

1/2 **3.2.1 MyCup**

**Bring us your stained, your dirty,
your commuter cup.
We'll give you a clean one and fill it up.**

3.2.1 MyCup

A new service by Starbucks Coffee.



Solution

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Offering.

Purchase a weekly subscription at one of three service levels: 3 size cups a week, 2 cups a week, or 1 cup a week. At each level you will be given one non-disposable cup. Each time you come in you will check-in your current **dirty** cup and check-out a new clean cup filled with your coffee or beverage of choice. You can check your cup-in at any Starbucks. You are limited to the number of exchanges and cups of coffee at which your subscription service allows.

Service Levels.

2/2

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Creative's profile



greenteahunger