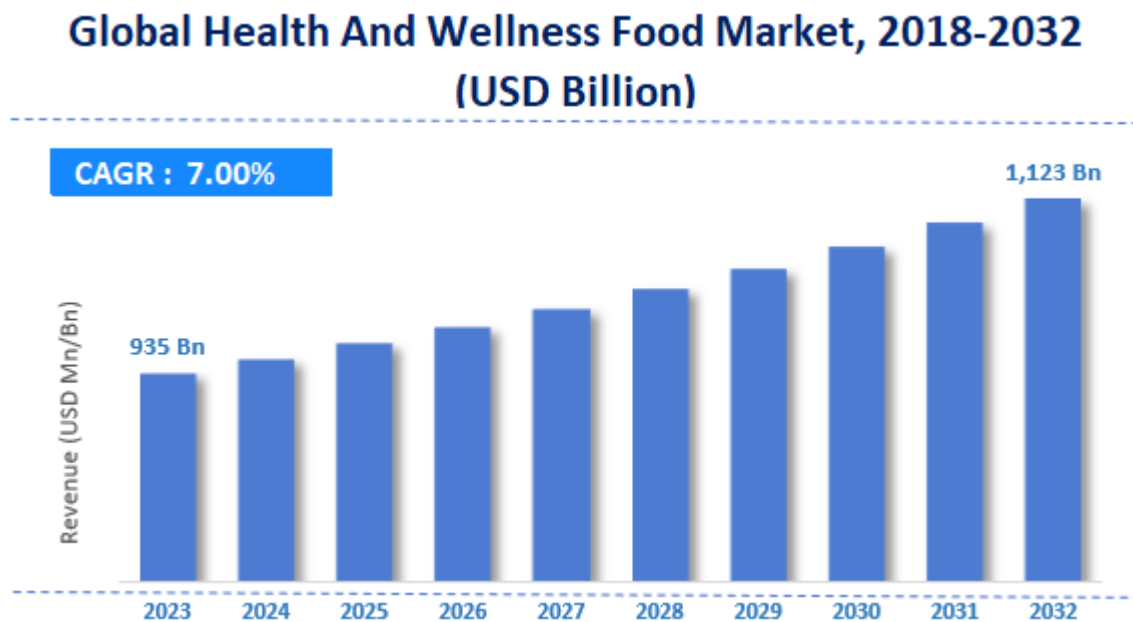
2. Brand Extension

Starbucks Burgers is the proposed brand extension that attempts to bring into Starbucks' current product lines a premium line of gourmet, health conscious burgers. Recipes will include vegan quinoa burgers, avocado turkey burgers and Mediterranean lamb burgers made with ethically sourced ingredients, and all gained through extension (Cottan et al., 2024). Starbucks Burgers will be designed as a high quality, convenient meal alternative for busy urban professionals and health conscious consumers, in addition to the Starbucks brand's existing beverage offerings. This extension works so well for Starbucks because the brand is already rooted in premium quality, ethical sourcing, sustainability, and a third place experience (Zuo, 2023).

Starbucks has always been at the intersection of innovation and consumer responsiveness. It is in line with its market position as a lifestyle brand, not just a coffee seller, and it is extending into the gourmet burger category. Starbucks would leverage its reputation for serving food

products that are consistent with evolving consumer demand for ethically produced, quality driven food products by offering healthier and artisanal burgers. In recent years, the demand of the consumers for premium fast casual dining has been on a rise (Bodkin, 2023). A research states that, in 2023, the healthy fast food market is estimated at over \$935 billion and is predicted to grow to \$1123 billion by 2032 (Zion Market Research, 2025). This rapid growth means that Starbucks has a huge opportunity to add variety to its menu and gain a greater share of the fast casual dining market.

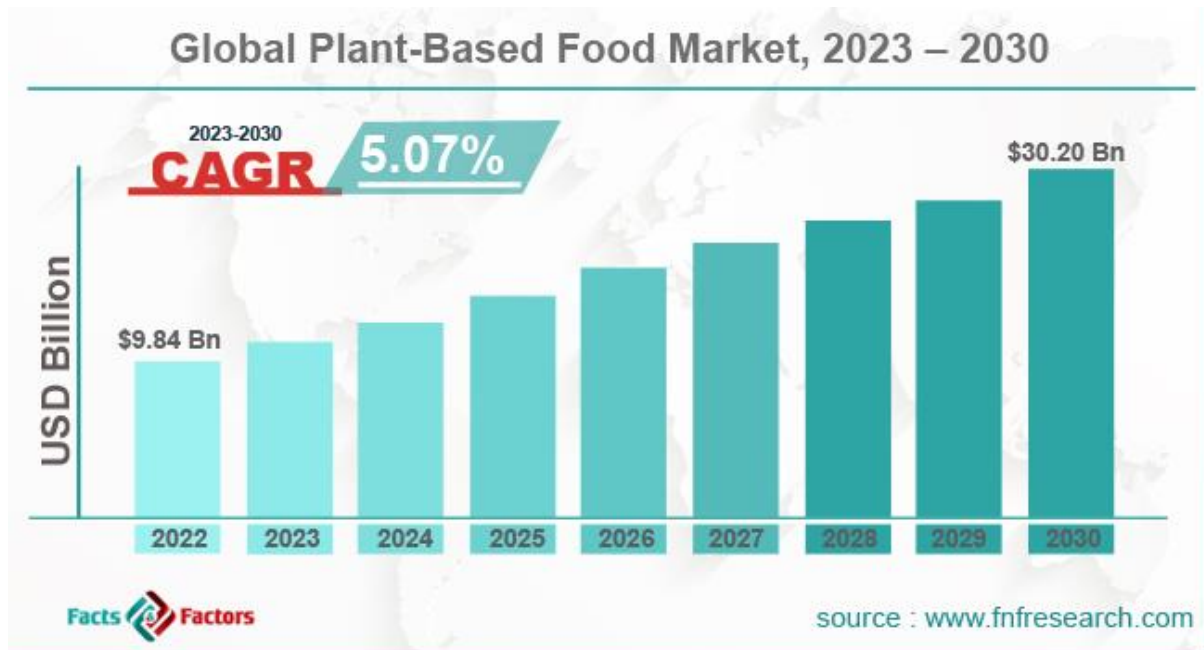
Figure 1: Expected growth rate in global health and wellness food market (Source: Zion Market Research, 2025)



Additionally, Starbucks Burgers will provide a much needed filling meal when compared to the light pastries and sandwiches currently found in the Starbucks menu. Starbucks currently sells a variety of food items which are popular, however, there is an unmet demand for healthy food items that are wholesome, high in protein, not processed and that cater to current dietary trends, including plant based eating (Walker, 2021). Plant based food market is expected to grow at a rate of 9.10% from 2023 to 2030, reaching a market value of \$30.20 billion by 2030, from \$9.84 billion in 2022, according to facts and factors research (2023). It's also a shift in consumer movement, which Starbucks can leverage through its gourmet burger range (JOHNSON, 2021). Starbucks can bring in a new brand extension by introducing it, to enrich its value proposition, establish more engagement with customers, create a chance for further

revenue growth, and also emphasize that it is a forward thinking brand capable of innovation and true to its core values.

Figure 2: Projected growth in global plant-based food market (Source: Facts and Factors Research, 2023)



3. STP for the New Brand Extension

1. Segmentation

The demographical, geographic, psychographic and behavioural segmentation strategies will be used in combination to properly define the potential market for Starbucks Burgers. The key to this multi-dimensional approach is the targeting of marketing effort so it has the best potential for returning a profit: maximizing identifiable targets.

Table 1: Segmentation for Starbuck's brand extension (Source: The Author, 2025)

Segmentation Variable	Details	Suitability
Demographic	Age (20–45 years), middle to upper-middle-	Starbucks' customer base already largely falls within this demographic; they value

	income professionals, university students	premium experiences and healthier lifestyle options (Cao et al., 2024).
Geographic	Urban centres, metropolitan cities, developed markets (USA, Europe, Japan, UAE)	High population density areas offer a larger concentration of Starbucks customers who seek fast, quality food options on the go (Alwaleed, 2019).
Psychographic	Health-conscious, socially aware, adventurous foodies, trend-followers	Starbucks' brand resonates with individuals who value sustainability, global culture, and lifestyle innovation (Chang, 2020).
Behavioural	Frequent coffee shop visitors, loyalty programme members, fast-casual dining seekers, interest in new products	Behavioural patterns align with customers' openness to trying new menu innovations and premium meal options (Zhou, 2024).

This segmentation is apt because it closely resembles Starbucks' existing loyal consumer base that works well with brand alignment and also extends to adjacent psychographic and behavioural profiles especially to the emerging health conscious and adventurous eaters.

2. Targeting

The targeting strategy for Starbucks Burgers will be **differentiated (segmented) marketing**. This approach will focus primarily on two key consumer segments:

- **Primary Target:** Young urban professionals (ages 25–40) who are health-conscious, have disposable income, and frequently dine out during lunch breaks or after work. They value quality, convenience, and ethical food choices.
- **Secondary Target:** Millennials and Gen Z university students (ages 20–30) who are trend-driven, socially aware, and actively seek innovative food options that align with sustainability and global cultural influences (Zhou, 2024).

Since both segments have some commonalities, but their motivations are different slightly, it is appropriate to implement a differentiated targeting strategy. There will be optimal reach and resonance through the tailoring of marketing messages to separate the two segments.

The chosen segments are consistent with Starbucks' overall brand values and the customer profiles who already engage with Starbucks' coffee and café offerings, hence easing the entry of the new product (Zhou, 2024).

3. Positioning

Starbucks Burgers will position itself as a gourmet quality, health-conscious innovation and global culinary inspiration, differentiating itself from the traditional fast food burger chains. Starbucks will not try to compete with value-driven fast food brands like McDonald's and Burger King, but will seek to create a premium fast-casual burger for people who are discerning and global minded (Shams et al., 2025).

Positioning Statement

"For health-conscious, globally inspired individuals who seek premium, convenient meal experiences, Starbucks Burgers offers an artisanal and ethically sourced range of gourmet burgers — crafted with the quality, innovation, and global culture you trust from Starbucks."

Perception vs. Competitors

Starbucks Burgers will differentiate itself in the following ways:

- **Quality Over Quantity:** Fewer menu items, but each burger crafted with premium ingredients.
- **Healthier Alternatives:** Focus on lean proteins, plant-based options, and organic vegetables.
- **Brand Consistency:** Reinforce Starbucks' association with premium, ethical, and globally conscious consumption (Abbasaliyeva & Deniz, 2024).
- **Lifestyle Alignment:** Appeal to customers' desire for products that fit into a sustainable, health-conscious lifestyle.

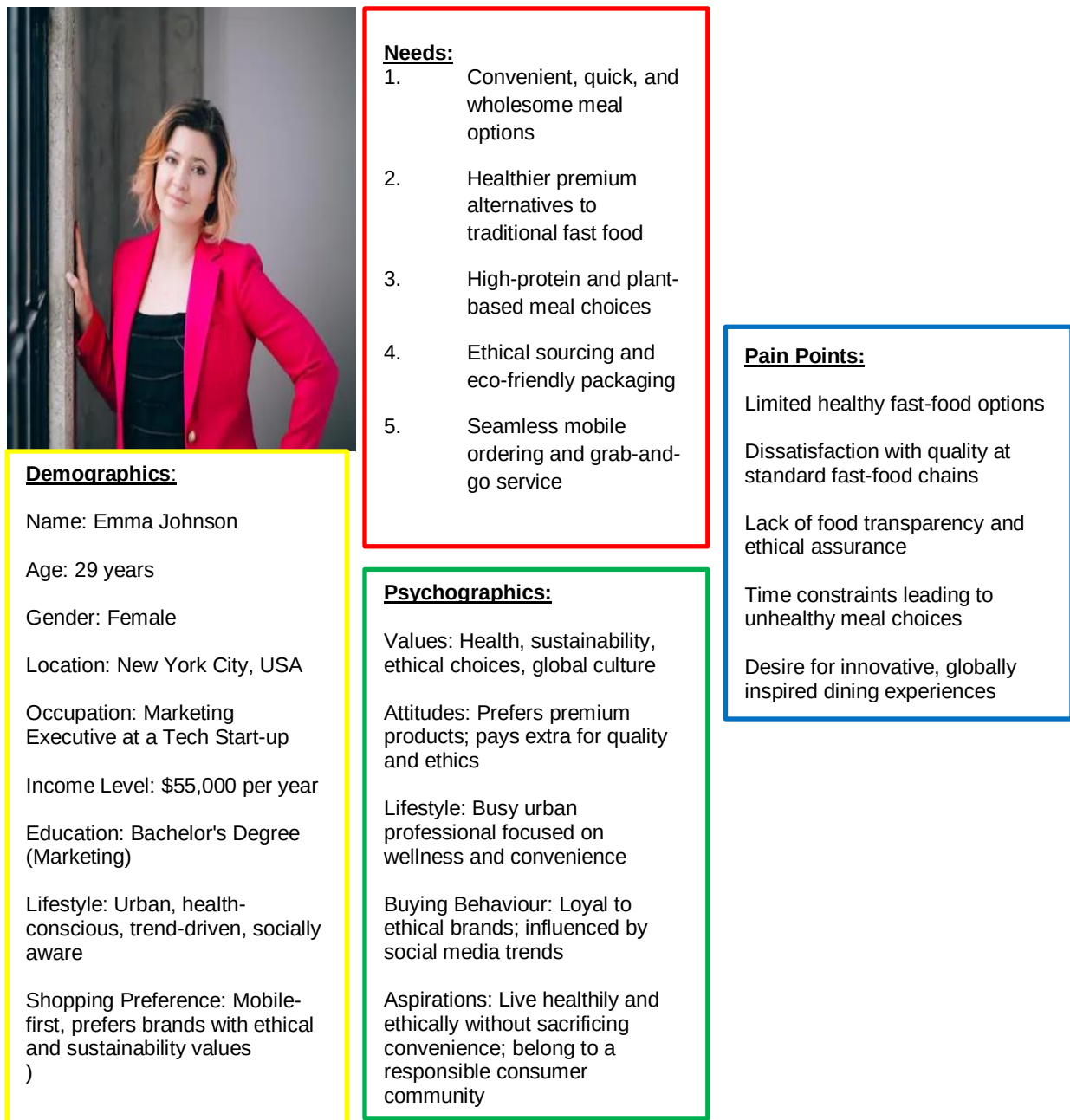
Unlike McDonald's, Five Guys, or Shake Shack, Starbucks Burgers will be seen as the natural fit for those customers who already recognize Starbucks as a quality, world class, and socially responsible brand. Shake Shack provides premium burgers yet Starbucks will use its massive brand loyalty and wider lifestyle positioning to draw in customers who want an elevated but easy dining experience (Chernobrovkina, 2025).

The positioning strategy for Starbucks Burgers aims to build trust, stimulate trial and make the extension a natural part of customers' Starbucks experience by maintaining strong alignment with Starbucks' brand DNA while responding to evolving consumer preferences.

4. Customer Personal Profile

The Starbucks Burgers customer persona is an urban professional who is health conscious and is looking for premium, convenient meals. It's no surprise, given the target demographic of educated social conscious adults, willing to pay, who can afford the product, willing to spend more money for something with ethical meaning provided by a luxury company, that Emma Johnson, a 29-year-old marketing executive, is a member of Starbucks' target demographic. Starbucks' capability with its digital strengths such as fast paced lifestyle and mobile ordering, make it a fit for her lifestyle (da Mota, 2024). Starbucks can satisfy emerging food trends by providing healthy, yet indulgent gourmet burgers, strengthen loyalty and extend its presence in the premium fast casual market. This profile is a strategy that supports the brand extension's success.

Figure 1: Customer Persona of Starbucks' brand extension (Source: The Author, 2025)



5. Marketing Mix Strategy

1.Product

Starbucks Burgers will offer a premium range of gourmet burgers crafted with ethically sourced ingredients, reflecting global culinary traditions. The menu will feature vegan quinoa, avocado turkey, and Mediterranean lamb burgers, catering to diverse dietary preferences. Customisable

with artisanal sauces and organic toppings, the burgers will enhance personalisation. Eco-friendly packaging will reinforce Starbucks' sustainability values. Balancing indulgence with health consciousness, this product line will differentiate Starbucks from traditional fast-food competitors and align with growing consumer trends towards wellness and ethical dining.

3. Promotion

The promotional strategy will focus on **storytelling marketing**, emphasising the authenticity, sustainability, and global inspiration behind Starbucks Burgers. Launch promotions will include:

- A "**Burger Fridays**" **campaign** offering loyalty rewards for first-time purchases.
- **Influencer marketing** partnerships with health and food lifestyle influencers on Instagram and TikTok.
- **In-store promotion** through digital screens showcasing the story of the ingredients (e.g., "farm-to-table" journey) (Schill & Nixon, 2024).
- **Mobile app notifications** offering early bird tasting offers to loyalty members. The tone of promotions will focus on ethical dining, global flavours, and convenience — tapping into the emotional connection Starbucks already has with its consumers. By using omni-channel marketing, Starbucks ensures a seamless customer experience that drives trial and builds buzz around the new product (Manhas et al., 2024).

4. Place

Starbucks Burgers will be launched at first at selected flagship stores in high footfall urban centres first – London, New York, Tokyo and Dubai. Dedicated kitchen areas will be in place at these stores that will be able to prepare burger without interfering with coffee service. Urban, fast paced environments with the high demand for premium grab and go meals will be the highest priorities areas of placement strategy (Manhas et al., 2024). Secondly, the Starbucks Burgers will also be offered via the Starbucks Mobile App for pre-order and pick up for digitally savvy consumers. For example, to expand delivery accessibility within the limits of quality control, (Uber Eats, Deliveroo) and other limited delivery partnerships may be piloted. The placement of this product in this way offers the efficiency of operating while testing market acceptance, and can then be rolled out more broadly.

5. Process

The process design for Starbucks Burgers will focus on speed, customisation and quality. The Starbucks mobile app or the in store kiosks allow customers customise the orders. To maintain its commitment to fast service, Starbucks will optimise kitchen workflows to deliver burgers in five minutes. The trained staff will be able to manage the preparation of burger alongside coffee operations without compromising on quality (Wu et al., 2024). In order to highlight food safety, quality of food, smooth integration with the standard of current service, and to reinforce customer confidence and maintain Starbucks' premium presence in the fast casual market, it will emphasize on the points mentioned above.

6. People

Training and brand culture alignment will be the main focus of Starbucks' people strategy. The product line will be cross trained with baristas and kitchen staff so as to keep the Starbucks customer service ethos. This will give employees the education to tell sourcing stories and health benefits behind the burgers so they can speak the brand narrative to customers in a real way (Shams et al., 2025). Performance recognition schemes will be tied to customer satisfaction and product promotion and will give incentives to frontline staff. In order to keep the human interaction at point of sale as a differentiator, Starbucks invests in employee engagement and expertise, which enriches the overall customer experience.

2. Price

To further its positioning as a high quality and ethically driven brand, Starbucks Burgers will use a premium pricing strategy. The burger will cost between \$9 and \$14 depending on the ingredients and complexity. Starbucks can justify this strategy based on the value of its existing brand equity, where the consumers are used to paying a premium for superior quality and experience. Additionally, organic ingredients, sustainable sourcing, gourmet preparation methods add to higher price points (Bulah et al., 2023). Bundle offers are occasional, like a burger with a cold brew at a discounted bundle price, that will add perceived value and not dilute the premium brand image. This pricing strategy fits Starbucks customers, who are affluent, health conscious and willing to pay for quality.

7. Physical Evidence

To support the physical evidence strategy, brand aesthetics will be improved and premium positioning will be reinforced. With all this in mind, dedicated areas within flagship stores will be set up to promote the burger range with bespoke but comfortable branding including wooden textures, green plant walls and sustainability messaging (Berčík et al., 2021). The packaging for the eco-friendly burger will be branded with Starbucks' signature green and minimalistic design, which will be a tangible extension of the brand values. The mobile app interface also will have a unique burger menu section with bright imagery and story highlights to feel like an extension but premium. These physical cues will always remind consumers that Starbucks cares about quality, innovation and ethical responsibility, and will increase trust and loyalty (Manhas et al., 2024).

Table 2: Summary of 7 Ps for Starbucks' brand extension (Source: The Author, 2025)

7Ps	Short Strategy Summary
Product	Premium gourmet burgers; vegan and meat options; eco-friendly packaging
Price	Premium pricing (\$9–\$14); occasional bundles
Promotion	Storytelling, influencers, loyalty rewards, mobile campaigns
Place	Flagship stores; mobile app pre-orders; pilot delivery
Process	Fast prep under 5 min; app/kiosk orders; trained staff
People	Trained baristas; promote sourcing stories; staff incentives
Physical Evidence	Eco-friendly packaging; burger zones; app visuals

6. Conclusion

The proposed brand extension of Starbucks Burgers is a strategic and innovative opportunity for Starbucks to enhance its food offering and maintain its premium, ethical brand positioning. Entering the gourmet burger segment would allow Starbucks to satisfy the growing demand of the consumers for healthy, high-quality fast casual dining options that would improve customer loyalty and generate incremental revenue. Segmentation, targeting and positioning strategies are clearly aligned with the extension to Starbucks existing customers and to future new customers that are health conscious, socially aware consumers.

Starbucks should follow the successful targeted expansion strategy of Shake Shack, starting with selecting the best cities for development and then rolling out nationally and internationally. Starbucks can pilot Starbucks Burgers in the flagship stores to deal with operational complexities without compromising the brand integrity until they can fully enforce their creative control. They can also partner with sustainability focused delivery services such as Deliveroo Green to further improve Starbucks environmental credentials, making the brand extension even more distinctive in a competitive market. The right amount of care in rolling out, telling a consistent story and embracing a good digital integration strategy is similarly crucial if Starbucks Burgers is not just going to be a product in the early adopters but constitute a permanent part of a Starbucks experience. If implemented thoughtfully, this brand extension has great potential to reinforce Starbucks' leadership in the changing global foodservice environment.

References

- Abbasaliyeva, V., & Deniz, M. (2024). Analysing The Marketshare Of Global Fastfood Resturants: Case Of Mcdonald's In Turkey.
- Alwaleed, N., Al Huwail, N. H., Singh, S., & AlMejhem, A. (2019). A case study on Starbucks. *Journal of the Community Development in Asia*, 2(2), 1-8.
- Berčík, J., Neomániová, K., Mravcová, A., & Gálová, J. (2021). Review of the potential of consumer neuroscience for aroma marketing and its importance in various segments of services. *Applied Sciences*, 11(16), 7636.
- Bodkin, M. A. (2023). *Grounds for a "Third Place": The "Starbucks Experience," Sirens, and Space* The University of Western Ontario (Canada)].
- Bulah, B. M., Tziva, M., Bidmon, C., & Hekkert, M. P. (2023). Incumbent entry modes and entry timing in sustainable niches: The plant-based protein transition in the United States, Netherlands, and United Kingdom. *Environmental Innovation and Societal Transitions*, 48, 100735.
- Cao, L., Li, S., & Wang, H. (2024). Personalized Marketing: Segmentation of Consumer Groups Based on MBTI--Taking Starbucks as an Example. *Communications in Humanities Research*, 41, 132-136.
- Chernobrovkina, S. (2025). Methodical instructions for the implementation of practical tasks in the discipline "Marketing".
- Chang, W. J. (2020). Experiential marketing, brand image and brand loyalty: a case study of Starbucks. *British Food Journal*, 123(1), 209-223.
- Cottan, A., Purba, J. T., Parani, R., & Wijaja, A. W. (2024). Exploring the longevity of global foodservice brands; top CEO's reveal how their companies have survived and thrived

- for over 50 years. *Journal of International Food & Agribusiness Marketing*, 36(5), 1033-1056.
- da Mota, B. A. F. (2024). *Strategic Narratives for Global Brands: Crafting Cross-Cultural Communication in the Digital Era* Universidade NOVA de Lisboa (Portugal)].
- Facts and Factors. (2023). *Plant-based food market size, share global analysis report, 2023*. Available at: <https://www.fnfresearch.com/plant-based-food-market>
- Guedj, T. (2021). *Mcdonald' s Equity Research-Story of the Burger Franchise' s Giant* Universidade NOVA de Lisboa (Portugal)].
- JOHNSON, V. (2021). *AN INTERVIEWEE' S GUIDE TO F&B SERVICE: 2,150 QUESTIONS AND ANSWERS ON F&B SERVICE*. Notion Press.
- Liu, X., Wang, X., Zhou, X., He, X., Pan, D., & Feng, L. (2021). Analysis of Starbucks' "Third Place" Cultural Experience Marketing Mode. 2021 International Conference on Enterprise Management and Economic Development (ICEMED 2021),
- Manhas, P. S., Sharma, P., & Quintela, J. A. (2024). Product Innovation and Customer Experience: Catalysts for Enhancing Satisfaction in Quick Service Restaurants. *Tourism and Hospitality*, 5(3), 559-576.
- Schill, R., & Nixon, M. (2024). The seven 'C's of strategic pricing in international markets. *Journal of Cultural Marketing Strategy*, 8(2), 175-191.
- Shams, S. R., Brown, D. M., & Hardcastle, K. (2025). Strategic Marketing, Sustainable Competitive Advantage, and People, Planet, and Profit. In *Sustainable Marketing: Strategic Marketing for People, Planet and Profit* (pp. 429-521). Springer.
- Volle, P. (2022). Rhetorical history and strategic marketing: the example of Starbucks. *Journal of Historical Research in Marketing*, 14(1), 111-129.
- Walker, J. R. (2021). *The restaurant: from concept to operation*. John Wiley & Sons.

- Wu, W., Yuan, R., Wang, Q., & Jin, S. (2024). Consumers' preferences for the attributes of plant-based meat in China: A best-worst scaling approach. *Future Foods*, 9, 100384.
- Zhou, Q. (2024). The Impact and Investigation of Starbucks' Profit Generation Strategies. SHS Web of Conferences,
- Zuo, X. (2023). *Roots Connect Roots: The Interaction of Branding Design, Cultural Identities and Local Businesses in the Context of Globalization*. Pratt Institute.
- Zion Market Research. (2025, January). *Health And Wellness Food Market Size, Share, Trends, Growth 2032*. Available at:
<https://www.zionmarketresearch.com/report/health-and-wellness-food-market>