



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Student Name:

Kirtankumar Jagdishbhai Patel

Student ID:

(2538537)

Module Name:

Marketing Management

Module Code: LCMB7024

Lecturer's Name:

Laila Maazouz

**Starbucks Smart Reusable Cup : Sustainable Brand Extension Marketing
Strategy**

Term 1

Table of Contents

Element 1 – Sustainable Brand Extension Poster.....	3
Element 2: Segmentation, Targeting, Differentiation and Positioning	
Analysis.....	5
2.1 Market Segmentation.....	5
2.2 Target Market.....	6
2.3 Differentiation.....	6
2.4 Positioning.....	7
Element 3: Marketing Mix (4Ps) for the Starbucks Smart Reusable Cup.....	8
3.1 Product.....	8
3.2 Price.....	9
3.3 Place.....	9
3.4 Promotion.....	10
Element 4: Reflection.....	11
References.....	13

Element 1 – Sustainable Brand Extension Poster



STARBUCKS SMART REUSABLE CUP

A Sustainable Brand Extension

1. INTRODUCTION Starbucks is a big coffee company that is all around the world. They have places in, than 80 countries and people go there every day. The company is focused on being kind to the planet, by cutting down on waste and supporting things that can be used again. The Starbucks Smart Reusable Cup is an item created to help customers choose green options while sipping their favorite coffee. 	2. DESCRIBING THE BRAND EXTENSION The Starbucks Smart Reusable Cup is made from recycled steel and it is built to last a long time. It has a QR code and a NFC chip that connects with the Starbucks app, on your phone. When you buy a drink at Starbucks you can scan the Starbucks Smart Reusable Cup to earn reward points and get discounts on your purchase. The Starbucks Smart Reusable Cup is also leak-proof, which's really convenient and it is easy to clean and you can get it in several different colours that look really nice.  SCAN WITH APP  EARN REWARDS  GET DISCOUNTS  REUSE & REDUCE WASTE
3. WHY THIS BRAND EXTENSION APPEALS TO THE MARKET  GROWING ENVIRONMENTAL AWARENESS  VALUE FOR MONEY  CONVENIENCE & LIFESTYLE  STRONGER CUSTOMER LOYALTY	4. ALIGNING WITH SDG's The Starbucks Smart Reusable Cup supports the United Nations Sustainable Development Goals.  SDG 12 - Responsible Consumption and Production Promotes reuse, reduces single-use cup waste and supports sustainable consumption.  SDG 13 - Climate Action Helps reduce greenhouse gas emissions by lowering the demand for disposable cups.
5. CONCLUSION The Starbucks Smart Reusable Cup is an important idea for the brand. It helps cut down on waste gives rewards to people who use it and makes Starbucks look like a company that cares about the environment. By using this cup everyone can have coffee and also help make the world better, for future generations. 	6. REFERENCES - Kotler, P., Keller, K.L. and Chernev, A. (2022) Marketing Management. 16th Global edn. Harlow: Pearson. Available at: https://www.pearson.com/en-gb/subject-catalog/p/marketing-management/P200000003473 (Accessed: 29 July 2026). - Starbucks Coffee Company (2024) Global Environmental and Social Impact Report. Available at: https://stories.starbucks.com/sustainability/ (Accessed: 29 July 2026). - United Nations (2015) Transforming Our World: The 2030 Agenda for Sustainable Development. Available at: https://sdgs.un.org/2030agenda (Accessed: 29 July 2026).

Starbucks is a famous coffee company that people all around the world know. They have a lot of customers who like their coffee.. People are getting more and more worried about the earth and want companies to make less trash and have more earth friendly things. The Starbucks Smart Reusable Cup is made from steel. It also has

some technology like QR codes and NFC that works with the Starbucks app, on your phone. The Starbucks Smart Reusable Cup is a thing to use when you buy coffee from Starbucks. When people use the Starbucks Smart Reusable Cup they can get rewards and discounts which's a great way to get people to be more earth friendly. This new cup can help Starbucks make their customers happier and also make the company seem earth friendly. The Starbucks Smart Reusable Cup also helps with something called SDG 12 which's about being responsible with what we use and make.. It helps with SDG 13 which is about taking care of the earth and not making too much trash. So the Starbucks Smart Reusable Cup is a thing that combines being good for the earth having cool technology being easy to use and giving customers what they want. It is an addition, to the Starbucks brand.

Element 2: Segmentation, Targeting, Differentiation and Positioning Analysis

The new Starbucks Smart Reusable Cup is an idea because it helps the environment and it is a good thing for Starbucks. This cup is a deal for Starbucks because it combines the coffee that people love with a cup that they can use many times and some cool technology. The main goal of this cup is to give people a choice than using cups that they throw away after one use. The Starbucks Smart Reusable Cup also helps people do things that're good for the earth when they use the Starbucks Rewards program.

To make sure that people buy this cup Starbucks needs to figure out who the right customers are and make sure they know about it. This means that Starbucks has to do some work to understand who will really like the cup and why they will like it. The Starbucks Smart Reusable Cup is an example of this because it is good, for the earth and it is a cool thing to have.

2.1 Market Segmentation

The Starbucks Smart Reusable Cup can be divided using demographic, psychographic and behavioral factors.

Geographic segmentation looks at customers who live in cities and large towns where Starbucks stores are easy to reach and where people often buy coffee to take away. Big cities like London, Paris, New York and other crowded areas are places because people buy coffee while they are on the move studying or working.

Demographic segmentation can focus on people and people who are working between the ages of 18 and 40. Students, workers and people who travel to work are good groups because they often have busy lives and buy drinks outside their homes.

Psychographic segmentation is very important for this product. The main group includes people who care about the environment and worry about waste and climate changes. Studies show that how people see the environment and their habits can affect how likely they are to buy products (Biswas and Roy 2015).

Behavioral segmentation looks at how people buy how loyal they are and how they feel about using cups that can be reused. Research, on cups that can be used again shows that money can make people more willing to try options (Journal of Retailing and Consumer Services 2022).

2.2 Target Market

The main people we want to sell to are environmentally conscious engaged Starbucks customers who are around 18 to 40 years old and buy takeaway coffee in cities. We picked this group because our product gives them what they want: it is easy to use, good for the environment saves them money. They can use it with their phones.

Our product is perfect for university students, workers or people who commute to work and have a smartphone. These people like to go to Starbucks. They also want to reduce waste. Our Smart Reusable Cup is a choice, for these people because it helps them be sustainable. They do not have to buy something. The Smart Reusable Cup has a QR code and NFC. This means it can connect to the Starbucks app.

We can divide the target market into two groups: the group and the secondary group. The primary segment is made up of people who go to Starbucks a lot and already care about the environment. The secondary segment is made up of people who're sensitive about prices or just want things that are easy to use.

The target market of Starbucks customers is very important to us. The Starbucks customers who are environmentally conscious and digitally engaged are the ones we want to focus on.

2.3 Differentiation

The Smart Reusable Cup needs to stand out because there are already a lot of cups out there like the ones from Starbucks and other companies that sell coffee. The Smart Reusable Cup should be different from these cups in a ways, including how it works the technology it uses how it makes people feel and how it helps the environment.

Smart Reusable Cup is special because it has a function that uses QR and NFC technology. This means it can connect to the Starbucks app, which's different from a regular reusable cup. People can. Tap the cup to get rewards and maybe even get special deals. For example the Starbucks app in the UK lets people order and get rewards like collecting stars from their phone.

Finally the Smart Reusable Cup is different because it is good for the customer. People get a cup that will last a time and they might even get rewards or discounts for using it again and again.

2.4 Positioning

The idea for the Starbucks Smart Reusable Cup is to say it is for people who care about the environment and use things. The Starbucks Smart Reusable Cup is an good reusable coffee cup that has Starbucks quality smart technology and sustainable everyday use. It is not like reusable cups that do not have a connection to the Starbucks Rewards experience.

Overall the plan for the Starbucks Smart Reusable Cup makes a connection between the Starbucks brand, what people need and being sustainable. By looking at people who drink coffee often in cities and making the product different with technology rewards and environmental value the Starbucks Smart Reusable Cup can be seen as a product. It is between a reusable cup and a product that is connected to digital things. The Starbucks Smart Reusable Cup is a choice, for people who care about the environment and want to use the Starbucks Rewards experience.



Element 3: Marketing Mix (4Ps) for the Starbucks Smart Reusable Cup

The Starbucks Smart Reusable Cup plan needs a framework to work. This framework is, like a guide to make the Starbucks Smart Reusable Cup a thing that people can buy. A time ago McCarthy said that there are four important things to think about: the Starbucks Smart Reusable Cup itself how much it costs, where people can buy it and how to tell people about it. Some other people, Kotler, Keller and Chernev said recently that it is really important to make sure the Starbucks Smart Reusable Cup is something that customers really want that the price is right that people know about it and that it gets to the customers easily.

3.1 Product

When we talk about marketing the first thing that comes to mind is the product. The product is what everything else is based on. The Starbucks Smart Reusable Cup is a part of this. This cup is a way for Starbucks to do more than just sell coffee. The Starbucks Smart Reusable Cup is helping people live in a way that's better for the earth. The Starbucks Smart Reusable Cup is a step, towards a sustainable life. This cup should be made to last be easy to use again and look good so it fits with what Starbucks all about.

The cup shown in the poster is made from recycled steel. Is designed so it does not leak and is easy to clean. They can make it in colours and designs to appeal to customers who see reusable cups as not just something you use but also as a way to show off their style.

The product should also be made with sustainability in mind from start to finish. The packaging should be as small as possible and recyclable. The cup should be made to last a long time not just be used once or twice. This helps Starbucks do what it says it wants to do which is reduce the harm it does to the environment and use reusable, recyclable or compostable packaging for customers.

However Starbucks should not just say the product is sustainable because it can be used again. The good it does for the environment depends on how it is used. Research shows that people have a time switching from disposable cups to reusable ones because of practical and behavioural reasons.

3.2 Price

The cost of the Smart Reusable Cup needs to be reasonable so people think it is a buy. We want the Smart Reusable Cup to be something that people're happy to pay a little extra for. If we sell the Smart Reusable Cup for around ****£18–£20**** people will think the Smart Reusable Cup is worth the money and not something they can just use once and throw away. The Smart Reusable Cup should be cheap enough for our customers to buy it.

We should think about what the cup's really worth to our customers. This means we consider things like how it lasts how good it is for the environment how it looks, the technology it uses and any rewards people get for using it. Some experts, like Kotler, Keller and Chernev said in 2022 that it is very important to make sure our customers know how value they get from our products.

Giving people money off is a way to get them to use reusable cups because just telling them it is good for the environment might not be enough. Some research found that people are more likely to use cups if they get a reward.

One problem is that the price might be too high for some people. To fix this we could have designs just for certain times of the year or discounts for students or special deals for people who are part of our loyalty program. This way we can still make the cup seem like a high-quality product. Also make it cheaper, for people who might not be able to afford it otherwise.

3.3 Place

The place where the Starbucks Smart Reusable Cup is sold is very important. The Starbucks Smart Reusable Cup should be sold in different ways, including in physical Starbucks stores on the Starbucks mobile application and on the Starbucks online store.

Physical Starbucks stores are the way to sell the cup because customers can see the Starbucks Smart Reusable Cup and touch it before they buy it. The Starbucks Smart Reusable Cup can be put on a shelf near where people order their coffee or it can be put with Starbucks things that people can buy. If the Starbucks Smart Reusable Cup

is put near where people order their coffee it can help people think about buying a cup when they buy a drink.

The Starbucks mobile application is also a way to sell the Starbucks Smart Reusable Cup. People can buy the Starbucks Smart Reusable Cup on the application look at the designs sign up for the cup and see the rewards they can get. This will help make the Starbucks Smart Reusable Cup a part of the Starbucks world.

3.4 Promotion

The promotion of the Smart Reusable Cup should tell people about three benefits: sustainability, rewards and convenience. The main message could be:

“Sip Smart. Reuse. Earn Rewards.”

We can also ask influencers to help us promote the Smart Reusable Cup, influencers who care about sustainability, student lifestyle and productivity. Of just talking about how the cup is good for the environment we should show how people can use it in their daily lives like when they are commuting, studying, working or travelling. This way taking care of the environment can seem easy. Something people can actually do.

Starbucks can also use its existing loyalty programme to give customers offers that are just for them. For example customers who come to Starbucks a lot could get an offer to buy the Smart Reusable Cup. Customers who use the cup a lot could get Stars, discounts or special offers that are only available for a limited time.

The 4Ps are important for marketing

The marketing mix works well when the four parts work together. The Product is a thing because it is strong and smart and you can use it many times. The Price shows that it is a product and people get rewards when they buy it. You can buy the Product at Starbucks stores and online. The Promotion tells people about the things it does for the environment and how it can save them money and be good for technology.

This plan also helps with the goals for being sustainable that are on the poster. The United Nations has goals like SDG 12 which's about using things responsibly and SDG 13 which is about climate action. They say we need to change how we buy and use things so we do not hurt the environment. The Smart Reusable Cup helps with this

because people use it again and again of using cups one time and throwing them away.

ELEMENT 3: MARKETING MIX (4Ps)

1. PRODUCT



- ✓ Made from recycled stainless steel
- ✓ QR code & NFC chip for app connection
- ✓ Leak-proof & durable
- ✓ Easy to clean & carry
- ✓ Multiple attractive colours & designs
- ✓ Aligns with Starbucks' sustainability mission

2. PRICE

- Proposed price: £18 – £20
- Value-based pricing (premium quality + sustainability + tech)
- Rewards & discounts for using the cup
- Introductory offers and seasonal promotions

3. PLACE

- Starbucks stores (in-store displays & merchandise area)
- Starbucks Mobile App (purchase, register, track rewards)
- Starbucks Online Store (home delivery options)

4. PROMOTION

- Social media campaigns (Instagram, TikTok, YouTube)
- Starbucks Rewards member communication (email, app notifications)
- Influencer & eco-advocate partnerships
- Sustainability messaging – “Reuse. Reward. Make a Difference.”



Element 4: Reflection

Developing the Starbucks Smart Reusable Cup brand extension marketing strategy has given me understanding of how marketing ideas can be used in a real business situation. The work was more than coming up with a nice product idea. It meant knowing what customers want looking at issues choosing a group of people to focus on and making a marketing plan that can give value to both the people who use the product and the company that makes it.

One of the things I learned was about dividing the market into groups and picking who to focus on. At first sustainability might seem like something that affects everyone.. Making the STDP analysis showed me that a good plan needs a group of people to target.

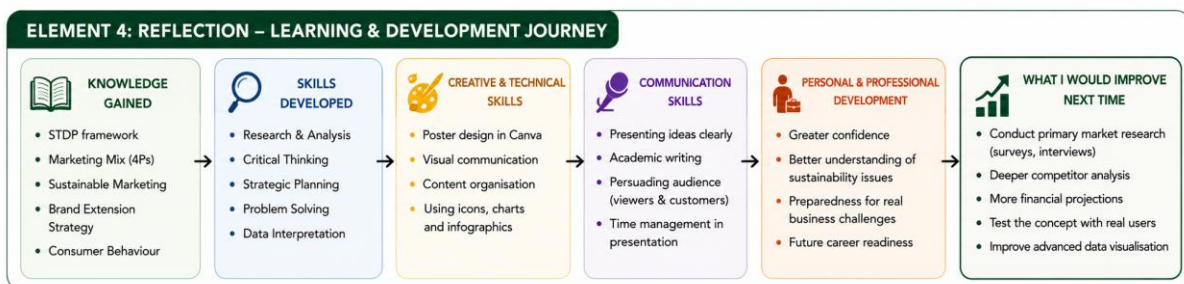
I also learned more about how people act when they buy things. The work showed that being aware of the environment does not always mean people will buy a product. People might worry about waste. Still choose to use single-use cups because they are easier. So the Smart Reusable Cup was made to have both benefits and things like rewards, discounts and digital ease.

Another thing I learned was using the marketing mix. The 4Ps helped me see that a product alone won't work if it's not supported by parts. The product, how much it costs, where it is sold and how it is advertised all need to work.

The project also made me better at understanding marketing. I found out that sustainability needs to be part of what makes the product valuable not something that is said in ads. Starbucks already has goals about carbon, water, waste and how they use packaging, which gave a base for the new idea. I also saw how important it is not to make promises about the environment that're not true.

Making the poster presentation helped me get better at speaking and designing visually. This meant picking the important parts using simple words and making a clear plan. The six parts of the poster helped me arrange the information in a way that made sense starting with the introduction and the new product and going on to why it matters the SDGs, the ending and the sources.

Overall this project made me better at STDP, marketing plans, marketing, how people act when buying things and how to make new products. It also helped me get better at talking, researching, working with others thinking creatively and showing my ideas. Importantly I learned that a good green marketing strategy must find a real balance between what people want what the business needs and what is good for the planet. These skills will help me in school projects and in my work, in marketing or business.



References

- Kotler, P., Keller, K.L. and Chernev, A. (2022) *Marketing Management*. 16th Global edn. Harlow: Pearson. Available at: Pearson (Accessed: 29 July 2026).
- Starbucks Coffee Company (2024) *Global Environmental and Social Impact Report*. Available at: [Starbucks Sustainability](#) (Accessed: 29 July 2026).
- United Nations (2015) *Transforming Our World: The 2030 Agenda for Sustainable Development*. Available at: [United Nations — 2030 Agenda](#) (Accessed: 29 July 2026).
- Biswas, A. and Roy, M. (2015a) 'Green products: An exploratory study on the consumer behaviour in emerging economies of the East', *Journal of Cleaner Production*, 87, pp. 463–468. Available at: [ScienceDirect](#) (Accessed: 14 August 2026).
- Biswas, A. and Roy, M. (2015b) 'Leveraging factors for sustained green consumption behavior based on consumption value perceptions: Testing the structural model', *Journal of Cleaner Production*, 95, pp. 332–340. Available at: [ScienceDirect](#) (Accessed: 14 August 2026).
- Nicolau, J.L., Stadlthanner, K.A., Andreu, L. and Font, X. (2022) 'Explaining the willingness of consumers to bring their own reusable coffee cups under the condition of monetary incentives', *Journal of Retailing and Consumer Services*, 66, 102908. Available at: [ScienceDirect](#) (Accessed: 14 August 2026).
- Sarti, S., Darnall, N. and Testa, F. (2018) 'Market segmentation of consumers based on their actual sustainability and health-related purchases', *Journal of Cleaner Production*, 192, pp. 270–280. Available at: [ScienceDirect](#) (Accessed: 14 August 2026).
- Saleem, M.A., Eagle, L. and Low, D. (2018) 'Market segmentation based on eco-socially conscious consumers' behavioral intentions: Evidence from an emerging economy', *Journal of Cleaner Production*, 193, pp. 14–27. Available at: [ScienceDirect](#) (Accessed: 14 August 2026).
- McCarthy, E.J. (1960) *Basic Marketing: A Managerial Approach*. Homewood, IL: R.D. Irwin. Available at: [Google Books](#) (Accessed: 14 August 2026).

Kotler, P., Keller, K.L. and Chernev, A. (2022) *Marketing Management*. 16th edn. Harlow: Pearson. Available at: [Pearson](#) (Accessed: 14 August 2026).

Starbucks Coffee Company (2025) *2024 Global Impact Report*. Starbucks Coffee Company. Available at: [Starbucks Global Impact Report](#) (Accessed: 14 August 2026).

United Nations (n.d.a) *Goal 12: Responsible Consumption and Production*. United Nations Department of Economic and Social Affairs. Available at: [United Nations — Goal 12](#) (Accessed: 14 August 2026).

United Nations (n.d.b) *Goal 13: Climate Action*. United Nations Department of Economic and Social Affairs. Available at: [United Nations — Goal 13](#) (Accessed: 14 August 2026).

Nicolau, J.L., Stadlthanner, K.A., Andreu, L. and Font, X. (2022) 'Explaining the willingness of consumers to bring their own reusable coffee cups under the condition of monetary incentives', *Journal of Retailing and Consumer Services*, 66, 102908. Available at: [University of Surrey Research Repository](#) (Accessed: 14 August 2026).

'Towards circular consumer behavior: Analysis of discount schemes on coffee cup use' (2025) *Journal of Environmental Management*, 374, 124055. Available at: [ScienceDirect](#) (Accessed: 14 August 2026).