

**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