

Answer on question # 52772 – Management

Collect the materials required for starbucks. Analyze its strategies for global market?

Starbucks company is a leader on the industrial frying of coffee beans. It is well known in 65 countries of the world and has leading positions in a retail trade of the specially selected sorts of coffee. Starbucks has a long story of its existence, and now its main goal is to keep the importance and knowableness of Starbucks brand in the world.

To achieve this goal, the company continues to extend the global network of the coffee shops, opening new on the well-developed markets, for example, in the USA, and markets of other countries with high rates of the economy growing, such as China.

Starbucks proposes new sorts of coffee and other products in different forms and new categories for its consumers. Moreover, the company has some key components of a successful business strategy: a global responsibility, a loyalty to coffee and its consumers and willingness to be the first and leading employer for its employees.