

A Case Study on How Café Kabira - A Neighborhood Café Adopted Nonconformist Approach towards Creating Unique Service Marketing-Mix Strategies

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Abstract: *Café Kabira* stands as a superb example of how a so-called uneducated Bengali has excellently put together all the marketing intelligence learnt through turmoil of life in his small neighborhood café shop. Unbeknownst of the corporate jargons, management methods and theories, he applied his common sense, love for art and experience of making and selling T-shirt on pavement to create the service marketing mix of the coffee shop he started a couple of years back. This article explored the 7 P's of marketing mix that the café has applied till now. Interesting thing is being an ardent artistic person, the man behind this initiative is never content with the offerings and keeps on changing the ambience, product assortment and the formats. **Café Kabira** is also getting positioned as a forum of small time businessmen where everyone will help each other proliferate own businesses and thus create a substantial economic and societal value akin to famous Japanese 'Zaibatsu' concept. Zaibatsu is a compound formed by the Japanese words zai meaning "money" or "wealth," and batsu meaning "clique" or "clan." The word refers to one of several large capitalist enterprises that developed in Japan after the Meiji Restoration of 1868 and that expanded rapidly during World War I & is a powerful financial and industrial conglomerate of Japan.

Keywords – *Neighborhood café; entrepreneurship; service marketing-mix; service blue print; zaibatsu*

I. Introduction

“CAFE KABIRA”, a unique café built with love tenderness & affection. Meet Mr. Jul Mukherjee, the man who has seen the darkest nights where he almost starved to death and who has seen death before his eyes, a man with crooked past, now has become an inspiration to many strugglers of this generation. This man showed us that he could turn any adversity into an opportunity. This man believes that he should work for the benefit of the society, hence his staff members are not suited professionals but a happy family. Even there is no stipulated work schedule for any worker. There is a team effort in play where everybody helps each other in every possible way. Salary is not so lucrative as told by one of the staff members but it's the bond, the love, the care, this man gives them surpasses all bonus and incentives. Every corner of this cafe is built with the imagination of this man. He himself shared with us that he did not have the money to build wooden chairs so he instead bought chairs made up of 96 bamboos at low cost from Nadia. A café which offers delicacy at a pocket friendly rate keeping in mind of its customers, a 300 bucks cappuccino in Barista or CCD you can get it in 40. “CAFE KABIRA” the unique cafe that does not follow any stereotype rules. The name is inspired by the great poet “KABIR”. The cafe may not be built with a superb interior designing but its built with love tenderness & affection. It is also quite amazing how without any form of paid advertisement, this cafe has been able to generate steady flow of customers. They are in the process of continuous development. They have also started a boutique in the cafe that provides all new dimensions to the cafe experience. Every corner of this cafe is built with the imagination of this man relating as to how to properly use the resources in order to build an eye soothing atmosphere. He himself shared with us that he did not have the money to build wooden chairs so he instead bought chairs made up of bamboos at low cost from Nadia. Something new something exciting for everyone i.e. a pure homely atmosphere created at its best.

II. Market Analysis

The market analysis would concentrate on the 7P's of marketing mix that the café has applied till now. Interesting thing is being an ardent artistic person, the man behind this initiative, Mr. Jul Mukherjee is never content with the offerings and keeps on changing the ambience, product assortment and the formats.

1) **PRODUCT** – When rooted cultures meets modern ideas the outcome is always phenomenal. Providing a café with the tenderness of Bengali culture along with the delicacy of modern sophistication is what this

café provides its customers. Unique in its own way the café proudly differentiates itself with the other café shops in the city. It is definitely a spot for the youngsters who wants to connect with their roots.

- 2) **PLACE** – When the main essence of this café is holding on to one’s culture it has definitely chosen a good place to start with. Situated on the convergence point of “SULEKHA MORE” which has a lot of passer-by from all the sides with “JADAVPUR” on one side which is still considered the hub of Bengalis and “GARIA” on the other end which is always flooded with people it has assured itself to get a good chunk of people coming to his café. Now as a year has passed and “WORD OF MOUTH” has done its work he is planning to expand his café branches to “Salt Lake” in this “POILA BOISAKH”. An excellent strategy to capture the market by understanding how emotions can be put to business.
- 3) **PRICE** - Pricing will always be a key factor for the unknown. He has played his MasterCard to tackle the problem. The prices have been kept at a substantially low price in order to allure the customers. People are always motivated to go to a place where they can get quality product at a reasonable price. So, this café has fulfilled their desire. The quality matches the standard of high end branded café shops and the prices matches to the pockets of the customers.
- 4) **PROMOTION** – This man never believed in promotional strategy. It is obviously surprising that in this era of tough competition he has restrained himself from any paid promotions. He always believed that his sincere efforts will pay him success and it eventually did pay off. He vigorously used Facebook for his promotion and interestingly he got lot of his customers through Facebook. He also got a lot of business ideas through Facebook. As he believes in helping the needy people Facebook has also helped him to arrange trade fairs for the budding entrepreneurs. He contacts with everybody through Facebook hence showing us that social media can do wonders if put to use efficiently.
- 5) **PEOPLE**- He has seen misery from a very close end hence he has an attitude to help the needy people. He tries to do social activities as much as possible. It is evident from the workforce of his café. He did not care to bring any trained manager, accountant, waiter, chef to his café. He employed the ones who were unemployed. The ones who did not have any knowledge of how to run a café. But he dared to take this step. Today his staff is like his family. Amazingly nobody has any stipulated work. Everybody helps one another and runs the café. The atmosphere feels like a home away from a home. He has given a clear message that “Doing good costs nothing”.
- 6) **PROCESS**- The process is very smooth. In spite of not having any professional to work with him, his café does not have a tinge of clumsiness. The customers are taken good care. The orders are efficiently managed. He has definitely been able to manage his 15-seat café with beauty & elegance.
- 7) **PHYSICAL EVIDENCE**- The ambience of the café could make anyone feel the essence of untouched sophistication. The interiors have been efficiently decorated. The walls are covered with newspapers; there exists a few bamboo chairs accompanied by some seating arrangement on the ground. The colors are warm. One of the walls is filled with reviews. Hence a low-cost interior designing providing the perfect atmosphere to meet with the culture. The café also differentiates itself by having a boutique on one side. T-SHIRTS with prints of Bengali proverbs allures the customers. He also has a collection of books that his old folks are very happy to read. His collections include books of Nobaron Bhattacharjee, Abhijit Sen etc. he tries to make the unknown known. He believes that the books he keeps cannot be found easily. He takes pride to bring the readers in acquaintance of these books. He believes these books will take the reader close to his Bengali culture. He also arranges for the trade fairs. The trade fairs held from time to time also increases the customer base. He is always trying out new ways to enhance his café experience.

III. Blueprint Of Cafe Kabira

Physical Evidence

- Entrance through a glass door.
- Small corridor leading towards the main café.
- Corridor decorated with wall hangings and books kept on the shelf.
- On the main area we find two carom boards along with small sitting chairs. In the same area we find a book shelf with books of all eminent Bangladeshi Bengali writers on one side and on another wall we find lots of handicraft materials. The walls are covered with newspaper hence giving a complete new dimension to interior designing.
- To the right side we have one more room. It is the boutique space of the café. Various kinds of t-shirts, handbags etc are displayed.
- On to the left side of the main area we have another room which is also used for sitting purposes. It has few tables. The walls are covered with posters of famous movies.

Figure 1: The wall of Cafe Kabira decorated by customers



Figure 2: The Entrance of Café Kabira



Figure 3: The hangout & T-shirt display zone of Café Kabira



IV. Customer

- The customer enters the café.
- He is greeted by the receptionist. As per the wish of the customer he is guided either to the boutique area or to the sitting space.
- In the boutique area there is always a staff who helps the customer while making the purchase.
- The customers make the purchase and have a good time in the café, pay the bill and then leaves.

V. Contact Person

Visible

- The receptionist who greets the customer.
- The staff who takes the order from the customer.
- The staff who guides the customer regarding any book that the customer intends to read or purchase.
- The staff who helps the customer to buy boutique stuffs like junk jewellery,
T-shirts etc.

Invisible

- The kitchen staff who is engaged in preparing the food.
- The cleaning staff who cleans the area whenever required.

Support Processes

- Maintain and manage customer records.
- Arrange the sitting area as well as the boutique area of the café.
- Maintain proper storage of food.
- Maintain billing accuracy.

VI. Conclusion

CAFÉ KABIRA has just begun its journey. It's been a year and its name is almost known to everybody in the city. It's a huge success for any new entrepreneur. But he has to continue to find ways so that people feels something new, something different in his café. The essence has to be adequately maintained for prolonged success.

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