

# Marketing Strategy Of 'starbucks Coffe' - Khanh Pham-gia

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Starbucks is the world leader in the premium coffee market and has an amazing success story. In this study the key factors for the successes of Starbucks are analyzed. The distribution strategy of Starbucks, e.g. through coffee stores, grocery markets, and new retail channels, is investigated. Additionally, problems of the rapid expansion of Starbucks in national and international markets and their solutions are discussed. Starbucks sells not only its coffee; it sells the 'Starbucks' experience'. The company is successful to convey its vision to the customers. It can convince customers paying more for high-quality products and a new life style. Starbucks reached its goal to establish and leverage its powerhouse premium brand through rapid expansion of retail operations, introduction of new products and store concepts, as well as development of new distribution channels. Starbucks has revolutionized the coffee business. The main marketing strategy is to represent Starbucks' store as a 'third place' between work and home. The company could increase the market share in existing markets and open stores in new markets rapidly. Additionally, Starbucks always tries to expand its products portfolio. The company cooperates and takes alliances with other companies to develop and distribute new products. As the result, Starbucks has developed from a local coffee bean roaster and retailer in the US to a multinational coffee and coffeehouse chain with more than 14,000 stores in 42 countries. The rapid expansion of Starbucks leads unfortunately to some serious problems. The company has to fight with the commoditization of Starbucks' brand because of a series of decisions which are necessary for the rapid business growth. Getting back to the score, being smarter in efforts of time, money, and resources, pushing innovation, and doing things necessary to once again differentiate Starbucks from all others are the keys for business success in the future. Author: Pham-Gia, Khanh Publisher: GRIN Verlag Illustration: N Language: ENG Title: Marketing strategy of 'Starbucks Coffe' Pages: 00025 (Encrypted PDF) On Sale: 2009-01-01 SKU-13/ISBN: 9783640381296 Category: Business & Economics : Marketing - General

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