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Poster: Marketing Strategy Pitch

Term 1

Launching the Starbucks Home Espresso Machine

Marketing Strategy



Product Strategy

Starbucks Home Espresso Machine is a compact, user-friendly home espresso machine that brews Starbucks-quality coffee using proprietary pods, reducing brewing time by 50% for busy lifestyles (Chiu et al., 2023).



Customer-Centric Design

Tailored for urban professionals and coffee enthusiasts aged 25-45, featuring customizable brew strengths, app-controlled settings, and eco-friendly materials for personalised at-home experiences (World Coffee Portal, 2023).



Effective Marketing

Launch with influencer partnerships and a "Brew Like a Barista at Home" campaign, targeting social media for 5M impressions, emphasising convenience and premium quality to drive brand loyalty.



Invest in Technology

Integrates AI for optimal brew recommendations, Bluetooth connectivity with the Starbucks app, and a 60-minute battery for portability, syncing with loyalty programs for rewards (Lee et al., 2016).



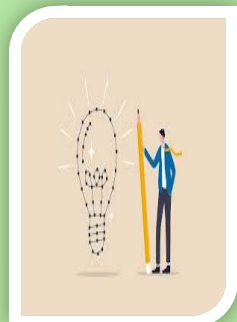
Financial Management

Priced at \$249 with an optional \$9.99/month pod subscription, aiming for 300,000 units sold in year one via an efficient supply chain and partnerships, ensuring high margins (World Coffee Portal, 2023).



Adaptability and Innovation

Quarterly firmware updates add new recipes and sustainability features, adapting to trends like plant-based options to meet evolving consumer demands (Chiu et al., 2023).



References

Chiu, S.H., Naliyadhara, N., Piorino, M.P., Antoniou, J., Li, X., Campbell, I. and Trujillo, F.J., 2023. Coffee brewing sonoreactor for reducing the time of cold brew from several hours to minutes while maintaining sensory attributes. *Ultrasonics Sonochemistry*, 98, p.106489.

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Lee, K.M., Teng, W.G. and Hou, T.W., 2016. Point-n-Press: an intelligent universal remote control system for home appliances. *IEEE Transactions on Automation Science and Engineering*, 13(3), pp.1308-1317.