

Café Coffee Day (CCD)

Parent Company

Coffee Day Enterprises Limited

Category

Coffee joints

Sector

Food Products

Tagline/ Slogan

A lot can happen over coffee

USP

Most recognizable and affordable coffee chain brand in India

Cafe Coffee Day STP

Segment

People looking to go to have a coffee and snacks at a hangout place

Target Group

Youth in the middle and higher income groups

Positioning

Cafe Coffee Day is India's favorite coffee shop, for the young and the young at heart

Cafe Coffee Day SWOT Analysis

Strengths

1. Cafe Coffee Day has an excellent brand name and brand visibility

2. Huge young crowd as target group comes at Cafe Coffee Day

3. Excellent ambience and service

4. Cafe Coffee Day has over 1000 outlets and 300,000 visitors per day

5. It produces/grows the coffee it serves hence reducing the cost

6. More than 5000+ employees in the Cafe Coffee Day organization

Weaknesses

1. High competition in this segment means limited market share for Cafe Coffee Day

2. High brand switching due to many options available to customers

Opportunities

1. Introduce cheaper versions of coffee

2. Cafe Coffee Day can tap the smaller towns/cities

3. Merchandising can benefit Cafe Coffee Day even more

4. Tie ups with other companies for promotion

Threats

1. Competition from foreign players like Starbucks can adversely effect Cafe Coffee Day's market share

2. Dependent on Govt commodity rates

3. Large unorganized market can cause business losses

Competition

Competitors

1. Starbucks

2. Costa Coffee

3. Barista

4. Tim Hortons

5. Bru Coffee

6. Nescafe

7. Pepsi

8. Coca Cola

9. Red Bull