CUSTOMER SATISFACTION ON COFFEE DAY
(WITH REFERENCE TO COIMBATORE)

A PROJECT REPORT

Submitted

By

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COIMBATORE

BONAFIDE CERTIFICATE

Certified that this project titled "***CUSTOMER SATISFACTION ON COFFEE DAY, IN COIMBATORE***" is the bonafide work of ***MR. C.SATHEESH KUMAR*** who carried out this research under my supervision. Certified further, that to the best of my knowledge the work reported herein does not from part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

Faculty Guide

Director

Evaluated and viva-voce conducted

On...

Examiner I

Examiner II

Café Coffee Day

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. C. SATHEESH KUMAR** of Kumaraguru College Of Technology has done his project named **"CUSTOMER SATISFACTION ON CAFÉ COFFEE DAY"** in our concern for a period of one month from 16th June 2008 to 15th July 2008 for a period of one month. His performance during the project period was very good. We wish all the best for him in his future endeavours.

DATE: 16-06-2008

PLACE: COIMBATORE

SIGNATURE

(Area Manager, Café Coffee Day)

DECLARATION

I hereby declare that the dissertation entitled **"A STUDY ON CUSTOMER SATISFACTION ON COFFEE DAY (WITH REFERENCE TO COIMBATORE)"** submitted for the **MASTER OF BUSINESS ADMINISTRATION** degree is my original work and the dissertation has not formed the basis for the award of any other Degree, Associate ship, Fellowship or any other similar titles.

/ 18-10-2008

Signature of the Student
With date

ACKNOWLEDGEMENT

Few people are as fortune as I have been. Throughout my life I have always benefited from many wonderful people around me, and the last two months of my final project have been no exception. I have many people to be thankful to.

I thank our respected chairman **Dr. N. Mahalingam** who helped us to undergo this master's degree and acquire a lot of knowledge.

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Above all, I thank **Almighty God and My Parents** for giving me the grace and constant support in successfully completing this project to the best of my ability.

C. SATHEESH KUMAR

EXECUTIVE SUMMARY

This project is done for coffee day India private limited, in order to identify the customer satisfaction of customers with respect to the café coffee day. The study findings are based on a specially designed questionnaire collected from a sample of 125 respondents identified on the basis of convenience. The study is also used to identify the fast moving coffee day products in the market, their consumption pattern and the factors influencing the customers in satisfaction of these products.

From the analysis it is found that customers prefer café coffee day products more than its competitive brands. Since the satisfaction of these products generate additional attractive environment, price, taste, and privacy ets. These are satisfying in almost all areas irrespective of the major products

Espresso, black velvet, espresso Americano, etc, that they deal with. Further according to the result teenagers and advertisements are the major factors that influence the customer's satisfaction.

The data collected were subjected to percentage analysis. Since customers are in close proximity with the customers, they must be motivated well by the dealers and the coffee day in order to retain their cordial relationships and to increase the customer satisfaction of café coffee day.

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CHAPTER 1

INTRODUCTION

1.1. BACKGROUND OF THE STUDY

A customer may be defined as that merchant intermediary who buys a product from proceeding channel in small assorted lots and sell them to consumers in still small assorted lots to suit individual consumer requirement. The customer often operates in a small territory or at his specific location, earns lesser commission compared to higher levels in the channels. His contact with the consumers is constant and living in a broad sense. They manage more brands at any given point of time. They should be motivated to focus on a particular customer satisfaction.

Hence customer satisfaction can grow into strong brands only if they are well supported at the point of customer through display and satisfaction. So the customer should be motivated well and their satisfaction is very essential. Thus the study is focused to identify the attitudes of the retail outlets in order to promote the customer satisfaction on coffee day.

CAFE COFFEE DAY

The café coffee industry is currently one of the biggest and fastest growing sectors in business. The main bulk of revenue is earned by small, individual cafes, run mostly by families and friends. It is a relatively unorganized sector. There are millions of such cafes around the world and they provide customers with a homely, casual experience.

These cafes set themselves apart from retail chain cafes and hotel cafes because they provide customers with a homely, classic appeal, which cannot be emulated.

Café coffee day was started in 1996, in has over 430 café in India. Café coffee day In FY06-07, café coffee day turnover was Rs 400 crore.

Coffee day ever since the popularization of coffee, hotels all over the world started opening 24-hours coffee shops where visitors to the hotel could walk in for a cup of coffee and some food at any time.

Naresh malhotra, CEO, Cafe Coffee Day has quit the company after six years of Service. Malhotra was involved in building Café Coffee Day to what it is now from scratch and taking the company to a top line of around Rs 400 crore at the end of FY07. Café Coffee Day is hoping to touch a top line of Rs 600 crore in FY08, and is expected to be valued at Rs 3000 crore. Malhotra said he is exploring options in either retail or private equity.

Café Coffee Day is a division of India largest coffee conglomerate, popularly known as coffee day, an Rs.300 crore ISO 9002 certified company. Coffee day sources coffee from 5000 acres of coffee estates, coffee day has its business spanning the entire value chain of coffee consumption in India. Its different divisions include: coffee day fresh n ground (which owns 354 coffee bean and powder retail outlets) coffee day Xpress (which owns 341 coffee day kiosk) coffee day take away (which owns 7000 vending machines) coffee day Exports and coffee day perfect (FMCG packaged coffee) division. Cafe coffee day pioneered the café concept in India in 1996 by opening its first café at brigade road in Bangalore. Till about the late 1990 coffee drinking in India was restricted to the intellectual the south Indian traditionalist and the five star coffee shop visitor.

CUSTOMER PROFILE

The café is a meeting place for 15-29 year olds, both male and female who are served the best coffee by friendly and informed staff, in an uplifting and invigorating ambience.

Research shows that teen-agers form 25% of our customers while 38% of the customers are between 20 and 24years and another 23% belong to the age group of 25-29 years. Students and young professional comprise around 72% of our customers.

Over18% of the customers visits the cafes daily while another 44% visit weekly. Each café, depending upon its size attracts between 500 and 800 customers daily, mainly between 4pm and 7 pm. Customers describe Café Coffee Day as the place they frequent most after "home and workplace/college". It is a place where they meet friends and colleagues, in groups of 3 or more; a place where they rejuvenate and are free to be themselves rather than a place to be "seen at" vis a vis other

1.3 REVIEW OF LITERATURE

Strandhagen E.Earlier et. al., (2003)[1] have conducted a study on Filtered coffee raises serum cholesterol: and the trials have shown a serum cholesterol raising effect of unfiltered coffee, which is reduced by about 80% in filtered coffee. Recent cross-sectional studies and trials, however, have indicated that filtered coffee may have a more pronounced serum cholesterol raising effect than previously anticipated. The objective of this controlled study was to assess the effects of the intake and abstention of filtered brewed coffee on blood lipids. The study concludes that the coffee abstention for 3 weeks decreased total serum cholesterol by 0.22-0.36 mmol/l. A volume of 600 ml (about four cups) of filtered coffee/day during 4 weeks raised total serum cholesterol by 0.15-0.25 mmol/l.

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[1] **Strandhagen E.Earlier and Thelle D.S.,** Filtered coffee raises serum cholesterol: results from a controlled study, European Journal of Clinical Nutrition:

Virvilaite Regina et. al. (2008)[2] have conducted a study on Brand Valuation: Viewpoint of Customer and Company. The study consists of five parts, where the first part formulates the problem, aim and research methodology. The aim of the study is to prepare integrated economic brand valuation model on theoretical layer analysis and summary of brand valuation models and to test it empirically. The study analyzes the problem how to prepare integrated brand valuation model which enables thorough estimation of brand value in viewpoint of customer and company. The second part of the study presents substantiation of brand valuation and theoretical studies of brand valuation models. The study summarizes it could be stated that traditional economic brand valuation models estimate only material brand value form and ignore customer influence on brand value.

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[2]Virvilaite Regina and Jucaityte Indre, Brand Valuation: Viewpoint of Customer and Company, Engineering Economics: Vol. 56 Issue 1, p111-119,

Gustafsson Anders et. al., (2004)[3] have conducted a study on Determining the importance that customers place on the product and service attributes that drive their satisfaction with, and loyalty to, service providers is an essential part of a firm's resource allocation process. An unsettled issue is whether importance measures should come directly from customers or be derived statistically and, if so, how. The researcher compares direct importance ratings with a variety of methods for statistically deriving attribute importance in a customer satisfaction model. Using three data sets, the methods are compared on criteria that include their ability to explain variation in satisfaction, to identify customers' more important attributes, and to be interpretable. The findings suggest that because each of the tested methods has its strengths and weaknesses, it is essential to choose a method that is compatible with the research goals and context.

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[3]**Gustafsson Anders and Johnson Michael D.,** Determining Attribute Importance in a Service Satisfaction Model, Journal of Service Research: Vol. 7 Issue 2, p124-141, 2004

Chen Chun-Chih et. al., (2008)[4] have conducted a study on Integrating the Kano model into a robust design approach to enhance customer satisfaction with product design. This study presents a robust design approach incorporating the Kano model to obtain the optimal combination of design form elements. This can effectively enhance customer satisfaction and aesthetic product qualities with multiple-criteria characteristics. The Kano model is used to better understand the relationship between performance criteria and customer satisfaction, and to resolve trade-off dilemma in multiple-criteria optimization by identifying the key criteria in customer satisfaction. The robust design approach combines grey relational analysis with the Taguchi method to optimize subjective quality with multiple-criteria characteristics. This simultaneously yields the optimal aesthetic performance and reduces the variations in customer evaluations. Based on Kano model analysis, a weight adjustment process determines the weight of each product criterion for achieving the desired customer satisfaction performance. This process guides the prioritizing of multiple criteria, leading to higher customer satisfaction. the examples of this study, the proposed method may be further used as a universal robust design approach for enhancing customer satisfaction and product quality with multiple-criteria characteristics.

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[4]**Chen Chun-Chih and Chuang Ming-Chuen,** Integrating the Kano model into a robust design approach to enhance customer satisfaction with product design, International journal of production economics: vol. 114 Issue 2, pp 667-681, 2008

Demoulin Nathalie T.M. ET. al., (2008)[5] have conducted a study on the impact of loyalty cards on store loyalty: Does the customers' satisfaction with the reward scheme matter? Most customers hold several loyalty cards of competing retailers. Past studies looking into the impact of card ownership on store loyalty showed mixed results. We postulate that loyalty cards are effective only when customers value the rewards associated with them. We investigated to what extent the satisfaction with loyalty card rewards affects the effectiveness of loyalty card programmers in the food retail sector. From the analyses of survey data within the framework of store choice models, we confirm that loyalty card owners are more stores loyal. The study summarizes more precisely, we show that when holders are satisfied with the reward scheme of the loyalty card programmed, they are more loyal and less price sensitive than unsatisfied card holders.

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[5]**Demoulin, Nathalie T.M. and Zidda, Pietro,** on the impact of loyalty cards on store loyalty: Does the customers' satisfaction with the reward scheme matter, Journal of Retailing & Consumer Services; Vol. 15 Issue 5, p386-393, 2008

1.3 STATEMENT OF THE PROBLEM

The increasing boom in the retail sector of India has led to the entry of coffee industry in to the organised sector. This led to the entry of several players into the sector. The companies are aggressive marketing strategies to win over customer loyalty. So it's very difficult to determine which is superior to other. In this situation this study helps to know the consumer preference towards café coffee day in the Coimbatore region.

1.4 OBJECTIVES OF THE STUDY

1) To identify the profile of customer visit coffee day.
2) To identify the source of awareness and consumption behaviour in coffee day.
3) To identify the brand preference.
4) To identify the factor influencing the visit to coffee day.
5) To analysis the level of satisfaction.
6) To suggest recommendation brand on the findings

1.5 SCOPE OF THE STUDY

The main aim of the study is to find out the preferred brand of café coffee day and also to measure the consumer perception. The study is done in Coimbatore city with a sample of hundred twenty five consumers.

1.6 RESEARCH METHODOLOGY

1.6.1 TYPE OF STUDY

The study assumes the characteristics of descriptive research. A sample of 125 was collected.

1.6.2SAMPLING DESIGN

The data is collected from the population in the category of customer using convenience sampling method.

1.6.3 DATA COLLECTION

The study relies on primary data

Primary data: the primary data is collected through specially designed questionnaire which is used to collect data from the customer. The questionnaire for customer is prepared in English. A copy of the questionnaires is enclosed in the annexure.

1.6.4 TOOLS FOR ANALYSIS

The data which have been collected will be analyzed through the following statistical techniques.

1.7LIMITATIONS OF THE STUDY

1) Due to time constraints the study is limited only to Coimbatore region.
2) The sample size constitutes of only 125 respondents.

1.9 CHAPTER SCHEME

Chapter1: Introduction

The first chapter deals with the background, objectives, scope of the study, methodology used in data collection, limitations of the study, and brief introduction of all the chapter.

Chapter 2: Organization profile

Organization profile includes details on the history of the organization, management and organization structure, company profile and market potential, competitive strength of the company.

Chapter 3: Micro and Macro analysis

The chapter deals with the overall position of the coffee day in global environment and the Indian context.

Chapter 4: Data Analysis and Interpretation

The chapter mainly deals with analysis and interpretation of data collected through questionnaire and from secondary sources

Chapter 5: Findings and Conclusion

Conclusion includes the findings and the result of the respondents and the discussions put forth regarding the problem identified and the considered recommendations to improve the performance of the coffee day

CHAPTER 2

ORGANIZATION PROFILE

2.1 HISTORY OF THE ORGANIZATION

Cafe Coffee Day is a part of India's largest coffee empire named Coffee Day, an ISO 9002 certified company. It has 125 years of coffee growing history and 5,000 acres of self-owned coffee plantations. At present, Cafe Coffee Day operates 198 cafes across 49 cities all over India. The cafe offers more than 10 types of hot coffee, 5 types of cold coffee and also tea for tea lovers. In addition, it also serves smoothie, granitas, pizzas, burgers, cakes, sandwiches, pastries and ice creams. T-shirts, caps and cruise mugs, and Coffee Day coffee powder are available.

The home of some of the best Indian Coffees and with the vision of a true entrepreneur nurturing it, Coffee Day has its business spanning the entire value chain of coffee consumption in India. Its different divisions include: Coffee Day Fresh n Ground (which owns 354 Coffee bean and powder retail outlets), Coffee Day Xpress (which owns 341 Coffee Day Kiosk), Coffee Day Take away (which owns 7000 Vending Machines), Coffee Day Exports and Coffee Day Perfect (FMCG Packaged Coffee) division

Café Coffee Day (CCD) pioneered the café concept in India in 1996 by opening its first café at Brigade Road in Bangalore. Till about the late 1990's coffee drinking in India was restricted to the intellectual, the South Indian traditionalist and the five star coffee shop visitor. As the pure (as opposed to instant coffee) coffee café culture in neighboring international markets grew, the need for a relaxed and fun "hangout" for the emerging urban youth in the country was clearly seen.

Recognizing the potential that lay ahead on the horizon, Café Coffee Day embarked on a dynamic journey to become a large organized retail café chain with a distinct brand identity of its own. From a handful of cafés in six cites in the first 5 years, CCD has become India's largest and premier retail chain of cafes with 585 cafes in 96 cities around the country.

"Enthused by the success of offering a world-class coffee experience"

QUALITY ASSURANCE

Ever since, café coffee day India has made significant investments to build and continually consolidate its business in the country, including new production facilities, and distribution systems.

2.2 MANAGEMENT

The café coffee day came in to India in the year 1996. Mr.Naresh k. malhotra is the president and chief executive office of coffee day in global context.

2.3 PRODUCT PROFILE

- **Fresh 'n Ground**

Coffee day fresh ground started operations in 1996. Fresh 'n Ground has a chain of over 400 exclusive outlets in the States of Karnataka, Tamil Nadu, Andhra Pradesh and Kerala. Presently Fresh 'n Ground has over 22 exquisite blends of coffee on offer across all Fresh 'n Ground outlets, and is one of the fastest growing filter coffee brands in India. These outlets have been converted into one stop shop for Tea and Coffee beverage, varieties of coffee and Tea powder, Speciality Coffee, accessories like coffee filters, mugs, etc. Ambience of these outlets is a delightful experience.

Fresh 'n Ground marketing wing Coffee Day which handles the marketing of Fresh 'n Ground products & services, has the following mission & quality statements: To provide value for money to our customers through quality products and value added

❖ ABC Exports

Mr Madhav said that packaged coffee was the only segment in the Rs 250-crore ABC's retail portfolio where it was not present. Launched in 1996 under the Coffee Day brand, ABC has forayed into different segments with Café Coffee Day (a café chain), Coffee Day Express (retail fast food outlets), Coffee Day takeaway (vending machines) and Fresh 'n Ground (coffee powder stores).

Coffee Day Perfect, a filter coffee brand in a 57 per cent coffee and 43 per cent chicory blend, is expected to fill the gap and take on brands such as HLL's Green Label and Tata Coffee's Coorg Coffee.

The plantations nestled in Chikmagalur and Mudigere region of the Western Ghats, are spread over 5000 acres of well-maintained estates up to 4500ft above sea level. This makes us the second largest plantation company in the country.

❖ Café coffee day

Café Coffee Day is a chain of coffee shops in India having its head quarters in Chikkamagaluru, Karnataka.[2] A division of Amalgamated Bean Coffee Trading Company Ltd. (ABCTCL), it is commonly known as Coffee Day or CCD. It opened its first cafe in 1996 on Brigade Road in Bangalore, and today has the largest cafe retail chain in India - with 650 cafes in 110 cities.

Headquartered in Bangalore, a majority of its cafes are also located in Bangalore. The cafe chain has had much success riding, and to some extent creating, the cafe culture wave that swept across metropolitan India following strong economic growth resulting in an increase in youth spending power. It has even tied

Fi, respectively. Its first Wi-Fi cafe was opened on Lavelle Road, Bangalore.

Cafe Coffee Day sources coffee from 10000 acres (40 km^2) of coffee estates, the 2nd largest in Asia, that is owned by a sister concern and from 11,000 small growers. It is one of India's leading coffee exporters, with clients across the USA, Middle East Europe and Japan. With its roots in Chickmagalur, the home of some of the best Indian coffees, Coffee Day has its business spanning the entire value chain of coffee consumption in India. Its different divisions include: Coffee Day Fresh 'n' Ground (which owns 450 coffee bean and powder retail outlets), Coffee Day Xpress (which owns 730 Coffee Day kiosks), Coffee Day Takeaway (which owns 9000 vending machines), Coffee Day Exports and Coffee Day Perfect (FMCG Packaged Coffee) division. It is entering the European market by opening two Cafés at Austria as well, making forays into Pakistan, and Germany to set up cafes abroad. The strategy CCD has adapted is to place a cafe in every possible location where some business can be generated. So in Bangalore, in the main shopping district, there are 6 outlets in a 2 km radius and over all 120 cafes in Bangalore alone.

Another model which CCD has adapted is to be present in educational institutions and corporate campuses either in the form of detailed Cafes or its economical model of CCD express.

The logo colours signify

Red Square = Leadership, passion

White Swirl = Purity of purpose, invigorating properties of coffee

Green Stroke = 125 years of coffee growing heritage of this vertically integrated Group

- **X press**

The Coffee Day Xpress kiosk is a sanctuary where the harried urbanite can pause for refreshment before getting on with life. Retail custom-made for the 21st century. Catering to a world that needs coffee on the go! At high-traffic locations. With hot and cold beverages and a variety of ready-to-eat snacks.

Amalgamated Bean Coffee Trading Company Limited – or ABC, as it is better known – is a fully integrated coffee company with a rich heritage that stretches over a century. Its endeavours find expression from coffee plantations to innovative retail concepts and even exports.

To ensure that it remains a dominant force in the coffee sector, ABC has invested extensively in Research & Development to ensure quality coffee blends.

- **Take away**

Coffee Day is a brand that has no substitute. Renowned for its aroma & flavour, Coffee Day has grown to be India's largest selling brand of fresh filter coffee powder. Amalgamated Bean Coffee Trading Company Ltd., the name behind Coffee Day Take Away, is one of the largest producers & exporters of coffee in the country. With over 5000 acres of coffee plantations and state-of-the-art curing capacity of 70,000 tons, it has the distinction of exporting more than 13% of India's coffee. With over 300 Coffee Day Fresh 'n' Ground outlets, it caters to over 1, 20,000 customers every week. Taking the filter coffee experience forward, it has launched the highly successful Cafe Coffee Day chain which is slated to grow to 200 cafes soon. Expanding its beverage portfolio, the company has also launched superior Assam teas under the Tea Day brand. Through its Coffee Day Take Away vending machine initiative, the company will deliver what the consumer has been missing till now -

- **perfect**

South India accounted for nearly 80 per cent of India's coffee consumption of about 65,000 tonnes per annum, according to Venu Madhav, the Business Head, and AmalgamatedBeanCoffeeTradingCompanyLtd.

The rest of India consumed the remainder 20 per cent, Madhav told reporters here today after launching 'coffee day perfect', a filter coffee, in Tamil Nadu market, today. The company has entered into a tie-up with Glaxo Smithkline Consumer Healthcare Ltd, for distribution of the new packaged coffee in Tamil Nadu market. Glaxo Smithkline has over 1800 wholesalers and nearly 4.50 lakh retail outlets in the country.

Amalgamated Bean Coffee Trading Company exports nearly 25,000 tonnes of coffee beans to Europe and the USA annually.

The company is an Rs 250 crore ISO 9002 certified company with over 5000 acres of coffee estates in Karnataka, producing quality coffee beans for both the domestic and export markets. It is also the largest player in the roast and ground coffee segments.

2.4 RETAIL CAFÉ CHAINS

The last, and the most organized sector in the coffee café industry, is the retail café chain. Off late, these chains have become extremely popular and are growing at an ever-increasing pace. These retail chains have work with an organized structure of man, material and money. The work on developing a recognized brand consistent to all their outlets, which customers can easily relate to, wherever they go. They provide customers with a standardised level of service and quality at each of their outlets. The cast popularity of these retail chains is shown in the rapid international growth of brands like star bucks. Customers can do to any star bucks across the world and know exactly what to expect.

2.5 GROWTH OF COFFEE DAY INDUSTRY IN INDIA

The coffee day hot beverages have always been a part of the tradition of India, especially south India. In order to spread the drink, coffee houses emerged at various places in the country, which also served as the opposite places for lawyers and the educated class to hold discussions ranging from politics to cinema. It is also believed that many scripts and ideas for films evolved here. This serves first class filter coffee even today. Coffee however was not the only item on the menu. These places also served food and other drinks to their customers. The drink has now become more of a concept than merely a drink itself. The last decade witnesses the growth of numerous coffee pubs in the country. A number of coffee café owners tried to westernize the taste in contrast to the filter coffee.

Now, large retail chains like café coffee day opened up around the country. The concept of a café today is not merely about selling coffee, but about developing a national brand. Retail cafes now form a multi-crore industry in the country, and have huge potential for growth locally, and internationally.

2.6 PRODUCT SOURCES

Coffee day most unique aspect is that it grows the coffee it serves in its cafes. Coffee day has a well-equipped roasting unit catering to the specific requirement of the customer. The process is carried out under the control of experienced personnel to meet highest quality standards. The most modern technology available is used to maintain consistency and roast the coffee beans to the demanding specifications of the discerning coffee consumers. The coffee beans are supplied to all the café from chikmagalur. The eatables at cafe coffee day are catered by different vendors: example: ice creams are catered by cream bell, milk by amul and samosa by patsiers gallery. Café coffee day also sells merchandise through its stores.

CHAPTER-3

MACRO AND MICRO ANALYSIS

CAFÉ COFFEE DAY IN GLOBAL ENVIRONMENT. (WORLD MARKET)

The National Commodities Supply Corporation (conab) has raised its estimate for the country's 2008/09 coffee crop to 45.5 mmn 60-kg bags, up from an earlier estimate of 41.3-44.2 mmn and significantly higher than the 33.7 mmn harvested in 2007/08. Of the total, Brazil would harvest 34.7 mln bags of Arabica and 10.8 mmn of robusta coffee, Conab said. Despite its upward revision, Conab's estimate is still significantly below private analysts' and trade houses' recent forecasts, estimating the crop at between 50 mln and 55 mln bags. Though Conab does one of the most extensive surveys to determine the crop size, its figures are dismissed by other analysts as too low, given that the level of shipments Brazil has actually been able to maintain over the past several months is higher than what was expected based on the last known stock data and Conab's production figures. Substantiating this claim, Brazil exported 2.02 mln 60-kg bags of green coffee in April 2008, up by 7% from 1.89 mln shipped the same month a year ago. Further more, the March total was revised upwards to 2.04 mmn bags from 2.02 mln forecast last month. Total exports in April (including soluble) reached 2.30 mln bags, 7.5% more than the 2.14 mln shipped in April 2007.

Coffee producing nations in Central America saw a significant rise in exports in April, the seventh month of the 2007/08 season. Costa Rica saw the biggest leap in exports last month, of 25% to 241,866 60-kg bags, compared with 193,406 bags in April 2007. Total coffee shipments since the start of the 2007/08 season, which commenced in October last year, are now up by 9.6% to 977,430 bags, from 891,710

473,099 bags, up by 16% from 409,503 bags in 2007. Total export for the 2007/08 season now stand at 2.093 mln bags, a 23% rise from 1.634 Inln bags from the first seven months of last season. Guatemala's coffee exports in April were up by 5.5% to 528,845 bags, compared with 528,845 bags in April last year last year. Local growers group Ana cafe has revised down its coffee export estimate for 2007/ 08 to 3.68 mln 60-kg bags from 3.75 mln previously, citing strong winds at the beginning of the year. El Salvador exported 214,696 60kg bags of coffee in April 2008, up by 55% from 138,655 shipped the same month in 2007. That brought total exports in the first seven months of 2007/08 (October/September) to 789,634 bags, up by 19.4% from the same period last season. The only country in the region with lower shipments on the year was Mexico, whose April exports were 300,804 60-kg bags, down by 5.7% from 318,848 bags shipped the same month in 2007. Total exports in the first seven months of 2007/08 are 1.411 mmn bags; down by 9.2% from 1.553 mln exported the same period last season.

The International Coffee Organisation (ICO) has forecast world coffee production at around 127 mmn 60-kg bags in 2008/09, up from an earlier estimate of 123126 min, saying the upward revision partly reflected a higher estimate of the Brazilian crop. According to the ICO, the world's 2007/ 08 coffee crops stood at 118.1 mmn bags. Kenya's weekly coffee auction in Nairobi has been forced to close its doors from May 28 for a month due to lower-than expected supplies and poor quality beans as the effects of erratic crop production hit the market. The Nairobi Coffee Exchange (NCE) traditionally holds main crop auctions from December to July, but the management claim a break was inevitable. Officials at the NCE said supplies for sale had plummeted by 36% in recent weeks - down to 16,000 bags per week on average from the usual 25,000 bags. The auction is expected to re-open in July when the new crop starts trickling in once again. Early estimates suggested Kenya was on

812,000 in 2007, according to figures from the country's Coffee Research Foundation.

The latest Commitments of Traders Report showed that the non-commercial net long position in the ICE "C" coffee contract fell to 23,081 lots as of May 6 from 26,061 on April 29, while small speculators (nonreportables) increased their net long position to 3,415 contracts from 3,037. The commercial net short position decreased to 26,496 lots as of May 6 from 29,098 a week earlier. In general market assessment, a leading US investment bank presented a mixed scenario for commodities in the coming months. This was despite what the bank called "unprecedented" inflows of up to $40 bin in commodity indexes and $16 bin into retail commodity investments this year. It added that the months ahead represent a transition phase for commodities, citing bearish factors like the stronger dollar and a worsening US economy. Apart from this broad perspective, investment funds appear to have lost their taste for coffee after helping fuel a run-up to a 12-1/2-year peak in London earlier this year, and prices look unlikely to rally significantly from recent lows. The prospect of bumper crops in top producers Brazil and Vietnam later this year has helped dampen enthusiasm among investors, while funds have also become more selective in their commodity investments after major reversals in several markets.' prices for London robusta coffee on the benchmark second month climbed to $2,815 a tonne in early March, buoyed by aggressive buying by investment funds, but then fell back sharply to $2,119 on May 6, a drop of 25%. Arabica coffee in New York has followed a similar pattern with the second month rising to $1.7190/lb in late February, the highest level in ten years, before sliding around 25% with prices dipping below $ I .30 in early May. A recovery in global equities during the last few weeks has also encouraged funds to return to those markets. However, coffee prices are not expected to plummet as there is still ample

CAFÉ COFFEE DAY IN INDIA

POPULAR IN INDIAN COFFEE PRODUCT,

Union Minister of State for Commerce Shri Jairam Ramesh has urged for intense domestic coffee promotion efforts to make coffee a 'dhaba' drink like Tea. Speaking at a function after unveiling the Mascot for Coffees of India - "Coffee Swami" and the Launch of IICF 2007 organized by the Coffee Board in Bangalore on 14th September 2006, the Minister lamented that even a decade after total liberalization of coffee marketing in India, the consumption of coffee remains stagnant.

The present quantity of 80,000 MT of coffee being consumed annually in the country should have been doubled by now. The Minister felt that the existing perception of coffee being considered as an affluent drink should change and admitted that the biggest challenge is marketing coffee in India. He therefore called upon the Indian Coffee Industry to focus more aggressively on the domestic market even as rising competition eats into India's market share in key consuming nations like Germany, Russia and Belgium. Even though Indian coffee continues to hold on in Italy, it is facing severe competition there too.

While India accounts for 4% of the global coffee production, about 72% of its output is exported. The Union Minister said that besides competition from other growing nations, geographical proximity to major consuming nations was another reason why India was losing out. Brazil and Columbia are closer to the US than India.

"We should be looking to doubling coffee consumption over the next 10 years from the current level of 80,000 tones. The bulk of the consumption in India happens in the southern states. There is a need to take coffee national and make it cross the Vindhyas and enter the Gangetic plains," he added.

The Minister said that while cafe culture had helped to boost coffee consumption in India, Tea is identified as being for the masses while coffee for -the well-off, he noted.

Noting that the dynamics of Indian export trade had undergone a change, the minister said: "Twenty years ago, it was necessary that coffee brought in huge export earnings, though today it's share in our basket is less than 0.5%. We still need the coffee sector from the employment perspective as six lakh people derive their livelihood from this sector," he said. Coffee consumers this is particularly relevant to India with its booming economy and rising disposable incomes of fairly large sections of the society. In fact, after two decades of stagnation in domestic coffee consumption at around 50,000 tonnes (1980 to 2000), there has been a surge in coffee consumption in the country which is now placed around 80,000 tonnes thanks to the efforts of some of the enterprising coffee retail chains in the recent years that were quick to see the opportunity. Even then, per capita coffee consumption of 80 grams is abysmally low compared to the average per capita coffee consumption of over 4 kilograms of any developed country. Hence there is immense scope and potential to largely expand the Indian domestic coffee market.

Specialty coffees and estate brands they are all highly preferred and well recognized in the major coffee consuming countries. However Indian coffees have been largely used as fillers in the blends with various other origins.

Whereas we have large varieties of coffees and many of them are of top quality coffees. As a single origin we are uniquely positioned to develop exclusive Indian Coffee blends of international standards and develop sustainable, robust and vibrant coffee economy. Potential for employment generation in the coffee retail sector will be the biggest advantage we should keep in mind.

In this background, we decided to create a Mascot to represent Coffees of India with their unique flavours and appropriately position and popularize our specialty and special coffees, differentiated and value added coffees both internally and internationally.

Within the country coffee consumption is largely confined to the South Indian states. Most people haven't seen and known how a coffee bean looks. Therefore to introduce and popularize coffee in non-traditional parts of the country we have created a character - a Mascot who h tremendous capacity to touch the hearts and minds people in the months and years to come and become household name for Indian Coffees of India.

The India International Coffee Festival - 2007 planned for 23-25th February 2007 at Hotel Gra Ashok, Bangalore. It is a collaborative effort of Coffee Board and the Indian Coffee Industry. This Three day festival will show case the diversity and uniq strengths of Coffees of India. Large number international delegates, prominent international speak coffee traders, equipment & machinery manufacture etc., are expected to participate in the various conferen sessions, trade fair and buyer seller

With about 4% share in the world market we can compete with our volumes in the global coffee mark, similarly our cost of production being very high it' difficult to be cost competitive with many other origins. Therefore it is very important to appropriatel! Position Indian Coffees based on our strengths. The areas the conference would deliberate would on differentiation and traceability of coffees source from India.

Sustainability of coffee grower is crucial for the sustainability of entire coffee economy. Hence the conference will also explore the opportunities to make the whole farm a sustainable unit by exam the opportunities for compatible mixed cropping. Another major area that the conference is looking for is to show case the innovations in the coffee retailing technologies. This we hope would open up opportunities to both 'International Coffee Majors' as well as Indian entrepreneurs to invest in the Indian coffee retail market. This would eventually help in developing a vibrant' coffee retail economy and generate jobs.

IICF-2007 would also examine as one of the main themes "Coffee and Health" to remove the misconceptions about coffee in the light of large volumes of scientific data and findings now available.

SPECIALTY OF COFFEE DAY

Specialty coffees are high quality coffees that differ from normal coffee with relevance to visual quality or cup or both. Specialty Coffees are getting increasingly popular in the world coffee market.

Specialty coffees are broadly classified into five categories based on their unique features:

1. DECAFFEINATED COFFEE

Coffees with caffeine removed artificially are known as decaffeinated coffees. There is a prominent segment of consumers preferring decaf coffees owing to health consciousness.

2. ORGANIC COFFEES

The coffee grown with out using chemicals and pesticides are in great demand in the developed countries because of increasing awareness on health of consumers and protection of environment.

3. HIGH GROWN COFFEES

The coffees grown at higher elevations i.e. 4000 ft and above are known to possess a distinct flavour and acidity in cup due to slower development of beans. The coffees are of high quality with dense beans.

4. ESTATE COFFEE (Single Origin Coffees)

Production of good quality coffee by highlighting the special features of the estate can be classified as estate branded coffees. This may be elevation, variety, cultural practices, and special processing techniques. Estate coffees are those that originate on single form with common soils and with the distinct identity in terms of flavour and aroma characteristics. Estate coffees are generally more expensive and actually define the specialty coffee market.

5. VARIETY COFFEE

Some of the varieties are known to possess good inherent quality due to the genetic make up of the plant. Fruits from such varieties can be harvested and processed separately to retain the unique quality. Some of the Indian selections like Kents, Agaro, Cioccie, and CxR are unique in their cup quality. Separate processing

EXPORTS TO KEY MARKET

EXPORTS OF COFFEE FROM INDIA BY COUNTRIES – FY 2006/2007 *

(Quantity, Percentage and Unit Value)

Sl No	Destination	Quantity (In MT)	% to Total	Unit Value Rs/Tonne
1	ITALY	62786	25.25	74748
2	RUSSIAN FEDERATION	27288	10.97	88962
3	GERMANY	21835	8.78	87434
4	BELGIUM	13989	5.63	78011
5	SPAIN	11091	4.46	68023
6	SLOVENIA	8049	3.24	63314
7	UKRAINE	6962	2.80	97271
8	FINLAND	6147	2.47	83252
9	GREECE	6023	2.42	67329
10	FRANCE	5837	2.35	78823
11	JAPAN	4644	1.87	94438
12	ALGERIA	4294	1.73	62556
13	U.S.A.	4232	1.70	89392
14	PORTUGAL	3603	1.45	77176
15	ISRAEL	3549	1.43	75836
16	KUWAIT	3452	1.39	106978
17	NETHERLANDS	3445	1.39	88562
18	Australia	3389	1.36	82364

19	SWITZERLAND	3200	1.29	92844
20	SINGAPORE	3091	1.24	74150
21	CROATIA	3075	1.24	67982
22	JORDAN	2980	1.20	89358
23	HUNGARY	2947	1.19	71684
24	EGYPT	2698	1.08	68968
25	LATVIA	2354	0.95	107102
26	UNITED ARAB EMIRATES	2029	0.82	112196
27	CANADA	1850	0.74	71372
28	TAIWAN	1740	0.70	70703
29	LIBYA	1585	0.64	69670
30	MALAYSIA	1560	0.63	70446
31	SYRIA	1383	0.56	84917
32	SAUDI ARABIA	1346	0.54	118631
33	UNITED KINGDOM	1144	0.46	109991
34	ROMANIA	1127	0.45	68308
35	POLAND	1119	0.45	75610
36	NORWAY	056	0.42	82388
37	KOREA,REPUBLIC OF	1030	0.41	67854
38	CHINA,PEOPLE'S R/O	959	0.39	66590
39	AUSTRIA	849	0.34	71449
40	LITHUANIA	765	0.31	102445

42	SOUTH AFRICA	630	0.25	132456
43	BULGARIA	538	0.22	65272
44	OTHERS	6344	2.55	91487
	TOTAL	248687	100.00	82732

EXPORTS OF COFFEE FROM INDIA BY COUNTRIES – FY 2005/2006 (Quantity, Percentage and Unit Value)

Sl No	Destination	Quantity (In MT)	% to Total	Unit Value Rs/Tonne
1	ITALY	53413	26.50	68498
2	RUSSIAN FEDERATION	29432	14.60	77551
3	GERMANY	16472	8.31	88153
4	BELGIUM	11190	5.55	75707
5	SPAIN	10292	5.11	61622
6	SLOVENIA	7458	3.70	55597
7	UKRAINE	6920	3.43	88024
8	GREECE	4392	2.18	59579
9	FINLAND	4245	2.11	78884
10	JAPAN	4147	2.06	89886
11	FRANCE	3811	1.89	70191

13	HUNGARY	2976	1.48	60347
14	NETHERLANDS	2949	1.46	88268
15	KUWAIT	2877	1.43	99263
16	AUSTRALIA	2615	1.30	80320
17	MALAYSIA	2490	1.24	55403
18	U.S.A.	2448	1.21	85195
19	SWITZERLAND	2440	1.21	97640
20	LATVIA	2006	1.00	100424
21	SINGAPORE	1961	0.97	74704
22	JORDAN	1784	0.89	88738
23	ISRAEL	1581	0.78	82331
24	UNITED ARAB EMIRATES	1530	0.76	108101
25	CROATIA	1517	0.75	57041
26	TAIWAN	1462	0.73	62739
27	ALGERIA	1306	0.65	64193
28	LIBYA	1230	0.61	64358
29	CANADA	1169	0.58	70086
30	UNITED KINGDOM	1104	0.55	94946
31	POLAND	1021	0.51	64888
32	SAUDI ARABIA	1012	0.50	108025
33	NORWAY	983	0.49	73510
34	KENYA	851	0.42	64368

35	TURKEY	621	0.31	82413
36	EGYPT	593	0.29	70445
37	ROMANIA	543	0.27	59948
38	SYRIA	489	0.24	110811
39	BULGARIA	461	0.23	87891
40	SULTANATE OF OMAN	460	0.23	67637
41	KOREA,REPUBLIC OF	437	0.22	70510
42	NEW ZEALAND	341	0.17	96476
43	LITHUANIA	325	0.16	96431
44	OTHERS	2431	1.21	99416
	TOTAL	201555	100.00	74936

ESTIMATED DOMESTIC CONSUMPTION (1991 - 2005)

Calendar Year	Quantity (in MT)
1991	55000
1992	55000
1993	55000
1994	55000
1995	55000
1996	55000
1997	55000
1998	55000
1999	55000
2000	60000
2001	64000
2002	68000
2003	70000
2004	75000
2005	80200

CHAPTER - 4

4.1 DATA ANALYSIS AND INTERPRETATION

This chapter deals with analysis and interpretation of data collected through questionnaire.

PROFILE OF THE CUSTOMERS

This section deals with the profile of the respondents in terms of their gender, age, education and occupation ets,

Table 4.1.1 AGE OF THE RESPONDENTS

Age of the respondents

Age	No. of Respondents	Percentage (%)
Below 20	10	8.0
21-30	72	57.6
31-40	35	28.0
Above 40	8	6.4
Total	125	100.0

From the above table, it can be inferred that the majority of the respondents have been from the age group of 21-30 with 57.6%, the next group belongs to 31- 40 years with 28.0%.

Table 4.1.2 GENDER OF RESPONDENT

Gender of the Respondents

Gender	No. of Respondents	Percentage (%)
Male	47	37.6
Female	78	62.4
Total	125	100.0

From the above table, it can be inferred that the majority of respondents are females constituting 62.4%.

Table 4.1.3. EDUCATION OF RESPONDENTS

Education of the Respondents

Education	No. of respondents	Percentage (%)
School	10	8.0
Graduation	77	61.6
Post graduation	35	28.0
Other	3	2.4
Total	125	100.0

From the table, it can be inferred that the majority of respondents are graduates (61.6%), post graduation 28.0% and with school educations as 8.0%.

Table 4.1.4 OCCUPATION OF RESPONDENTS

Occupation of the Respondents

Occupation	No. of respondents	Percentage (%)
Business	18	14.4
Professional	56	44.8
Student	41	32.8
Unemployed	10	8.0
Total	125	100.0

From the table, it can be inferred that the most number of respondents are professionals with 44.8%, students with 32.8%, business with 14.4%, and unemployed with 8.0%.

Table 4.1.5 BRAND VISITED OF RESPONDENTS

Brand visited of the respondents

Brand	No. of respondents	Percentage (%)
Café coffee day	77	61.6
Coffee day Xpress	40	32.0
Coffee day perfect	2	1.6
Coffee day fresh'n ground	6	4.8
Total	125	100.0

From the table, it can inferred that the majority (61.6%) of respondents have visited café coffee day, (32%) have visited coffee fresh'n ground, (1.6%) have visited coffee day perfect.

Table 4.1.6 SOURCES OF INFORMATIONS

Sources of the Information

Sources of the Information	No. of respondents	Percentage (%)
T.V Advertisement	67	53.6
Print advertisement	24	19.2
Others	34	27.2
Total	125	100.0

From the table, it can be inferred that the majority of respondents of coffee day from the sources of information T.V advertisement with 53.6%, other with 27.2%, and print advertisement with 19.2%.

Table 4.1.7 FREQUENCY OF VISIT BY CUSTOMER

Frequency of Visit by Customer

Frequency of visit	No. of respondents	Percentage (%)
First time	5	4.0
Ones in the week	91	72.8
Ones in the month	20	16.0
Very rarely	9	7.2
Total	125	100.0

From the table, it can be inferred that the majority (72.8%) of respondents are visiting coffee day once in the week, (16%) ones in the month, (7.2%) very rarely, and (4%) at the first time.

Table 4.1.8 TIME SPEND IN COFFEE DAY

Time Spend In Coffee Day

Time spend in coffee day	No. of respondents	Percentage (%)
Less then ½ hour	32	25.6
31 mints to 1 hour	71	56.8
1 to 2 hour	17	13.6
More then 2 hour	5	4.0
Total	125	100.0

From the table 4.1.8, it can be inferred that the majority (56.8%) of respondents spend 31 mints to 1 hour with (25.6%), less then ½ hour with 25.6%, 1 to 2 hour with 13.6%, and more then 2 hour with 4%.

Table 4.1.9 PREFERRED ITEM IN COFFEE DAY

Preferred Item in Coffee Day

Preferred item in coffee day	No. of respondents	Percentage (%)
Coffee	67	53.6
Tea	42	33.6
Shakes	15	12.0
Snacks	1	0.8
Total	125	100.0

From the table 4.1.9, it can be inferred that the majority (53.6%) respondents prefer coffee, followed by (33.6%) tea, (12%) prefer shakes and (8%) prefer snacks.

BRAND PREFERENCES

In order to analysis the reasons for the choice of the organization the customers were asked to rank ten factors. Rank one was assigned to the most important factor two to the next and so on. The mean score was calculated based on the responses, the rank is also assigned for the following factors and the findings and the findings are shown below

Table 4.1.10 PREFERRED BRAND BY THE CUSTOMER

Preferred Brand by the Customer

Preferred product by the customer	Mean	Rank
Espresso	6.472	1
Espresso Americano	4.736	8
Macchiato	4.464	10
Cappuccino	5.16	7
Café latte	4.688	9
Chococinno	5.792	5
Café mocha	5.664	6
Irish coffee	5.88	3
Caffeine kick	5.8629	4
Black velvet	5.904	2

From the above table it can be seen that the most of the respondents have assigned rank one to the product espresso, second rank goes to black velvet and third rank for the Irish coffee,

Table 4.1.11 CATEGORIZATION OF CUSTOMERS BASED ON SPENDING PATTERN

Customers based on spending pattern

Average amount spent per visit	No. of Respondents	Percentage (%)
0-250	24	15
251-500	32	26
501-750	46	38
751-1000	16	18
1000 & above	07	03
Total	125	100

From the above table it can be seen that respondents have spent at an average of Rs.501-750 per visit and it is also evident from the table that minimal number of customers spent more than Rs.1000 & above per visit.

Table 4.1.12 EXPECATION FROM COFFEE DAY

Motivational factors	Mean	Rank
Ambience	1.936	8
Attractive environment	1.84	1
Friends	2.104	2
Less crowd	2.648	3
Place to chat	2.368	4
Price	2.424	5
Taste	2.168	6
Variety in coffee	2.264	7
Others	2.176	9

From the above table it can be seen that the most of the respondents have preferred attractive environment as their priority and then friends, less crowd.

Table 4.1.13 CUSTOMERS RESPONSE ON VISIT TO OTHER BRANDED COFFEE SHOP

Other Branded Coffee Shop

Visit to other branded coffee shop	No. of Respondents	Percentage (%)
Yes	19	15.2
No	106	84.8
Total	125	100

From the above table it can be observed that the most of the respondents (106) have not visited other branded coffee shop.

Table 4.1.14 LEVEL OF SATISFACTION REGARDING VARIOUS ASPECTS

Satisfaction Regarding Various Aspects

Level of satisfaction	Mean	Rank
Ambience	1.704	7
Behaviour of other customer	1.752	6
Overall satisfaction	2.08	5
Price	2.368	2
Privacy	2.376	1
Service	2.248	3
Variety of beverage	2.44	4

From the above table it can be observed that customers are satisfied with the privacy facility of the shop. The next place goes to price of the product. The ambience takes the last place in the customers mind.

Table 4.1.15 RECOMMENDATIONS TO THEIR FRIENDS

Recommendations to Their Friends

Recommendations to their friends	No. of Respondents	Percentage (%)
Yes	89	71.2
No	36	28.8
Total	125	100

From the above table it can be seen that the most of the respondents will

CHAPTER 5

5.1CONCLUSIONS

RESULTS AND DISCUSSIONS

The findings of the study are summarized below,

PROFILE OF THE CUSTOMER

1. Majority of the respondents are between the age group 21-30 years
2. Most of the respondents are female
3. Majority of the respondents are graduates
4. Most of the respondents are professionals.
5. Most important source of information is T.V advertisement
6. Most of respondents visit coffee day once in a week
7. Most of respondents spend 31 minutes To 1 hour in coffee day
8. Most of respondents prefer coffee

PREFERED BRAND

1. Most of the customers preferred expresso brand followed by velvet, Irish coffee, caffeine kick, chococinno, café mocha cappuccino, espresso Americano, café latte, and macchiato.

LEVEL OF SATISFACTION

1. Most of the customer feels privacy, attractive environment, friends, less crowd, place to chat, price, and taste, variety in coffee, ambience, and other.

5.2 RECOMMENDATIONS

The following recommendation emanate from the study

1. Findings regarding the level of expectation shows that the customers feel the following factors as most important; service, privacy, price, ambience, and attractive environment. The management should keep these variables into consideration to increase the customer retention rate.

5.3 SUGGESTION

1. Finding shows that majority of visitors belong to the age group of 21-30. The concern should take care of the other segment people to attract them.
2. Advertisement in television is the most important of sources information. Hence promotion through TV advertisement can be preferred.
3. The most preferred expresso brands and fresh coffee should be made available at any time.
4. Attractive environment less crowd and place to chat are the importance reasons for visiting coffee day. Hence these factors are concentrated to retain the extending customer and attract new customer

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ANNEXURE

QUESTIONNAIRE

1) Name, --

2) Gender Male ☐ Female ☐

3) Age (in year)

Below 20 ☐ 21-30 ☐ 31-40 ☐ Above 40 ☐

4) Education

School ☐ Graduation ☐ Post graduation ☐

Other ☐

5) Occupation

Business ☐ Professional ☐ Student ☐

Unemployed ☐

6) Which brand of to following have you visited?

Café coffee day ☐ Coffee day X press ☐

coffee day perfect ☐ Coffee day fresh"n ground ☐

7) How did you come to know about coffee day?

T.V Advertisement ☐ Print Advertisement ☐

Radio ☐ Other ☐

8) How frequently you visit coffee day?

First time ☐ Ones in the week ☐

Ones in the month ☐ Very ☐

9) How much do you spend in coffee day?

Less then ½ hour ☐ 31Mnts to1 hour ☐ 1 to 2 hour ☐

More then 2 hour ☐

10) What do you mostly take in coffee day?

Coffee ☐ Tea ☐ Shakes ☐ Snakes ☐

11) Rank top five preference from to list given below (1= most preference)

(2= most preference) (Next & So on) ---------------------------

Rank five preferences

Coffee	Rank
Espresso	
Espresso Americano	
Macchiato	
Cappuccino	
Cafe Latte	
Chococinno	
Cafe Mocha	
Irish Coffee	
Caffeine kick	
Black velvet	

12) What influenced you to visit coffee day?

	Strongly Agree	Agree	Neutral	Disagree	Strongly disagree
Ambience					
Attractive Environment					
Friends					
Less crowd					
Place to chat					
Price					
Taste					
Variety in coffee					
Other(Preference ,special your)					

13) On an average how much do you spend per visit?

Rs --------------------------

14) Mention level of satisfaction regarding various aspects?

	Strongly Agree	Agree	Neutral	Disagree	Strongly disagree
Ambience					
Behaviour of other customer					
Overall satisfaction					
Price					
Privacy					
Service					
Variety of beverage					

15) Have you visited any other branded coffee shop?

Yes ☐ No ☐

If yes shop name please ------------------------------

16) Will you recommend your friends to visit coffee day?