**Starbucks Company Profile**

# *Company Overview*

Starbucks is a globally recognized coffeehouse chain. It was founded in 1971 in Seattle, Washington. The company offers a variety of coffee, tea, and food products in over 80 countries worldwide.

# *Mission & Vision*

Mission: “To inspire and nurture the human spirit – one person, one cup, and one neighborhood at a time.”

Vision: To establish itself as the premier coffee brand globally.

# *Core Values*

• Customer Commitment: Providing excellent service.  
• Integrity: Doing business ethically.  
• Diversity & Inclusion: Creating a welcoming environment.

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# *Products & Services*

• Coffee & Espresso  
• Tea, Refreshers, Bakery, Merchandise

# *Global Presence*

Starbucks operates in over 80 countries with more than 35,000 stores worldwide.

# *Starbucks Presence by Continent*

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| --- | --- |
| Continent | Number of Stores |
| North America | 16,000+ |
| Asia | 10,000+ |
| Europe | 5,000+ |
| Others | 4,000+ |

Reference: https://www.starbucks.com/about-us/