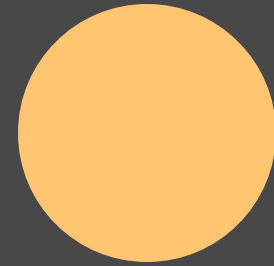
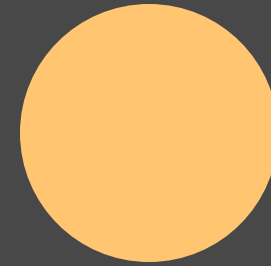


STARBUCKS STOCK PITCH

THE CASH COWS

Timeline



About Starbucks

Statistics

Recent Trends

Indications

About Starbucks

01

Global Leader in Food / Beverage Industry

02

Own close to 40k stores worldwide

03

Rewards Program / Brand Loyalty

Starbucks Stats

01 **Market Cap: \$108.49 Billion**

02 **P/E Ratio: 26.82**

03 **Current Stock Price: \$95.55**
All time high: \$117.32 July 26, 2021



Revenue peaked in 2023 at 29.5 Billion USD and had highest brand value of any global restaurant chain at almost 61 Billion USD. It also had the highest sales.

2nd Quarter of 2024, Starbucks had their first revenue decline since COVID. It was influenced greatly by its perceived stance on the Israel-Hamas War.

Starbucks has introduced more online-ordering options and the Starbucks app to position them for future global growth.

Starbucks Stats

Sector: Consumer Cyclical

Industry: Restaurants

Current Price: \$95.55

Beta: 0.96

Dividend Yield: 2.37%

EPS: 3.57

PEG Ratio: 1.63



Recent Trends

- **Post-covid, Starbucks had the first revenue decline due to the conflict in Gaza, and the mass boycott of the company.**
- **This led to a 2% dip in stock price in the final quarter of 2023.**
- **Due to the boycott, sales fell and the previous CEO resigned, and due to this the Chipotle CEO took over.**
- **The new Chipotle CEO, Brian Niccol, was chosen due to the growth and innovation that Chipotle underwent during Niccol's time.**

Good Indicators

- **Investments in Employee Wages, Cold Beverage Bar Technology, On-Demand Brewers**
- **Innovations in Beverages - cold brews, vegan options, energy drinks**
- **Data-driven Structure to target specific customer groups**
- **Has an edge over smaller competitors**

Thank you

ANY QUESTIONS