



## The Starbucks Company. Success Strategy And Expansion Problems

By Christian Mangold

GRIN Verlag Feb 2016, 2016. Taschenbuch. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Essay from the year 2010 in the subject Business economics - Business Management, Corporate Governance, grade: 1,3, University of Applied Sciences Wernigerode, language: English, abstract: Starbucks' CEO, Howard Schultz, asks an interesting question: 'What would happen if one takes the high-quality coffee from Starbucks and connects it with the charm and atmosphere of European cafés Starting from this idea, the company developed in a unique way. Starbucks is now the world leader in the premium coffee market with 128,898 employees in more than 17,000 locations and a revenue of US \$ 9.77 billion. Starbucks has revolutionized the coffee business. Its main marketing strategy is to present the Starbucks store as a 'third place' between work and home. Starbucks has expended rapidly abroad, but there were and are some cultural differences through which Starbucks has problems. I will try to analyze these problems and demonstrate solutions. 12 pp. Englisch.



## Reviews

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