

STARBUCKS SWOT ANALYSIS 2017

STRATEGIC MANAGEMENT INSIGHT

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Starbucks SWOT Analysis 2017: Strategic Management Insight

1. What are Starbucks' strengths?

- **Strong brand recognition and loyalty:** Starbucks is one of the most recognizable brands in the world, with a loyal customer base.
- **Extensive global presence:** Starbucks has over 24,000 stores in more than 70 countries, giving it a global reach.
- **Innovative products and services:** Starbucks constantly introduces new products and services, such as the Pumpkin Spice Latte and Mobile Order & Pay, to keep customers engaged.
- **Strong financial performance:** Starbucks has consistently reported strong financial performance, with revenues in 2017 exceeding \$22 billion.

2. What are Starbucks' weaknesses?

- **Competition:** Starbucks faces intense competition from other coffee chains, such as Dunkin' Donuts and Tim Hortons, as well as from local coffee shops.
- **High prices:** Starbucks' prices are higher than many of its competitors, which can deter some customers.
- **Limited menu:** Starbucks' menu is relatively limited compared to some other coffee chains, which can limit its appeal to some customers.

- **Inconsistent store quality:** Starbucks' store quality can vary significantly from location to location, which can affect the customer experience.

3. What are Starbucks' opportunities?

- **Expansion into new markets:** Starbucks has significant opportunities to expand into new markets, such as China and India.
- **New product development:** Starbucks can continue to introduce new products and services to keep customers engaged and drive sales.
- **Technology integration:** Starbucks can leverage technology to improve the customer experience, such as through its Mobile Order & Pay app and rewards program.
- **Strategic partnerships:** Starbucks can form strategic partnerships with other companies to expand its reach and offerings, such as its partnership with Spotify.

4. What are Starbucks' threats?

- **Changing consumer preferences:** Consumers are increasingly demanding healthier and more sustainable food and beverage options, which could pose a threat to Starbucks' traditional offerings.
- **Economic uncertainty:** Economic uncertainty can lead to reduced consumer spending, which could impact Starbucks' sales.
- **Rising coffee prices:** Rising coffee prices could put pressure on Starbucks' profitability.
- **Negative publicity:** Negative publicity, such as the recent controversy over Starbucks' holiday cups, can damage Starbucks' brand reputation.

5. What are some strategic recommendations for Starbucks?

- **Continue to expand into new markets:** Starbucks should continue to focus on expanding into new markets, such as China and India, to drive growth.
- **Innovate and diversify its product portfolio:** Starbucks should continue to introduce new products and services to keep customers engaged and drive

sales, while also exploring new product categories, such as food.

- **Leverage technology:** Starbucks should continue to leverage technology to improve the customer experience and drive efficiency, such as through its Mobile Order & Pay app and rewards program.
- **Manage its costs and pricing:** Starbucks should manage its costs and pricing carefully to maintain its profitability while remaining competitive in the market.
- **Monitor industry trends and adapt accordingly:** Starbucks should closely monitor industry trends and adapt its strategy accordingly, such as by developing healthier and more sustainable menu options.

Why We Get Sick: Questions and Answers

Why do we get sick?

Our bodies are constantly exposed to germs, viruses, and other pathogens that can cause illness. When these invaders enter our bodies, our immune system fights back. If our immune system is strong, we will usually be able to fight off the infection and stay healthy. However, if our immune system is weakened, we may get sick.

What are some factors that can weaken our immune system?

There are many factors that can weaken our immune system, including:

- Stress
- Lack of sleep
- Poor nutrition
- Smoking
- Alcohol abuse
- Certain medications
- Chronic diseases

How can we strengthen our immune system?

There are a number of things we can do to strengthen our immune system, including:

- Getting enough sleep
- Eating a healthy diet
- Exercising regularly
- Managing stress
- Avoiding smoking and alcohol
- Getting vaccinated
- Taking supplements, such as vitamin C or zinc

What are some common illnesses that we can get?

There are many different illnesses that we can get, including:

- Colds
- Flu
- Pneumonia
- Ear infections
- Strep throat
- Food poisoning
- Urinary tract infections
- Skin infections

How can we prevent getting sick?

There are a number of things we can do to prevent getting sick, including:

- Washing our hands frequently
- Covering our mouths and noses when we cough or sneeze
- Avoiding contact with sick people
- Getting vaccinated
- Taking precautions when traveling to areas where there are outbreaks of disease

The Arrangement: 17 Ferro Family Members and H.M. Ward

Background

The Ferro family is a prominent clan in the world of organized crime. Led by patriarch Vincent Ferro, the family has been involved in various illicit activities, including drug trafficking, extortion, and money laundering. In 2017, a group of 17 Ferro family members, along with associate H.M. Ward, were arrested and charged in connection with a massive cocaine distribution conspiracy.

The Arrests and Charges

On June 27, 2017, law enforcement officials arrested 17 members of the Ferro family and H.M. Ward in a series of raids in New York and New Jersey. The arrests were the culmination of a two-year investigation into the family's criminal activities. The defendants were charged with a variety of offenses, including conspiracy to distribute cocaine, money laundering, and possession of firearms.

The Trial and Sentencing

The trial against the Ferro family and H.M. Ward began in federal court in Brooklyn in October 2018. The prosecution presented a mountain of evidence against the defendants, including intercepted communications, financial records, and witness testimony. The jury found all 18 defendants guilty on multiple charges. In March 2019, the defendants were sentenced to prison terms ranging from five to 25 years.

Vincent Ferro and Amanda Ferro

Vincent Ferro, the head of the family, was sentenced to 25 years in prison. His daughter, Amanda Ferro, was sentenced to 10 years in prison for her role in the conspiracy. Amanda Ferro had been a key figure in the family's drug trafficking operation, managing the distribution and finances.

H.M. Ward and the Connection to the Family

H.M. Ward, who was not a member of the Ferro family but was an associate, was sentenced to 15 years in prison. Ward had been involved in the family's cocaine distribution network for several years. His arrest and conviction provided valuable information to law enforcement about the Ferro family's operations.

The Green Beauty Guide: Your Essential Resource to Organic and Natural Skin Care, Hair, Makeup, and Fragrances

By Julie Gabriel

Introduction

In the world of beauty, there has been a growing demand for natural and organic products that are gentle on the skin, hair, and body. The Green Beauty Guide is an invaluable resource that provides a comprehensive overview of this thriving industry, with expert advice and recommendations from renowned beauty expert Julie Gabriel.

What is Green Beauty?

Green beauty refers to skincare, hair care, makeup, and fragrances made with natural and organic ingredients. These products prioritize plant extracts, essential oils, and minerals, avoiding harmful chemicals, parabens, synthetic fragrances, and sulfates.

Why Choose Green Beauty?

There are numerous benefits to embracing green beauty:

- **Reduced Exposure to Toxins:** Organic and natural ingredients are less likely to contain harmful chemicals that can irritate the skin or scalp.
- **Improved Skin and Hair Health:** Natural ingredients nourish and revitalize the skin and hair, promoting a healthier appearance.
- **Environmental Sustainability:** Green beauty products are often sourced from renewable resources and use eco-friendly packaging.

How to Choose Green Beauty Products

When navigating the green beauty market, it's essential to look for products that:

- **Are Certified Organic:** Certifications from organizations like ECOCERT or USDA Organic ensure that the ingredients meet rigorous standards.

- **Include High-Quality Ingredients:** Read the ingredient lists to identify natural and certified organic components.
- **Avoid Harmful Ingredients:** Check for the absence of parabens, phthalates, synthetic fragrances, and harsh surfactants.

Green Beauty Brands to Know

The Green Beauty Guide provides an extensive list of reputable green beauty brands, including:

- **Skin Care:** Tata Harper, Herbivore Botanicals, Dr. Hauschka
- **Hair Care:** R+Co, Olaplex, Briogeo
- **Makeup:** Ilia, RMS Beauty, Kosas
- **Fragrances:** Jo Malone London, Diptyque, Maison Margiela Replica

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