**MARKETING MANAGEMENT**

**Assignment**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| STUDENT ID | 1 | 1 | 0 | 1 | 6 |

UNIT TITLE / CODE: MKT 501

NAME : Ali Salman Alsulaiman

Lecturer Name: Mr. Umesh Kothari

Submission Date: 14/5/2020

Q1: Executive Summary

Starbucks Company was founded in USA, Seattle in 1971 by Jerry Baldwin, Gordon Bowker and Zev Siegel with a vision to educate American consumers about the fine coffee drinking experience. Now, it becomes a global leader in coffee industry. Provides quality premium coffees with a superior level of customer service and at a premium price, around the globe. Starbucks is Focus on expansion in developing [markets](https://www.marketing91.com/types-of-market/) is one of the smart strategies which are helping in speed up the growth in revenues of the company.

The brand is known for excellent customer service and its wide variety of beverages, soft and hot drink. Their products may be priced higher than its competitors but it is the quality that really counts for the real coffee lovers. Moreover, Starbucks marketing initiatives the strategic alliances employed by Starbucks in concert with the difference focus strategy and current economic conditions affecting the business.

Finally, Starbucks utilizes the focus differentiation strategy thoroughly targeting and segmentation to caring for their customers. As Starbucks uses geographic and demographic segmentation strategy to make its particular type of offerings available to customers accordingly. And value-based [positioning](https://www.marketing91.com/positioning/) so that to create imaginary stimulus in the minds of the consumers with their [intangible](https://www.marketing91.com/intangibility-in-services/) offerings along with the main [product](https://www.marketing91.com/what-is-a-product/). Starbucks has a marketing mix (4Ps) that supports the firm’s industry position as the leading coffeehouse chain in the world. The marketing initiatives of Starbucks will be discussing in this report in details.

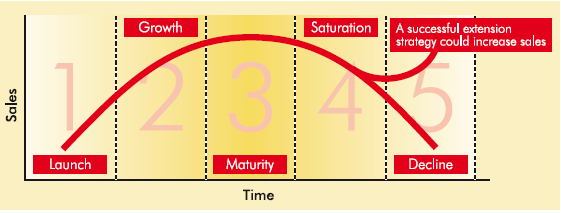
Q2: Brand Overview

Starbucks is one of the biggest brand in the world their brand in more than 70 countries and the most famous brand on the coffee industry. Their core business is purchases and roasts high-quality whole bean coffees to gives the customers best experience of coffees. Starbucks started its journey from a single store in 1971 when three teacher opened a store by name the Star Bucks Coffee, they had a passion for coffee and tea and aimed at providing coffee to a large number of restaurants and bars.(starbucks.com, 2020)

The logo of Starbucks contains the iconic mermaid of Norse mythology. The image has gone through a lot of changes before arriving at the iconic green logo that everyone has come to know for premium coffee today. By their unique concept of Starbucks logo design has contributed immensely in the company’s success worldwide. After growing up they took steps to increase resources opening a new roasting plant.(starbucks.com, 2020)

 Starbucks has gradually innovated step by step and that makes them achieved in the market. Their brand recognition has reached epic heights thanks to the strength of their marketing and their commitment to keeping their brand consistent. Through all the time the quality of products, limitation and selection in the most essential elements that make them growing up and development.

The product life cycle comprises several distinct stages of product development. The maturity stage of a Coffees life cycle features high brand awareness, wide distribution, lower prices to remain competitive and new product modifications to create brand distinctiveness. (starbucks.com, 2020)



Starbucks comes to maturity where the product becomes cash cow. This can be proven how fast Starbucks and how fast it can change people’s behavior and lifestyle. Starbucks sales always rose every year, the image strongly attached to people’s mind and the company have a strong financial to support all of its new retails outlets.

Q3: Competition Overview

The compotation is identifying competitors and evaluating their strategies to determine their strengths and weaknesses relative to those of product or service. A competitive analysis is a critical part of any company marketing plan. With proper evaluation, can establish what makes a product or service unique and therefore what attributes play up in order to attract target market. (entrepreneur, 2020)

Starbucks' success was prompting a number of ambitious rivals to scale up their expansion plans. Observers expected many of the local and regional chains to merge in efforts to get bigger and better position themselves as an alternative to Starbucks. In addition, numerous restaurants were picking up on the growing popularity of specialty coffees and had installed machines to serve espresso, cappuccino, latté, and other coffee drinks to their customers. But despite the challenges they still have the bigger value in the coffee market.

Now main Starbucks competitors are Café Nero, Costa Coffee, Mc Café, Dunkin Donuts and Tim Hortons. The main Starbucks porter’s five forces competition analysis in the Coffee Industry, the tool is used to analyses all the forces that can have an impact on the competitive position of a business firm. Following is an analysis of the five forces that influence the competitive position of Starbucks in the industry:

1. Competitive rivalry or competition – Strong Force

There are some products that are unique is Starbucks that help to build a brand loyalty. This force affects to the influence of competitors on each other and the industry environment. The large number of firms is an external factor that intensifies competitive rivalry. Starbucks has many competitors of different sizes locally and international. In relative, the population of competitors is modest diverse in terms of specialty and strategy. In addition, competition is strengthened because of the low switching costs, which are the disadvantages to consumers when shifting from one provider to another. (Porter Analysis, 2020)

1. Bargaining power of buyers or customers – Strong Force

Starbucks Coffee experiences the strong force or bargaining power of buyers or customers. This force is based on the influence of individual customers and groups of customers. Also based on the low switching costs, customers can easily shift from Starbucks to other brands. In addition, the high substitute availability means that customers can stay away from Starbucks if they want to, because there are many substitutes like instant beverages from vending machines or any other coffee shop. Many customers are less sensitive to prices and will continue even the prices increased. These strong factors overshadow the fact that individual purchases are small compared to the company’s total revenues. (Porter Analysis, 2020)

1. Bargaining power of suppliers – Weak Force

Starbucks Coffee faces the weak force or bargaining power of suppliers. Starbucks works a large number of supplier worldwide and the massive supply requirement by Starbucks make it important for the supplier. The moderate size of individual suppliers is an external factor that imposes a moderate force on Starbucks. However, the high variety of suppliers weakens their bargaining power. The supplier in no position to barging with Starbucks. This reason the suppliers’ bargaining power is a minor strategic issue in managing the business. (Panmore institute, 2020)

1. Threat of substitutes or substitution – Strong Force

Starbucks Corporation experiences the strong force or threat of substitution. that substitutes have strong potential to negatively impact Starbucks Coffee’s business. The high availability of substitutes makes it easy for consumers to buy these substitutes instead of Starbucks products. Some products like coffee, tea and food items. Many people brew coffee to make it at home. As they have the best Nespresso single Coffee capsules. (Porter Analysis, 2020)

Many of these substitutes are affordable and cost less than the company’s products. the low switching costs further strengthen the threat of substitutes, as it is easy for consumers to buy substitutes instead of Starbucks products and that threat of substitutes is a high-priority strategic management concern. (Panmore institute, 2020)

1. Threat of new entrants – Moderate Force

The moderate cost of doing business is associated with the variability of the actual cost of establishing and maintaining operations in the coffeehouse industry.  These external factors enable smaller firms to do business and compete against Starbucks Corporation. On the other hand, brand development is costly. The combination of these external factors imposes the moderate force or threat of substitutes against the company. (Panmore institute, 2020)

Q4: Target Market

Market targeting is a process of evaluating market interest and selecting one or more segments to enter the market. Starbucks target market is from middle to high-income office workers with a desire to purchase premium products. Management looking to make Starbucks the place where their customers could relax, gather and interact with one another. This made them be attentive about their quality control and meet the high expectations. It requires a mass market approach through conniving a distinct marketing and products programs for the different segments. A major challenge in their target market strategy is developing the brand that satisfies every customer and provide services without quality compromise for reaching this targeting strategy and aggressively growing in the industry during the years. (Lynn, 2011).

In begging of Starbuck business aimed targeting on launching time the upper income class. But during in 1990s Starbucks understand that the growth depends on the middle or lower class incomes because these two classes are more motivated and go to the discounted and lower price products. Starbucks objectives are to become the most renowned brand of coffee in the world. In order to succeed in the long-term growth, Starbucks is utilizing an effective marketing strategy by relying on their retail expansion along with the product and service innovation to keep growing and successive in the industry. In order to achieve these strategies, Starbucks has opened more new stores in both existing and new markets all over the years. (Starbuck invistor,2017).

Starbucks have an efficient type of strategy to build its branding target in the market. They have numbers of competences likes market leadership and have best outlets locations where customers can relax from work or study. The most important change of the last thirty years is the changes of economic policies over the world. Starbucks target market was 18 to 24 years’ young professional people because they are not yet being loyal with coffee industry and they are the most population around the world. In addition, sells coffee and tea products through other channels like distribution targeting restaurants, hotels, colleges and universities and other work places. Starbucks stated goal is to become the leading retailer brand of coffee in each of its target markets and it aims to achieve this goal through continued aggressive expansion of company operated retail locations. (uk essay,2017)

Q5: Segmentation

Market segmentation is a process of dividing a market into buyers’ different groups with different characteristics, want, needs, or behavior that required marketing programs on separate products. Starbucks' main approach to gain greater market share and to be the biggest in the industry by paying a close attention to its market segments. The selection of the target market will be comprised of segmentation data collected, based on demographic, geographic, psychographic, and behavioral characteristics. The nature of the business requires that all four major variables in the segmentation of consumer markets be explored.

In term of demographic segmentation, they are paying attention of the both gender in all ages and customers ethnic background. Also employ geographic segmentation in every country or region in the world to have the best outlet location by placing their stores in locations that are in central spots and parts of nice neighborhoods because these are spots that are easy to reach. At Starbucks, the demographic segmentation's main group is between 25 and 40 years of age this group of customers within this range tend to have high income and professional careers. the second target group is 18 to 24 year of age which bring about 40% of sales and belongs to richer families and students in the colleges. (Fromm,2014).

Starbucks marketing psychographic segmentation shows that customers belong to the upper and middle class and well-off customers who were educated. their customers like to socialize and share a neighborhood and college students use Starbucks as a place to rest, study, writing and meet new people. They also engage in geographic segmentation by placing their stores in locations that are in central spots and parts of nice neighborhoods because these are spots that are They situated between mass marketing and segment marketing to target a broader public and realized growth opportunities in the industry and set strategies to cater a wider array of the market segment. (Rafii, 2013)

Behavioral segmentation is the process of sorting and grouping customers based on the behaviors they exhibit. The behavioral segmentation in Starbucks is mainly based on knowledge, awareness, attitude of a consumer. (clevertap, 2020) Starbucks having a customer behavioral segmentation buy simply offering a customer loyalty program which frequent can use their loyalty card to make purchases and get some discount and free drinks.

Q6: SWOT

Starbucks is the most popular and strongest brand in the food and beverage industry. In term of size, volume, and the number of loyal customers have kept growing over time. The company is enjoying a huge presence in 30,000 locations and 78 markets. With huge number of branched there marketing strategy should to identifies all the key strengths, weaknesses, opportunities and threats that affect the company. (business strategy hub, 2020).

* Strength

Starbucks have a strong financial performance with an annual revenue of $26.5 billion and profit of $3.6 Billion in 2019 which has resulted in the company occupying the number one spot among coffee and beverage retailers in the world. As they have very strong brand image and a global network of suppliers that are carefully selected based on criteria relating to quality. In addition, they have extensive international supply chain and sources of coffee beans from three coffee producing regions, Latin-America, Africa, and Asia-Pacific. (business strategy hub, 2020).

One of the strengths of Starbucks is trust of consumers and by virtue of its brand, which represents excellence and quality at an affordable rate the company enjoys leading position in the worldwide market for coffee and beverages with excellent products quality, seemingly environmentally friendly and relatively consistent between locations. Finally, they are very effective in reinvestment strategy most of the profits go back into expanding the business. This is evident in the ever-increasing number of locations and well-planned growth strategy which working well for development their brand. (Pestle, 2020).

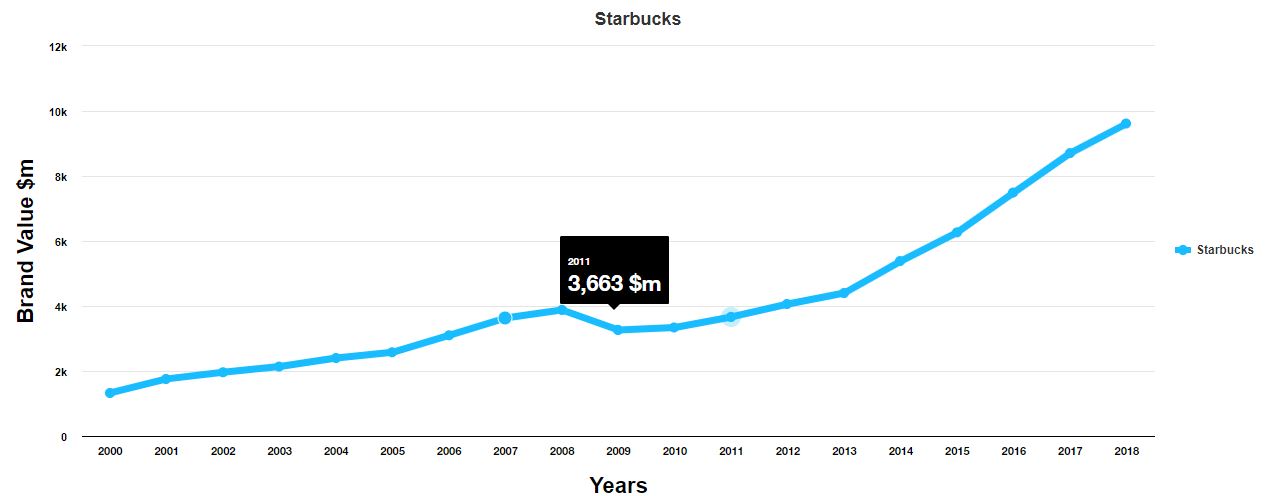


Figure 1:Starbucks growth history (Inter brand,2020)

* Weakness

Like every company, Starbucks does have some weaknesses. While their high price point was a strength in the previous paragraph, it is also a weakness. The hefty price tags on some of their products deter plenty of customers who might otherwise make Starbucks a part of their daily lives, some just don’t have that much money to spend on a cup of coffee. It is overly price sensitive to the fluctuations in the price of coffee beans which not cost for them much from unethical procurement practices of coffee beans from impoverished third world farmers. (Pestle, 2020).

One other weakness is a lack of overly unique products. they don’t exactly a unique market. Plenty of other coffee shops, chains or otherwise, provide similar products and only lose out to Starbucks big name. The company must immediately diversify its product range if it has to compete with competitors like McDonald’s which have a coffee as a sub order. Moreover, Starbucks has recalled a lot of in-demand products which may negatively affect the brand image of the company and lead to the loss of customer base. (business strategy hub, 2020).

* opportunities

Starbucks can increase its revenues through expansion in developing markets. They have an opportunity to expand with their supplier network with high range of suppliers from whom it sources in order to diversify its sources of inputs. Further, this would also help the company in becoming less sensitive to the prices of coffee beans and make it resilient against supply chain risks. The company also can expand into the emerging markets like China, India and middle east, which represents a lucrative opportunity for the taking. (business strategy hub, 2020).

Business diversification and products quality It can further diversify business operations to improve overall revenue growth opportunities. As the developing products as per the customer preferences in the specific target market is also a profitable opportunity.

Starbucks products would be welcomed in all supermarkets across the world, they just start with that strategy and it has been successes. Selling their own branded products in stores other than their own would be a great way to maximize the revenue and have big reputation. They also have the opportunity to team up with other companies and co-brand. To make a new product that can reach most of the people with cheap price like cola.

### Threats

Starbucks does have a few threats which need addressing if they want to keep growing and remain the world’s leading coffeehouse chain. Main threats face from the rising prices of coffee beans and is subject to supply chain risks related to fluctuations in the prices of this key input. Further, the rise in the prices of products impacts the company unfavorably leading to another threat to its profitability. This can threaten the future’s stability of Starbucks which offers higher prices. (MSG, 2020)

Starbucks facing competition from major restaurant chains that offer low-cost coffee products from cheaper alternatives like Dunkin’ Donuts and McDonald’s with huge multinational companies which directly compete with some of the products that Starbucks sells. They offering the same coffee with lower price and of a similar quality. While these companies don’t pride themselves entirely on their coffees field as a core business.

Starbucks success can be partially attributed to the popularity of coffees, teas and convenient snacks in today’s society. If consumers were to shift away from these products (perhaps one day relying on caffeine pills instead of caffeinated beverages), it would leave Starbucks struggling to stay on market. (Pestle, 2020). In 2020, due to Coronavirus Starbucks has temporarily closed most of it shops around the world and that will effect there financial in 2020.

Q7: Market Research

Starbucks employs market research to marketing messages and stay informed about consumer sentiment. Market research can take many different forms, including following cultural trends, monitoring social media, gathering consumer feedback and [in-store product testing](https://www.thebalancesmb.com/tips-to-improve-customer-service-2296008). Starbucks does all of these and more. Conducts the own form of market research is through Starbucks idea platform they can submit any ideas they have for new offerings, changes like to see to anything that already exists, requests to bring back old products. The company also connected in all social media which monitoring digital platforms such as Facebook, Instagram, Twitter, and Reddit to find out what customers are saying about the brand and collect feedback that could help the brand improve. (Small business, 2019)

Examples of how Starbucks has used market trend data digital consumer feedback and in-store product testing are the launches of its [dairy-free milk alternatives](https://www.starbucks.com/). during the period from 2012 to 2017, overall sales of dairy-free milk alternatives in the U.S. grew 61 percent, with almond, coconut, and soy milk being the most popular types. Starbucks has kept pace with this trend among [health-conscious consumers](https://www.thebalancesmb.com/consumer-profile-defining-the-ideal-customer-2296932) and customers with special dietary limitations. The company began offering soy milk in 2004. In 2015 it launched drinks with coconut milk, and in 2016, it began offering almond milk. Starbucks also began offering [oat milk](https://news.starbucks.com/emea/new-oat-dairy-launches-at-starbucks) in its European stores in 2018 to keep up with trends there. (Small business, 2019)

The company says that a major reason that it launched these dairy-free milk alternatives was that they were some of the most requested offerings on its My Starbucks Idea platform. During 2014, the company also [tested the use of coconut milk](https://www.iol.co.za/business-report/companies/starbucks-tests-dairy-alternatives-1747866#.VRQ8b0t-fF8). The results of the tests and combined market research were positive enough for Starbucks to begin rolling out coconut milk around the world. (Small business, 2019).

* Product

Starbucks offered a premium quality product with more superior service to their customers that they never expected. Usually they use BCG matrix also known as Growth share matrix which gives an idea and clear picture of where the products currently sit. To decide what to do with the product and how to develop a marketing plan accordingly. There are 4 quadrants in which the matrix is divided into.

The coffee at Starbucks is already a "Cash Cow" which brings profit without any further investment or effort needed. The introduction of tea would fall under the "Question mark" category, a low market share but a high business growth rate. If the introduction of more tea products would become successful in the UK, the product could even shift to a "Star" category to later join the "Cash Cow" as showed below. (K. Haskovo ,2015)

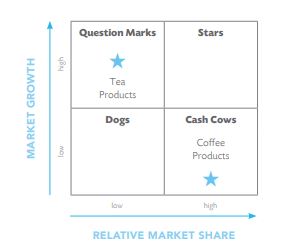


Figure 2:BCG Matrix applied to Starbucks' products (K. HASKOVA,2015)

Starbucks products characterized in quality of the iconic logo and they believe that every touch point is a branding opportunity from a single latte to the catering box you send to offices. They create there one way packaging and made the decision to use single wall cups and sleeves rather than insulated double wall cups.  Starbucks derives from their holiday cup is that it’s terrific marketing and usually those sold out faster than other cups.

Starbucks always initiative in the environmental impact by using sustainable packaging. They create paper cup recycling program and by focusing on reducing the waste associated from the business, promoting reuse and increasing recycling rates. They plans to [remove all single-use plastic straws](https://www.packaging-gateway.com/news/starbucks-phase-single-use-plastic-straws-stores-2020/) from all of its stores globally by 2020. In 2014, it also introduced its 100% recycled and recyclable, lightweight Earth sleeve paper. Starbucks said that Earth sleeve has saved the equivalent of three million sleeves per month and allows it to use single wall cups which ultimately reducing paper, energy, and water during production. (packing gateway, 2020)

* Place

One of the key succeed way that Starbucks following is the location strategy the coffee giant is not focusing in dine-in only, recently concentrating on drive-thrus in the outer edges of urban and suburban areas. Starbucks stores hold an important place in the marketing mix. These stores are designed to deepen the love between the brand and the customers. There is a warm and welcoming environment inside these stores where smiling Baristas are always willing to share their knowledge and passion with their customers.

Starbucks’ own websites as well as other retail sites to sell its products. As well they have delivery services which it has been developed in 2020 due to the lockdown in china and other countries die to Corona virus. (NoteSmatic, 2019)

* Price

Starbucks has opted for competitive pricing that is nearly half the coffee chain's charges elsewhere in the world.  the brands set the product of their prices higher than their competitors. It targets the customers from the premium segment mainly. Since these customers are willing to pay a little higher if they get better quality, it works to boost the profits of the brand. Starbucks provides great product quality as well as superb customer service and so its customers do not mind paying a bit higher prices.  This part of the marketing mix directly relates to [Starbucks Corporation’s generic competitive strategy](http://panmore.com/starbucks-coffee-generic-strategy-intensive-growth-strategies), in helping the business maintain its premium brand image.

Starbucks does not just sell coffee but an entire experience built around the idea of offering a luxury experience. There is everything from music and comfort to store design and luxury to help the customers lose stress. Moreover, Starbucks customers are apparently impervious to the price difference between its products and the competing ones. These factors have helped it sustain both a premium pricing strategy and a premium image. Its premium pricing strategy complements its ethical, global and premium brand image. (NoteSmatic, 2019).

* Promotion

Starbucks makes use of a number of promotional strategies, it has raised its marketing budget and started using Both traditional and modern channels are being utilized for this purpose. It is trying to expand into the emerging markets and the competition has also grown intense. Apart from that social media also plays an important role in Starbucks’ marketing strategy.  Apart from that its own website and stores also an important part of its promotional strategy.

 The company also advertises its products through television, print media, and the Internet. Sales promotions are used in Starbucks Rewards, which is a program involving freebies that customers can avail after purchasing a certain amount of the company’s products. Starbucks has a customer loyalty scheme called ‘Starbucks Rewards’.  helps communities, while promoting the company’s brands. This part of Starbucks Corporation’s marketing mix shows the core significance of word-of-mouth marketing, advertising, and the supporting. (NoteSmatic, 2019).

Q8: Conclusions and Recommendations

Starbucks is biggest growth is in its international segment market and their brand is number one in the coffee industry. They let their consumers believe that Starbucks is the only coffee destination sought by them. Starbucks’s well-designed marketing strategy has managed to make the company pioneer in the retail coffee industry. From sourcing to roasting and packaging, the brand is a model in all areas. It has crafted an exclusive and extraordinary experience for its loved customers. By having a strong marketing mix strategy that increase their profit and growing and implementation of the correct strategy of the product cycle that insure all the product in Starbucks are profitable.

The future of the Starbucks could be risky due to increasing international brand competition without small changes in the product and prices provided by Starbucks, as well the local market is become offering similar coffee with less cost and same product quality. Starbucks should find ways to remain cost competitive while providing the top-of-the-line quality product and they still they have the opportunities in tea and fresh Juice products mix to creative. They should build up these products along the same line of their core coffee products.

Furthermore, it is now more aggressive and willing to utilize the power of marketing to grow its presence. However, Starbucks biggest growth is in its International segment but the emerging markets with a growing middle-class population continue to offer significant grow by winning locally Starbucks must remain relevant to the customer in order to grow in these markets, and its management teams should have a marketing mix strategy different than US and Canada.

Finally, it is recommended that Starbucks focus on pricing strategy and provide an economic package or economy offering during these tough economic times. To have more consumers and maintain the company’s customer base for when the economy as a whole. This would bring the company slightly away from the differentiation focus strategy, but not so far as to move the company into a new strategic marketing focus. Starbucks is still in a growing stage, and with a few recommendations for marketing improvement, can continue the product and growing more and more.

Reference

* Business Strategy Hub. 2020. Starbucks SWOT 2020 [Online]. Available <https://bstrategyhub.com/swot-analysis-of-starbucks-starbucks-swot/> Accessed on 13th MAY 2020.
* Clever Tap. 2013. 10 Behavioral Segmentation Examples and Strategies [Online]. Available <https://clevertap.com/blog/behavioral-segmentation/> Accessed on 12th MAY 2020.
* Entrepreneur. 2020. Competitive Analysis [Online]. Available at <https://www.entrepreneur.com/encyclopedia/competitive-analysis> Accessed on 5th MAY 2020.
* Inter brand. 2020. Brand Strength [Online]. Available <https://www.interbrand.com/best-brands/best-global-brands/2018/ranking/starbucks/> Accessed on 13th MAY 2020.
* Investor Starbucks. 2020. Starbucks Outlines Growth Agenda and Announces Expansion of Starbucks Delivers in U.S. and China at 2018 Investor Conference [Online]. Available at <https://investor.starbucks.com/press-releases/financial-releases/press-release-details/2018/Starbucks-Outlines-Growth-Agenda-and-Announces-Expansion-of-Starbucks-Delivers-in-US-and-China-at2018-Investor-Conference/default.aspx> Accessed on 9th MAY 2020.
* Lynn, M. 2011. Segmenting and Targeting your market [Online]. Available at <https://scholarship.sha.cornell.edu/articles/243/> Accessed on 11th MAY 2020.
* Millennial Marketing. 2020. Why Starbucks is Still Number One with Millennials [Online]. Available [http://www.millennialmarketing.com/2014/02/why-starbucks-is-still-number-one-with-millennials/Accessed on 12th MAY 2020](http://www.millennialmarketing.com/2014/02/why-starbucks-is-still-number-one-with-millennials/Accessed%20on%2012th%20MAY%202020).
* MSG. 2020. SWOT Analysis of Starbucks [Online]. <https://www.managementstudyguide.com/swot-analysis-of-starbucks.htm> Accessed on 13th MAY 2020.
* Notesmatic. 2020. STARBUCKS MARKETING MIX [Online]. <https://notesmatic.com/2017/03/starbucks-marketing-mix/> Accessed on 7th MAY 2020.
* OSI Affiliate. 2020. What is Starbucks Marketing Strategy? [Online]. Available at <https://www.osiaffiliate.com/blog/starbucks-marketing-strategy/> Accessed on 4th MAY 2020.
* Packaging Gateway. 2020. Starbucks and sustainability: Current and future packaging efforts [Online]. <https://www.packaging-gateway.com/features/starbucks-sustainability-packaging-efforts/> Accessed on 7th MAY 2020.
* Panmore Institute. 2020. Starbucks Coffee Five Forces Analysis [Online]. Available at <http://panmore.com/starbucks-coffee-five-forces-analysis-porters-model> Accessed on 6th MAY 2020.
* PESTLE Analysis. 2020. SWOT Analysis of Starbucks, the World’s Leading Coffeehouse Chain [Online]. Available <https://pestleanalysis.com/swot-analysis-of-starbucks/> Accessed on 13th MAY 2020.
* Porter Analysis. 2020. Starbucks Five Forces Analysis [Online]. Available at <https://www.porteranalysis.com/porter-five-forces-analysis-of-starbucks/> Accessed on 6th MAY 2020.
* Rafii, L. 2013. The Starbucks or McCafé Crowd: Who Counts More Politically? [Online]. Available <https://www.huffpost.com/entry/the-starbucks-or-mccafe-c_b_4262104> Accessed on 11th MAY 2020.
* Small Business. 2020. How Starbucks Uses Market Research to Propel the Brand [Online]. <https://www.thebalancesmb.com/starbucks-use-of-market-research-propels-the-brand-2297155> Accessed on 10th MAY 2020.
* Starbucks Corporation. 2020. Starbucks Siren [Online]. Available at [https://stories.starbucks.com/stories/2016/who-is-starbucks-siren/Accessed on 5th MAY 2020](https://stories.starbucks.com/stories/2016/who-is-starbucks-siren/Accessed%20on%205th%20MAY%202020).
* UK Essays. 2020. Starbucks Target Market [Online]. Available at <https://www.ukessays.com/essays/marketing/starbucks-the-target-market-marketing-essay.php> Accessed on 6th MAY 2020.