

“Is it worth to invest an additional \$40 million annually in the company’s 4,500 stores, which would allow each store to add the equivalent of 20 hours of labor a week? The idea is to improve speed-of-service and thereby increase customer satisfaction”



Thecasesolutions.com Resuming Internationalization at Starbucks



“Is it worth to invest an additional \$40 million annually in the company’s 4,500 stores, which would allow each store to add the equivalent of 20 hours of labor a week? The idea is to improve speed-of-service and thereby increase customer satisfaction”



Thecasesolutions.com
**Resuming
Internationalization
at Starbucks**



Thecasesolutions.com

"WORK CAN WAIT"

Since 1997, Starbucks has opened an average of three stores every day
Thecasesolutions.com



Starbucks took its name from the character Starbuck in the Moby Dick novel by Herman Melville
Thecasesolutions.com



HISTORY OF Thecasesolutions.com



The first Starbucks location outside North America opened in Tokyo, in 1996
Thecasesolutions.com



The first Starbucks opened in Seattle, Washington, in 1971 by three partners
Thecasesolutions.com



Thecasesolutions.com

The first Starbucks opened in Seattle, Washington, on 1971 by three partners



In 1971, partners Jerry Baldwin, Gordon Bowker, and Zev Siegl (*left to right*) founded Starbucks in Seattle, selling fresh-roasted whole beans to local customers.

The first Starbucks location outside North America opened in Tokyo, in 1996

Thecasesolutions.com



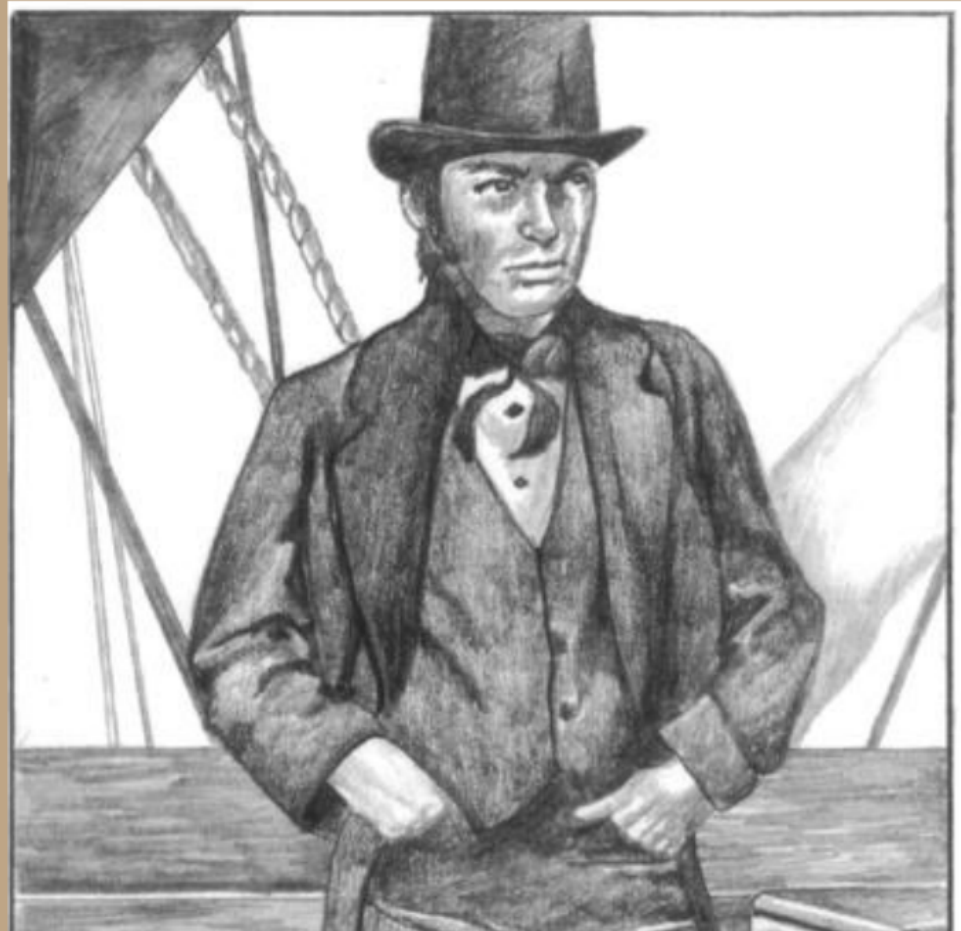
Since 1987, Starbucks has opened on average 3 new stores every day

Thecasesolutions.com



Starbucks took its name from the character Starbuck in the Moby Dick novel by Herman Melville

Thecasesolutions.com



Thecasesolutions.com

INTERESTING FACT

STARBUCKS has 151,000 employees - 2x population of Greenland