

Cataracts evenings case study

Business



**ASSIGN
BUSTER**

Also, Cataracts serves cold beverages, micro ground coffee, teas, fresh produce, specialty pastries, and heated meals. In recent years the corporation has added multiple other products to their line such as: specialty mugs, cups, and tumblers. After PM, Cataracts Evenings also serves various wines, beers, and appetizer.

Cataracts Entertainment division and Hear Music sell and market music, books, and film. Also, Cataracts offers many different products that are seasonal or geographically based. Cattle's Best is a wholly owned subsidiary of Cataracts Corporation.

Cataracts also partners with Pepsi-Cola Company in the US and Canada to manufacture and market various ready to drink products. This partnership is the North American Coffee Partnership in which Cataracts owns 50% of the investments.

Also, Cataracts partners with the governments of Japan and South Korea to distribute StCataracts discoveries, a ready-to-drink chilled cup coffee beverage. StCataracts has a partnership with Unilever and Pepsi-Cola Company for the manufacturing, marketing, and distribution of TaTaco ready to drink beverages in the US.

Finally, StCataracts partnered with Unilever to manufacture, market, and distribute StCataracts cream products in the US. StCataracts networks with SYSCO Corporation, US Foodservice and their distributors.

StCataracts licenses 2, 141 stores in Asia Pacific, 840 stores in Europe, the Middle East, and Africa, and 5, 044 stores in the Americas. The licensees are

partners with local expertise, which StCataractseverages for a competitive advantage.

Many times, the licensee has special access to desirable retail space as well as in-depth market knowledge.

Each licensee is vetted and trained on StCataractsolicy and procedures. As part of this arrangement, StCataractseceives royalties and license fees and sells coffee, tea, and related products for resale in licensed locations.

StStartup Corporation is a publicallytraded and owned company .

StCataractsnd President is Howard Schultz. The President of StCataractsoffee US is Cliff Burrows.

John Culver is the President of StCataractsoffee International. The President of Global Consumer Products and Foodofferings Jeff Halverson

Michelle Gagliasso the President of Starbucks Coffee. Finally, Arthur D. Lunn is the President of Global Development. Starbucks Corporation has 137, 000 employees worldwide as of October 3rd, 2010 with approximately 100, 000 employed in the US. The Starbucks Corporation is one that dominates the market for specialty coffees. Starbucks is a wholly owned subsidiary of Starbucks Cooperationnd is a major player in its market.

Starbuckssajor competitors are Dunkin' Brands Group Incorporated and McDonald's Corporation. Neither competitor is of worry to Starbucks

Starbuckssets and revenue have grown exponentially in previous years. The average stockholder for Starbucksas seen a 8 increase in their earnings per share. This is also an example of previous years. In 2009

<https://assignbuster.com/cataracts-evenings-case-study/>

StarCataractsporation went through a restructuring process to handle the new influx of sales and higher demand. The restructuring expenses were \$332.

millMillion2009, which dropped to \$53 million in 2010. As a result of the time and money spent on restructuring, StarCataractsnings increased 2 from 2009 to 2010, but the corporation also saw a h190 ihaase in income taxes.

The corporation has seen a continuous and steady [early growth in net revenue for the past 5 years. Between 2006 and 2010, StarbuCataractsevenue rose \$2. 9 billion, from \$7.

8 billion to \$10. 7 billion. During the severe economic recession of 2009, StarbuCataractsration saw a \$600 million decrease in net revenue but then swiftly surpassed previous years net revenue during the 2010 fiscal year. The data provided has shown StarbuCataractsration to be a low risk and high paying investment.

StarbuCataractscorporation that has a reliable executive leadership that has proven itself through the previous decade to be worthy of respect. I recommend purchasing stock in this company.

The StarbuCataractsration has show steady financial strength as well as a steady increase in sales and a relative decrease n expenses. StarbuCataracts the leading roll in the market for gourmet coffees and pastries.

StarbuCataractsration has proven itself to be more than a trend, but a lifestyle. I recommend buy shares with StarbuCataractsration.