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# Cafe coffee day project pdf

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The objective of the thesis is a compare and study of Barista & Cafe Coffee Day, identify excellence and areas areas that require improvements; and provide suggestions for such improvement e. The purpose of this thesis is successfully compared two companies in the sector of prominent services on a common platform, analyze their operation and performance, and highlight what they are doing well by providing suggestions and recommendations for improvements. Barista and caf       Coffee Day were chosen because of its identical pattern of operation and growth. They s     one of the two main players in the caf    National caf     nd   stria and their customers consider both as interchangeable brands. That is why it is important to study how these brands differ from each other and try to improve fidelity to the brand among their customers. For the purpose of this study, I have prepared research tools, questions, to discover the relevant primary data relating to the functioning and work of both barista and coffee day caf  f     . The data were collected based on information provided by: the organization management. Customers visiting barista shops and day Coffee Caf   . In addition to the primary data collected with the help of the questionnaire, I also have collected the relevant secondary data of various sources such as magazines, books and the Internet and newspapers. Based on the relevant primary and secondary data, a comparative analysis was made in order to discover the excellence and enhanced areas of both organizations. The areas of excellence and improvement were identified on the basis of factual information, the light of which recommendations and suggestions were provided for the overall improvement of organizations in the future. This thesis was held in, 2018 in New Delhi, in India; As soon as information is relative to this city. SE   O UM: Caf f The Coffee     Industry. A thesis section is a spy on the caf   f    .    takes a look at how ind  stria evolved over time, from its prim  rdios in Europe, its current form of a highly organized sector. He also details the structure of Industry, with its various components, in its current form. He finally treats how this industry has grown in India, and what is his current state. SE   O two: case study A in Barista. SE   O two is a case study on the first organization to be compared in this study, barista. The looks of case study at work and overall barista performance, and the various aspects and functioning of their marketing and human resources. SE   O THROUGH: A CASE STUDY ON CAF   CAF   . Three Section is a case study on Coffee Day, the other organizations that are being compared in this study. This section deals with the    global operac    es of     Caf   Coffee Day, and like the previous    se    , functioning and aspects of your Marketing and Human Resources. SE   O FOUR: Market research. Se   o Four is the main comparative classification of both barista and caf  f      Coffee Day, based on a survey with clients that visit the stores. The search analyzes how both are performing in the flavor areas and the quality of the products, Value for Money, Delivery, People, D  f      COR & ARCHITECTURE, etc. SE   O FIVE: CONCLUSION. The last section of these areas identifies where both organizations are performing excellently, and areas where they need to improve. It also provides recommendations based on the finding of market research, and case studies of both companies. This will provide a global perspective on the comparative study of the two companies. Caf   DAYTRADE NAMECAF  f       Caf      DayTypesUsidiary Caf   Day Enterprisestraded Asbse:   . 539436Nase:   . coffeday (controller) isinine335k0101IndustryCoffeeHouseFounded1993; 28th years Agoa (1993) Founderv. G. SiddharthaheadquartersCoffee Day Square, Vittal Mallya Road, Bengaluru, Karnataka, India [1] Locations550 Number [2] A (2021) Peoples Area V. Ranganath Ranganath Chairman) Malavika Hegde (CEO) [3] ProductsCoffeeTeaPastriesCappuccinoSmoothiesRevenue      A   4,264 crore (US \$ millions 570A) [4] (2018     19) Number of employees20,135 [4] day ParentCoffee EnterprisesSubsidiaries               Caf   Emporio          Coffee day fresh an n t      RREO a    Coffee day Xpress a caf   day    A       take one day caf      Exporta     es a day    caf      Perfect day          Coffee day BeveragesWebsitecafecoffeday.com caf   caf         A (CCD)    chain of a caf   andio      . A one subsidi  ria of Coffee Day Enterprises Limited, Internationally, CCDs were present at    Austria, Czech Republica, the Mal  isia, Nepal and Egypt before disconnecting all operac    es outside    India. [4] story Caf      caf      Global Day Company Limited    one neg    cio based on Chikkamagaluru farming caf      in their pr    rias properties of 20,000 acres. [5]    the largest producer of the GRA    ar  bica in Asia, exporting to v  rios pa  ses including USA, Europe and Japa    o. [6] VG Siddhartha come   ou chain caf      1996, when he incorporated Global Coffee Day, which    father of Coffee Day chain. [7] The first output CCD was established in July 11, 1996, in Brigade Road, Bangalore, Karnataka. It quickly expanded to other cities in India   , with more than 1,000 caf      s    s open across the country ATA    2011. In 2010, it was announced that a Consortium led by Kohlberg Kravis Roberts would invest a   1,000 crore (equivalent to a   19A billion or US \$ 250 millions in 2020) on the day Resorts, owned by the company. [8] In the same year, the logo was changed to the current logo, the company said it was to show the chain as a place to chat. [9] This was done with great mudan  sas in store layout, including    ad  s   the lounges and a    reformula  s   the total interior. [10] A ch  vena of coffee in Caf         Coffee Day Sandwich, coffee served in    and Tea Maker CCD Veg hamb  rgruer CCD Latte CCD    Company A vertically integrated according to the strategy    Estrata cut costs: to have the planta  s  es [5] for the growth of caf      [5], making m  quinas of coffee    [11] and make the Cell Car outputs. [5] On July 29, 2019, Siddhartha disappeared, and his body was found in the backwaters of the river Nethravathi two days later. A letter, assumed to be written by Siddhartha address the council    administra  s   the staff and was made p  blica he takes responsibility for the    na create a template neg    cio rent  vel. [12] In September 2019, the company has appointed Ernst and Young auditing firm to examine its books of accounts. They Tamba    m indicated the auditor Tamba    m ir  i look at the circumst      TRENDS   ltima the letter written by the founder and the points he made in it. [13] In mar  so 2020, Day caf      Enterprises Limited announced that it has reached an agreement to sell Global Village Technology Park, a 90-acre technology park on the outskirts of Bengaluru, for a total value of a   2,700 crore to repay Davida Caf   Coffee Daya s member companies and their promoters. [14] Outlets In June 2021, the company had 550 stores caf      s in different cities of India   . [2] Mysore output Subsidi  rias Bangalore Hyderabad Airport In June 2010, CCD acquired    Caf   Emporio, chain a caf         Czech Republica. That    era, coffee Emporio          caf   was 11 s in the Czech Republica. [15] divisions of coffee       day caf   includes:    caf   day fresh    of the E-Cha, which owns imi       caf   375 and the retail stores p   [4] Coffee day Square, a caf  -bar    high Level in Bangalore, Calcuta, Chennai, Mumbai and New Delhi Coffee day Xpress, which runs 537 kiosks day caf      [4] Coffee day drinks, which runs more than 56,799 m  quinas autom  tica of sale [4] currency    the caf      Exporta  s  es day caf     , its exportation    wing the day caf      perfect, its large consumer packaged goods caf      day B2C plant, coffee vending    currency    machine the fabrication    See the Tamba    m Coffee chains portal List Tata Starbucks coffeeshouse rodap   Notes    ^ "Coffeday a contact group." Filed from the original on May 23, 2016. 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