

Starbucks current strategy



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Starbucks is the top coffeehouse company in the U. S. market and among those successful multinational companies around the globe.

The history of Starbucks can be traced back to 1971 when Jerry Baldwin, Zev Siegl and Gordon Bowker founded the first Starbucks store in Seattle. From selling high quality coffee grains to selling coffee beverages, Starbucks started to transformation through the help of Howard Schultz. Years past and Starbucks started to expand in the domestic market through the superb leadership skills of Schultz alongside with the attractive nature of Starbucks itself.

Due to market saturation after a few years of operation, Starbucks started on venturing internationally to sustain its fast-paced growth. Started in Japan, Starbucks aggressively expand its international operations throughout Europe and Asia.

The main success of the said international expansion lies on the high quality of coffee beverages that Starbucks provides to its customers as well as the environment setting of Starbucks store where customers feel relax and comfortable unlike other coffeehouses in the market (Anstett et al, 2007).

For the past decades, Starbucks has been prosperous until the early 2000s when the company started to experience hardships on maneuvering its international stores due to certain reasons. Sales starts to decline and some international stores have to close down to minimize their operational costs.

Many market analysts are suggesting that the instability of Starbucks international operation would be due to the volatile nature of the international market and due to the political depression that has been happening since the early 2000s.

Evaluation of Current Objectives and Current Strategy

With the main objective of Starbucks to provide their customers with high quality coffee beverages and services has been providing the company with tremendous growth on its profit for the past decades.

Moreover, the fact that it is already included in the core values of Starbucks employees to put premium into their customers, it already become innate into their strategies to put their customers into the top priorities. The great experience every time a customer visit Starbucks stores successfully penetrated their target customers.

On the other hand, Starbucks strategy of going abroad would really be the exact solution during the times when the U. S. market could no longer contain the fast-paced growth of the company. Furthermore, the said international operation of the company provided the company high profits and sales which sustain its growth for the past years.

In addition to this, it is a good thing that Starbucks make business ventures with domestic firms from other countries in order to guide them on the right strategy that they should apply to become successful and to give enough room for Starbucks to adjust on the new environment.

Strengths of Starbucks

Before identifying the possible barriers to Starbucks stable international operation, it would be better to determine first the strengths the company has to provide guidance in providing the necessary alternative for the said issue. One of the possible strengths of Starbucks would be its top caliber coffee beverages. Based on the given case, an average Starbucks customer visits the store 18 times a month, meaning customers really enjoy having their coffees on Starbucks. Starbucks uses high-quality coffee grains in making their coffee beverages and this might contributed to the high class quality of