

Starbuck competitive advantage



**ASSIGN
BUSTER**

Starbuck has maintained its market leadership in selling coffee and its associated products like roasted coffee beans. The success of Starbuck can primarily be contributed to its long term vision and mission. The company was founded with major objective of popularizing coffee amongst the masses across the globe. Howard Shultz, chairman of Starbuck Corp. has been able to carry forward the aims and objectives and spread the popularity of coffee as one of the most refreshing drinks that rejuvenates the sagging spirit of the person. Indeed, Starbuck's major competitive advantage is its innovative presentation and intense desire to satisfy its customers through coffee that is customized as per the taste of the customers (starbuck). Starbuck has committed customers because it serves coffee that has powerful and pleasant aroma which is distinctly unique and facilitates relaxation. Their unique technique of roasting and preparing coffee has competitive edge over their rivals. They get their coffee beans from far off exotic places like Brazil, Arabia etc. which has distinct taste. They grind fresh beans to prepare coffee as per the taste of the individuals. At Starbuck, people interested in coffee can expand their knowledge about it because Starbuck likes to educate people regarding the merits of good coffee. Indeed, the Starbuck coffee drinks are now served through espresso bars and takeaway outlets that prepared to satisfy the tastes of their individual customers. This is why Starbuck has been able to maintain its niche position in market. (words: 242)

Reference Starbuck. Retrieved from: