



Asia Marketing Federation

**CERTIFIED PROFESSIONAL MARKETER (ASIA)  
QUALIFYING EXAMINATIONS**

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SUBJECT : ASIA MARKETING MANAGEMENT

DATE : 28<sup>th</sup> April 2016, Thursday

TIME :

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**INSTRUCTIONS TO CANDIDATES**

1. The duration of the examination is **THREE (3)** hours.
2. This closed-book examination consists of ONE (1) case study that has been circulated to you previously without the questions.

CASE: CAFFE BENE DISRUPTS THE STAGNATING KOREAN COFFEE  
SHOP MARKET

3. Candidates must answer ALL the questions.
4. **Please write your registration number on all examination materials handed in. Do not write your name.**
5. Total number of pages (including this page): 2

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Asia Marketing Management

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3 HOURS

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Answer ALL the questions.

**CASE:           CAFFE BENE DISRUPTS THE STAGNATING KOREAN COFFEE SHOP  
MARKET**

**Question 1 (20 marks)**

Carry out a competitive analysis of the top five coffee shop players in Korea. Draw conclusions regarding the key strengths and weaknesses of each player.

**Question 2 (30 marks)**

What are the strategies of Caffe Bene in the Korean market? What, do you think, are the key reasons for their success in the Korean market?

**Question 3 (20 marks)**

Analyse the coffee market and coffee consumer behaviour in Korea in 2011. What key conclusions can you draw?

**Question 4 (30 marks)**

Propose your recommendations for Caffe Bene going forward beyond 2011. Be sure to cover the following areas of your marketing plan and strategies: (i) marketing objectives, (ii) marketing strategies and thrust, (iii) marketing mix or 4Ps consisting of product and service strategies, pricing strategies, placing strategies and marketing communications and promotion strategies, (iv) marketing implementation plan, and (v) financial forecast and key performance indicators.