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Executive Summary

Our group name is called Stardad and we are tackling the topic of which company is better in terms of coffee: Stardad or Stardunkin. In this project we tackled the executive summary, secondary data, research project team, problem discovery and definition, planning the research design, selection of sample design, collection of the data, data analysis. In the experience survey we collected questions and answers about a worker that works at Starbucks in terms of their experience working in the coffee shop. We found out that the worker's name was named Shan and the position of her job was called "Barista" which means that she does janitorial work, hand-crafting drinks coffee, Frappuccino, lattes, teas, handling food, restocking, assisting most customers with their questions, handling the cash register, and trash runs. There is also a lot of big challenges dealing with unprofessional staff, dealing with foreign customers in terms of the language, dealing with rude customers, and working unsafe hours. Overall to conclude the experience survey, the area that Starbucks is located in is very good for business because it is near the world trade center, century 21 clothing store, and it is also good for tourists and the easiest thing about her job is the CTS inside restocking.

Now unto the status report we also as a group try to focus on the locations that people are most likely to go to and why. The group is looking into a variety of menus and the sales of the coffee shops. The problem, discovery, and definition are that our group has found that "there is no secret to a successful coffee shop; in fact, most secrets in business boil down to either hard work, extensive experience, or luck or a combination of all three". Being that we are diving into a battle of the best coffee shops our research has led us to what we call the "StarDunkin" coffees or "Stardad coffees"- narrowing down each one. As for the interview our group wanted to have an expert in the field and we have an idea of what questions to ask accordingly for support towards our study. For the secondary data, we explored the discovery of coffee has a fascinating background behind it, it appears that coffee may have been discovered by "excited goats", we found that coffee has become one of the important parts of many people's daily lives around the

world, and many consumers who enjoy and live for coffee spend money in their ideal coffee shops; in which there are two main coffee shops on the New York City Marketplace: Starbucks and Dunkin' Donuts have raised and have been recognized. Overall, Starbucks is a thriving coffee shop with a net worth as of March 06, 2020 is \$89.42 Billion dollars and as for Dunkin' Donuts became the world's leading baked goods and coffee chain, serving more than 3 million customers, daily. In the hypotheses our group came to the recent educated guesses of what people prefer in terms of the coffee and about the coffee shop such as: 1) Consumers prefer caffeine in their drinks (coffee and tea), 2) Consumers prefer to get energy from the drink rather than food, and 3) Consumers want to have free time to enjoy the coffee.