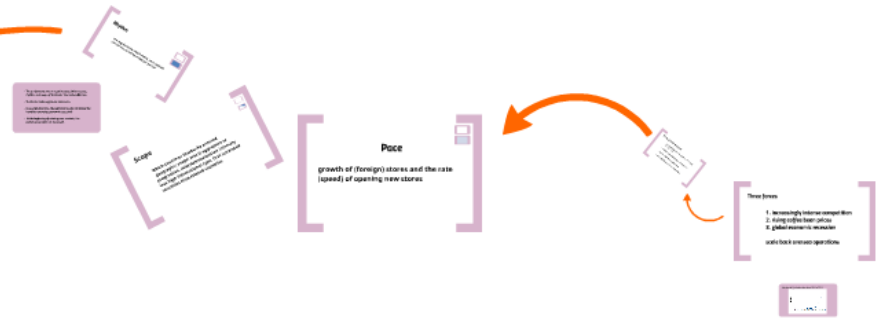


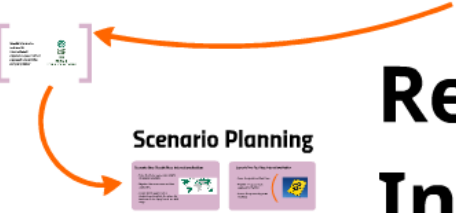
Internal Analysis

Research and capabilities of Starbucks
 Core Competences
 Five pillars of Starbucks' Strategic activity system
 Starbucks' dynamic strategic activity system



External Analysis

Porter's Five Forces
 SWOT Analysis



Resuming Internationalization at Starbucks



Internationalization

Future Internationalization Strategy

THANKS FOR LISTENING BUT STAY CALM

General information
 Outline





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Outline



- 1. Introduction**
- 2. Pace, scope and rhythm**
- 3. Internal analysis**
- 4. External analysis**
- 5. Scenario planning & recommendations**

General information

- Starbucks founding in 1971 as a coffee bean roaster and retailer
- 1982 Howard Schultz joined Starbucks
- 1992 Starbucks goes public
- 1996 first Starbucks opens outside North America
- 2003, Starbucks purchased 150 coffee shops and re/branded to Starbucks
- 2013 19,600 in 56 countries

