

CERTIFICATE FROM THE INSTITUTE

This is to certify that the project titled “Comparative Analysis of Consumer Preferences towards Café Coffee Day and Barista” is a bonafide work carried out by Kunal Batra of MBA 2012-14 and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 in partial fulfillment of the requirement for the award of the Degree of Masters of Business Administration.

Signature of Guide

Signature of Head (DSM)

Seal of Head

Place:

Date:

DECLARATION

I Kunal Batra, student of MBA 2012-14 of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 declare that project report on “Comparative Analysis of Consumer Preferences towards Café Coffee Day and Barista” submitted in partial fulfillment of the requirement for the award of the Degree of Masters of Business Administration is the original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge.

The report is not being submitted to any other University for award of any other Degree, Diploma and Fellowship.

KUNAL BATRA

Place:

Date:

ACKNOWLEDGEMENT

With Profound sense of gratitude & regard, I express my sincere thanks to my guide & mentor Mrs. Richa Mishra for her valuable guidance & the confidence she installed in me, that helped me in successful completion of this Project report. Without her help, this project would have been a distant affair. Her thorough understanding of the subject & the professional guidance is indeed of immense help to me. I am also thankful to the faculty members of our institute who cooperated with me & gave me their valuable time.

Regards,

Kunal Batra

Delhi School of Management, Delhi Technological University

EXECUTIVE SUMMARY

This report provides information on “Comparative Analysis of Consumer Preferences towards Café Coffee Day and Barista”. Café Coffee Day operates a retail chain of cafes in India. Its menu includes hot coffee, international coffee, cold coffee, hot chocolate, cool drinks, cool refreshers, soda, hot coffee, ice creams, coffee add ons, powder coffee, quick bites, sundaes, and tea. Barista is noted as a pioneer of Indian café culture. The Barista chain of espresso bars delivers a truly Italian coffee experience in warm, friendly and relaxed environments. It aims to provide a comfortable place for people to unwind over interesting conversations and a cup of coffee

This report on the comparative study of Barista Vs café coffee day, compares them on the basis of their marketing mix, distribution system to their outlets, 7Ps of each, SWOT analysis of Barista and Café coffee day, customer satisfaction level towards Barista and Café coffee day and the comparative rating to the Barista and Café coffee day based on the following factors:-

1. Taste & Quality of products.
2. Prices of products.
3. Order/ Delivery time & Order/ Delivery process.
4. Performance of staff.
5. Ambience.
6. Availability of products.
7. Value for money of products.
8. Overall performance

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