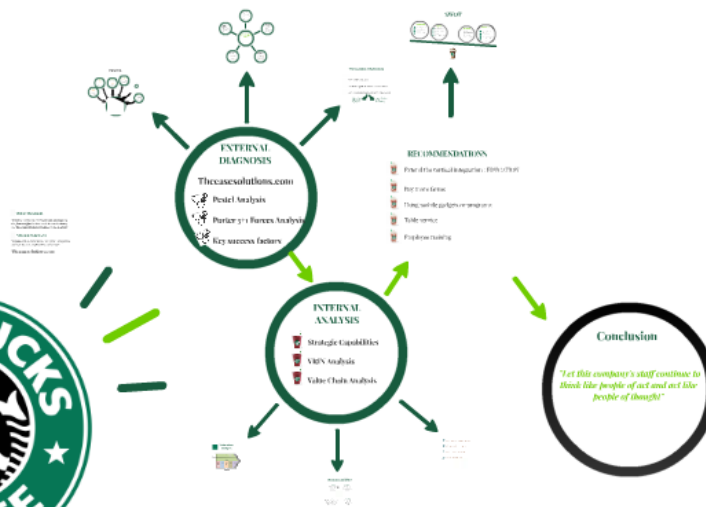
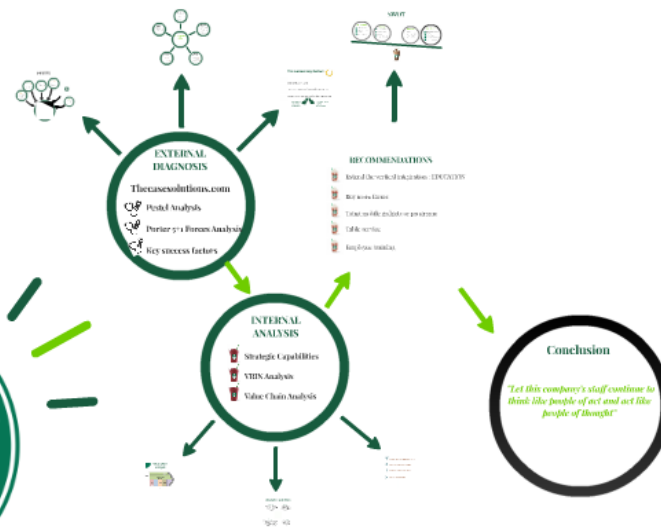


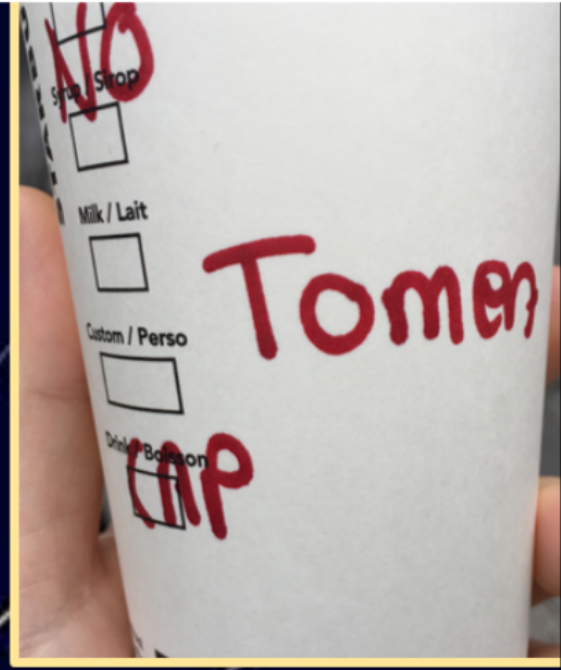
Starbucks Corporation: Financial Analysis of a Business Strategy



Starbucks Corporation: Financial Analysis of a Business Strategy



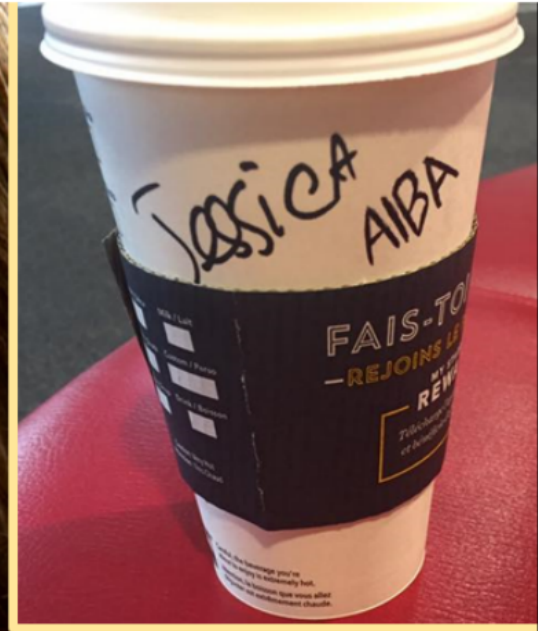
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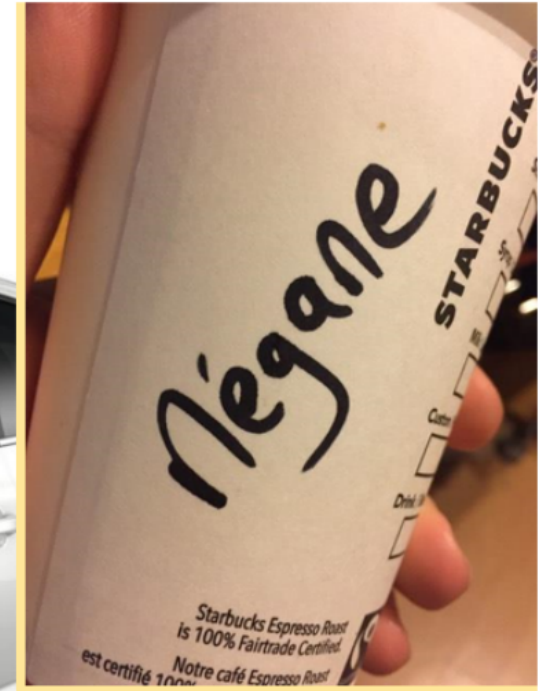


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Vision Statement

*"Establish Starbucks as the **premier purveyor** of the **finest coffee** in the world while maintaining our **uncompromising principles** while we **grow**"*



Mission Statement

*"**Inspire** and nurture the human spirit - one person, one cup and one neighborhood at a time"*

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EXTERNAL DIAGNOSIS

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Pestel Analysis



Porter 5+1 Forces Analysis



Key success factors