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Marketing strategy of 'Starbucks Coffe'

By Khanh Pham-Gia

Grin Verlag Jul 2009, 2009. Taschenbuch. Book Condition: Neu. 209x149x15 mm. This item is printed on demand - Print on Demand Titel. - Scholarly Research Paper from the year 2008 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, printed single-sided, grade: 1,0, University of applied sciences, Munich, language: English, abstract: Starbucks is the world leader in the premium coffee market and has an amazing success story. In this study the key factors for the successes of Starbucks are analyzed. The distribution strategy of Starbucks, e.g. through coffee stores, grocery markets, and new retail channels, is investigated. Additionally, problems of the rapid expansion of Starbucks in national and international markets and their solutions are discussed. Starbucks sells not only its coffee; it sells the Starbucks experience. The company is successful to convey its vision to the customers. It can convince customers paying more for high-quality products and a new life style. Starbucks reached its goal to establish and leverage its powerhouse premium brand through rapid expansion of retail operations, introduction of new products and store concepts, as well as development of new distribution channels. Starbucks has revolutionized the coffee business. The main marketing strategy is to represent Starbucks...



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